

Southern Illinois University Edwardsville School of Business

bSIUE Issue 3, December 2003

Welcome to the second issue of the bSIUE, your news bulletin from the SIUE School of Business. We hope it will keep you connected-with each other as alumni, partners, and friends of the School and with us, as we continue to lead the region in preparing students and business professionals by creating high quality innovative programs to serve Illinois and the St. Louis metropolitan area.

Please direct comments and newsworthy items to Judy Woodruff, Director of Development, by telephone at 618-650-2317 or e-mail at jwoodru@siue.edu.

COURSE RECEIVED SECOND PLACE IN MID-CONTINENT EAST AACSB AWARD 2003

The SIUE School of Business received second place in the Mid-Continent East AACSB Innovation in Leadership of Business Education Award 2003. The regional arm of AACSB International sponsors the award to recognize curriculum innovation in university business education. SIUE was cited for its graduate level course, "Ethics and Corporate Responsibilities in the World of Enron, Andersen, and Worldcom: An Innovative Graduate Business Curricular Enhancement." The course was offered during the Spring 2003 term. The award included recognition at the October 12-14 meeting of the Mid-Continent East Association to Advanced Collegiate Schools of Business (AACSB) in Chicago, and a prize of \$1000.

WINNERS OF THE FAMILY BUSINESS OF THE YEAR AWARD NAMED

Five businesses - two from Illinois and three from Missouri - were announced as winners of the 2003 Mississippi Valley Family Business of the Year Awards. The awards honor the growth and success of outstanding family business. The winners received the awards at a black-tie dinner and ceremony at the Starlight Roof of the Chase Hotel in St. Louis. Winners include: Illinois Small Companies, Lynn Furniture Company; Missouri Small Companies, Lutesville Motor Company; Illinois Medium Companies, Budnick Converting, Inc.; Missouri Medium Companies, The R.J. Liebe Athletic Lettering Company; and Missouri Large Companies, Four Seasons Group. There were no nominees in the category of Illinois large companies.

To view the press release with photos of the winners [click here](#).

GOVERNOR BLAGOJEVICH ANNOUNCED GRANT FOR E-CENTER



Illinois Gov. Rod Blagojevich announced that the state would fund an Entrepreneurship Center through the SIUE School of Business during a visit to the University August 27, 2003. A \$150,000 grant for the project is being provided by the Illinois Department of Commerce and Economic Opportunity. The new Entrepreneurship Center will focus on offering assistance to high-growth potential companies. The center's plan involves networking with small business service providers in Southwestern Illinois. Blagojevich said the SIUE center is the third of six that have been officially opened throughout the state, the first at the University of Illinois-Chicago and the U of I at Champaign-Urbana. Other centers are planned at SIU Carbondale, Western Illinois University, and Rock Valley College.

FACULTY NEWS

The responsibilities and title of **Mary Sumner**, Assistant Dean and professor of Computer Management and Information Systems, have been enhanced. She is now the Associate Dean for Executive and Continuing Education, and will lead initiatives of the School of Business to expand non-degree educational services to the business community.

Yanling Ge, assistant professor of Economics and Finance, ran her first marathon in 4 hours and 10 minutes in Memphis, Tenn., December 6, 2003.

Marko Grünhagen, assistant professor of Management and Marketing, was appointed October 2003 to the Editorial Board of the *Journal of Small Business Management* as an Associate Editor. In addition, Grünhagen was quoted extensively in a lead article about franchising in the December 15, 2003, edition of the *Wall Street Journal*.

Ali Kutan, associate professor of Economics and Finance, will be appointed North American Editor of Economic Systems January 2004

Joseph Michlitsch, associate professor, was appointed Chair of the Department of Management and Marketing May 15, 2003.

Jo Ellen Moore, associate professor of Computer Management and Information Systems, will be appointed January 2004 to the Editorial Board of *MIS Quarterly* as an Associate Editor.

Gertrude P. Pannirselvam, associate professor of Management, was appointed coordinator for the School of Business GBA 300 program July 11, 2003.

John F. Schrage, associate professor, was appointed August 15, 2003, as Chair of the Department of Computer Management and Information Systems.

Madhav N. Segal, marketing and marketing research professor, was named the new director of the Master of Marketing Research (MMR) program May 15, 2003.

NEW FACULTY AND STAFF

Riza Demirer joined the SIUE School of Business as an assistant professor of finance in the Department of Economics and Finance. He received his doctorate in Business Finance from the University of Kansas. Demirer recently published a co-written manuscript in *International Review of Economics and Finance*, and has earlier publications in *Emerging Markets Finance and Trade*.

Marko Grünhagen joined SIUE's Department of Management and Marketing as an assistant professor from Clemson University in South Carolina. He received his doctorate from the University of Nebraska. Grünhagen has been published in scholarly journals such as the *European Journal of Marketing*, the *Journal of Small Business Management*, and the *Journal of Business & Entrepreneurship*. He also has edited a textbook on entrepreneurship for marketers and co-authored a chapter on multi-unit franchising in a recent book series.

Edmund Hershberger joined the SIUE School of Business as an assistant professor in the Department of Management and Marketing. He obtained his Ph.D. from Georgia State University in 2003. Hershberger has been published in scholarly journals such as the *Journal of Advertising Research* and the *Quarterly Journal of Electronic Commerce*. He has presented his research at national conferences for the American Marketing Association and the Society for Marketing Advances.

Tricia Martino transferred to the SIUE School of Business as an academic advisor from the Office of Academic Counseling and Advising where she served as an advisor for six years. She received her master's degree from Appalachian State University in 1997. Martino presented Academic Choices and Transitions (ACT) focusing on probation students at the National Advising Conference in October 2003.

Mark Ward joined the School of Business as an assistant professor in the Department of Computer Management and Information Systems. Ward obtained his Ph.D. in Business Administration in MIS and Organizational Studies from Southern Illinois University Carbondale. He is a former Logistics Manager with the United States Air Force and has worked system analyst issues for the newest and most advanced transportation aircraft, the C-17 Globemaster III.

Judy Blase Woodruff joined the SIUE School of Business in October as the new Director of Development. She received her bachelor's degree at Southern Illinois University Edwardsville in 1977 and has 15 years experience in higher education, alumni relations, and fund raising.