

Fall 1995

College of Business and Management Review- Fall/Winter 1995

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College of Business & Management

REVIEW

If I Knew Then...

"Now is the time you have the chance to do something important!

To gain as much experience as you can and learn the tricks of the trade at the same time. You can learn how to make yourself valuable in the work place." That's Jean Wallace Liavas, graduate of the College of Business and Management in 1993, talking to the members of the Business and Management Club.

Billed as "If I Knew Then What I Know Now," the October 12, 1995 meeting of the club featured presentations by four graduates of the College. Joe Cappa, former president of the Management Club, told the students, "It's tough out there! Take advantage of the opportunities you have here at Northeastern to make yourself an outstanding person so that when you get that first important job, your management will view you as one of the top twenty percent of employees. Continue learning while you're at work," Joe cautioned the group. "Business expects a great deal of you nowadays." Joe himself is studying for his MBA at a local college.

Other members of the panel emphasized the importance of having both long and short term goals for their careers. "But, be flexible; if someone asks you to change, you have to be willing," Jean Liavas counseled the group.

Bruce Brzoska, who had in his time served as president of the Management Club, the Finance Club, and APICS (all at the same time), told the group, "If I can do it, you can!" Bruce, who had dropped out of college in his late teens, spent ten years "putting cans on shelves for a large grocery chain," returned to college in his late twenties, continued working, was active in school affairs and graduated with a 3.9 average. "Get a really good resume together. I am horrified at some of the resumes we get at work. They're filled

with misspelling, typos, and ungrammatical language. Take advantage of the Resume Workshops offered here at school," he advised, "they'll give you the tools you need to write a outstanding resume."

Jon Shifflett warned the group that the forty-hour work week doesn't apply to management positions. He confided that he often works ten hours a day, seven days a week. He urged the members of the audience to polish up their written and oral communication skills. "Learn the current 'buzz' words in business," he remarked. "And, don't throw away your library card. You will continue to do research for your manager who will expect you to be knowledgeable about the current trends in business. Keep your textbooks too. You're going to need them." Jon joined Jean Liavas in urging the students to refine their job interview skills while still at the university. "The way you act in the interview is key to your success in getting employment."

Bruce Brzoska added that his first job interview lasted five hours! He got the job and is still with his original employer.

The last minutes of the meeting were devoted to a very candid discussion of the toll the long work week takes on family life.

All panel members said they spent over fifty hours a week at work and that sometimes caused friction at home. The consensus of the group seemed to be "that's what it takes these days to get ahead."

As club members left the meeting, there was universal agreement. "We need more of this! Let's have another panel like this one again soon."



Left to Right: Kevin Weldon, president Business and Management Club, Joe Cappa, Jon Shifflett, Bruce Brzoska. Front Row Jean Liavas and Dean Charles Falk.

The panelists were:

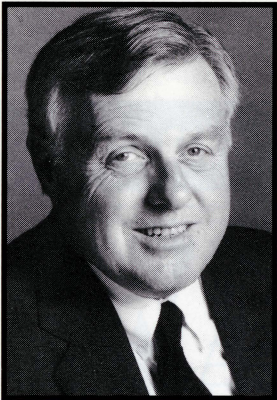
Jean Wallace Liavas, Senior Human Resource Representative, Allstate Print Communications Center. She was president of the Management Club and active in APICS before graduating from the College of Business and Management. Jean is married to a professional chef and has a six month old baby daughter.

Bruce P. Brzoska, Planner and Logistics Materials Coordinator for Fuji Film. As mentioned in the article above, Bruce served as president of three clubs in the College of Business and Management simultaneously. He is currently enrolled at DePaul University where he is working toward a certificate in inventory control.

Joe Cappa, Business Analyst in the Sales Department of Helene Curtis Co. Joe served as president of the Management Club for a year and a half. He is married to a professional musician and has a nine month old son, Nicholas.

Jon Shifflett, Operations Manager, Stanley Smith Security. While in junior college, he was very active the Business Club there. Jon is married and lives in a nearby suburb.

From The Dean's Desk



Dr. Charles F. Falk

"Surfing the Net...or, the Advantages of Overcoming 'Technophobia'"

Today's consumers run smack into advances in personal technology on a daily basis. Mastering devices like VCR's, CD players, phone answering machines, and microwave ovens is a challenge for many of us. Some people are technologically adept, while others are less so. Some, like me, are even "technophobic"—people who are a little skeptical about, and slow to adopt new technology. Marketing people probably would classify such persons as "laggards" in the product adoption cycle—suspicious of change, tradition bound, and conservative.

In the work place, personal technology, especially advances in personal computers and other forms of information technology, have prompted seismic changes in how jobs are shaped and in how work is accomplished. Technophobes are really in trouble if they can't or won't adapt to applied technology at work.

Within the last few months, I had a brush with one of the latest advances in information technology. This prompted a personal retrospective of my past work life. It is possible that my recent attendance at a high school reunion may have also had something to do with spawning that retrospective. Anyway, I began to think about how changes in information technology had affected my work life and how I initially resisted most of them.

A manual typewriter seems rather archaic in today's work environment but it was an early technological device principally used in the work place. While in high school, an uncle suggested that I enroll in a typing course. I was reluctant to do so because, at that time, it just wasn't a "guy thing." Nonetheless, as a high school senior, I enrolled in Typing I. In class, my fingers were prone to hit two keys at one time on the old manual Smith-Corona, I made a lot of errors, and I never could achieve the words-per-minute speed that females in the class attained with apparent ease.

At the end of the term, my relative performance was so poor that I am sure the passing grade I was given resulted more from the fact that I was a graduating senior than from the fact that I was any good as a typist. Nonetheless, this experience enabled me to find the right keys on the keyboard without looking. Later, I was given the chance to polish my typing skills while fighting the Cold War as a reluctant employee of the U.S. Army. Knowing how to type proved to be an invaluable skill in graduate studies I undertook following my discharge from the service and also in my later work.

As the once-powerful IBM corporation pushed the limits of typewriter technology, I became phobic again. At first, I was convinced that I could never do good work utilizing an electric typewriter. It was too wild and crazy a device for me. Only the slightest brush of the keyboard created marks on paper that I didn't want. After a while, I got braver and discovered that I could master the electric typewriter. I also recognized the obvious productivity improvements that came with this transition.

Smugly satisfied with my mastery of the IBM electric, I again resisted change when that company insisted that "word processing" (a term they coined) would be much better if one switched to a machine that had no moveable carriage and, instead, had a little revolving ball which made images on typing paper. I couldn't fathom using a device without a carriage that could be manipulated so I could squeeze in an letter or number that I had failed to include in a sentence. But, as in the past, I finally was pushed into using the IBM Selectric, and my work place productivity advanced once more.

My next encounter with information technology took place at a 1981 professional meeting I attended. One of the sessions I went to involved a hands-on demonstration of the IBM Personal Computer. Later, this device became the standard of the industry against which all others would bench mark. An early release of Lotus 1-2-3 was a part of this PC demonstration. For me, the workshop was a seminal experience. I quickly saw the work place productivity implications in what was demonstrated.

At the time, I was a fairly good typist, even though what I was doing was by then being called "keyboarding," not typing; so, I wasn't very interested in the word processing capabilities of the PC. But, I was very interested in the productivity improvements which I saw as possible from the use of the Lotus software. Almost immediately upon my return to campus duties, I ordered a now primitive IBM PC for the office. That act changed forever the way in which work in that office was handled. The act also caused me to gain new respect from my boss. He was impressed by the fact that instead of hitting the beaches, I actually went to the sessions of a January conference being held in Fort Lauderdale.

My affliction of technophobia seemed to be abating. Since the early 80's, I gradually migrated from new computer chip to new computer chip and from one new software release to another. My migration has sometimes been slow, but it has been steady. I have no doubt at all that my productivity in several capacities has been significantly enhanced by the meager computer skills I've amassed.

In the last few months, a colleague managed to erode my comfort level at work by intimating that I would really be "out of it" if I continued to resist getting "on the Net" (the Internet) and taking a ride on the evolving "Information Superhighway". At first, the "Net," the "World Wide Web," "Cyberspace," and all of that seemed just a little too abstract for me. Further, I felt that I was already busy enough trying to answer the mail and faxes, taking phone calls, and dealing with people coming to my office with requests, problems, etc. I didn't think I needed to have people firing requests, complaints, or who knows what at me via computer e-mail that I would be expected to answer—and answer quickly. That was my overt reasoning, but maybe it was just my old case of technophobia rearing its ugly head again.

My colleague didn't give up. I finally succumbed to the goading and learned how to get on the Net. Since doing so, I recognized the error of my ways and I am now truly grateful for the prodding. Once introduced to the world wide communication and information resources that are available to me through the Net I was, quite frankly, astounded by the capabilities and potential of this system. I won't go into detail, except to say that after my brief acquaintance with the Net, I am convinced that it is an extremely valuable communication tool, an extraordinary source of information, and an uncommonly helpful aid for my research and writing activities. The Internet also has significant potential to enhance teaching and learning in business schools.

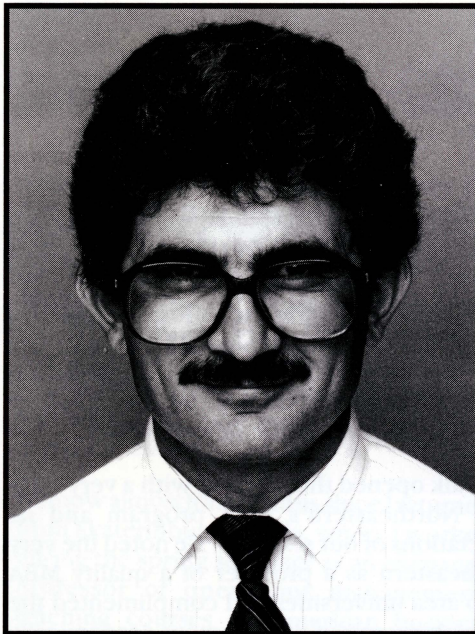
If you haven't yet taken the plunge onto the Internet, please think about joining the 6,000,000 people who are already on it and who can visit more than 7,000,000 Web sites. I am convinced that knowing how to use the Internet is an invaluable skill for all nearly all professionals. Certainly, we are taking steps to assure that our students know about, and know how to use the Internet before they graduate. Overcoming technophobia at several points in decades past has been important to me. It can be for you and for your future too.

Typically, I close these essays with my signature. However, this time I'll sign off as...

ucfalk@uxa.ecn.bgu.edu

P.S.: For the uninitiated, that's my Internet address.

Rezvanian to Russia



Rasoul Rezvanian, assistant professor on the Finance faculty, left Chicago on September 11 for a four-month stay in Ekaterinburg, Russia. There he will serve as a visiting professor at the Urals State Pedagogical University and the Urals State Vocational University where he will be involved in training students in American financial procedures. Before he left for Russia, CBM conducted a brief interview with Professor Rezvanian.

CBMR: What exactly will be your title and your role be at the universities where you're going to be teaching?

RR: Well, as you know, I am the second professor from the College of Business and Management to go to Ekaterinburg; Dr. Peter Stonebraker was there last winter for four months. The partnership between the Urals universities and Northeastern is funded by grants from the U.S. Information Agency (USIA) and the Soros Foundation. Our part of the program was initially planned for two years. But to go back to your original question, my official title is Finance Coordinator for the Grant.

CBMR: And what will be your role in Ekaterinburg?

RR: First, I will be teaching financial management in business. My goal is to help my students understand financial institutions as they currently operate in the U.S. and Europe. Secondly, I will be consulting with financial institutions in Ekaterinburg and talking with their managers about investment banking, the stock market, and municipal bonds. My Russian colleagues have already made arrangements for me to meet with several banks in the area on an ongoing basis while I am there.

CBMR: Teaching in a foreign classroom must be quite a challenge. How did you prepare for your Russian assignment?

RR: I have prepared my own notes based on their needs. These have been determined by my conversations with our visitors from Russia as well as from my E-mail contacts. Believe me, the process was very time consuming. My class notes will be translated into Russian. Before I leave the Urals, I plan to give my notes to my Russian counterparts so that they can use them in future semesters. I may also add some new material or revise my notes as the course progresses based on the needs of my students.

CBMR: What do you think you bring to Urals State? What do you hope to accomplish while there?

RR: I bring a knowledge of American financial institutions which, I believe, my students and colleagues there sincerely want to acquire. I hope to help launch the discipline of finance in the third largest university in Russia so that in the future, the professors and students there can build on that knowledge and hopefully expand it.

CBMR: Thank you, Professor Rezvanian. Don't forget to write! Even if it's only an e-mail!

Accreditation Up-Date

In previous issues of the CBM Review, we noted that we would keep our readers informed about the College's progress in seeking specialized accreditation from the American Assembly of Collegiate Schools of Business (the AACSB)—the oldest and most prestigious business school accrediting body in the U.S. We are pleased to report that in October, 1995, the College of Business and Management was admitted to AACSB "Candidacy," and that our Accreditation Plan was accepted by that body.

The AACSB indicates that "Candidacy status is an indication that an institution has voluntarily committed to participate in a systematic program of quality enhancement and continuous improvement that makes AACSB accreditation a more realistic and operational objective. Candidacy is not accreditation and does not guarantee eventual accreditation."

Upon receiving this news, Dean Charles Falk observed: "This is a significant milestone in the history of the College of Business and Management. While candidacy is not synonymous with accreditation, it signals to all that our College has aligned itself with the highest standards of our industry and that we have made a commitment to 'best practices' insofar as how programs of business and

management education should be conducted. Our new status should be important information for both current and prospective students and for employers who will employ our graduates."

Of the three dozen schools in the Chicago higher education market which offer bachelor's or master's degrees in business, only six are currently AACSB-accredited. As this is written, Northeastern is the only school among the other thirty which is a candidate for AACSB accreditation.

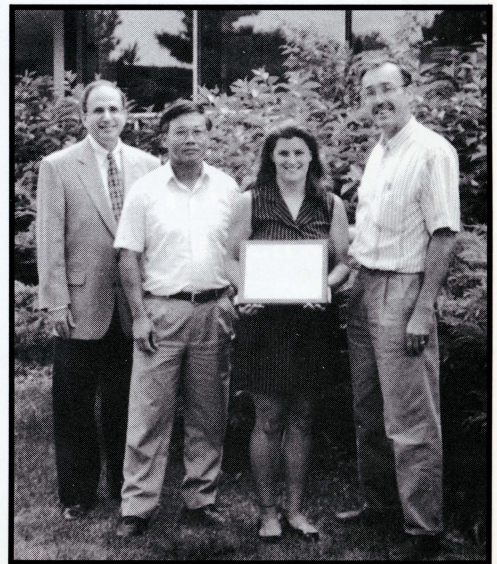
Apics Wins Again!

The Northeastern Illinois University student chapter of the American Production and Inventory Control Society (APICS) received the prized "Gold Award" for chapter management in June at the Annual All-Branch Dinner Meeting of the Chicago Chapter of APICS. Established in early in the 1990's by Dr. Peter Stonebraker, associate professor in the College of Business and Management, the NEIU student chapter has been the recipient of two awards from APICS under his leadership. In order to attain this recognition, a chapter must score the highest number of points in five categories of activities: education, programs, administration, public relations and community service.

According to Dr. Stonebraker, "This recent award would not have been won without the extensive efforts of Chapter President Tracy Conjardi, who graduated in spring. She prepared the Chapter Management Book for submission and based on her work, we received the Gold Award."

Dr. Mei Lung Chen, assistant professor in Management, is currently advisor to NEIU's student chapter of APICS.

Tracy Conjardi, former president of APICS holds "Gold Award" Left to right Allen Shub, Mei Lung Chen, and Peter Stonebraker.





NSEP candidates (l to r) Sandra Duarte and Victoria Escobedo.

Business Majors To Participate in NSEP

Two prospective business students have been accepted in the National Security Education Program (NSEP). Sandra Duarte, currently a sophomore at Northeastern, with an intended major in Accounting, recently participated in the first summer session under the NSEP grant. It was held at University of Illinois at Urbana.

Joining Ms. Durate is Victoria Escobedo who has been designated as an alternative in the program. Like Ms. Durate, she too took part in the summer program at the University of Illinois.

Overview

In September of 1994, twelve state universities in the Illinois Consortium for International Education (ICIE) under the leadership of the University of Illinois at Urbana, submitted a grant proposal to the National Security Education Program.

The purpose of the grant was to provide international skills to minority and low-income students in business and education by involving them in a three-year program which would include language study during the academic year (1995-1996), two intensive summer programs (1995-96), and one semester of study and work abroad in either Mexico or Japan (Fall, 1996).

Research undertaken by the Consortium had determined that although a high percentage of minority and low-income students are enrolled in Illinois universities and colleges, only a very small percentage of them ever participates in study abroad. At Northeastern, for example, 115 students have studied abroad since 1991, but only seven of them were minority students. All seven of these students were hispanics who studied in Mexico.

Recruitment

Once the NSEP grant was awarded, an extensive recruitment and screening program was launched at Northeastern. Sandra Duarte was chosen as the official NSEP candidate with Victoria Escobedo serving as her alternative. Sandra has already indicated that once she is officially accepted into the College of Business and Management, she intends to major in accounting. Like Sandra, Victoria is working toward acceptance into the College of Business and Management. Once admitted, she intends to major in Management.

If all goes well, Sandra will be studying at the Pan Americana University in Mexico City in the fall of 1996, while Victoria will be pursuing management related topics at the International Studies in Japan Program in Niigata, Japan.

In the meantime, Associate Dean Kathleen Carlson, Department Chairs, Allen Shub and C.T. Chen, along with Program Advisor Ligia Galassi are working closely with Sandra and Victoria to help them plan their curriculum so that they will be ready for their challenging education abroad in 1996.

MBA Dinner Launches a New Semester

On Friday, September 22, MBA students in the College of Business and Management, took part in the third annual MBA Orientation Dinner. Dean Charles F. Falk and Associate Dean Kathleen Carlson joined host Peter Stonebraker, coordinator of the MBA program, in welcoming MBA students and faculty to the new semester.

Following dinner, Dean Falk opened the meeting with a very well-received discussion of Northeastern's MBA program and its relationship to the expectations of our students. He noted the very strong position of Northeastern as a provider of a quality MBA program among Chicago area universities and complimented the student group on their high record of achievement academically and in the business world. Dean Kathleen Carlson, who until recently directed the MBA program, then elaborated on Dean Falk's remarks and noted that three recent Northeastern MBA graduates had been accepted in Ph.D. business programs. (See p. 7).

Perhaps the high point of the evening, however, was a presentation by Partha Seraty, a native of India. Upon his graduation from Northeastern's MBA program, Mr. Seraty was employed as an intern by publishing company, R.R. Donnelly. He was subsequently offered a full-time position as an accounting supervisor in the company. During his speech, Mr. Seraty stressed that his success had been the result of hard work, loyalty to his employer and patience. He then went on to express his appreciation for the background and skills he had acquired during his years as a Northeastern MBA student. Mr. Seraty's heartfelt remarks received an enthusiastic response from the audience, who later described his comments as "warm, sincere and inspiring."

As they left the Commuter Center that early fall evening, several of the MBA students commented that the program had provided them with a sharpened focus on the nature of Northeastern's MBA program and had deepened their commitment to their own professional situation and goals. Notably, no one mentioned that they would have rather spent their evening studying or preparing for classes.

Guests gather at the buffet table at MBA dinner.



From Russia with Love (An Epilogue)

by Dr. Peter W. Stonebraker

Editor's Note: *In the Spring of 1995 Dr. Peter Stonebraker, associate professor in the College of Business and Management, spent four months in Ekaterinburg, Russia. In our last issue, we printed a summary of E-Mail messages from Dr. Stonebraker recounting his "adventures" there. He has now returned to Northeastern. Printed below is a his look back at the time he spent in "E-Burg."*

It is now almost four months since I returned from Ekaterinburg, Russia, where I worked during the spring semester as an exchange professor of operations management, teaching courses on American business practices at several Russian universities. The experience was one of the more challenging, yet rewarding, activities that I have ever undertaken.

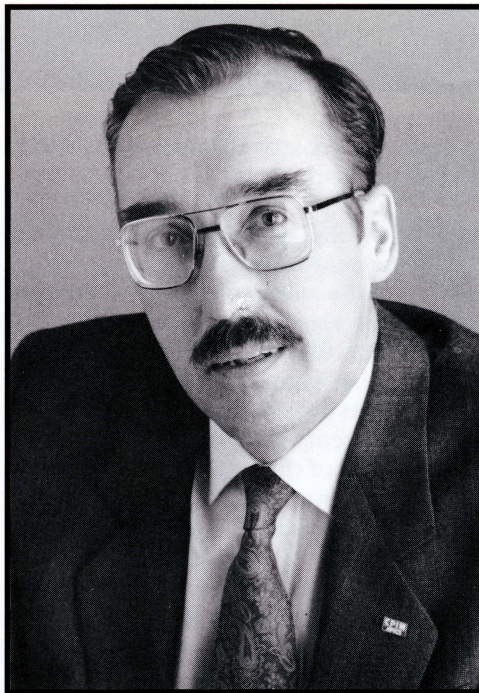
Certainly, I must compliment my Russian hosts, Rector Zhavoronkov of Urals State Pedagogical University and Rector Romantsev of Urals State Vocational Pedagogic University. They and their staff were directly responsible for the variety and range of activities I participated in; indeed, for the very success of my mission.

Classroom Time

My teaching responsibilities took most of my time during the week. I taught two full courses, roughly the equivalent of our Management 377, (Production and Operations Management); in addition I gave about fifteen special topic seminars to faculty and student groups on such topics as material requirements, planning, quality control, and forecasting. I also gave some thirty presentations about America to grammar school, high school, and university student groups. I visited some twenty companies, and gave presentations to senior managers at three of those companies. And it wasn't all talking; with several groups of Russian colleagues I prepared some fifteen articles and materials for presentations. But these professional activities only represent a very small part of the challenge and enjoyment of being in Russia.

Living the Life

I was also taken into my colleagues' homes as a guest and friend. While in Ekaterinburg, I shared birthday parties, wedding anniversaries, and outings to the countryside where I even helped prepare some gardens for spring planting. I joined "young pioneer"



Peter Stonebraker

groups on camping and rafting trips. I was taken into an aluminum mine by the chief mining engineer, rode about 250 miles through a breathtaking national forest in a motorcycle sidecar, and even sat in the driver's seat of a Russian Army tank. One ski trip took me across the Urals and into European Asia. A train trip later took me some 250 miles to the north to visit the families of some of my students.

Memories

Through all these and many other experiences, the friendliness and openness of my Russian hosts truly impressed me. I will miss the unequalled fellowship of joining families around the supper table of a rustic dacha or an urban high rise as we raised a toast of comradeship to business people, academic colleagues, and government employees. I will never forget the fun of the evening I spent at a banya (Russian steam bath), or the joy I saw at a student dance or even the very limited success I had in speaking Russian with my colleagues and their families.

As with all cross-cultural activities, this trip was physically very tiring because of the cold [Ekaterinburg is in western Siberia] and the very physical lifestyle of the Urals. It was also very difficult to anticipate before I left for "E-burg" exactly what would be expected of me once I arrived. Clearly, however, it was worth doing. As I have said to my friends, in response to the inevitable question, "I'm glad I went . . . and I'm even happier that I have returned home. . . and yes, I would return to Russia in a heartbeat."

GMAT Review At Northeastern

The College of Business and Management, in conjunction with Cambridge Educational Services, Inc., is offering a five-session review course, designed to prepare individuals who plan to sit for the Graduate Management Admissions Test (GMAT). Administered nationally, successful completion of this test is part of the admission requirements for most MBA programs. The course provides an opportunity to review sample test materials and to learn effective ways of performing well on the test. Generally, these review classes convene the five Saturdays before the scheduled test date for the GMAT (excluding holiday weekends). The program consists of lectures, analyses, discussion, sample questions, and practice tests.

The present fee for the course, which includes all review materials, is \$225 for current NEIU students and alumni; \$325 for all others. For detailed information concerning course content and registration for GMAT Review Courses at Northeastern, call Mary Coleman in the College of Business and Management at (312) 794-2647.

GMAT Prep Sessions at NEIU

Session I:
February 10, 17, 24,
March 2, 9, 1996

Session II:
May 4, 11, 18,
June 1, 8, 1996

GMAT Test Dates

January 20, 1996

March 16, 1996

June 15, 1996

CBM News Notes

A grant of \$15,000 from the Illinois CPA Society Foundation for the term of June 1995 to May of 1996 was awarded to the Department of Accounting, Business Law and Finance with **Dr. C.T. Chen**, department chair, as director. The grant provides for the restructuring of courses in the Principles of Accounting I and II and the Management Information Systems so that these studies become more learner-centered with the students as active participants. Secondly, the content of the courses will be redesigned to become more user oriented. According to Dr. Chen, "Our new pedagogical approach will also incorporate the processes of stimulating critical thinking, team building, communication, and interpersonal skills. We will also place great emphasis on developing the lifelong learning and leadership skills which are so much in demand in the business world today."

Dr. Peter Stonebraker, associate professor in the Department of Management and Marketing, has been named MBA Program Coordinator 1995-1996, relieving Dr. Kathleen Carlson, associate dean, of what was an added duty for the past eighteen months. According to Dean Charles Falk, "Dr. Stonebraker's experience and high energy level will contribute significantly to the continuing development of our MBA program."

Say "Welcome Aboard" to **Dr. Kevin Coulson** who has joined the faculty in the Department of Management and Marketing. After completing his doctorate at the University of Nebraska in 1993, he spent a year on the faculty of Washburn University in Topeka. Dr. Coulson lives in Park Ridge with his wife Ann, a Ph.D. in Home Economics and his two young daughters.

Congratulations are in order: **Myung-Ho Yoon**, assistant professor in the Accounting Department, and **Dr. Rasoul Rezvanian** have both been awarded tenure, effective Fall of 1995. At that time, Dr. Rezvanian was also promoted to the rank of associate professor.

Dr. Allen Shub, associate professor in the Management/Marketing Department, was recently named chair of that department. "My greatest challenge in this new role," Dr. Shub commented, "is

to lead our faculty through the AACSB accreditation process."

Ray Hartstein, who teaches part time in the College of Business and Management, was recently recognized at a Sunday afternoon ceremony/reception at Oakton Community College where the Skokie campus was named in his honor. Mr. Hartstein has been associated with Oakton for over twenty-five years as chairman and member of the Board of Trustees. At the ceremony, Hartstein, a retired Brunswick executive, said of his years with Oakton, "I couldn't have found anything that would have enabled me to be involved in a project that has given me such personal fulfillment."

Yass Alkafaji, associate professor in Accounting, Business Law and Finance, was selected by the Illinois Society of Certified Public Accountants to teach a 16 credit-hour, two day seminar covering all aspects of the professional peer review process that all CPA firms are required to undergo.

Dean Charles F. Falk and **Associate Dean Kathleen Carlson** delivered a paper "The New Arrangement Between Employers and Employees: Implications for Teaching and the Curriculum in Business Schools" which will appear in the Proceedings of the Sixth Annual Business Economics Teaching Conference, held in early November at the Ambassador West in Chicago.

Hamid Akbari, associate professor in Management and Marketing, served as a faculty consultant for FIPSE-funded Network for the Dissemination of Curriculum Infusion. In this role, he gave several presentation on integrating substance abuse prevention into the college curriculum. Professor Akbari addressed professionals involved in the prevention of substance abuse at the state-wide College Alcohol and Traffic Safety Conference in Springfield, Illinois. He also presented to faculty and staff at Graceland College in Lamoni, Iowa, and with Ron Glick, professor of Sociology at NEIU, facilitated a workshop for faculty and staff from a Tennessee consortium of universities in Chattanooga.

Assistant Professor Steve Dunphy of Management and Marketing, received a Faculty Excellence Award for research

last spring. Dr. Dunphy is currently teaching a series of seminars entitled "Starting and Running a Profitable Small Business." These workshops, sponsored by Northern Illinois University's External Programming Division, are offered throughout Lake County.

The Distance Learning Classroom presents "**Dr. Jim Hazeltine**, assistant professor of Marketing in "Consumer Behavior," a three-credit course." Produced with the help of high speed data phone lines, Dr. Hazeltine's course can also be viewed by students in a classroom at the Illinois Student Assistance Commission (ISAC), thirty miles away in suburban Deerfield. Because of the hi-tech equipment involved, students not only view the class, but also are able to ask questions of the instructor at the other site.

Dr. Hazeltine, who was recently elected chair of the Faculty Council on Academic Affairs, presented a paper this summer at the 11th Annual Conference on Distance Teaching and Learning at the University of Wisconsin in Madison. Coauthors of the paper were Costas Spirou and Susan Kerstein of National-Louis University and Rosalee Wolfe of DePaul. According to Professor Hazeltine, "The Conference attracted people from all fifty states and four foreign countries."

Dr. Durward Hofler, professor in the Department of Management and Marketing, is keeping up his usual busy schedule with work as a facilitator/consultant for the Neighborhoods First Project of the Chicago Park District. In addition to meeting with personnel from all levels of the Park District, he will present a one day seminar on "The Management of Change. Dr. Hofler reported recently, "This project is a major effort to decentralize the work of the Park District and create a new community-oriented, bottoms up structure and culture within the organization. It will likely serve as a national model." In addition to his work with the Park District, Dr. Hofler presented a three-day seminar on the "Management of Change" for the Fort Wayne, Indiana, Sheriff's Department.

Heard It Through The Grapevine

Rebecca Piazza, (Accounting '94) writes, "A great deal has happened to me since graduation. I am happy to announce that I passed the CPA exam. It can be done if you set your mind to it and devote your life to it. Rebecca is currently working for Butterfass and Associates, Ltd., a small public accounting firm in the suburbs. She concludes, "It's great to get a paycheck instead of a homework assignment!"

By the time you read this **Michael Lieberman**, (Business Administration, '95) will be on his way to England where he plans to spend six months working and traveling. Under the Council on International Educational Exchange (CIEE), Work Abroad program, Michael will be able to earn money and thereby pay his travel expenses while abroad. CIEE, a not-for-profit organization, makes all the arrangements with foreign governments and provides help with housing and travel for their members.

Hilda Romero, (Management '92) is employed at Newark Electronics as a supervisor in the receiving department. Hilda, who was active in both APICS and the Management Club while in the College of Business and Management, started as a dispatcher at Newark. For the past two years, she has had responsibility for four departments and supervises twenty-two employees. "We

are implementing ISO 9000 at Newark and it's just great," she reports.

The Independent, NEIU's student newspaper recently featured **Nanetta Bryant** as the "Student of the Week." Nanetta, a finance major, and four other finance students recently founded the Finance Management Association. When asked by the Independent's reporter about her philosophy of life, she replied, "What you put into life is what you get out of it. Take your chances and see what you can get since you only have one life to live."

Tim Kendrick (Management '93) reports that he and **Georgette Touzios** (Management '93) were married On May 7 of this year. Guests at the wedding included faculty members Mary O'Malley and Allen Shub along with **Jon Shifflett** (Management '94). "Georgette and I met through the Business and Management Club," Tim wrote. "We are blissfully happy. Thanks to Dr. Shub and Miss O'Malley for bringing us together!" Tim is currently a management trainee at Home Depot in Evanston.

More wedding bells for the College of Business and Management! **Karen Young** (Accounting '93) recently married **Ken Fresh** (Marketing '92). They are now enjoying their new home in Edison Park, Illinois. Karen is an auditor for

the Rush Prudential Health Plans in Sears Tower.

Antonio Cadet (Accounting '92) is a consultant at Foster, Powell and Company on Michigan Avenue. He works in auditing, prepares financial statements, compilations, etc. He is currently working on his MBA at UIC and proudly announces that he and his wife just bought their first home.

Alexander Tolmatsky (Accounting '88) is now a lawyer and a partner in a seven attorney personal injury litigation firm. His wife Inna graduated from the Illinois College of Optometry in 1995. They have two children, a two-year old girl and a seven-month old boy. Alex received his law degree from John Marshall in 1990.

Jim Tamburrino (Management '92), operations manager at Circuit City in Elmwood Park, was married this year and now has a new baby, Debra Ann.

Mike Steinberger (Marketing '84) tells us that he "has a new business and a new wife!" He is president of Deerpath Insurance Agency of Deerfield, Illinois. His organization provides insurance for individuals and groups, including life, health, dental, and disability. He was married this past May and lives in Deerfield with his new wife, Amy.

MBA Grads Pursue Doctorates

Three recent graduates of Northeastern's MBA program began their doctoral studies in business in September. **Robert Irons**, who graduated in August of this year magna cum laude, began work on a doctorate in the area of production/operations management at the University of North Carolina at Chapel Hill. Mr. Irons was the first MBA student to submit a master's thesis as part of his requirements for graduation. His topic was "An Empirical Test of the Agency-Cost Theory of Dividend Policy." After receiving his doctorate, Mr. Irons plans to enter teaching at the college level. "I would like to return to the midwest to teach," he reports, "but I am not married to it." A high school dropout, Irons returned to school at age 36 and has been working hard ever since. By taking a full program at the MBA level, he finished the program in 15 months. "It's a breakneck schedule," he admits, "but I feel it's preparing me for the rigors of my Ph.D. program at Chapel Hill."

Amrita Bhattacharyya, who like Robert Irons, received her MBA in August, began her doctoral studies in MIS/Finance at Purdue University's Krannert Graduate School of Management. She hopes to study in greater

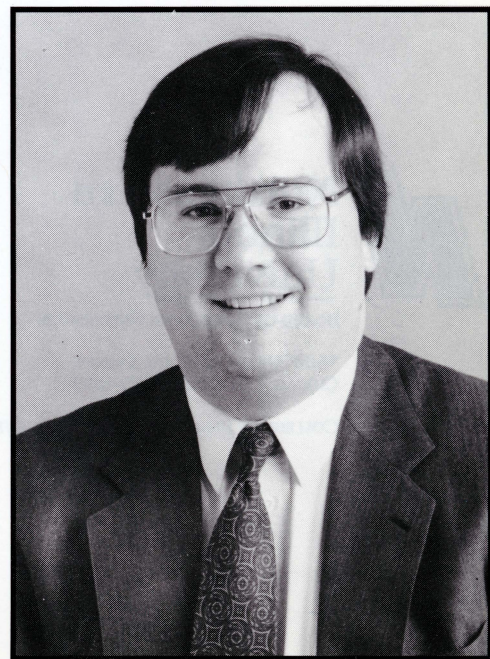
depth the applications of a mathematical model known as "chaos theory" to financial markets and has received a full scholarship for her program which will involve three years of study. Her future plans include a return to her native India where she hopes to teach.

Sirapat Polwitoon, who earned his MBA in August of 1994, began work on a Ph.D. in Finance at the University of Rhode Island in September.

According to Assistant Dean Kathleen Carlson, "The vast majority of Northeastern's MBA students enter our graduate program with the intention of strengthening their skills and career opportunities as practicing management professionals. There are those individuals, however, who aspire to continue their graduate studies beyond the master's level."

Dr. Carlson went on to comment, "All three of these alumni attended our MBA program on a full-time basis and received financial support from the University in the form of graduate assistantships. To our knowledge, these three individuals are the first among

Northeastern's 50 MBA Alumni (as of August, 1995) to apply for and be accepted into full-time doctoral programs in business.



Robert Irons



College of Business & Management

REVIEW

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