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UW-La Crosse Newsletter

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DEAN'S OFFICE 223 W. Carl Wimberly Hall

Mid-Semester is Friday October 23

- ✓ **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. II, 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 Jterm, 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 December. Program change forms are available at the Dean's Office.

Advisor/Advisee Assignments

Faculty advisor assignment is noted in the WINGS Student Center. 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. The faculty has 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. Click on "Advising" for 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 the CBA home page.

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. II, 2009-10

Registration begins in mid-November. Some instructions for registering are sent to your email address by the Registrar's Office in early November. Your Advisement Report (formerly SNAP) is available to you and your faculty advisor. Jterm registration will take place a couple days before spring 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.**

May 2010 and August 2010 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 your WINGS Student Center. You'll find it under "other academics."

I-S 220, BUS 205 and 230 Restricted Enrollment

The CBA may restrict enrollment for spring in I-S 220, I-S for Bus. Management; BUS 230, Bus. and Economic Research, 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 Oct. 30. 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 Jterm?** 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 graduated in August 2009 or will graduate this December 2009, are invited to apply for the Hoeschler Award.

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 early March. The cash award will be presented during the May 2010 commencement celebration.

University of Wisconsin System Essay Scholarship Competition

UWS offers a Liberal Arts Essay scholarship each year. Information about the completion can be found at <http://www.uwlax.edu/provost/academics/LAEScholarship.html>. The deadline for submissions is in January. Business majors are encouraged to submit an essay.



DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT



The department welcomes **Professor William Maas**. Professor Maas joins us from the University of Wisconsin – Stevens Point. He received his BBA in Finance and his MS in Accounting from the University of Wisconsin – Whitewater. He received his Juris Doctor from Northern Illinois University College of Law. In addition to being an attorney in the state of Wisconsin, he also is a Certified Public Accountant (CPA).

Professor Maas teaches the Legal Environment (BUS 205) course and this semester teaches the Tax for non-accountants (ACC 301). His research interests are in the areas of tax, financial planning and estate planning. When not on campus, Professor Maas enjoys outdoor activities with his wife and three children.

Faculty News

Publications

Drs. **Winter and Eide** co-authored "Crisis in the Classroom," published in *On Balance* in May 2009.

Drs. **Gardner, Eide, B. May**, and D. May co-authored "Preview and Analysis of Proposed Statements on Standards for Tax Services," published in *The Tax Adviser* in May 2009.

Professors **Kastantin, Winter, and Lyons** revised and published the latest edition of "Conceptual Practice Approach for Financial Accounting and Reporting" used in the Intermediate Accounting courses. **Linda Sherony** assisted on the project by editing the student handbook.

Specialty

Professor **Joe Kastantin** is teaching ACC 400 – International Financial Reporting Standards (IFRS) this fall. It has been well received with over 30 students enrolled. The department is pleased to be

able to offer this course. Professor Kastantin has a first-hand working knowledge of IFRS that very few professors (at any university) possess. The department plans to offer this elective again in the Fall of 2010.

Dr. Winter continues to serve as the Accounting *Internship Coordinator*. Stop by to see him (412B) if you have any questions regarding internships.

Class Scheduling Information

Winter Intersession 2010

The Department of Accountancy plans to offer ACC 221 (Winter) and ACC 222 (Lyons) during the Winter Intersession 2010.

Spring Semester 2010

Other than ACC 421, all required ACC courses will be offered. Starting this spring, ACC 327 will be a Writing Emphasis course. The department will also offer ACC 350 – VITA practicum (Stay tuned for further information later this fall).

In addition to BUS 205 and BUS 305, BUS 405 – The Law of International Business Transactions- will be offered this spring.

Advising and Registration

All accountancy majors are required to see their advisors before registering on line. 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 that will be forth coming.

Accountancy Minor – Change in requirements

The accountancy minor was recently revised and the revision is being applied retroactively. The minor is still 13 credits, including ACC 321, but it no longer requires ACC 322. The nine elective accounting credits must be chosen from courses numbered 300 or above. Courses taken to satisfy the minor may be used to meet other major electives.

Scholarships and Banquet

Mark your calendars! The annual Accountancy banquet is scheduled for April 28, 2010 at the Cleary Center. All accountancy majors are invited and should attend.

Last year the Department of Accountancy gave out over \$50,000 in scholarships at the banquet. Applications for scholarships will be due March 23, 2010. Click the Scholarship button at www.uwlax.edu/ba/acc/ for an application form. Attendance at the banquet is a condition of receiving a scholarship.

150-hour Curriculum and CPA Candidates

Wisconsin and Minnesota require 150 college credits to become a CPA. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students heading to other jurisdictions can check <http://www.aicpa.org/states/uaa/150chart.htm> to find out where that jurisdiction is in the 150-hour process.

Students planning to sit for the CPA exam prior to graduation now need to get their course registration verification form signed and sealed by the Registrar's Office. Students can sit for the exam 60 days prior to graduation.

Accountancy Tutors

If you need assistance with your ACC 221 or 222 classes, a tutor is available in 327 CWH. Hours are posted on the door.



ECONOMICS DEPARTMENT

Course Information

Scheduling notes...

Economics majors will be especially interested in a *curriculum change* the department has made to ECO 305 and ECO 308. The change adds a prerequisite for these courses, MTH 175 or 207. This requirement will be a sequencing consideration for College of Business Administration majors who must complete MTH 175 (or 207) as part of their pre-business core requirements.

Department members felt that students and faculty would be best served if all students enrolled in the intermediate theory courses have completed calculus. Students will share the same level of calculus training, and the calculus requirement will signal the level of rigor expected in these courses. A calculus requirement is commonplace for most college's and university's economics majors.

Because this change may impact majors who are nearing completion of the program, department members have agreed to work with seniors to assure that the implementation of this new prerequisite will not hinder their progress toward graduation. If you are a senior who needs ECO 305 or ECO 308, but have not yet completed MTH 175, contact Professor Nabamita Dutta (dutta.naba@uwlax.edu), who will be teaching ECO 305, or Professor John Nunley (nunley.john@uwlax.edu), who will be teaching ECO 308.

Spring 2010 Course Schedule

The Economics Department's spring 2010 upper division course schedule includes:

ECO 301	Money and Banking
ECO 305	Intermediate Macroeconomic Analysis
ECO 308	Intermediate Microeconomic Analysis
ECO 310	Managerial Economics
ECO 315	Economics of Sustainability
ECO 320	Economics of Sports
ECO 336	Women and the U.S. Economy
ECO 440	International Financial Economics
ECO 471	Health Economics

ECO 305 Intermediate Macroeconomics

Macroeconomics is the study of the aggregate effects on the national and global economy of the choices made by individuals, firms, and governments. This class will provide students with an understanding of the important concepts of macroeconomics. Students are to gain a deeper understanding of U.S. economic fluctuations, government monetary and fiscal policies, economic growth, and current macroeconomic issues, in both a domestic and international setting. Understanding these concepts is not only important for the students' college career but throughout their lives.

A current draft of the syllabus can be found on Dr. Dutta's website. A revised

version will be available soon.

<http://duttanabamita.googlepages.com/>

The class will be offered Monday, Wednesday and Friday, 12:05 to 1:00 p.m.

ECO 310 Managerial Economics

Managerial Economics will be offered this spring semester (it is now offered in the spring semester of even years). Managerial Economics has changed dramatically over the past decade with an emphasis on Business Strategy and Organizational Architecture. The course will consider pricing strategies, the organization of the firm (what economists call the make-or-buy decision), agency theory and incentives (the principal-agent problem), game theory (strategic thinking), and corporate governance issues.

There has been a prerequisite change in the course. The BUS 230 prerequisite was dropped and replaced by MTH 145: Statistics. For more information see Professor Glenn Knowles.

ECO 315 Economics of Sustainability

Dr. Donna Anderson is again offering The Economics of Sustainability course with a focus on food in Spring 2010.

Prerequisite for this course is ECO 110 or 120.

"Adam Smith saw economics as a two-fold problem, one of which is how society is organized by exchange, the other of which is how society is 'provisioned' in what today would be regarded as a more ecological sense. But modern economics has gone wholly toward the view of economic life as a society organized by exchange, and has largely lost the sense of it being a process of provisioning for the human race, or even the whole biosphere". – Kenneth Boulding

All students are invited to: 1) Develop an understanding of the relationships between ecological and economic systems; 2) Learn new tools and models where conventional economics is ineffective in addressing questions of sustainability and equity; and 3) Use this understanding and new tools to develop and analyze policies that will lead to a world which is ecologically sustainable, has a fair distribution of resources (both between groups and generations of humans and between humans and other species), and efficiently allocates scarce resources. And yes, the course will include cooking, eating, site visits, and possibly camping!

ECO 471 The Economics of Health Care

The health care industry currently accounts for 18% of GDP and it is projected to rise. Presidential Obama is calling for dramatic changes to our health care system. It is probably the most important issue facing the term fiscal health of our country. ECO 471 is designed to provide an introduction to the economics of the health care industry so students can understand the policy proposals for themselves. Besides discussing the industry's organization - the producers and the consumers - we will also spend a fair amount of time discussing the broader issues of the economics of public health. For example: Do single mothers contribute to childhood obesity? Do parental consent laws for abortion lower rates of STIs? Do higher alcohol taxes decrease risky sexual behavior among teenagers? These are just some of the public health related questions economists have been asking in recent years. We'll discuss and debate their research and findings.

A current draft of the syllabus can be found on Dr. Taggart Brooks' website

<http://www.uwlax.edu/faculty/brooks/>

The class will be offered Tuesday and Thursday, 11:00 a.m. to 12:25 p.m.

Independent Study: Introduction to Mathematical Economics

The department of economics has periodically offered an independent course in mathematical economics for students with an interest in the topic or those interested in a graduate degree in economics or finance. Students will work through problems from Fundamental Methods of Mathematical Economics 4/E by Chiang and Wainwright. Topics include Linear Models and Matrix Algebra, Differentiation and Comparative-Static Analysis, and Optimization with Equality Constraints. It is the math required to successfully get through introductory graduate level courses in microeconomics. Coverage of dynamics and differential equations for macroeconomics is optional.

Independent Study is repeatable for credit with a maximum of six credits. If you are interested in this independent study course see Professor Glenn Knowles knowles.glen@uwlax.edu

Economics Department Fall Seminar Series

- October 9, John Murray, University of Toledo, [Health Economics](#)

- November 13, Michael Murray, Central College, [Modeling Keynes with Pasinetti: A Dynamic Scheme for Full Employment](#)
- November 6, Russ Kashian, University of Wisconsin-Whitewater, and Matt Kures, UW-Extension, [Assessing Foreclosure Variations Across the Urban-Rural Continuum—A GIS-Based Approach](#)
- December 11, Kathryn Birkeland, University of Wisconsin-La Crosse, [Macroeconomics](#)



Presentations

Last summer Dr. **Taggart Brooks** presented a joint authored paper entitled "Extramarital Sex: Closing the Gender Gap" at the Western Economics Association International meetings in Vancouver, BC. The paper discusses a recent series of papers by Stevenson and Wolfers (2006, 2007a, 2007b) which argued divorce has become less prevalent due to the evolving role of marriage. Where once marriage was about the advantages of joint production, more recently marriage has evolved to facilitate joint consumption. These changes have occurred through the improved outside opportunities for women and the increase in bargaining power stemming from changes in divorces laws.

This paper extended the analysis by delving into occurrence of marital infidelity. Specifically the authors looked at extramarital sex and found that for women the likelihood of having had affairs while married has increased, given they have less to lose from divorce than previously. For men the likelihood of extramarital affairs has decreased due in part to its increased likelihood of causing a marital dissolution instigated by the wife, though this effect is weaker for African American males. They also found evidence of better assortative matching on sexual interest which has improved the efficiency of the marriage market. These changes cannot be explained entirely by a decline in the social taboo of extramarital affairs.

James Murray and a co-author from Colorado College, Pedro de Araujo, will be presenting two of their research projects at the Southern Economics Association Meetings held on Nov 21-23.

The first of these papers, titled, "A Life Insurance Deterrent to Risky Sexual Behavior in Africa," examines how a life insurance policy may help reduce the spread of HIV/AIDS in Africa. Interview evidence has suggested that people (specifically, men) in sub-Saharan Africa understand the risk and transmission of HIV/AIDS, and still choose to engage in risky sexual behavior even when condoms are given away for free.

Authors have suggested the reason people in sub-Saharan Africa make the decision to have unprotected sex, while their counterparts in the United States do not, is that incomes and life-expectancy are so much lower there. There is less to lose from contracting HIV: you give up less income, and it is likely you will die at a similar age anyway from another illness or accident. The authors suggest a life insurance policy whose benefits are only paid out to those who test negative for HIV and can replicate the effects of a higher income, and longer life on sexual behavior.

The second of their papers, titled, "The Effect of Dormitory Living on Academic Performance" uses survey data from Indiana University Purdue University - Indianapolis and examines whether living in dorms has an effect on GPA, and if so, what is the size of this effect and what is the channel of this effect? The authors recognize there is a self-selection bias when simply examining differences in academic performance between those living in dorms and those who do not--some of the students who choose to live in dorms are better students who desire the academic benefits. This self-selection issue is resolved by taking into account other factors that influence living in the dorms: distance of school from permanent residence and being denied a dorm room due to lack of space. The findings show that students who live in dorms do have higher GPAs, and the study will continue to look at how these students may behave differently: do they engage in less drinking, engage in more studying, frequent the library and university resources more, etc.

Drs. **Wahhab Khandker and Steve Brokaw's** paper, "GDP Source as an Indicator of Economic Health" was accepted for presentation at the International Academy of Business and Economics Conference in Las Vegas, NV. GDP has long been seen as an indicator of economic health. A rising GDP is

interpreted as being a sign of health, while a declining GDP is viewed as a sign of recession. Using the Instability Hypothesis of Minsky, coupled with a new understanding of consumer debt from Cynamon and Fazzari, this paper examines the roll of debt in GDP. By examining the source of GDP (equity versus debt), coupled with an evaluation of the degree to which the nature of the debt is speculative, this paper shows that it is possible to identify when an economy may be entering an inflationary cycle as predicted by Minsky. A rising GDP is found to not be a robust measure of economic health.

Publications

Professor **John Nunley** has received an acceptance letter from the *Journal of Family and Economics Issues* for his paper (co-authored with Brandeanna Allen and Alan Seals), "The Effect of Joint-Child-Custody Legislation on the Child-Support Receipt of Single Mothers." The study investigates whether the adoption of shared-child-custody laws alters the child-support-receipt rates of single mothers. The study indicates that the enactment of joint-custody laws raises the probability of receiving child support for all single mothers by six percent. However, joint-custody reform confers the most benefit on divorced mothers and their children, particularly those who do not receive public assistance.

Professor Nunley also recently received two invitations to revise and resubmit from *Labour Economics* and the *American Journal of Economics and Sociology*. The former study investigates whether the adoption of joint-child-custody laws affect within-marriage investment in children's private-school education (co-authored with Alan Seals), while the latter study examines the impact of household earnings fluctuations on divorce propensities (co-authored with Alan Seals).

Last summer Dr. **Nabamita Dutta** had two papers published in research journals. The first paper asked the question that whether free media is contagious. Previous literature stresses the importance of free media for economic development. By their natures television, radio and newspapers cross borders allowing citizens to easily sample media from neighboring countries. This creates pressure for domestic reform and spreads media freedom between countries. Using spatial econometric techniques, and a sample of 102 countries, the authors test for the presence of geographic spillovers in media freedom. They find that a

country's level of media freedom significantly depends on its neighbors. Countries 'catch' approximately 25 percent of their media freedom from neighboring countries. The study results are robust to alternative specifications and measures of press freedom. The second paper tries to explore how much financial institutions are important for generating investment in a country.

Research Interests

Dr. **Nabamita Dutta's** research area encompasses the importance of institutions in various contexts of economic development. These institutions can be political institutions, like whether democracy is good for a country or not, and whether political stability is important for the development perspectives of a nation. They can also be institutions like a free media which is essentially a privatized media sector. Much of the research deals with the question whether a free media is good or bad for growth and development of a country.

Cliometrics Society

The Cliometrics Society will hold its annual conference at the University of Wisconsin-La Crosse from May 21-23, 2010. The conference is designed to provide extensive discussion of new and innovative research in economic history. Funding to help support the conference is provided by the National Science Foundation and the UWL College of Business Administration.

FINANCE DEPARTMENT



New Faculty

Last spring, the Finance Department completed international searches for two finance faculty positions in insurance and international finance. We are pleased to welcome Dr. **Steve Tippins** and Dr. **Hsiao Fen (Lisa) Yang**.

Dr. Tippins has substantial insurance experience in the classroom and as service to the industry. He received his Ph.D. in 1988 from Florida State

University majoring in insurance with a support area of real estate. He has recently taught at Roosevelt University, Walden University, and Howard University. Dr. Tippins has over thirty five publications in insurance and related areas. Additionally, he has received a variety of insurance certifications and been an active participant in the insurance industry. Steve is from Viroqua!

Dr. Yang received her Ph.D. from Louisiana State University in 2007. She has substantial international experience and has taught a variety of finance courses including markets and institutions, real estate finance, and principles of finance. She has held visiting positions at Louisiana State University and the University of Southern Mississippi. In addition to her publication in *Applied Mathematical Finance* she has an active research agenda. Lisa is from Taiwan.

Class Scheduling Information

January Term

Money and Capital Markets (FIN 390, online version) and Principles of Financial Management (FIN 355) will be offered during January 2010. The courses will run from January 4 through January 22 with a break on Martin Luther King Day (January 18th) and January 15 for a required staff furlough day. All course offerings are contingent on enrollments. For more information about these courses, contact Dr. Wolf (785-6654) or stop by the Finance Department.

Spring Term Electives

A variety of finance elective courses will be offered during the Spring 2010 semester. From *Group I* of the Finance major, students may choose from the following:

Advanced Financial Analysis (FIN 447)

offers the students the opportunity for advanced study of topics related to (1) ethics and professional standards, (2) investment tools, (3) asset valuation, and (4) portfolio management. Students will learn how to effectively analyze financial statements, apply statistical models, and evaluate both international and derivative securities. Advanced Financial Analysis includes online instruction and learning resources provided by Schweser Study Program. Schweser, headquartered in La Crosse, is the international leader in CFA training. Completion of this course will also assist students in preparing for the Level I exam of the Chartered Financial Analyst (CFA) program. Enrollment in this course is open to undergraduate and

graduate students, but only by consent of the department. Please talk with Drs. Krueger or Wolf if you have any questions.

Management of Financial Institutions (FIN 410)

provides students an understanding of the operations and managerial decisions necessary for a banking institution to be successful in a variety of economic environments. Prerequisite: FIN 390. Dr. Van Dalsem teaches this timely course; please contact him for more information.

Multinational Financial Management (FIN 440)

is required for international business majors and minors, however, many students can benefit from learning about the application of basic business finance principles in an international context. Prerequisite: FIN 355. Please contact Dr. Yang for more information.

Investment Analysis and Portfolio Management (FIN 475)

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. Students enrolled in Portfolio Management manage the student-directed Spellman Portfolio. Prerequisite: FIN 380.

From *Group II* of the Finance major **Real Estate Principles (FIN 456)** will be offered this spring. The real estate course will be an informative survey of real estate principles and practices, which also includes both the valuation and financing of real estate purchases. Guest speakers will include experts from the local real estate community. Field trips are also scheduled, to provide students with real world exposure to the issues that arise when buying, selling, and financing real property. Prerequisite: FIN 355. Please contact Professor Morrison with any questions.

The department will offer several sections of **Personal Finance (FIN 207)** in the spring. This course is a survey of personal financial topics including for example: budgeting, investing, and retirement planning. Guest speakers will include local experts in financial planning, insurance and other related professions. The course is open to all colleges with no prerequisites, and applies to the General Education Program requirements. Please contact Dr. Tippins with questions about the course.

Summer 2010 Offerings

Principles of Financial Management (FIN 355) and Corporation Finance (FIN

370) are planned for the summer session. Please consult with your advisor during scheduled advising times for advice and more information on the availability of these courses.

Temte Scholarships

These scholarships were established by Dr. Andrew Temte, of Schweser Study Program, the international leader in preparation materials for the Chartered Financial Analyst (CFA) examinations. The CFA designation is recognized internationally by employers and clients as a sign of the highest ethical and professional competence.

These scholarships cover expenses related to taking the CFA Level I exam and are available only to students enrolled in Advanced Financial Analysis (FIN 447). Three scholarship winners receive goods and services valued at more than \$2,350, including a \$250 reduction in their spring tuition bills; pre-payment of CFA program registration and examination fees (\$1110); Schweser Study Notes and required readings (\$999).

Applications were due October 9; scholarship winners will be announced shortly.

Faculty and Staff Notes

Presentations

This fall, **Dr. Tippins** will present, "Personality Finance: A Life Insurance Application," at the Southern Risk and Insurance Association.

Dr. Yang will present "So What Orders Do Informed Traders Use? Evidence from Quarterly Earnings Announcements" at the Southern Finance Association.

Dr. Rob Wolf will present "Was the tithe a good tax?" at the Academy of Financial Services.

Service

Dr. Lise Graham continues as the Vice President of Finance for the Academy of Financial Services.

Dr. Tom 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. Wolf serves on the UW System Tax Sheltered Annuity Investment Committee; **Dr. Graham** serves on the UW System Fringe Benefit Committee. These committees play a critical oversight role of

retirement benefits for faculty and staff from the entire UW System.

Professor Dianne Morrison serves as the Treasurer and member of the Board of Directors for Advantage Credit Union. Last summer, she attended training seminars at the National Credit Union Conference in Las Vegas.

Dr. Shane 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.

Advising and Registration

Advisement Reports are available to finance majors on WINGS. Finance majors will receive an email from the Finance Department, including pertinent advising and course scheduling information, prior to registration.

Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutor, Paul Wanta, located in 406E Wimberly Hall.

Administrative assistance can be obtained from our Academic Department Assistant, Ms. Deanna Wachter, whose office is in 404 Wimberly Hall.

Information Systems Department



NEW FACULTY

This fall the IS department is pleased to welcome **Dr. Hua Dai**. Dr. Dai earned her Ph.D. degree in information systems from the University of North Carolina, Greensboro. She holds a bachelors degree in electrical engineering from China, and a master's degree in telecommunications from Denmark. Given Dr. Dai's solid technical background the department is looking forward to her delivering a more rigorous series of data communication courses in IS 310 and 330.

We also welcome our visiting scholar, **Dr. George Wang**, from National Kaohsiung University of Applied Sciences in Taiwan.

Dr. Wang has a Ph.D. degree in finance from the Imperial College of London and a MBA degree from University of Connecticut. He will be collaborating with Dr. Wen on a year-long research project related to financial information systems.

Program and Class Size Pressure

Both the IS major and minor programs have experienced significant growth in the past year. As of the end of September 2009, there were 74 IS majors and 21 IS minors. The larger programs have put noticeable pressure on the sizes of a few IS courses that are required of both programs. While the large size (34 students) of IS 401 this semester has forced us to teach it outside of the IS teaching lab, the sizes of IS 310 and 330 next year will create more serious problems if the courses have to be housed in rooms other than Wing 25 where adequate technologies are available. The department is looking into solutions to alleviate this growing pain.

Course Scheduling

J-Term

One section of **IS 220** will be offered by Dr. Hua Dai.

Spring Semester

The department will offer 6 sections of I-S 220, and *also plan to offer a section of this course during the first summer session to relieve any excessive demand pressure that may build up in the spring.*

Dr. Peter Haried will teach one section of **IS 411**, which is the second and final course in the IS capstone sequence. As Dr. Haried will be teaching both courses of the sequence, perfect coordination of leaning subjects and activities will be achieved. This ideal teaching approach will also be accomplished for the data communication sequence of IS 310 and 330 as Dr. Dai will be the sole instructor of them in two consecutive semesters. Students will be leaning the basics of data communications in **IS 310 in the spring** term and moving up to the more advanced IS 330 in the fall semester.

Again, Dr. Brian Yang will offer a section of **MGT 370** for the management department in spring while Dr. Wen will continue to offer **IS 300** and one of the MBA core courses, **BUS 755**.

No upper-division IS elective course is scheduled. Students who need electives for timely graduation are encouraged to take IS internships for credits, the IS independent study course, or qualified

elective courses in the Computer Science or Management Departments. Students should consult with their faculty advisors.

International MBA Programs in Taiwan

The joint MBA program with National Kaohsiung First University of Science and Technology (NKUAS) that Dr. Wen helped to establish has entered its second year of operation. Currently, there are six students from NKUAS enrolled in our rMBA courses on the UW-L campus. It is expected that the enrollment will continue next year, especially with potential participation of students from our second joint program with National Kaohsiung First University of Science and Technology in Taiwan.

The overseas MBA student market has become highly competitive in recent years, and the CBA will need to invest in the areas of promotion and administrative coordination to sustain these programs. The influx of international students to our MBA program is also changing the dynamics of and exerting size pressure on the core MBA classes. The CBA Graduate Committee is visiting these issues and endeavoring to identify their ramifications.

Faculty Research

Refereed Journals

Dai, H. and Palvia, P. "Factors Affecting Mobile Commerce Adoption: A Cross-Cultural Study in China and United States," The DATA BASE for Advances in Information Systems, forthcoming.

Haried, P. and Nazareth, D. "Application of Ethical Frameworks to IT Offshoring," Business and Professional Ethics Journal, forthcoming.

Wen, K. and Chen, Y. "E-business value creation in Small and Medium Enterprises: a US study using the TOE framework," International Journal of Electronic Business, forthcoming.

Yang, K. "Finding critical success factors for virtual community marketing," Service Business: An International Journal, 2009(3), p 149-171, 2009.

Conference Proceedings

Dai, H. and Salam, A. "Determinants and Influences of Service Convenience in Electronic Mediated Environment (EME): An Empirical Study of Chinese Consumers," Proceedings of the Fifteenth Americas Conference on Information Systems, San Francisco, California, August 6th-9th, 2009.

Hu, T., Zhang, P., Zhang, X., **Dai**, H. "Gender Differences in Internet Use: A Logistic Regression Analysis", Proceedings of the Fifteenth Americas Conference on Information Systems, San Francisco, California, August 6th-9th, 2009.

Wen, K., Ku, C., Chang, T., and Ho, H. "An Integrated Decision Model for Selecting Appropriate Alternative of Business Continuity Plan," Proceedings of the Eighth International Conference on Information and Management Science, Kunming, China, July 20th-28th, 2009.

Yang, K. "Finding Appealing Factors of Download Type Mobile Games," accepted for 2009 DSI conference in New Orleans.

Book Chapters

Yang, K. "An Integrated Model for e-CRM in Internet Shopping: Evaluating the Relationship between Perceived Value, Satisfaction and Trust," accepted for publishing in the book "Encyclopedia of E-Business Development and Management in the Digital Economy." And, "A RFID Based Ubiquitous-Oriented 3rd Party Logistics System: Towards a Blue Ocean Market" has been accepted for publishing in the book "Radio Frequency Identification Fundamentals and Applications."

MANAGEMENT DEPARTMENT

Department News

Last year, the Management Department finished its curriculum revisions for the major. The main gist of the changes is that there will no longer be tracks.

The revised major is a single track which is 24 credits and has three specific course requirements: Management 328, "Principles of Management Thought", Management 360, "Global Perspectives on Business," and Management 408, "The Global Responsibility of Business". In addition to these nine credits, fifteen additional elective credits in management courses will be required.

Students will have the option of focusing their electives in traditional management areas as we continue to offer courses in HR areas, technology and management science, and international management. The department will make every effort to provide a wide range of optional/elective courses to allow the students the most possible options in selecting their electives.

Those students that must comply with the new requirements include students who entered (or re-entered) the university starting in fall 2008. Those entering before that time have the option of completing the new program, or the one in effect in their catalog at the time.

Spring MGT 400 Topic

The department will offer the topics class (MGT 400) in spring semester. The topic is *sustainability* and will include some "hands on" projects. This class will be taught by John Betton and will count for one of the elective course requirements in the major.

NEW FACULTY



The department is pleased to welcome two new faculty members this semester.

Ms. Diana Tempksi is a UWL-MBA graduate who has over five years of managerial experience, partly with Ashley Furniture Industries, America's largest furniture company. She has also owned and operated her own business. She previously taught at Western Technical College in the Supervisory Management Business Administration Management programs for the last three years. Last year she taught in the Finance Department at UWL.

Diana is happily married to her high school sweetheart and has a one year old (Victoria) at home along with two yellow labs. She enjoys fishing, reading, outdoor summer water sports and spending time with friends.

Dr. Mary Gander has her Ph.D. from the University of Wisconsin-Madison. Dr. Gander returns to our department where she was an Associate Professor from 1980 through 1986. She then went to Winona State University where she also spent twenty years, including three years as Interim Dean of the College of Business. Last year Mary was a Visiting Professor of Management at Luther College in Decorah, IA.

We are delighted to have both of these accomplished and talented women in the management department for the 2009-2010 academic year.

Faculty Research

Dr. William Ross

"The Role of Human Resource Management in Protecting Information At Telecommunications Firms." The Journal of Information Privacy and Security. Ross, W. H., Meyer, C. J., Chen, J. V., & Keaton, P. (in press). An earlier version of this paper was presented at the Association for Global Business conference, Newport Beach, CA: Nov. 20 – 22, 2008.

"The Effect of Types of Banner Ad, Web Localization and Customer Involvement on Internet Users' Attitudes". Cyberpsychology and Behavior, 12, (1), 71 - 73. Chen, J. V., Ross, W. H., & Yen, D. C. (2009).

"Analyzing Negotiation and Third Party Dispute Resolution Procedures Through Distributed Cognition." Secchi, D., & Ross, W. H. (August 7-11, 2009). Paper presented at the 69th National Academy of Management Convention, Chicago, IL.

Dr. John Betton

A paper by John Betton "Learning for the New Economy" will be published as a chapter in the book Globalization, Labor and the Transformation of Work, edited by Jonathan Westover fall, 2009.

Another paper by Dr. Betton on the Alien Tort Claims Act is being reprinted in the Law of Alien Tort Claims this fall. The article was also reprinted by the Global Policy Forum.

Dr. Betton's paper (with **Dr. Tom Hench**) "Business, Ecological Design and Biomimicry: Designing Business As A Model of The Natural World" has been accepted for presentation at the Sixth International Conference on Sustainability to be held in Cuenca, Ecuador in January 2010

Dr. Betton has also been invited to give a seminar on labor rights as human rights at the International Labour Office in Geneva, Switzerland.

Drs. Davide Secchi and Tom Hench had the following accepted:

"Organizational Niche-Construction and Stakeholder Analysis: Concepts and Implications". Philosophy of Management (special issue on stakeholders, Freeman, R. E., & Vandekerckove, W., eds.). (in press, exp. Fall 2009)

"Distributed Cognition: A Research Agenda for Management". Current Topics in Management. Organizational Behavior, Performance, and Effectiveness, M. A. Rahim (Ed.), Vol.14, pp. 183-207. New

Brunswick, NJ: Transaction Publishers.
Bardone, E.

International Association for Business and Society 2009. Snowmass, CO. June 18-21, 2009. "Organizational Niche Construction and Stakeholder Analysis: Concepts and Implications." Philosophy of Management

Dr. Tom Hench

Academy of Management National Convention, Chicago, IL, August 8-11, 2009, "Clausewitz vs Jomini: Putting 'Strategy' Into Historical Context."

Ms. Gail Gillis and Dr. Leticia Pena

wrote a paper (with the late Dr. Dayr Reis) entitled "Competitive Excellence in the Global Supply Chain." for publication in the special issue on Global Service Supply Chain Management for the International Journal of Services, Economics and Management (IJSEM), June of 2009.

Dr. Mary Gander

"The Case of the Excellent Employee" to appear in Chapter 15 of Organizational Behavior 7th Canadian edition by Steven McShane, McGraw-Hill Ryerson Publishers, 2010.

"Managing People in a Lean Environment: The Power of Informal Controls and Effective Management of Company Culture", Journal of Business Case Studies, Volume 5, Number 6, Nov-Dec 2009.

"Managing in a Lean Environment: Informal Controls and Effective Management of Company Culture", European Applied Business Research Conference, presentation and Proceedings, Prague, Czech Republic, June 8-11, 2009.

Faculty Presentations at Conferences

Secchi, D. "New Traits for Leadership?" Submitted to: 2009 Global Forum for Business as an Agent of World Benefit (accepted for presentation in the 2009 Virtual Global Forum). February 2009.

Ross, W. and Secchi D. Analyzing Negotiation Procedures through Distributed Cognition. Submitted to: 2009 AoM Conference (MOC).

Betton, J, Hench, T, Secchi, D., Stakeholder Approaches and Environment Change. Submitted to: International Association for Business and Society (IABS).

Secchi, D., & Seri, R. An Analysis of Experienced Discrimination in Italy. The Case of Home Mortgages." Submitted to: 2009 AoM Conference (SIM) and When Do You Take Advice? A Model of Ethical Judgment. Submitted to: CogSci (Cognitive Science), Amsterdam, July-August 2009. accepted

Secchi, D. Discrimination and Banks: How Far Can We Go with Competition? A Reply to Block, Snow, and Stringham. Submitted to: Society for Business Ethics 2009 Conference.

Sad News.....

On a truly sad note for the department, the college, the university and the community as a whole, recently retired UW-L Management Professor Paul Keaton, 66, died unexpectedly at his home July 31. Dr. Keaton earned a doctoral degree in Management from the University of Minnesota in 1973 and joined the faculty at UW-L in 1978. He had just retired as Associate Professor Emeritus in the Management department.

Dr. Keaton was a quiet, thoughtful person. He cannot be remembered without thinking about his inseparable lifetime partner, Martha. They met in the second grade and had been together since. Paul and Martha cared about the students, the college and their peers, and provided them food for thought as well as the body. This incredible duo was an inspiration to us all. They will be sorely missed by everyone who had the fortune of meeting and spending time with them.

MARKETING DEPARTMENT

WELCOME

The Marketing Department is pleased to welcome **Dr. Maggie McDermott**. Dr. McDermott joined our department last year as an emergency hire. In the spring she accepted a full-time continuing position and we are happy to have her.

Course Offerings

Marketing will be offering MKT-309 in the Winter Intersession. Watch the schedule for course times and days. Dr. McDermott will be the instructor.

In addition, we expect to offer MKT-309 in the first Summer Session. We plan for this to be an On-Line offering, also with Dr. McDermott. Keep an eye out for bulletins in the spring term.

Faculty Presentation

Dr. Stephen Brokaw, working with Dr. Wahhab Khandker (Economics) has had a paper accepted for presentation in the Macro-Economic track at the annual meeting of the International Association of Business and Economics. The article is entitled: [GDP Source as an Indicator of Economic Health.](#)

SMALL BUSINESS DEVELOPMENT CENTER



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) will again be offering its Certified Global Business Professional (CGBP) Series in May 2010. 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.

Visit www.uwlax.edu/sbdc for details on the May 2010 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) provides students with the opportunity to be part of an on-campus group interested in current marketing practices, gain leadership experience and apply classroom knowledge which enhances members' marketing skills. AMA also promotes networking between students, faculty, alumni and business professionals.

Fall 2009 is a huge semester for AMA. We are off to a fast start with our main source of fundraising, Campus Cakes. Campus Cakes is a service where AMA members deliver birthday cakes to students on campus, which are ordered by their parents. AMA has already had a successful Brat Fry at Festival Foods as well as a cookout on campus. One of our main goals this year is to gain actual marketing experience. We are getting our foot in the door by helping the Hunger Task Force promote Hungerfest in November. Other events planned for the semester are helping with Rotary Lights, a Halloween bowling social, professional speakers, on campus promoting, and much, much more!

A future plan for AMA is to help market other organizations on campus. AMA will offer services that can re-vamp your club! If you are interested in joining and/or want to learn more about us, please contact Ryan Teas at

teas.ryan@students.uwlax.edu and visit our website, www.uwlax.edu/ama.

BETA ALPHA PSI



Beta Alpha Psi (BAP) is a national honors society 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.

Meetings are held Wednesday evenings at 5:30 p.m. in 322 CWH. At the meetings, students will have the opportunity to interact with professionals and gain knowledge about the business world for their future endeavors. These meetings contain both professional information and volunteer or social activities. Look for BAP signs for upcoming meetings. 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.

Last spring 39 students were inducted into the La Crosse chapter in a ceremony and reception on May 8. The featured speaker was Dr. Paul Keaton who was recently retired as a member of the Management Department faculty. Sadly, Dr. Keaton passed away over the summer, but his words of encouragement and wisdom were much appreciated by the inductees and guests. Questions about Beta Gamma Sigma can be referred to chapter president, Professor Thomas 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 25 pledges this semester, DSP provides a great way for business majors to meet *people and better themselves professionally, socially, and fraternally*.

Being part of Delta Sigma Pi gives you an opportunity to become an active force in our academic community. Whether it's by taking part in one of the many community service projects DSP is part of or listening to accredited successful professional speakers, or even dabbling in some of the outstanding social events, DSP will not leave you short of ways to become involved.

Delta Sigma Pi is not the stereotypical fraternity and nor does it strive to be. What it is and what it can be for you is an opportunity to develop networking skills, improve your professionalism, and yes it does look good on your resume. But more than that, and as any member can attest

to, are the things that cannot be measured on pen and paper, but the bonds and lifelong friendships that can be formed and provide memories that will last a lifetime. *To learn more about how to become a member of Delta Sigma Pi, visit www.uwlax.edu/dsp or contact Kim Huss at huss.kimb@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.

We will have meetings the 1st and 3rd Wednesdays of the month at 5:30 pm in Room 322 CWH.

We look forward to a great and productive semester and we hope to see you at the meetings. If you have any questions or would like to be involved, please contact Eric Bakke at <mailto:bakke.eric@students.uwlax.edu>.

INFORMATION SYSTEMS ASSOCIATION

Under the supervision of Dr. Haried, the Information Systems Association has planned the following speaker presentations for the Fall semester: Northwestern Mutual, Mayo Clinic, and Federated Insurance. Spring field trips are being planned for Mayo Clinic and Federated Insurance in the Spring. Speakers will be discussing IS careers,

internships and opportunities and experiences in the IS field. IS majors and minors and CBA students are strongly encouraged to join and participate in these activities; they are excellent opportunities for networking as well as gaining first-hand knowledge of real-world IS operations and organizations.

Contact Dr. Haried haried.pete@uwlax.edu or the ISA president Eman Alihassan alihassa.eman@students.uwlax.edu for more information.

NET IMPACT

A new student group has started on campus this semester and has already held an organizational meeting and elections Oct. 13. The La Crosse chapter of the NET IMPACT national organization is concerned with social and environmental responsibility, and offers opportunities for students to network in these areas.

Interested students should contact the faculty advisor, Dr. John Betton (betton.john@uwlax.edu) or student members Melanie Sternard (sternard.mela@students.uwlax.edu) or Chris Fernal (fernal.chri@students.uwlax.edu)

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CBA ADMINISTRATION

Accountancy	Dr. Barbara Eide
Economics	Dr. Keith Sherony
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