4-1-2000

From the Dean...

David E. Mielke

Grand Valley State University

Follow this and additional works at: http://scholarworks.gvsu.edu/sbr

Recommended Citation

Available at: http://scholarworks.gvsu.edu/sbr/vol6/iss1/2
Top quality teaching is the number one priority for faculty in the Seidman School of Business. Yet to be an outstanding teacher and to remain at the forefront of the academic profession, research is essential. All major business schools require ongoing research by its faculty. The Seidman School of Business is unique in that its mission statement includes an emphasis on applied research to help fulfill its commitment to the West Michigan business community.

This is the sixth annual issue of the Seidman Business Review (formerly the West Michigan Business Review) providing some of the most recent faculty research focusing on the business activity of our region. Dr. Hari Singh, Chair of the Economics Department and Editor of the "Review," and Nancy Boese of the Seidman Small Business Development Center (SBDC) have once again provided a West Michigan Economic Forecast for 2000. Dr. Paul Thorsnes previews the prospects for new residential construction in the year 2000. Local company stock market performance is profiled by Dr. Gregg Dimkoff. Other articles deal with a variety of timely issues in business.

We are proud of our faculty at the Seidman School of Business because they are active in the business community and share their expertise through their applied research. Their students are enriched in the classroom because they understand the issues managers face on a daily basis. Be sure to review our "panel of experts" on the last page of this issue. I am sure you will agree that "Seidman Means Business."

—David E. Mielke, Dean
Seidman School of Business

Seidman Business Review is an annual publication of
Grand Valley State University's Seidman School of Business
Grand Rapids, Michigan.

e-mail Seidman_SBS@gvsu.edu
Editor: Dr. Hari Singh, Chair, Economics Department
Copy editors: Claudia Bajema
Vonnie Herrera
Design and production:
Ruth Oldenburg/RainsickStudio

GRAND VALLEY STATE UNIVERSITY

SPRING 2000

CONTENTS:
3 Greater Grand Rapids Forecasts for 2000
Hari Singh, Ph.D.
Corporate executives in Greater Grand Rapids are optimistic about the economic outlook for this year. Their overall confidence level is 86%. Read on for their projections for employment, sales, and exports.

6 Local Stock Returns
Gregg Dimkoff, Ph.D.
Stock performance for West Michigan corporations for 1999 has been dismal relative to national stock market indicators. Local stocks outperformed the S&P 500 during most of the 1990s. Some of these local stocks might be bargains!

8 Is Your Auditor More Demanding This Year?
Joseph Godwin, Ph.D.
The Securities and Exchange Commission is increasingly concerned about materiality, auditor independence, reserves, and allowance for loan losses. Find out why your auditor may be more demanding in some areas.

10 To Build or Not to Build? Outlook for the Year 2000
Paul Thorsnes, Ph.D.
Consistent with the regional and national boom, it is not surprising that the home building sector has been witnessing significant growth. However, homebuilders are concerned about a cyclical downturn and how to respond to reduced demand. Find out how homebuilders hedge against a slow market.

12 Do West Michigan Managers Know the ADA?
Stephen Margulis, Ph.D., and Marie McKendall, Ph.D.
Lack of knowledge and poor implementation of specific provisions in the American Disabilities Act (ADA) can result in expensive litigation. This recent survey of managers indicates that certain aspects of ADA require additional knowledge now that may save money later!

14 Trust in Employee/ Employer Relationships
Jitendra Mishra, Ph.D., and Molly Morrissey
Obviously, trust is at the core of successful employee/employer relationships. This survey investigates the important question, "How can you build trust from your employees?" Let us count the ways...

16 Critical Information Systems (IS) Skills for West Michigan
Dinesh Mirchandani, A.B.D.
Information Systems are creating a veritable revolution in retailing, organization, and production techniques. With this new innovation comes an increasing demand for particular types of skills. Find out what skills are in hot demand.

20 Has Tokyo Unknowingly Helped Detroit Innovate?
Paul Isely, Ph.D., and Gerald Simons, Ph.D.
Competition is good for the auto industry, especially if it translates to all competitors filing more patents. Well, yes and no! When U.S. companies cite more Japanese patents, their own patent output increases. However, German patents tend to decrease U.S. innovation. What causes this inconsistency?