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From the Dean

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From the Dean…

As the new dean of the Seidman College of Business, I am pleased to endorse another annual issue of the Seidman Business Review (“Review”). Seidman is blessed among business colleges in this country to enjoy the tremendous support of this vibrant West Michigan business community. Accordingly, we view seriously our responsibility to support this community, especially in our distinct areas of business and management expertise.

For more than a decade now, the Seidman College of Business has shared its faculty expertise and knowledge bases to support West Michigan businesses in a number of ways. The College’s Center for Free Enterprise, including the Entrepreneurship Center and Family Owned Business Institute, along with the Seidman Center for Business Ethics and the Michigan Small Business and Technology Development Center (headquartered at Seidman), provide critical intellectual and practical support services, while providing opportunities for real-world perspectives for faculty and students. Similarly, the faculty’s contributions to the Seidman Business Review support the business community through an annual look at regional economics and business and management issues, while serving to update the faculty’s and students’ knowledge bases and understanding of the practical dimensions of business and management.

This edition begins with a West Michigan Economic Forecast for 2005, provided by Dr. Hari Singh, Chairperson of the Economics Department and Editor of the Review, and Nancy Boese, Director of Region 7 of the Michigan Small Business and Technology Development Center. In addition to Dr. Gregg Dimkoff’s recap of West Michigan’s regional stocks, the Review includes articles addressing the auto parts industry, gender differences in political engagement among youth, knowledge acquisition practices of American workers, success factors in implementation of Enterprise Resource Planning (ERP), the contrasting of United States and India cultural differences to improve business interactions, and using mediation to address sexual harassment claims.

I think you will find this edition of the Seidman Business Review informative, and even enlightening; Seidman’s faculty excel at both teaching and application-based research and implementation. I recommend that you review our “Panel of Experts” on the last page of this issue. Perhaps you can utilize Seidman’s faculty expertise to improve your operations and facilitate your business and management initiatives.

— H. James Williams
Dean, Seidman College of Business

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