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New Seidman Faculty

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Message from the Dean

A new profession is emerging—Facilities Management. This is a rapidly developing field in which the new professional, a Facilities Manager, must integrate and manage all elements of the office and workplace—people, technology, processes and facilities—to improve the work environment and increase productivity.



Marvin DeVries

More than half of the workforce today is employed in white-collar positions. The importance of office productivity has attracted the attention of business experts, and the office technology revolution has become the new center of interest in our working culture. Employers are repeatedly frustrated by missed opportunities for full use of the new technology, and employees often find it difficult to work in office environments that haven't been planned with human factors in mind. For both, the path to maximum productivity remains blocked in part by a lack of training in how to manage technology for people.

Four years ago we developed and implemented an undergraduate program in Facilities Management. This program gives students the foundation in business

disciplines necessary for realistic analysis and decision making. It integrates into these business management skills an understanding of how to provide an environment where employees will have all they need to accomplish their work in the most efficient way possible. This education is gaining importance as the financial impact of modern office technology makes Facilities Management an essential part of each company's strategy.

We bring noted authorities from businesses in west Michigan and around the world to address the problems studied in our classrooms, and we place our students in industry during their studies. Internships and corporate projects with businesses across the country give students practical experience, allowing them to bring the force of their training to bear on actual facilities management problems.

The office-furnishings industry, centered in west Michigan, supplies 55 percent of the American workforce with the environment in which they spend the bulk of their working lives. A fund of essential knowledge and research is available here, and international authorities make this area their base for exchanging information on the newest in systems and technology. We have recognized our unique opportunity to take advantage of our location.

Since we began four years ago, we have come a long way. An Advisory Council with members from industries

from across the country has become active in planning and evaluating goals and program development. Our first fully educated graduates are occupying facilities management positions in business. A professorship in Facilities Management, established by the Business and Institutional Furniture Manufacturers Association, is being used to develop a comprehensive curriculum that will serve as a model for other institutions (see article on the appointment of Dr. Steven Margulis in this issue of the *Memo*). And we are establishing an Institute for Office Productivity that will bring together a wealth of essential knowledge and expertise. In conjunction with the Facilities Management Program this institute will offer training, consultation, and research (see Facilities Management Database Research Project discussed elsewhere in this issue).

Facilities Management is still in the process of defining itself and its role in the modern workplace. Only a fraction of those now struggling to make the increasingly complex and costly decisions necessary for efficient office design and management have had professional training in this new field. Through an active program of faculty and student research, an expansion of our undergraduate program, the establishment of a Research Institute, and the development of an innovative offering of graduate courses and continuing education, we believe we will be an important part of defining the nature of this new discipline and helping to explore its uses.

New Seidman Faculty

Dr. Tye Kim will be joining the Seidman School of Business as a Professor of Finance this fall. He has a doctorate in Business Administration (Finance) from Ohio State University. He received his M.S. in Business Administration (Quantitative Analysis) and his M.A. in Public Administration from the University of Minnesota and his B.B.A. in Business Administration from Seoul National University. He has completed post-doctoral study in econometrics, finance, statistics, and time series at the University of Chicago. Before coming to Grand Valley State, he taught at Governors State University, Memphis State University, the University of New Brunswick, and the University of Wisconsin. Dr. Kim has also served on the staff of the Cho-Heung Bank in Seoul, Korea. He has had

a number of articles published in various finance journals. He is currently doing research on new approaches to measuring the effects of dividend announcements on shareholders' wealth.

Dr. Stephen Margulis has been hired as the Eugene Eppinger/BIFMA (Business and Institutional Furniture Manufacturers Association) Professor of Facilities Management. He holds a Ph.D. from the University of Minnesota, an M.A. from Clark University, and a B.A. from City College of New York. Dr. Margulis was most recently employed as Director of Research for the Buffalo Organization for Social Technological Innovation (BOSTI) in New York. He has done extensive research and project management in such areas as office automation, the effects of the office environment on human perfor-



Tye Kim



Stephen Margulis

mance, and office building design implications. Prior to his work at BOSTI he spent 10 years with the National Bureau of Standards in Washington, D.C., where he was a research psychologist in the Architectural Research Group and the Institute for Applied Technology. In addition, he has taught at the State University of New York, Antioch College, the University of Minnesota, and the University of Florida.