



# UW-La Crosse Newsletter

*Published by  
Delta Sigma Pi  
In cooperation  
With the  
Dean's Office  
Volume 27 No 2  
Spring 2010*

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## DEAN'S OFFICE 223 W. Carl Wimberly Hall

### Mid-Semester is Friday March 12

- ✓ 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 in the summer or Sem. I, 2010-11, 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 noted in the WINGS Student Center. Students should check to confirm their assignment, particularly new transfer and re-entry 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/](http://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 a lot of excellent information about their programs, careers, faculty, student organizations, etc. You can access 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 Semester I, 2010-11 or Summer Session

Registration begins in mid-April. Some instructions for registering are sent to your email address by the Registrar's Office in late March/early April. Your Advisement Report (formerly SNAP) is always available to you and your faculty advisor. Summer 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.

## August and December 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." This should be done when you register for the fall semester. August grads should have already done this by now.

## I-S 220, BUS 205 and 230 Restricted Enrollment

The CBA may restrict enrollment for fall in IS 220, IS 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 March 26. 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](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 last August, December or who will graduate this May, 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.

# DEPARTMENTAL UPDATES

## ACCOUNTANCY DEPARTMENT

### Banquet

The twenty-seventh Annual Spring Banquet is scheduled for Wednesday, April 28, 2010 at the Cleary Center. Stan Mork from the Minneapolis office of RSM McGladrey, Inc. will be the guest speaker. All accountancy majors are encouraged to attend. This is an excellent opportunity to network with firms and businesses. The Department of Accountancy awards its scholarships at the banquet. Since the normal due date of March 15 falls during spring break this year, applications will be accepted up to March 23. Click on the Scholarship link at [www.uwlax.edu/ba/acc/](http://www.uwlax.edu/ba/acc/) for an application form. Attendance at the banquet is a condition of receiving a scholarship.

### 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 17 – March 31 (except March 17) in room 209 CWH. First come, first serve. For more information, call 608-791-1901.

## Class Scheduling Information

### Summer 2010

Accounting Principles I (ACC 221) will be offered online during Summer I. Accounting Principles II (ACC 222) will be offered online during Summer II. Advanced Accounting (ACC 421) will be offered Summer I (May 18 – June 11).

### Fall Semester 2010

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.

Professor Kastantin will again offer **ACC 400 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.

## Advising and Registration

All accountancy majors are required to meet with their advisors before registering. Advisement Reports are now available on Wings. Please carefully review it before scheduling your advising appointment and registering. Additional information regarding advising will be forthcoming.

## Accountancy Minor

The accountancy minor was changed during the fall of 2009 and now consists of thirteen credits: ACC 321, plus any three 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 Mondays from 4:00 – 6:00 pm and Wednesdays from 7:00 – 9:00 pm.

## Faculty News

### Welcome

The Department welcomes Dr. Robert Rosacker this semester. He comes to us from Mount Marty College in South Dakota. He received his B.S. in Mathematics and Accounting from Mankato State University, his M.S. in Taxation and Accounting from Colorado State University and his Ph.D. from the University of Nebraska-Lincoln. Dr. Rosacker's teaching interest is in the area of financial accounting. His research interests involve governance.

### Presentations/Research/Service

Dr. Barbara Eide presented "Financial Literacy Education: A Dedicated Course vs Integration of Literacy Topics" at the 17<sup>th</sup> Annual Meeting of the American Society of Business and Behavioral Sciences in Las Vegas, February 20<sup>th</sup>. Dr. Eide received a CATL grant to develop ACC 221 as an online offering.

Dr. John Gardner serves on a Task Force revising the *Statements on Standards for Tax Services*.

Dr. William Maas will be presenting "Maximizing IRA Returns Using FLP/LLC Discounting Techniques" at the Academy of Finance Conference in Chicago later in March. Dr. Maas serves on the UW System University Insurance Association.

Dr. Kristin Rosacker's paper "Information Technology Project Management within Public Sector Organizations" was accepted for publication in *Transforming Government: People, Policy and Process*. Dr. Rosacker also received a CATL grant to develop an online corporate governance class for the MBA program.

Dr. Robert Rosacker presented "Depression(ing): The Intersection of Sociological Constructs, News Media, Political Spin, and the Economy" at the 17<sup>th</sup> Annual Meeting of the American Society of Business and Behavioral Sciences in Las Vegas, NV February 20<sup>th</sup>.

Drs. Ken Winter and Mike Hauptert (Economics) co-authored "The Ease-West Game: All-Stars and Negro League Finances," to be published in *The Cooperstown Symposium on Baseball and American Culture 2009-2010*. Dr. Winter also serves as the Internship Coordinator for the department.

## ECONOMICS DEPARTMENT



## Faculty News

### Presentations/Research/Service

Dr. James Murray received a faculty research grant for his research, "Academic Benefits of Living On Campus: A Look At Peer Influences and Utilization of University Provided Resources". This research finds statistical evidence that living on campus causes students to have better academic performance. The research goes further into investigating the channels for why this is so. Do students who live on campus have positive peer effects (good academic habits of dorm roommates and friends rub off on each other)? Do students that live on campus make greater use of academic resources such as libraries, technology, tutoring services?

Dr. Murray will be presenting a paper at the Midwest Economics Association meetings held this March 19-21 in Evanston, IL. His paper, "Learning with Expectational Shocks in the New Keynesian Model," looks at the role shocks to expectations play in explaining post-war business cycles. Traditional models explain business cycle fluctuations with technology shocks, preference shocks (a type of demand shocks), and monetary policy shocks. This work augments these models with people that form expectations by collecting past data, and also reacting to news and rumors (expectational shocks). The research addresses the question, how much of recent business cycle fluctuations have been due to traditional shocks and how much can be explained by expectational shocks.

In the past few months, Dr. Nabamita Dutta's research area has focused on the role of media in economic development and how it can serve as a watchdog for the society.

This fall Dr. Dutta received funding from the University of Wisconsin-La Crosse faculty research grant to explore the role of media in the context of economic development of India. The research will explore how the changing infrastructure of media in India, since the early nineties, is having an impact on social indicators which are crucial for the development process of a country. Additionally, the other research papers are focusing on what factors affect entrepreneurship for U.S. states and also when a wide set of countries are included.

Dr. Dutta attended one conference last fall in San Antonio, Texas, and will be attending two more conferences this spring and summer in Chicago and Boston respectively.

During fall 2009, Professor John Nunley published two papers, "The Effect of Joint-Child-Custody Legislation on the Child-Support Receipt of Single Mothers" (with Brandeanna Allen and Alan Seals) and "The Effects of Household Income Volatility on Divorce" (with Alan Seals). He also received an invitation to revise and resubmit for another paper, "Child-Custody Reform and Marriage-Specific Investment in Children" (with Alan Seals). The first manuscript is forthcoming in the *Journal of Family and Economic Issues*; the second manuscript is forthcoming in the *American Journal of Economics and Sociology*; and the third manuscript received an invitation to revise and resubmit from *Labour Economics*.

Professor Nunley, along with co-authors Mark Owens, Adam Hogan, and Steve Howard, completed a new manuscript, "Competition, Information, and Racial Discrimination: Evidence from a Field Experiment." This study examines whether racial discrimination is more (or less) likely to arise in markets characterized by different levels of competition and information. Using eBay as a research platform, the authors sell identical products at the same time, one sold by a seller with a distinctively-black name and the other sold by a seller with a distinctively-white name. The results indicate that sellers whose racially-distinct names match the expected racial characteristics of buyers receive higher prices than sellers whose racially-distinct names do not match buyers' expected racial characteristics. In addition, price differences arise only in markets characterized by low levels of competition and information, which is consistent with economic theory.

Professor Keith Sherony is presenting a paper, which was coauthored with Professor Glenn Knowles, at the 17th Annual NINE Spring Training Conference in Phoenix, AZ. "Is it Time for Major League Baseball to Reconsider Its Schedule" examines the characteristics that determine the level of equity in a baseball schedule and proposes a methodology for developing schedules that minimizes strength of schedule variability.

## Class Scheduling Information

A reminder to economics majors that MTH 175 or 207 is now a prerequisite for ECO 305 and 308.

The Economics Department's Fall 2010 upper division course schedule and instructors are:

- ECO305 Intermediate Macroeconomic Analysis – Professor Birkeland
- ECO308 Intermediate Microeconomic Analysis – Professor Giddings
- ECO312 American Economic Development – Professor Hauptert
- ECO320 Economics of Sports – Professor G. Knowles
- ECO336 Women and the U.S. Economy – Professors Anderson and Giddings
- ECO340 Introduction to International Economics – Professor W. Khandker
- ECO375 Economic Development – Professor Dutta
- ECO402 Public Sector Economics – Professor Anderson
- ECO435 Law and Economics – Professor Nunley

A complete description of these courses is available at <http://www.uwlax.edu/ba/eco/students/econ%20courses.pdf>.



## Economics Department Scholarships

Historically, the Economics Department annually awarded the David Cole Scholarship and the Maurice Graff Scholarship to deserving majors. Unfortunately, no awards were granted for the 2009 – 2010 academic year because of the decline in these funds' values that was caused by the economic downturn.

At the time of the CBA Newsletter's publication, there was uncertainty about whether scholarships could be awarded for the 2010 – 2011 academic year. Since there is a possibility that funds could be dispersed this year, interested candidates for these scholarships should complete the standard scholarship application that is available through the UW-L Foundation Web site at <http://www.foundation.uwlax.edu/schgene ralapp.html>

Information about the scholarships, including criteria, is available at <http://www.foundation.uwlax.edu/schbusiness.html>.

## FINANCE DEPARTMENT

### Student Opportunities

#### 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 inclusion in 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 2009 presentations, Qualcomm and Urban Outfitters were added to the Spellman Portfolio. Contact Dr. Krueger for more information.

#### Chartered Financial Analysis

Advanced Financial Analysis (FIN 447) is designed to prepare students to take Level 1 of the Chartered Financial Analysis (CFA) exam. The CFA certification is the most prestigious professional finance certification available. All students in the course receive complimentary course materials from Kaplan-Schweser, the international leader in CFA training. This is a unique opportunity for UWL students as Kaplan-Schweser is headquartered in La Crosse. Please contact Dr. Wolf for more information.

#### Temte Scholarships

These scholarships established by Dr. Andrew Temte, CEO of Kaplan Schweser, 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 course materials, exam fees and tuition reimbursement valued at almost \$2,500. Congratulations to Eric Bakke, Emily Kane, and Reuben Torres as this year's scholarship recipients.

CFA Global Investment Research Challenge Through the competition, students receive real-world training in equity analysis. Business and finance students interact with investment professionals and top firms while getting real-world experience in equity analysis, sell-side research report writing, and presentation skills. Just to participate is an accomplishment that will enhance a student's resume. Please contact Dr. Van Dalsem for more information.

## Class Scheduling Information

#### Summer Term

Principles of Financial Management (FIN 355) will be offered in Summer I. Corporation Finance (FIN 370), a finance major core requirement, is offered in Summer II. For more information, please see your advisor or the department chairperson, Dr. Wolf.

#### Fall Term Courses

Finance Group I Electives - 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. Van Dalsem if you would like more information.

Advanced Financial Planning (FIN 407) covers a variety of personal financial planning topics such as retirement planning, educational planning, mutual fund investing, taxes, 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 only FIN 355, but FIN 207 and FIN 360 are useful. Registration for this course must be done manually; contact Dr. Wolf for an override or more information.

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. Contact Dr. Krueger for more information.

Finance Group II Elective, Principles of Insurance (FIN 360), is open to all CBA majors, 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. The course is a writing emphasis course. Please contact Dr. Tippins for more information.

General Education Elective, 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 fulfills a general education requirement. Please contact Professor Tempski for more information.

### January Term

The Department of Finance plans to offer the Principles of Financial Management (FIN 355) during the January 2011 term. For more information, please see your advisor or Dr. Wolf.

### Advising and Registration

The department will email informational material on advising and registration at the end of March. Please carefully review your Advisement Report, available on WINGS, before scheduling your advising appointment and registering.

## Faculty News

### Presentations/Research/Services

Dr. Lise Graham was nominated to represent UWL as a candidate for the 2010 Regents Teaching Excellence Award. Each University of Wisconsin System campus may nominate one candidate for the prestigious award. The award recognizes faculty that consistently demonstrate teaching excellence. Dr. Graham is the advisor for Delta Sigma Pi Professional Business Fraternity.

Dr. Steve Tippins has published, "Organizational Change in the Health Care Industry," in *Insights to a Changing World*; "Personality Finance: A Life Insurance Application," in the *Business Journal for Entrepreneurs*; "Organizational Change: A Look at Four Theorists" in the *Leadership and Organizational Management Journal*; and "Investing in Corporate Social Responsibility: An Overview," in the *Ethics and Critical Thinking Journal*.

Dr. Shane Van Dalsem will publish, "Determinants of CEO severance contracts and their components and the effects of severance contracts on executive turnover," in the *Journal of Economics and Business*. Dr. Van Dalsem received a CATL grant for: "The Effect of Self Evaluation and Comparison of Attributes on Self Selection Group Formation". Dr. Van Dalsem received a UWL Research Grant for his proposal titled, "Capital Structure and Governance of Non-Profit Organizations." 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. Tom Krueger will publish, "Value Investing Dominance across Investment Horizons and Market Capitalizations," in the *Journal of Business and Economic Perspectives*. 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*. Drs. Lisa Yang and Krueger received a UWL Research Grant for the proposal, "Does the Competition of Electronic Communications Networks Improve the Trading Quality for NYSE – Listed Stock over Time?"

Professor Dianne Morrison wrote the Instructor's Manual for *Personal Finance, Fourth Edition*, by Madura. Professor Morrison continues to serve as the Treasurer and member of the Board of Directors for Marine Credit Union.

Dr. Rob Wolf serves on the UW System Tax Sheltered Annuity Investment Committee.

## 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

### Course Upgrade

Through several years of discussion and preparation, the IS Department finally completed its revision of the IS 220 course last semester. The upgraded course carries 4 credits and will be taught in three sessions per week: two lecture sessions plus a 55-minute evening discussion session devoted to hands-on practice on computers. Six sections of the course will be offered in the fall semester, with a maximum capacity of 35 seats each. Students enrolled in a particular day-section can choose any of the six discussion sections that are scheduled on Tuesday and Wednesday evenings (3 per night).

The new IS 220 course will cover more materials on information literacy and MS Office. Since it has NO prerequisites, CBA freshmen and sophomores are encouraged to take it earlier. For those students who have completed CS 103 and 104, one section of the current 3 cr. course will be offered this summer by Dr. Yang. Notice that this will be the last time the course is taught under the old format in 3 credits.

## Fall Class Scheduling Information

For fall 2010, Dr. Haried will teach one section of IS 401, which is the first course in the IS capstone sequence. This course is required for both the IS major and minor programs.

One section of IS 330 will be taught by Dr. Dai. All IS majors currently in IS 310 should continue to take this course as it is only offered in the fall semester.

Dr. Wen will again offer one section of IS 410/510, which is an elective for IS majors/minors and MBA students.

In supporting the Management Department, Dr. Yang will offer a section of MGT 370.

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 credits, the IS independent study course, or qualified elective courses in the Computer Science Department or Management Department.

### Winter Course Offering

Due to the difficulty in delivering a heavy, 4-credit course in only 3 weeks, the possibility of offering a section of the new IS 220 in the coming J-term looks slim. However, the IS Department is still exploring feasible ways to teach this course during the intersession.

## International Programs

In November 2009 Dr. Wen visited the National Kaohsiung University of Applied Sciences and the National First University of Science and Technology in Taiwan to promote and coordinate our joint MBA programs. He made program presentations and held information sessions with interested students in these two universities. In a separate effort, Dr. Dai and Dr. Wen, with the assistance of the SBDC of the CBA, reached out to the provincial government of Shaanxi in China and proposed a short-term visiting program to the officials in the Bureau of

Agriculture. The proposal has been well received, and a delegation of the Bureau is planning to visit UW-L in the coming summer.

## Faculty News

### Presentations/Research/Service

Dr. Peter Haried, (with Nazareth, D.) "Examining International Information Technology Sourcing through an Ethical Lens: An Application of Alternative Ethical Frameworks," *Business and Professional Ethics Journal*, 2009, 28(1/4).  
(with Ramamurthy, K.) "Lessons Learned from Offshore IT Outsourcing: A Client and Vendor Perspective," *Journal of Information Technology Case Application Research*, 2010, 12(1), forthcoming.  
(with Ahsan, M. and Musteen, M) "Understanding the Relationship between Uncertainty and International IT Sourcing Strategy: A Conceptual Framework", *Academy of Information and Management Sciences Journal*, 2010, forthcoming.

Dr. Kuang Wen (with Chen, Y.) "E-Business Value Creation in Small and Medium Enterprises: A U.S. Study Using the TOE Framework", *International Journal of Electronic Business*, 2010, Vol. 8, No.1, pp. 80-100.

Dr. Brian Yang (with Kim, C., Oh, E. and Kim, J.) "The Appealing Characteristics of Download Type Mobile Games", *Service Business: The International Journal* (online), November 2009.

### Conference Proceedings

Dr. Hua Dai (with Zhang, X., Hu, T. and Li, X.) "Software Development Methodologies, Trends, and Implications", *Proceedings of 13th Southern Association for Information Systems Conference (SAIS)*, March 2010, forthcoming.

Dr. Peter Haried (with Ahsan, M. and Musteen, M.). "Understanding the Relationship between IT Offshoring and Uncertainty: A Conceptual Framework" *Academy of International Business*, 2009. and "Stakeholder Disconnect in International Information Systems Sourcing: A Client and Vendor Perspective," *American Society of Business and Behavioral Sciences*, 2010.

Dr. Wen (with Chen, Y.) "Research in Information Security: A Literature Review Using a Multidimensional Framework", *Proceedings of the 39th Western Decision Sciences Institute Annual Meeting*, April 2010, forthcoming.

Dr. Yang (with Kim, C., Oh, E. and Kim, J.) "Finding Appealing Factors of Download Type Mobile Games",

Proceedings of the 40th Decision Sciences Institute Annual Meeting, December 2009.

## MANAGEMENT DEPARTMENT



### Welcome New Faculty

The department was successful in its search for two new faculty members to start teaching fall 2010. Nicole Gullekson comes to us from Ohio University where she is finishing her dissertation for her doctoral program. Seiko Arai completed her doctorate at the University of Oxford in the UK, and is coming here from Duke where she has been a visiting scholar for the past year.

### Sustainability

Dr. John Betton is teaching a course on Business and Sustainability this semester. The course involves "hands on" projects and visits to local businesses involved with sustainability. He is currently a member of the Chancellor's Joint Committee on Environmental Sustainability, and is teaching in the capstone class in the Environmental Studies minor. He was also appointed Associate Editor of the *International Journal of Environmental, Cultural, Economic and Social Sustainability* last month.

Dr. Betton also presented a paper on biomimicry at the International Conference on Sustainability in Cuenca, Ecuador in January. He and Dr. Thomas Hench currently have two journal articles on the topic under review.

### Faculty News

#### Presentations/Research/Service

Ms. Gail Gillis and Dr. Leticia Pena collaborated on an article, *Competitive Excellence in the Global Supply Chain*, expected to be published later this year in the *International Journal of Services, Economics and Management*. They derived inspiration for the study from a presentation a few years ago in Guadalajara, Mexico with former department chair, Dr. Dayr Reis.

Ms. Diana Tempski received a grant from the Center for Advancing Teaching and Learning to develop the undergraduate core course, MGT 308, Organizational Behavior for delivery online. She'll offer the course this summer.

Dr. Thomas Hench presented a paper, "The Business of Education: Bad for Business, Bad for Education" at the 4th World Universities Forum in Davos, Switzerland, in January.

Dr. William Ross reviewed the book *Commitment in Organizations: Accumulated Wisdom and New Directions*, by H.J. Klein, T.E. Becker and J.P. Meyers (Eds) for *Administrative Science Quarterly*. The review was published in the December 2009 issue (vol. 54, no. 4). He has also had published the article "The Effect of Types of Banner Ad, Web Localization and Customer Involvement on Internet Users' Attitudes" in *Cyberpsychology and Behavior*, 12 (1), with Chen, J.V., and Yen, D.C. Dr. Ross also provided background information on Internet abuse to the Human Potential Accounting nonprofit group as they prepare a white paper on the topic.

Dr. Davide Secchi has had the following accept for presentation at the 14th IESE Symposium of Ethics, Business and Society in Barcelona, May 2010: *Modeling Social Responsibility in Different Countries* (with Floris, M.).

## International Conference on Human Rights

Dr. John Betton is a member of the planning committee working on the International Conference on Human Rights which will be hosted by UW-L and Viterbo University this October. Keynote speakers will include Marjorie Agosin, the Chilean writer and author of a number of books on human rights, and Sara Roy, author of four books on Israel-Palestine relations and a member of the research faculty at Harvard. Bob Peterson, editor of *Rethinking Schools* will be the keynote speaker for a session on integrating human rights in the curriculum. There will also be a performance by the Peruvian Theater company, Yuyachkani, at the conference, and a performance of *Seven Jewish Children*, the controversial play by Caryl Churchill.

Dr. Betton will be offering his course on *Business and Human Rights* (MGT 431) this fall, in conjunction with the conference. For more information about the conference, please contact him at [betton.john@uwlax.edu](mailto:betton.john@uwlax.edu)

## MARKETING DEPARTMENT

### Welcome New Faculty

The department is also happy to report that we had a successful Faculty Search this past fall. In the fall of 2010 we expect to welcome Dr. Kunal Sethi. He will be coming to UWL from Old Dominion University with a background in International Business. He will be teaching International Marketing and Marketing Research in the fall. Please be prepared to welcome him to campus.

### Alumni News

You may have noticed that some of our courses are a little bigger than normal this term. MKT-479 especially has very large sections. In this academic year we will graduate about 140 students to join our alumnae base. We congratulate all our students on their progress and wish them all the best in their career endeavors. Please be sure to stay in touch as you move on.

The department is happy and proud to report that Miss Dora Schmidt, a UWL Marketing graduate, has completed her Doctoral course work in Marketing and recently sat for and PASSED her comprehensive final exams at Louisiana State University. Miss Schmidt expects to complete her supporting area course work in this next year and enter the market as a Ph.D in the fall of 2011.

### Faculty Research

Dr. Stephen Brokaw and Dr. Wahhab Khandker (Economics) had a paper published in the *Review of Business Research* Volume 9, Number 4, 2009. The article is entitled: [GDP Source as an Indicator of Economic Health.](#)

### Class Scheduling Information

Marketing 309 will be offered as a SECOND Summer session course this summer. It will be offered as an On-line course for the first time. Dr. Maggie McDermott will be teaching it.

## 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) is again offering its Certified Global Business Professional (CGBP) Series on May 3-6. The CGBP also serves as a preparatory course for the CGBP exam. Visit [www.uwlax.edu/sbdc](http://www.uwlax.edu/sbdc) for details.

The CGBP credential fosters global business practices and is a nationally recognized international business credential. Four members of CBA faculty have earned the credential: Barb Eide, Accounting; Stephen Brokaw, Marketing; Gail Gillis, Management, and Lise Graham, Finance-Interim Associate Dean.

Recently, 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. The SBDC is working hard to communicate the importance of the CGBP program to professionals looking to expand their international trade knowledge



# 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.

Spring 2010 is a huge semester for AMA. We have many events planned which include the Alumni Panel (Mar. 24th in the Ward Room CC), an event that prepares all seniors with business majors for the real world; touring McPherson Guitars and Mathews Archery in Sparta, WI; promoting events such as Bras for a Cause (Mar. 2nd at the Starlite Lounge), Meet and Greet the President (SAC), and various others.

On top of that, AMA has planned to host a Blood Drive in Valhalla on April 7th. We have already had two great guest speakers with one more (Den Gardner, Marketing Professional, Mar. 3rd).

A future plan for AMA is to help promote events for other organizations on campus.

If you are interested in joining and/or want to learn more about us, please email us at [amarketa@uwlax.edu](mailto:amarketa@uwlax.edu). Make sure to visit our website, [www.uwlax.edu/ama](http://www.uwlax.edu/ama), and join our Facebook page, UWL American Marketing Association. For updated info on AMA's calendar of events, look at our display case in Carl Wimberly and Information Board in Cartwright.

## BETA ALPHA PSI



Beta Alpha Psi (BAP) is a national honors fraternity for financial information professionals. Accountancy majors as well as IS and Finance majors with accountancy minors 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 get involved in the community through a variety of service projects. This year, members will have the opportunity to attend the regional convention in Chicago, IL and the national convention in San Jose, CA.

Meetings are held Wednesday evenings at 5:30 pm 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](http://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 25<sup>th</sup> Anniversary this academic 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.

Invitations to membership will be sent out in March. If you receive one, we strongly encourage you to accept this special acknowledgement of your academic achievement.

Questions about Beta Gamma Sigma can be referred to chapter president, Professor Thomas Krueger, [krueger.thom@uwlax.edu](mailto: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 95 active members and 18 pledges this semester, DSP provides a great way for business majors to meet other individuals in the business area. It is also an opportunity to better yourself 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, 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 typical 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 and improve your professionalism. 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](http://www.uwlax.edu/dsp) or contact Kristin Sticha at [sticha.kris@students.uwlax.edu](mailto:sticha.kris@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 228 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 [bakke.eric@students.uwlax.edu](mailto:bakke.eric@students.uwlax.edu).

## SOCIETY FOR HUMAN RESOURCE MANAGEMENT



The UW-L chapter of the Society for Human Resource Management (SHRM) is a group that provides information to students through activities, speakers, and networking opportunities with business professionals. SHRM caters to all business majors because HR skills are critical no matter what industry or career you are in. Participation in this group helps students develop personal job-seeking skills and advice about what employers are looking for!

This past fall was very busy for SHRM members and we have plans to be just as active this spring. We pride ourselves on networking and have been working closely with members from the La Crosse Area SHRM to create a Mentor Program and a Resume Book. We also meet employers by attending state conferences and by volunteering time at various locations. A big thing coming up this semester is that SHRM members are headed to Oshkosh in March to volunteer at the WI SHRM Student Conference.

SHRM will also be fundraising, helping students prepare for the PHR exam, and applying for the Student Chapter Merit Award. The Merit Award program recognizes chapters all over the nation for outstanding activities and programs.

Meetings are held every other Wednesday at 7:00 pm in 326 Cartwright. Look for SHRM signs for upcoming meetings. If you are interested in learning more about our organization, please visit our website at [www.uwlax.edu/shrm](http://www.uwlax.edu/shrm) or contact Kristina Steger at [steger.kris@students.uwlax.edu](mailto:steger.kris@students.uwlax.edu). We are looking forward to another great semester and hope to see you at the meetings!

## INFORMATION SYSTEMS ASSOCIATION

Under the supervision of Dr. Haried, the Information Systems Association (ISA) has planned a number of speaker presentations and activities for the Spring 2010 semester. Speakers will be discussing information systems (IS) careers, internships, experiences, and new developments in the IS field. Be on the lookout for flyers describing our guest speakers. ISA will also be participating in the career fair at Federated Insurance where a select number of ISA members will visit and tour the facilities.

Information systems majors/minors and CBA students are strongly encouraged to join and participate in ISA. Our meetings are excellent opportunities for networking as well as gaining first-hand knowledge of real-world IS careers.

For more information contact Dr. Haried [haried.pete@uwlax.edu](mailto:haried.pete@uwlax.edu) or the ISA president Eman Alihassan [alihassa.eman@students.uwlax.edu](mailto:alihassa.eman@students.uwlax.edu).

## NET IMPACT

Net Impact is a new organization on campus focused on business and business students. It was formally approved by the University and Student Senate last year and elected officers this academic year. It is currently in the process of being officially recognized by the national organization as a campus undergraduate chapter.

Net Impact is an organization that facilitates communication between graduate and undergraduate students interested in careers in business that are focused on corporate social responsibility and sustainability. The national organization provides chapter support, holds conferences and provides many resources to campus chapters.

Last semester, the chapter invited Larry Sleznikow, Chair of the Joint Committee on Environmental Sustainability and Tim Kabat, sustainability coordinator for the City of La Crosse to give presentations at chapter meetings. The current project for this spring semester is to raise funds to support providing emergency relief containers (called Shelterboxes) to Haiti. Elections will be held after spring break

this semester for officers for the next academic year starting fall 2010. Business students interested in corporate social responsibility and sustainability are encouraged to join the chapter and to run for election for next year.

If you would like further information on Net Impact please contact the officers or chapter advisor, Dr. John Betton, [betton.john@uwlax.edu](mailto:betton.john@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 Administration. SAC 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 SAC is to undertake projects on behalf of the CBA and its students by making recommendations on various issues to the Dean. Students in the SAC will get the most out of their education by networking with professors, faculty, and businesses while learning more about the CBA and gaining important leadership skills.

This year SAC has re-written its bylaws, contributed to discussion of sustainability within the CBA curriculum, and given input into the AACSB accreditation process. Council members also greet potential CBA students during Campus-Close Ups by sharing their experiences within the CBA.

The SAC has proudly been an active participant in the community through its annual All City Food Drive. Last fall the SAC broke its previous collection record when it contributed over 2000 lbs. of food and nearly \$600 to the Hunger Task Force. SAC has been active in Relay for Life and is now participating in the Polar Plunge on March 6th.

The SAC is also proud to host its signature event- the Professional Development Workshop. This workshop provides the opportunity to meet working professionals and hear their views on effective resumes, cover letters, interviewing skills, and professional etiquette. Previously the SAC had welcomed professionals from companies including: Vendi Advertising, Aerotek

Engineering, and Wells Fargo. This spring on March 9th the workshop will be happy to have the President and CEO from Werner Electrical Supply speaking as well.

Lastly, in a new event named "Meet and Greet the President", the SAC has invited the creator and founder of Culver's Restaurants, Craig Culver to engage in a motivational talk on success and business ethics. This event is set for Thursday April 15th at 5:30 in the Clearly Alumni Center. Mr. Culver will also be recognized as the "Distinguished Lecturer" in the series here at UWL.

SAC meetings are open to all business majors and minors who want to make a difference within the CBA. Our meetings are held on Tuesday nights at 5:30 in Carl Wimberly Hall room 111. For more information about meeting times and events, please email [wittmeie.kels@students.uwlax.edu](mailto:wittmeie.kels@students.uwlax.edu)

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