

Graduate Programs

Your connection to the School of Business Graduate Programs

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CALENDAR OF EVENTS

Monday, April 2
School of Business
Scholarship &
Awards Program
11:00 a.m.
Morris University Center

Saturday, May 5
Commencement
Vadalabene Center

Message from the Associate Dean for Academic Affairs

Welcome to the inaugural issue of the SIUE School of Business Graduate Program Newsletter! It is our hope that we can stay in contact and get reacquainted with you in the coming years through this newsletter and future communication opportunities that the School of Business is planning.

If you are like some alumni, you might have reduced your contacts with the School of Business after receiving your degree and going on to new and challenging career assignments. After a few months and years you may be starting to feel as though you have some "catching up" to do on news from your alma mater. Like you, I've also had to do some catching up over the last six months. After spending six years here from 1994 to 2000 teaching MBA courses, I went to another university in the desert southwest for six years. In July 2006, I returned to SIUE to find some remarkable changes. SIUE is no longer only a commuter campus and the School of Business has five strong graduate programs across disciplines. The composition of the



Janice Joplin

faculty has grown in diversity and increasingly comes to SIUE from top universities across the country. It's been a great homecoming and I hope you, too, will visit campus whenever you have the opportunity.

As you read this issue, you'll be surprised to read about the 20th anniversary of the MMR program (has it really been that long?) and the success

of our graduates across all of our graduate programs. In future issues look for news of program innovation initiatives that will benefit our future students.

When you've finished perusing the issue, don't forget to help us catch up with you by dropping an e-mail with your career and personal news to Judy Woodruff, the Director of Development for the School of Business at jwoodru@siue.edu

Best wishes in 2007,

Janice Joplin
Associate Dean for Academic Affairs

SIUE Business School One of the Best

According to The Princeton Review, which is known for its college rankings based on how students rate their schools, Southern Illinois University Edwardsville has one of the best Association to Advance Collegiate Schools of

Business (AACSB) accredited MBA programs in the world. This data was recently released in the 2007 edition of The Princeton Review's annual guidebook, *Best 282 Business Schools*. (continued on p. 3)

Visit the School of Business on-line at: <http://www.siue.edu/business>

Newsletter Editor: Theresa Denten

The Master of Marketing Research Program Celebrates 20 Years of Excellence



Madhav N. Segal, Ph.D., director of the Master of Marketing Research Program and professor of marketing at SIUE, addresses alumni, friends, and faculty at the gala celebrating the MMR Program's 20th Anniversary.

The School of Business at Southern Illinois University Edwardsville honored its Master of Marketing Research Program Oct. 16, 2006, with a celebration recognizing 20 years of excellence in marketing research education.

The event gave alumni, current students, faculty, and friends of the

program an opportunity

to celebrate 20 years of serving as an industry leader while highlighting the program's achievements and exploring future directions.

"The unique program, combining both practical knowledge and intensive academic training, results in excellent employment and career opportunities in marketing research with leading research agencies and corporations," explains MMR program director and marketing professor Madhav N. Segal. "We are proud of our nearly 100 percent placement rate with new graduates.

When the MMR Program was first established in 1986, it was only the second such program in the country. As the program celebrates its 20th year, it remains one of only four such focused programs in the country and is highly respected in both academic and professional communities.

The celebration featured a full day of activities including marketing research industry panel sessions featuring three topics: *Agency-Clients Interface: Pitfalls and Perspectives*; *Assessing ROI of Marketing Research: New Perspectives*; and *Fast Track of Corporate Careers in MR*. These sessions were followed by an alumni reception and formal awards dinner.

The awards dinner, which gave the School of Business an opportunity to thank those

individuals who have dedicated themselves to maintaining excellence in the MMR program, recognized 15 individuals and corporations.

Jeff Minier, director of market research and business intelligence at the Merial Corporation, received the Distinguished Service Alumni Award for his substantial contributions to the MMR program since he graduated in 1995. Minier helped in the creation of the MMR Advisory Board as well as being an integral member of the Event Planning Committee for the 20th Anniversary Celebration

"The program's personalized attention from professors like Dr. Ralph Giacobbe and Dr. Madhav Segal helped motivate, encourage, and challenge me," Minier says. "These professors have a passion for what they do. They have a grander purpose in life—to educate and encourage their students."

It was that same passion that earned Dr. Ralph Giacobbe, associate professor of marketing, the Distinguished Service Faculty Award. The award is given to a faculty member who continually enhances the program through curricular development, instruction, service, and scholarship.

Other award recipients included Diane Bowers, president of the Council of American Survey Research Organizations, who received the 2006 Research Industry Impact & Prestige Award; Yong J. Part, vice president of global marketing research and intelligence for Samsung Electronics, received the 2006 Kent Rogers Distinguished Alumni Award; and Dr. John Sterling, director of marketing information and research for Ralston Foods, received the 2006 Outstanding Internship Mentorship Award.

For the complete listing of awards or more information of the MMR program, visit <http://www.siu.edu/BUSINESS/MMR>

"The unique program, combining both practical knowledge and intensive academic training, results in excellent employment and career opportunities in marketing research with leading research agencies and corporations"

Greetings from New Zealand

When one thinks of public accounting, it is rare that activities such as sand dunning, hiking dormant volcanoes, and black water rafting come to mind; however, for **Leanne E. Halemeyer** (BSA '01, MSA '02) these activities became common place when she agreed to live and work in Auckland, New Zealand, for four months as part of an exchange program at RubinBrown LLP, her current employer.

RubinBrown LLP is a member of Baker Tilly International, which is an organization comprised of middle market firms located across the globe. Also part of Baker Tilly is Staples Rodway, a chartered accounting firm in Auckland, New Zealand. It is through this relationship that an exchange program has developed allowing RubinBrown accountants to travel to Auckland for their busy season – April to August. Staples Rodway accountants in turn travel to St. Louis for tax season.

During her 2005 stay in New Zealand, Halemeyer worked in assurances, performing audits on a variety of companies. In her free time, Halemeyer took full advantage of this opportunity to submerge herself in New Zealand culture. Some of her adventures included attending rugby games, sand dunning (which is basically surfing down sand dunes), climbing a dormant volcano, black water rafting in a cave in search of glow worms, seeing a geyser erupt in a geothermal park, horseback riding along the beach, and zorbing (a New Zealand favorite).

According to Halemeyer, it was an unforgettable experience. She said, “Living and working in New Zealand is very different than simply visiting. I was engrossed in their culture from day one. The whole experience was truly rewarding.”



*Leanne Halemeyer,
Auckland, New Zealand*

SIUE Business School One of the Best (continued from p. 1)

Fewer than 15 percent of business schools worldwide have earned the prestigious AACSB accreditation, a seal of approval that the SIUE School earned in 1975. The MBA program, that offers students a rigorous and challenging curriculum, as well as numerous opportunities for foreign study, business internships, work-study programs, and interactions with regional business leaders, was commended for having “knowledgeable and well-prepared students.”

School of Business Interim Dean, Timothy Schoenecker said, “We are pleased that the Princeton Review has chosen to rank our MBA program among the world’s best.” He continued, “This ranking, along with our recent reaccreditation by AACSB, provides further evidence of the quality of our business programs.”

The rankings, according to The Princeton Review, were compiled based on results of

student surveys and on institutional data from those schools. Survey respondents described SIUE business professors as “very knowledgeable and well-prepared for classes” and “very interested in providing an excellent learning environment.” Students said they are drawn to the SIUE School of Business because of its excellent reputation and AACSB accreditation.

Holly Childers, a current student enrolled in SIUE’s MBA program said, “People don’t always realize what a great program we have at SIUE. It’s great that the School of Business is finally getting the recognition it deserves.” She continued, “This proves to MBA students at other schools that graduates of this program are competition.”

Headquartered in New York, The Princeton Review is known for its test-preparation courses, educational services, and college and graduate school admission services.

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The Evolution of the Economics & Finance Program

The face of the Economics and Finance Department is always changing. Faculty members come and go, students graduate, and curriculum changes; however, one thing remains constant: students of this department are continually offered greater choice and opportunity.

The combination of Economics and Finance into one department within the School of Business is a great example of this dedication to excellence. According to Dr. Rik Hafer, chair of the department, this merger reflects the School's commitment to meet the challenges of the ever-changing business environment. He said, "This merger has allowed the faculty to more effectively provide students with a curriculum that meets the needs of the marketplace. Not only do we teach smart business practices, we practice them as well!"

Other changes include the department's endeavors to make oral and written communication an integral part of the graduate curriculum. This commitment will improve a graduate's ability to write and speak about the current issues of the discipline.

According to Dr. Donald Elliot, "Today's students must be better prepared than ever. Our constant attention to improving the curriculum has increased the number of applications, that has allowed the faculty to be more selective."

One of the biggest changes this year has been the naming of Dr. Ali Kutan to Graduate Program Director. Kutan took over after Dr. Donald Elliott retired. He spent his first semester as director expanding the current internship program and recruiting both SIUE and international students. In addition, Kutan has spent significant energy contacting alumni in order to improve the alumni database – and therefore the communications efforts with graduates.

Who knows what other changes the future has in store for this department? What we do know, however, is that students' quality of education will continue to be of utmost importance.

Just Call Me Doctor...

Several School of Business alumni recently informed us that they are pursuing doctoral degrees. Our best wishes are sent to the following alumni who are working toward a Ph.D. If your name should be on this list, please contact Judy Woodruff at jwoodru@siue.edu

Teodora L. Borota (MA '04)
Attending European University Institute, Florence, Italy

Burcu M. Eke (MA '04)
Attending Arizona State University

Denise M. Thompson Franke (BS '87, MIS '93)
Attending University of Missouri - St. Louis

Andrea Hester (MS '04)
Attending University of Colorado Denver

Shrikant P. Jategaonkar (MS '02)
Attending University of Arizona

Pravin Kawede (MS '02)
Attending New York University

Nicholas S. Lockwood (MBA '06)
Attending Indiana University

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School of Business

Southern Illinois University Edwardsville

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