

Management & Marketing

Your connection to the School of Business Management & Marketing Department

Winter 2008

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Message from the Chair

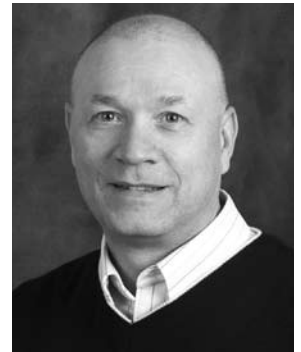
It has been a very interesting year; a year for which the word, "change," would make a most suitable descriptive tagline. After more than 28 years of dedicated service to the School of Business and the Management and Marketing Department, Dr. Joseph Michlitsch retired. Dr. Michlitsch served SIUE in ways far too numerous to list and many far too notable to ignore. For more than two decades, he had been a key contributor to the educational excellence of the two largest programs in the School of Business, the BSBA and the MBA. In both programs Dr. Michlitsch taught the capstone courses in strategic management; he did so with true passion for his students' educational growth. Consistent with his desire to "help students help themselves" become business professionals, for several years Dr. Michlitsch also spearheaded efforts so his students could participate in the International Collegiate Business Policy Competition. Dr. Michlitsch leaves after having served as department chair for the past five years.

Change begets change. Dr. Michlitsch's departure prompted a few departmental adjustments. After 30 years of university teaching, 20 here at SIUE, assuming the responsibilities as Chair of the Management and Marketing Department marked a significant change in my career. I am also convinced that our departmental faculty members and staff are still adjusting to me. Finally, our need to replace Dr. Michlitsch in the classroom has manifested in an intensive recruiting effort to bring a new faculty member to the department to teach management strategy in the fall of 2008.

The department also bid farewell to Dr. Marko Grunhagen who moved to east central Illinois and joined the marketing faculty at Eastern Illinois University. We look forward to the arrival of two new marketing assistant professors in August, Timucin Ozcan and Yuping Zeng. Tim's specialties are marketing strategy, retailing and international marketing. His doctorate degree from the University of Rhode Island is expected to be conferred this summer. Yuping earned her doctorate from the Guanghua School of Management at Peking University and has been engaged in post-doctoral studies and research at Ohio State University for the past year. Her expertise is in management strategy.

We also welcomed the addition of Ms. Jenni Hunt, instructor of management. Ms. Hunt teaches primarily in the areas of organizational behavior and human resource management. Her ability to leverage her education (MBA from SIUE) with her professional experience in human resources at SimmonsCooper LLC and Boeing, makes her a valuable addition to our department.

As the department and I continue to navigate our way through an interesting year, I welcome your ideas, advice, comments and suggestions.



Dr. Ralph W. Giacobbe

*Dr. Ralph W. Giacobbe
Chair, Management
and Marketing Department*

SIUE Father/Son Graduates Help Each Other Succeed



Alex Mangoff

"I wanted to have a better understanding about the business aspects to make me a more well-rounded employee."

Bob Mangoff



Bob Mangoff

Robert "Bob" N. Mangoff (MBA '06) and **Alex Mangoff** (BS '05 and MMR '07) are not only father and son, they are also SIUE School of Business graduates whose paths crossed while pursuing their Master's degrees. Although they never had classes together, the Mangoffs shared a number of the same professors, which made for a memorable academic experience.

"Of the several professors that we both had, my dad usually took their classes first and managed to set the bar pretty high," says son Alex. "In turn, this challenged me to live up to the professors' expectations."

Shortly after completing his undergraduate studies, Alex planned to work for awhile before returning to SIUE to pursue an MBA. That changed after Dr. Madhav Segal encouraged Alex to enroll in the School's MMR Program (Master of Marketing Research).

After receiving his MMR in January 2008, Alex moved to Cincinnati, Ohio, to work as an analyst at Burke Inc., a market research firm. He will soon train in sales and research before deciding on an area of specialty. Alex credits SIUE with helping him prepare for his career.

"At one point, I decided to work on my capstone and take an additional two classes – against the advice of one of my professors –

which was incredibly stressful," Alex recalls. "In hindsight, that was not the best idea, but I knew that if I could survive that challenge – and I did – then I would be a better practitioner."

For Bob, he decided to pursue his MBA at SIUE to further advance his prolific, 20-year career at life sciences company Sigma-Aldrich. As a liaison between production and sales at the company, Bob thought an MBA would complement his chemistry background with solid business skills. "There is more to the chemicals industry than just chemistry," Bob explains. "I wanted to have a better understanding about the business aspects to make me a more well-rounded employee."

Bob says he appreciated the empathy and support that he received from Alex throughout his time at SIUE. He also valued the interest that the professors showed in him. "Each of my professors related well to me and my individual experience. I felt as though they invested in me, which helped me grow even more, personally and professionally."

Alex and Bob have fond memories of their time at SIUE and appreciate that their experiences overlapped. Now, they enjoy sharing their career successes with each other.

Remembering a Renaissance Man: Dr. Arthur E. Hoover

To the many people who knew him, including family, friends and esteemed colleagues, Professor Emeritus of Management Dr. Arthur E. Hoover was the quintessential Renaissance man. A World War II veteran, professor and psychologist, he leaves behind an incredible legacy, especially at SIUE. Dr. Hoover passed away at his home in Madison, Wis., in December at the age of 86

Dr. Hoover was hired by the School of Business at SIUE in 1968. During his 16-year tenure, he served as professor and chair of the department of management, associate dean of the School of Business and director of the off-campus graduate program.

See a complete profile of Dr. Hoover in this Spring's *bWORLD*.

SIUE Marketing Team Among 8 Finalists at AMA International Conference

SIUE's American Marketing Association (AMA) chapter recently learned that its team's marketing case was one of eight selected to compete at the 30th Annual AMA International Collegiate Conference in New Orleans in April. The case objective focused on a challenge presented by McGraw-Hill Higher Education Company.

The company asked more than 50 participating teams to develop an effective marketing strategy to increase McGraw-Hill's website presence in the collegiate market. The eight finalist teams will present their marketing ideas and concepts to a panel of judges that includes McGraw-Hill marketing executives, AMA staff and other industry representatives.

Assistant professor of marketing Dr. Edmund Hershberger marvels at the hard work the students have put in over the last few months. "This annual competition is an extracurricular challenge that the students elected to tackle in addition to their demanding school obligations," he says.

The team's nine undergraduate students include: Jacquelyn Tedford (team leader), Adam Berry, Kate Cantrell, Audra Gall, Sean Jordan, Kari Kabbes, Jeremy Mueth, Nathan Tatum, and Courtney Wetzler. Judges complemented the team on several specific elements, including the detail, writing style, and polished presentation. Specific ideas were called out by the judges as excellent suggestions.

"If it hadn't been for the effort and enthusiasm of the team, we would not be in the top eight," says team leader Jacquelyn Tedford. "Their hard work and dedication is the reason we have gotten this far and the reason, I believe, will help place us in the top three, if not, the number one school in the competition."

P.S. The Team just returned from the Conference and captured a third place in the competition. See details in the Spring *bWORLD*.

"If it hadn't been for the effort and enthusiasm of the team, we would not be in the top eight."

Jacquelyn Tedford

Catching up with Retired Management Professor Dr. Joseph Michlitsch

Former SIUE Management and Market Department chair Dr. Joseph F. Michlitsch retired in December 2007 after more than 28 years of teaching at the University. In the months since his retirement, Dr. Michlitsch has spent most of his time unwinding after a storied career, and appreciating many fond memories from his time at SIUE.

"When I look back, I am truly proud of the department's accomplishments. Few schools can claim to have as many great people working there as we do," he says. He cites the high number of department faculty who have had multiple works published in the last year alone.

Dr. Michlitsch considers his 11 annual trips with senior undergraduate students to the International Collegiate Business Strategy Competition as one of his greatest accomplishments. Of those 11 trips, his team placed six times, and in 2005, they took the top prize.

"I especially enjoyed watching a number of my students grow up in a matter of days during those competitions," Dr. Michlitsch recalls. "Watching them formally present their cases under pressure in front of an appointed board of directors, I really got to witness the transition from college student to business professional."

Dr. Michlitsch imparts one important piece of advice to any student pursuing a business degree today: "Be sure to learn and comprehend the principles, theories, concepts and tools in your respective field. These are fundamental in business, and I promise, you will use all of them at some point during your career."

After he finishes taking a much-deserved break, Dr. Michlitsch plans to spend his retirement traveling, golfing, volunteering for environmental organizations and visiting his grandsons.



Dr. Joseph F. Michlitsch

Special Recognitions

Dr. Madhav Segal, professor and MMR Program Director, has managed to procure eighteen corporate sponsored internships in support of students in the Master of Marketing Research program. "This marks the largest number of interns we have had in any one year in the history of the program." Virtually every MMR student taking classes this academic year is getting financial support and practical experience from corporate sponsors.

Dr. Edmund Hershberger, Assistant Professor and Faculty Coordinator of the SIUE Marketing Association, went to New Orleans in April with his team of marketing students, having been selected as a Top 8 Finalist (out of over 50 entries) in this year's American Marketing Association Case Competition. The final outcome of the event was a 3rd place finish by our exceptional student group. "Such a high finish in this, our third year entering the competition is truly the result of hard work and dedication from all of the team members," stated Dr. Hershberger.

Dr. Thomas Douglas, associate professor of Management, was promoted from assistant professor to associate professor in July, 2007. Tom joined SIUE in August, 2005; his unparalleled dedication in the classroom and outstanding research record epitomizes the true "teacher-scholar." In this past year alone Dr. Douglas has published three noteworthy articles in refereed journals.

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