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UW-La Crosse Newsletter

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DEAN'S OFFICE 223 W. Carl Wimberly Hall

Mid-Semester is Friday, March 13

- ✓ **Applications for admission to the Business Program are due.** All business majors who will be eligible, and **who are planning to start advanced (300-400 level) business courses Sem. I, 2009-10, MUST APPLY for the program.** Applications are available at the Dean's Office. **Late applications may not be accepted. Applicants who are completing some of the admission requirements during summer, here or elsewhere, must also apply by this deadline.**
- ✓ **All major and minor changes are due.** Changes to students' majors and minors are done only through the Dean's Office. *Changes will be accepted up until mid-semester to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in early May.*
- ✓ **Students planning to change to another school or college** must file a "change of program" form at the new college dean's office. These are also due by mid-semester, and will not be processed after that date until registration is complete in early May. Program change forms are available at the Dean's Office.

Advisor/Advisee Assignments

Faculty advisor assignment is available on-line through the "Current Students" area (TALON) of the UWL website.

Students should check to confirm their assignment, particularly new transfer and reentry students, and those who've recently changed majors. Students are expected to visit with their advisors at least once a semester.

Advising does not take place only at registration time. Students are encouraged to visit with faculty advisors at any time. Faculty have posted office hours on their doors. If these hours are incompatible with a class schedule, students should talk with the advisor about arranging another time.

Advising on the Web

Check out the registration and course scheduling information for CBA students at our web site: www.uwlax.edu/ba/ Choose "Undergraduate Students" from the left-side menu. You'll find basic information about registration advising and scheduling business core requirements and your major. This information is helpful to review before you see your advisor.

The departments also have lots of excellent information about their programs, careers, faculty, student organizations, etc. You can link to their websites from this one.

Checksheets outlining all degree requirements (General Education, Business Core, all business majors and minors) are available in dispensers near room 226 in Wimberly Hall.

Registration for Sem. I, 2009-10

Registration begins in mid-April. All instructions for registering and your SNAP report are sent to your email address by the Registrar's Office in early April. Your SNAP report will also be sent to your faculty advisor at that time. Summer registration will take place a couple days before fall registration starts.

Registration advising will be available from faculty advisors, usually by appointment. Advisors should have sign up sheets for appointments at this time, or you'll receive other information about appointments from them. Students should schedule appointments well in advance of their registration time and day. **Students majoring in Accountancy and International Business are required to see their advisors before they may register, and some other CBA faculty may also restrict registration until an advising session has taken place.**

December 2009 Graduates

Students planning to graduate are **required to get a "credit check"** with Ms. Dittman before registering for their final semester. Call 785-8090, or stop by the office, to schedule an appointment.

Graduates must also file an "intent to graduate form" through the Registrar's Office website. This should be done this spring.
<https://talon.uwlax.edu/webRegistration/LoginServlet>

Business Law Courses Change Department

The business law classes (MGT 205, 305, 405 and 415) moved from the Management Department to the Accounting Department last spring. The course prefix also changed from MGT to **BUS**.

I-S 220, BUS 205 Restricted Enrollment

The CBA may **restrict enrollment** for fall, in I-S 220, I-S for Bus. Management and BUS 205, **Legal and Ethical Environment of Business, to students officially declared as business majors.**

Reminders

1. **Dropping a Class?** The last day to drop a full-semester class is March 27. Drop forms may be obtained from the Dean's Office; they require the instructor or student's faculty advisor signature. **Students may not drop courses after this date.**
2. **Planning to complete a course at home this summer?** If you're thinking about completing a course somewhere other than UW-La Crosse, please note you must obtain permission from the Dean's Office, in advance, if you

want to transfer the course back to your program here. ***Repeating* courses may be done only at UW-L.**

3. **Thinking about studying abroad next year?** Check this website for all the information about the deadlines, various program opportunities, scholarships, etc. http://www.uwlax.edu/oie/SA/study_abroad.htm.

The CBA strongly encourages this type of international experience, and there are opportunities for study anywhere from three-weeks to a full academic year...in English and non-English speaking areas of the world.



Hoeschler Graduating Senior Award

Students who graduate in August or December 2009, or who will graduate May 2010 are encouraged to consider applying for the Hoeschler Award next year.

This prestigious award, designed to recognize outstanding graduating seniors from the College of Business Administration, is awarded at each May commencement ceremony. It honors a student who has undertaken a substantial project(s) in which they have demonstrated ingenuity, initiative, entrepreneurship, strategic thinking and, hopefully, civic involvement. The Hoeschler family wishes to recognize students who not only have a solid academic record, but who have also demonstrated a creative approach to identifying, planning and executing one or more projects.

Applications and information may be picked up at the Dean's Office, 223 Wimberly. The deadline for applications is always early March. The cash award is presented during the May commencement celebration.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The Twenty-sixth Annual Spring Banquet is scheduled for April 29, 2009 at the Cleary Center. All accountancy majors are encouraged to attend. Last year over \$32,500 in scholarships were awarded at the banquet. Scholarship applications are due March 16. Click on the Scholarship link at www.uwlax.edu/ba/acc/ for an application form. Attendance at the banquet is a condition of receiving a scholarship.

Internships and Placement

Accountancy students who plan to interview in the fall of 2009 will need to meet with Career Services in April. The meeting is scheduled for Wednesday, April 15th at 2:15 pm in 209 CWH. If you are unsure about your plans for the fall, contact Dr. Ken Winter (412B CWH or winter.kenn@uwlax.edu) before the meeting.

Internship demand remains strong. There were 10 internships in summer 2008 and 13 in the fall. This spring there are 47 accountancy internships. Typically, spring internships are full-time, paid positions with public accounting firms. The majority of the internships are in Wisconsin with some in Minnesota, Illinois, and California. Organizations hiring interns include IBM, McGladrey, Virchow Krause, and Wipfli.

UWL accountancy graduates continue to be in demand. Early in October 2008, the Accounting Career Expo and Accounting Interview Days attracted over 35 organizations to recruit accountancy majors on campus. Last year 98% of accountancy majors were placed in related employment and, on average, earned \$44,065. (See http://www.uwlax.edu/careerservices/Annual_Report/annual_report.htm)



VITA

Under the supervision of Professors Bice and Lyons, our accounting majors are assisting individuals with basic tax returns through the volunteer income tax assistance program. Assistance will be available on Wednesdays from 3:00 – 4:15 pm, February 18-April 1 (except March 18) in room 209 CWH. First come, first serve. For more information, call 608-791-1901.

Class Scheduling Information

Summer 2009

The Department of Accountancy plans to offer the following courses: ACC 221 (1st session), ACC 222 (2nd session), and ACC 421 (1st session).

Fall Semester 2009

The Department will offer all courses required in the ACC major. In the fall, ACC 301, Taxation for Non-Accountants, is offered as an elective or as part of the ACC minor.

PLEASE NOTE: Professor Kastantin plans to offer **ACC 400/500 on International Financial Reporting Standards**. The course introduces IFRS as a GAAP basis of reporting. ACC 421 or its equivalent is a prerequisite. The course includes financial reporting under the present IFRS Framework and specifically addresses the basic financial reporting standards. The Department of Accountancy is fortunate to have Professor Kastantin, with his expertise in this area, and is excited about offering this course.

Advising and Registration

SNAP reports will be e-mailed around the beginning of April. All accountancy majors are required to meet with their advisors before registering online. You will be able to sign up for an advising time when your advisor posts a schedule on his/her office door. Watch for additional information

regarding advising for Accountancy majors that will be coming shortly.

Accountancy Minor

The accountancy minor consists of thirteen credits including ACC 321, 322, plus any two additional ACC courses numbered 300 or above. Courses taken to satisfy the minor may be used to meet other major electives.

Accountancy Tutors

If you need assistance with your ACC 221 or 222 classes, tutors are available in 327 CWH. Hours are posted on the door and the BAP website.

Faculty News

The Department welcomes Dr. Maureen Smith-Gaffney this semester. She comes to us from SUNY Institute of Technology. She received her B.S.B.A. in Accounting from Kent State and her M.A. and Ph.D. from The Ohio State University of Ohio. Dr. Smith-Gaffney's teaching interest is in the area of financial accounting. Her research interests involve the interface between tax and financial accounting and accounting method issues in a GAAP vs tax setting. Dr. Smith-Gaffney co-authored "Dependency Status for a Child of Divorced or Separated Parents," published in the February issue of *The Tax Adviser*.

Dr. Rosacker co-authored "Characteristics of Firms Releasing Toxic Waste into the Air," published in *Academy of Taiwan Business Management Review* in 2008. She also presented "Social Security: A Simple, Empirically Validated, Need-Based Solution," at the 16th Annual Meeting of the American Society of Business and Behavioral Sciences in Las Vegas, February 19th.

Professor Devine volunteered as a judge/arbitrator at the First Annual Foreign Direct Investment (FDI) International Moot Arbitration organized by the Center for International Legal Studies (CILS), Salzburg, Austria held at Suffolk University School of Law, Boston, Massachusetts in November 2008. Also, he will be a volunteer judge/arbitrator at the Willem C. Vis International Moot Arbitration to be held in Vienna, Austria in April. The Vis Competition deals with an aspect of the UN Convention on Contracts for the International Sale of Goods, a topic studied in Bus 405. Participating teams represent law schools world-wide.

Dr. Winter continues to serve as the Internship Coordinator for the department. He and Dr. Hauptert (Economics) co-authored "Building a League One Dollar at a Time: The Story of the Immediate Success of the American League," published in *The Cooperstown Symposium on Baseball and American Culture 2007-2008*.

Dr. Gardner serves on the editorial board for *The Tax Adviser*, the professional tax journal of the AICPA.

ECONOMICS DEPARTMENT

Welcome New Faculty

We are proud to announce three new faculty members that have or will be joining the Economics Department. They are:

- James Murray, Ph.D., 2008, Indiana University. His teaching and research interests are Macroeconomics; Applied Macroeconometrics; Monetary Economics; Scholarship of Teaching and Learning.
- John Nunley, Ph.D., 2008, Middle Tennessee State University. His teaching and research interests are Applied Microeconomics; Family Economics; Labor Economics; Law and Economics.
- Nabamita Dutta, Ph.D., expected in 2009, West Virginia University. Her teaching and research interests are Development Economics; International Economics; Public Economics; and Financial Economics.

Course Information

Economics majors will be interested to learn that the required intermediate theory courses Eco 305, Intermediate Macroeconomic Analysis and Eco 308, Intermediate Microeconomic Analysis **will be offered in the fall and spring semesters in 2009-10.**

The Economics Department's Fall 2009 upper division course schedule includes:

- ECO303, Industrial Organization

- ECO305, Intermediate Macroeconomic Analysis
- ECO308, Intermediate Microeconomic Analysis
- ECO320, Economics of Sports
- ECO330, Labor Economics
- ECO336, Women and the U.S. Economy
- ECO340, Introduction to International Economics
- ECO400, Monetary Theory and Policy
- ECO474, Economic Forum: Family Economics

Economics 400, Monetary Theory and Policy

In practice, it is widely believed that monetary policy has non-trivial influences on real variables such as production and employment, yet the quantity theory of money and many business cycle theories predict that changes in money supply effect only price level. This course takes a deep look into alternative theories of money demand to understand the impact monetary policy can have on the real economy, and what are the implications for optimal monetary policy. In this course we will further examine issues confronting the effectiveness of monetary policy in developed countries like the United States - issues such as the interaction of fiscal and monetary policy, the stability of expectations, and changing default risk; and issues confronting small developing countries such as the effects of an open economy, histories of hyperinflation, and dollarization. Throughout the course, examples from recent economic history will be used to tie monetary theory with explanations of real world problems. The course will be taught by James Murray.

ECO 474, Family Economics

This course applies the economic approach to family behavior and focuses on three behavioral aspects of families: their formation, how they distribute their scarce resources, and their dissolution. First, we examine the contributions of economists to the understanding of family formation, including marriage, cohabitation, fertility, and polygamy. Second, we examine how families divide their scarce resources across the competing priorities (or preferences) of family members. Third, we examine the dissolution of families. The overall goals of the course are to extend traditional economic analysis to family behavior, to provide a foundation in the analysis of social policy, and to offer an interdisciplinary approach to understanding family behavior.

Economics Department Spring Seminar Series

- Professor Bob Frank, Cornell, TBA
- Professor T.J. Brooks, UWL, "In Da Club: An Econometric Analysis of Strip Club Patrons"
- Professor Cara McDaniel, Kenyon College, "A Study of Hours Worked in the OECD Countries"
- Raymond Leach, UWL student, TBA

Check the department webpage for dates and times, <http://www.uwlax.edu/ba/eco/>



Study Tour to Tanzania

Donna Anderson, Department of Economics, and Sheri Ross, Department of Philosophy, led a Study Tour to Tanzania, East Africa, during the past J-Term 2009 focusing on ethical globalization, social responsibility, and service learning. More information can be found at the following blog: <http://www.uwlax.edu/ba/eco/> and the Office of International Education's website: http://www.uwlax.edu/oie/Study_Abroad/J-term/Tanzania/Tanzania.htm. If you are interested in the January, 2010 study tour, please contact Dr. Anderson (anderson.donn@uwlax.edu) or Dr. Ross (ross.sher@uwlax.edu).

International Undergraduate Research Grant News

- Michael Beilman, Economics major, received an International Undergraduate Research Grant for his project in Ecuador, **Microfinance Institutions: A Win-Win for All**. Advisor: Dr. Donna Anderson.

- Lindsey Polzin, Finance major, received an International Undergraduate Research Grant for her project in Tanzania, **Microfinance: A Building Block for the Economy of Tanzania**. Advisor: Dr. Donna Anderson.

FINANCE DEPARTMENT

Temte Scholarships

These scholarships were established by Dr. Andrew Temte, of Kaplan Schweser, the international leader in preparation materials for the Chartered Financial Analyst (CFA) examinations. These scholarships cover expenses related to taking the CFA Level I exam and are available to students enrolled in Advanced Financial Analysis, FIN 447. Scholarship winners receive goods and services valued at more than \$2,000, including:

- a. A \$250 reduction in their spring tuition bills.
- b. Prepayment of CFA program registration and examination fees (\$1078).
- c. Kaplan Schweser Study Notes and required readings (\$881).

Congratulations to Ross Benitz, Michael Trudeau, and Binh Nguyen as this year's scholarship recipients.

Gordon Spellman Fund

Through a generous alumnus donation, finance students have the opportunity to manage and invest real money! Students in Portfolio Management, FIN 475, and Investment Analysis and Management, FIN 721, review and present investment alternatives for the Spellman Fund. The students then interact with a committee of successful investment professionals to finalize the fund's investment choices. Based upon the December 2008 presentations, Energy Transfer Partners, Google, and Intel were added to the Spellman Portfolio.

Class Scheduling Information

Summer Term

Principles of Financial Management, FIN 355, will be offered in both Summer I & II. Principles of Investments, FIN 380, a finance major core requirement, is offered in Summer II.

Fall Term Courses

Personal Finance, FIN 207, is open to students in all colleges and can help you acquire the tools you need to reach your financial goals. Also, the course is included in the General Education curriculum as a component of the Self and Society category. Topics covered include investing, fringe benefits, taxes, buying a house and/or an auto, credit and budgets. Guest speakers are invited to bring "real world" information into the class in different areas such as credit, investing, and home buying. This is an extremely useful course for all majors and now fulfills a general education requirement.

Another elective open to all CBA students is **Principles of Insurance**, FIN 360. In this course, students learn about a variety of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is primarily an introduction to the topic of risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The prerequisite for FIN 360 is completion of ACC 221.

Financial Modeling (listed under FIN 400), available to any finance major, focuses on the development of Excel-based models to analyze a variety of personal and professional finance problems. The prerequisite for the course is FIN 355. Talk to Dr. Graham if you would like more information.

Finance Group I Electives

Advanced Financial Planning, FIN 407, is a new course covering a variety of personal financial planning topics such as retirement planning, mutual fund investing, taxes, life insurance, and estate planning. The course is a requirement for the Risk, Insurance and Financial Planning Concentration, but may be taken by any finance major with senior class standing. The prerequisites for this course include FIN 207, FIN 355, and FIN 360; however, consideration will be given to students able to take these courses simultaneously.

Portfolio Management, FIN 475, which has FIN 380 as a prerequisite, provides students with a more in-depth investigation of the concepts of risk and risk reduction through portfolio construction, as well as various methods for measuring an investor's return on investment. Additional attention is paid to derivative securities (primarily options and futures) that are frequently mentioned in the financial press. Students enrolled in Portfolio Management manage the student-directed Spellman Portfolio.

January Term 2010

We plan to offer **Principles of Financial Management**, FIN 355, during the January 2010 term.

Advising and Registration

The department will email informational material on advising and registration at the end of March. Advising SNAP reports will be emailed at the beginning of April. Please review this important information carefully before scheduling your advising appointment and registering.

Faculty Research Output

Dr. Van Dalsem will publish, "Maturity Policies of CEO Severance Contracts and Forced Internal Turnover" in *Managerial Finance* and "Impact of Severance Contract Components on the Likelihood of Forced and Unforced Turnover" in the *Proceedings of the Journal of the Academy of Finance*. Also, Drs. Krueger and Van Dalsem will publish "Contemporaneous Relationship between Corporate Reputation and Return" and "Do Changes in Corporate Reputation Impact Subsequent Stock Price Performance?" in the *Proceedings of the Journal of the Academy of Finance*.

Dr. Van Dalsem serves as the advisor for the *Financial Management Association* student chapter. Please note opportunities for involvement with the FMA student chapter elsewhere in the newsletter.

Dr. Krueger will publish "Teaching Ratio Analysis using Local Companies," in the *Journal of Contemporary Business Issues*. This research arises out of Dr. Krueger's management of the 7Rivers Index, an index based on the performance of all public companies headquartered in or near La Crosse." Dr. Krueger serves as the Associate Editor of the *Journal of the Academy of Finance* and the Editor of the *Proceedings of the Academy of Finance*.

Dr. Graham continues as the Vice President of Finance for the Academy of Financial Services. Additionally, Dr. Graham will visit National Kaohsiung University of Applied Sciences and National Kaohsiung First University of Science and Technology in Taiwan, meeting with groups of students interested in UW-L's MBA program.

Drs. Wolf, Graham and Krueger will attend several regional conferences interviewing applicants for two open finance positions. Dr. Wolf is the chair of the recruiting committee. Dr. Wolf also

serves on the UW System Tax Sheltered Annuity Investment Committee.

Professor Morrison continues to serve as the Treasurer and member of the Board of Directors for Marine Credit Union. Last summer, she attended training seminars at the National Credit Union Conferences in Mexico and Las Vegas.

Professor Krueger and his wife received the 2009 Everett Yerly Award, which is given annually to the individual (or couple) that best exemplifies dedication and effort put forth in furthering the Republican Party in La Crosse County.

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutors located in 406E Wimberly Hall. Paul Wanta will be pleased to help you with your questions. Administrative assistance can be obtained from our program assistant, Ms. Deanna Wachter, whose office is in 404 Wimberly Hall.

Information Systems Department

Personnel Change

Recruitment for our faculty position has come to a successful conclusion. Ms. Hua Dai, currently an ABD at the University of North Carolina, Greensboro, has accepted our offer for this data communications position. She is expected to complete her doctoral dissertation before the coming summer and start teaching the advanced data communications course of I-S 330 this fall. Ms. Dai holds a bachelor degree in electrical engineering from China, a master's degree in telecommunications from Denmark, and an expected Ph.D. degree in management information systems. Welcome on board, Ms. Dai!

Summer Course Offering

The IS Department will offer one section of I-S 220 in the first summer session this year. Up to 32 seats will be available from Dr. Pete Haried.

Fall Course Offerings

As a result of significant faculty turn over and UW-L's budget crunch, many changes will take place in the teaching assignment and course offerings in the IS department. The Department will offer only 6 sections of I-S 220, but with increased class size of up to 35 per

section. We also plan to offer a section of this course during the J-term to relieve any excessive demand pressure that may build up in the fall.

Dr. Haried will teach one section of I-S 401, which is required of all IS majors and minors. This change of teaching assignment will drastically improve the coordination within our capstone series of IS 401 and 411, since Dr. Haried will also teach I-S 411 in the spring of next year.

As Ms. Dai is taking over I-S 330, Dr. Yang will offer a section of MGT 370 for the management department in both semesters of the academic year. Dr. Wen will continue to offer I-S 410/510, an elective course for both IS majors/minors and the MBA students.

Since no other upper-division IS elective course is scheduled for next fall, students who need electives for timely graduation are encouraged to take IS internships for credit (451), the IS independent study course (499), or qualified elective courses in the Computer Science Department or Management Department.

Dr. Wen will be teaching MBA courses, BUS 735 and 755.

International MBA Programs in Taiwan

Dr. Wen's effort in developing the second 1+1 MBA program with National Kaohsiung First University of Science and Technology (NKFUST) in Taiwan had come to fruition when the program agreement was signed by both universities last semester. NKFUST is actively engaged in promoting the program in Taiwan.

The first joint program with National Kaohsiung University of Applied Sciences (NKUAS) has suffered some setbacks in enrollment of the first cohort. One of the seven applicants who came to UW-L last summer successfully entered the program and is progressing smoothly toward completion this summer. The remaining six students were trained in the ESL program during last fall semester and decided to return to Taiwan to better prepare for re-taking the language tests this spring. We hope the majority of them will join us in the coming fall.

For promoting the two joint programs and enhancing academic exchange, Dr. Lise Graham of Finance and Dr. Wen have accepted the invitation from the NKUAS to visit the two partner universities during the coming spring break. During this visit Dr. Wen will meet with the top leaders of

the two universities to reassure this international collaboration, and will also discuss transfer of elective credits. Both Drs. Graham and Wen will make research presentations to the students.

Faculty Research Output

Referred Journal

Haried, P., and Ramamurthy, K. "Evaluating the Success in International Sourcing of Information Technology Projects: The Need for a Relational Client-Vendor Approach," Accepted and Forthcoming in *Project Management Journal*.

Conference Proceedings

Haried, P. "Trust in the Online Gambling Industry: We Don't Trust You, But Please Take Our Money," American Society of Business and Behavioral Sciences, Las Vegas, NV. February 2009.

Yang, K. "Finding Determinants Affecting Online Education Effectiveness In Terms Of Learning Satisfaction And Application Performance" DSI Conference, Baltimore, Nov. 24th, 2008.

Book Chapter

Yang, K. "Evolving a Strategy for Web-Based Shopping Systems" Chapter VII in *Consumer Behavior, Organizational Development and Electronic Commerce: Emerging Issues for Advancing Modern Socioeconomies*, edited by Mehdi Khosrow-Pour, Information Resources Management Association, USA.

MANAGEMENT DEPARTMENT

Management Major Change

The Management Department has finished a revision of its curriculum. A new major is being offered effective for freshmen this academic year and the incoming class this fall. The new major will require three courses: MGT 328, a new course called Principles of Management Thought; and revised courses MGT 360, Global Perspectives on Business, and MGT 408, The Global Responsibility of Business. The major then requires an additional 15 credits in management electives.

It is hoped that this new program will afford management majors greater flexibility in scheduling, and a broader exposure to the many and varied courses taught in the Management Department. Questions about the changes should be

directed to the department chair, Dr. Kuffel.

It is worth noting again that the UW-L Management Department has joined a list of elite institutions signing on to the U.N. Global Compact. Part of this engagement includes adopting the Principles for Responsible Management Education (PRME) launched at the 2007 Global Compact Leaders' summit in July in Geneva. The Principles provide a framework to advance corporate social responsibility through curriculum and research. The accreditation body for the College of Business Administration is a partner in this initiative. In signing on to the Global Compact, the department joins a prestigious list of business departments and colleges that includes M.I.T., Harvard, the Wharton School, University of Michigan and top business schools in Europe, Latin America and Asia.

Faculty Research Output

Dr. William Ross had the following article published this semester:

Loersch, J., & Ross, W. H. (in press). Negotiation Role-Play Exercise: "What's in a Name? Conflict over Naming a Stadium". *International Journal of Conflict Management*.

Dr. John Betton's article on the "Alien Tort Claims Act" was published in Volume 3 (1) of the *Journal of Business Systems, Governance and Ethics* in October 2008. The text was also linked online by *The Global Policy Forum* and is forthcoming in a legal textbook comprising articles on alien torts.

Dr. Betton attended the first forum on the Principles of Responsible Management Education held in December at the United Nations in New York. The Management Department signed on to these Principles in Fall 2008.

Dr. Betton is also currently working with colleagues at UW-L and Viterbo to host a national conference on Human Rights at UW-L and Viterbo in Fall 2010.

Dr. Davide Secchi, along with several colleagues, has arranged to reinstitute a working paper research seminar for faculty in the College of Business and other colleges of UW-L to share and discuss their current research projects. You can access more information on the working paper series using the following uplink:

http://www.uwlax.edu/ba/faculty/workingpapers/workingpapers_intro.htm

Dr. Secchi has had the following published and accepted:

"The Cognitive Backbone of Advice Giving and Taking: A Proposal" *International Academy of Management and Business*. Download File (secchi.davi/intellcont/Cognition and AT - manuscript-1.pdf)

"The Cognitive Side of Social Responsibility". To appear in *Journal of Business Ethics*. Download File (secchi.davi/intellcont/Secchi - Cognition and SR-1.pdf)

With D., Bardone, E. "Super-Docility in Organizations". To appear in *International Journal of Organizational Behavior and Theory*. Download File (secchi.davi/intellcont/JABE - Docile Society-1.pdf)

Dr. Drew Stapleton had "Measuring Large Retail Performance using the Strategic Profit Model," with Selvarasu Appasamy, Sardar Vallabhbai Patel Institute of Textile Management, (Autonomous, Govt. of India, Min. of Textiles), in AIMS (Association of Indian Management Scholars) published in the *International Journal of Management*.

Undergraduate Research

John Betton was sponsor of two undergraduate research proposals funded by the Undergraduate Research Committee:

Ger Yang was awarded a grant to study Hmong community sustainable agriculture in Thailand and spent January in Thailand.

Vinisha Bhatia was awarded a grant to study the Self Employed Women's Association (SEWA) in India where she spent J-term. Vinisha's research abstract was accepted for presentation at the National Conference on Undergraduate Research which will be held in April at UWL.

MARKETING DEPARTMENT

Personnel News

Dr. Stephen Brokaw has received a "2009 Meritorious Teaching Award" from the Marketing Management Association. This association holds its annual meeting in Chicago as a part of the Mid-West Business Administration Association meetings. The award is sponsored by the Hormel Foods Corporation and

recognizes excellence in collegiate marketing education.

Dr. Oliver Liu recently published an article, "Google or BizRate? How search engines and comparison sites affect unplanned choices of online retailers", in the *Journal of Business Research*. As one out of three online buyers makes unplanned purchases, commercial websites need to understand whether search engines, such as www.google.com, or infomediaries, such as www.bizrate.com, play a stronger role in bringing unplanned consumers. Dr. Liu's findings show that search engines play a far stronger role than infomediaries in consumers' decision making. The effect is, in fact, more than twice that of infomediaries.

Summer Course Offering

We plan to offer MKT-309 in the first session of the summer 2009. Times and instructor are not yet determined.

Alumni News

Josh Van Winkle is a Marketing / International Business double-major in his final year at UW-L. He is in Germany this semester, satisfying the program's study abroad requirement as an intern at Adidas AG in Herzogenaurach, Germany. He works in the Sports Performance Division, Olympic Business Unit, where he serves as an assistant project manager. The team he works with is in charge of the production of the competition apparel, casual apparel, footwear and accessories for the majority of both summer and winter Olympic games. His job requires him to coordinate plans with both the design and sports marketing departments. In his capacity as a project manager, he is instrumental in planning what the products will look like and how they will perform.

The sports marketing division is tasked with selling the products to both the National Olympic Committees and to regional sales teams for consumer sales. Adidas is outfitting sixteen different National Olympic teams for Vancouver next year. Josh is also working on market research projects related to the sports of badminton and archery as well as the development of new fabrics for the Fall/Winter 2010 season.

Katrina Kolb, UW-L Marketing and International Business alumna, is currently serving an internship as the Assistant to the Mayor in Epinal, France. One of her principle responsibilities is to help develop relationships with Wisconsin firms interested in conducting applied internships both in France for U.S.

students and in the U.S. for French students. She is currently doing research on U.S. and French firms that serve both markets.

Jenni Devlin, Marketing alumna, is currently ending her first year as a Peace Corp volunteer. Jenni is stationed in Malawi, Africa, where she works with local entrepreneurs and business officials to develop sustainable business plans. Her experiences have included the learning of new languages, eating new foods, and adapting to new customs. Jenni has one more year of service to serve before she will have to decide what comes next in her life and career.

Rod Stockebrand, Marketing alumnus, has announced that he will be moving to NYC during the first week of March to begin working with Reprise Media as their Director of Media for the Microsoft account. Most recently Rod has been working as a consultant in the area of Search Engine Optimization. His full bio can be seen at: <http://rodstockebrand.wordpress.com/read-my-full-bio-here/>

SMALL BUSINESS DEVELOPMENT CENTER

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UNIVERSITY OF WISCONSIN-LA CROSSE

Do You Want a Career in Global Business?

Globalization is exciting and filled with tremendous career opportunities. Global marketing, global management, trade finance, and supply chain management are several of the growing fields. To help prepare business people within the 7 Rivers Region and upper Midwest, the UW-La Crosse Small Business Development Center (SBDC) is again offering its Certified Global Business Professional (CGBP) Series on May 18-21. The CGBP also serves as a preparatory course for the CGBP exam. The exam is optional.

The CGBP credential fosters global business practices and is a nationally recognized international business credential. The CBA currently has six faculty members who have earned the

credential: Barb Eide, Accounting; Stephen Brokaw, Marketing; Gail Gillis, Management; Lise Graham, Finance; Kimberly Lyons, Accounting; and Deborah Carpenter, Management.

In 2008, the SBDC expanded its recruiting territory beyond the 7 Rivers Region to also invite business people from companies within Minneapolis, Madison, Milwaukee, Green Bay, and Chicago. A partnership between the SBDC and the Wisconsin Departments of Commerce and Agriculture will help communicate the importance of the CGBP program to professionals looking to expand their international trade knowledge. As a result, 23 people participated in the 2008 CGBP series. Visit www.uwlax.edu/sbdc for details on the May 2009 CGBP series.

STUDENT ORGANIZATIONS



CEO Club

Jon Holthaus, an undergraduate student in the CBA, is organizing a student group called the La Crosse CEO Club. There are similar groups at UW-Platteville and UW-Whitewater. The group will provide UW-L students with networking opportunities with businesses in the La Crosse area. CEO Club meetings will include speakers who will discuss how they got started on their business, how to avoid the mistakes they have made, etc. E-mail Jon or search for "La Crosse CEO Club" on Facebook if you would like more details.

AMERICAN MARKETING ASSOCIATION



The American Marketing Association (AMA) has many things planned for the semester. We continue our fundraiser Campus Cakes where we deliver birthday cakes to students on campus that are ordered by their parents. For professional events, we will have speakers come to our meetings as well as the Alumni Panel. The Alumni Panel is a great way for students to learn and network with marketing alumni. We are also hosting a blood drive for the BloodCenter of Wisconsin on May 6. Our final event will be the end of the year banquet with many door prizes and fun for all. If you are interested in becoming a member of AMA, contact us at amarketa@uwlax.edu and visit our website, www.uwlax.edu/ama.

BETA ALPHA PSI



Beta Alpha Psi (BAP) is a national honors fraternity for financial information professionals. Accountancy majors and IS and Finance majors with an accountancy minor, are welcome to join BAP. Students are eligible to become members after earning 60 credits, obtaining at least a 3.0 GPA, and completing *Intermediate Accounting* (ACC 321). BAP is an excellent opportunity to meet people, network with professionals, enhance your resume, learn more about career opportunities, and to get involved in the community through a variety of service projects. This year's members will have the opportunity to attend the regional convention in Indianapolis, IN and the national convention in Brooklyn, NY.

Meetings are held Wednesday evenings at 6:30 p.m. in 228 CWH. At the meetings, students will have the opportunity to interact with professionals and gain knowledge about the business world for their future endeavors. Look for BAP signs. If you are interested in

learning more about our organization, please visit our website at www.uwlax.edu/BetaAlphaPsi

We have a lot of great speakers and activities planned for this semester. Come check us out!

BETA GAMMA SIGMA



The La Crosse chapter of the national business honor society is celebrating its 25th anniversary this year. On October 15, 1984, we inducted forty-three students, faculty and honorary members into the UW-La Crosse charter membership. Beta Gamma Sigma is the honor society associated only with AACSB-International accredited business programs. It is nationally recognized as the business education counterpart of liberal arts and science education's Phi Beta Kappa.

Beta Gamma Sigma is open to business majors who rank in the top 7% of the junior class; top 10% of the senior class, and top 20% of the MBA program

The La Crosse chapter elected officers at its fall meeting, and will be inviting eligible students to join this spring term. Officers are President, Dr. Thomas Krueger; Vice-President, Brandon Londo; Secretary-Treasurer, Dr. Paul Keaton.

If you receive an invitation to join Beta Gamma Sigma, we strongly encourage your acceptance. Questions can be referred to Professor Krueger, krueger.thom@uwlax.edu.

DELTA SIGMA PI



Delta Sigma Pi (DSP) is a co-ed professional business fraternity founded in 1907 and has over 221,000 members nationwide. UW-La Crosse is proud to host one of the largest collegiate chapters of Delta Sigma Pi in the nation. With over 100 active members and 31 pledges this

semester, DSP provides a great way for business majors to meet people and better themselves professionally, socially, and fraternally.

Each semester the fraternity takes part in community service, fundraising, professional, and social events. They also host events for the entire UW-L campus such as "Prep for Success" and the Career Fair.

Whether you are interested in joining for the networking opportunities, professionalism, or as a resume builder, you will find that DSP is so much more than just that. The bonds formed through brotherhood are strong, and the memories will last a lifetime. To learn more about how to become a member of Delta Sigma Pi, visit www.uwlax.edu/dsp or contact Erin Steinbrink at steinbri.erin@students.uwlax.edu.

FINANCIAL MANAGEMENT ASSOCIATION



The Financial Management Association (FMA) is an organization which fosters knowledge and exploration of careers in Finance and Economics. FMA provides many different options of careers provided by involvement with some of the top industry leaders in the world today. Additionally, FMA provides opportunities for career development and volunteerism.

Each semester FMA has guest speakers from different companies to educate students about their jobs and their firms. Students are able to learn firsthand the dynamics of the financial and economic fields of work. FMA is open to all business students, but emphasizes careers in Finance and Economics.

Scheduled FMA Spring Activities:

February 11th: Karla Stanek with Career Services
 March 4th with Beta Alpha Psi: Kohler
 March 11th: Speaker TBD
 April 7th: Bowling Night at Pla-More Lanes
 April 22nd: Speaker TBD

We look forward to a great and productive semester and we hope to see you at the meetings. If you have any questions,

please contact Desiree Hall at hall.desi@students.uwlax.edu.

INFORMATION SYSTEMS ASSOCIATION

Under the supervision of Dr. Haried, the Information Systems Association has planned three speaker presentations for the spring semester: Epic Systems, Federated Insurance, and Metavante & National Government Services. An overnight field visit at Federated Insurance is also scheduled for April 2-3.

IS majors and minors are strongly encouraged to participate in these activities; they are excellent opportunities for career networking as well as gaining first-hand knowledge of real-world IT operations and organizations.

Contact Dr. Haried for more information: haried.pete@uwlax.edu.



STUDENT ADVISORY COUNCIL

The College of Business Administration-Student Advisory Council (SAC) serves as a communication link among students, faculty, and the Dean of the College of Business. The members voice the students' concerns and act on them as representatives of the various organizations, fraternities, and departments within the College of Business. The goal of the CBA-SAC is to undertake projects on behalf of the CBA and its students by making recommendations on various issues to the Dean.

This year SAC has re-written their by-laws and helped evaluate the CBA objectives, made suggestions for the new Wimberly "free space" and worked on the Student Evaluation of Instruction (SEI). As a group we put together a City-Wide food drive throughout the community and were able to collect more than 2,000 pounds of food.

SAC is open to all business majors who want to make a difference within the CBA. Our meetings are held most Tuesdays during the semester at 7:00 in Wimberly, room 111. At the meetings, students will get the most out of their education by networking with professors and faculty, learn more about the CBA, as well as gain important leadership skills. For more information about meeting times, see the SAC board in Cartright or Wimberly, or email Andrew.jes2@students.uwlax.edu.



CBA ADMINISTRATION

Accountancy.....Dr. Barbara Eide

Economics..... Dr. Mike Haupert, Interim

Finance.....Dr. Rob Wolf

Information Systems..... Dr. Kuang-Wei Wen

Management Dr. Tom Kuffel

Marketing..... Dr. Stephan Brokaw

Director, Small Business Development Center Jan Gallagher

Assistant to the Dean Amelia Dittman

Associate Dean Dr. Bruce May

Dean.....Dr. William Colclough

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