

## USI SCHOOL OF BUSINESS PRESENTS . . .

### BRIAN J. DERRY, EXECUTIVE-IN-RESIDENCE

Brian J. Derry is Site General Manager of GE Plastics in Mt. Vernon, Indiana. Engineering plastics are manufactured at this site in pellet and sheet form and have diverse applications ranging from bumpers to baby bottles.

Prior to his current assignment, Derry was Manager of Manufacturing for the LEXAN Resin Manufacturing Operation and Manufacturing Manager for the VALOX Resin Manufacturing Operation. He also has held managerial positions in Mt. Vernon at the BPA Plant and the LEXAN resin chemical and finishing operations. He has been in Mt. Vernon since 1977.

Born and raised in Washington, D.C., Derry attended Kenyon College in Gambier, Ohio, where he majored in chemistry. Following graduation, he served with the U.S. Navy. Prior to joining GE in 1973, he held various engineering and manufacturing positions at Allied Chemical in Baton Rouge, Louisiana.



THE SCHOOL OF BUSINESS  
OF  
THE UNIVERSITY OF SOUTHERN INDIANA  
IS PLEASED TO PRESENT  
BRIAN DERRY  
EXECUTIVE-IN-RESIDENCE FOR THE FALL SEMESTER, 1989

YOU ARE INVITED TO ATTEND THE DISCUSSION SESSIONS AND  
LUNCHEON ON TUESDAY, OCTOBER 17, 1989

#### SCHEDULE OF ACTIVITIES Tuesday, October 17, 1989

9:00 a.m.- 9:30 a.m.	Coffee and Donuts	University Center 350
9:30 a.m.-10:45 a.m.	Discussion I	University Center 352
11:00 a.m.-11:45 a.m.	Discussion II	University Center 352
12:00 p.m.- 1:00 p.m.	Luncheon and Presentation	University Center 350
1:15 p.m.- 2:00 p.m.	Discussion I	University Center 352

The discussions are free and open to the public. For luncheon reservations call the School of Business, 464-1718. The luncheon cost is \$10; the deadline for reservations is October 13.

## DEAN'S MESSAGE

We have many reasons for excitement, pride, and optimism at the University of Southern Indiana School of Business as I conclude my first year as Dean. On assuming the responsibilities as the first dean of a new professional school, I noted to our faculty that change is constant and evolutionary, not revolutionary. We have made progress building on the strong foundation laid by Dave Rice, Ken Settle, and our founding faculty (some of whom have recently retired).

This publication is evolving from a medium to spread news to the business community to an expanded version to reach alumni. Our faculty is evolving through retirements and growth. Our organizational structure has evolved into a school with four departments, and economics is now in the School of Business. The faculty, staff, and students are preparing to move into the new Robert D. Orr Center, and much more.

With record numbers of freshmen and highly qualified students, including 11 of 38 Presidential Scholars, our faculty is challenged by their intellectual vigor and our physical facilities and financial resources are stretched by their numbers.

Regretfully, Dr. Eliseo DaRosa has retired as Professor of Economics and Department Chair after 21 years of service. On the up side, joining our 23 School of Business faculty members will be four new professors: Dr. Steven R. Cox, Professor of Economics and Chair, Department of Economics and Finance; Dr. Robert J. Hartl, Associate Professor of Finance; Mr. Jong C. Rhim, Assistant Professor of Finance; and Dr. Crayton C. Walker, Professor of Information Systems and Chair, Department of Administrative and Decision Sciences and Business Education. Mr. Abbas Foroughi, Assistant Professor of Computer Information Systems, has returned to our faculty from an academic leave; and Craig Ehlen has joined us as Visiting Instructor in Business.

With this growth in numbers, the academic stature of our faculty and our capability are increasing and will continue to increase. We have instituted a Research Development Series to enhance faculty research; 19 faculty members have written articles published in academic journals and/or presented papers at conferences. Walter Jermakowicz published a book, Reform Cycles in Eastern Europe, 1944-1987: A Com-

parative Analysis from a Sample of Czechoslovakia, Poland, and Soviet Union. Our commitment and capability to serve the community in the areas of education and economic development are stronger than ever.

The faculty, staff, and students are looking forward to our January move into new offices on the third floor of the new Robert D. Orr Center. The second floor will be classrooms where many of our School of Business classes will be held. We will be pleased to have the expanded space and the increased computer capabilities. The University's growth has been significant (13.8% in 1988-89 and 8.5% in 1989-90); we obviously are ready for more physical space.

The School of Business is on the move and we invite you to participate in the process. The evolution of the University, School, and our 2,400 School of Business alumni now requires our attention. This publication is part of that effort. Please accept our invitation to visit our new facility and meet students and faculty. We'll be asking for your help in many ways as guest lecturers, mentors, employers, and donors.

Activities like this publication are supported by privately donated funds. Thank you to the 10 alumni, 12 faculty, and 5 special friends who earmarked your gifts for the School of Business. School of Business Foundation funds are used for such essential activities as student and faculty professional travel, faculty recruitment expenses, faculty development, and publications such as this. We are indeed grateful and hope for your continuing support of our effort.

Let me close by relating something which occurred last year. Last spring our Executive-in-Residence was Irwin Teich, President of Barclay Bank's American Business Finance Division. One of his remarks captured the essence of what is happening at the University of Southern Indiana and what is happening in our School of Business: "There is a sense of energy here--a sense of excitement." His observation was right on target.



Glenn A. Pitman  
Dean, School of Business

## GO BACK OR STAY?

by Dr. Walter Jermakowicz

Dr. Walter Jermakowicz, Associate Professor of Management, came to USI in 1985. He received his B.A., M.A., and Ph.D. from Warsaw Technical University, Poland. He has served on the faculties of Justus-Liebig University of West Germany, the Polish Academy of Science, and Warsaw Technical University. Dr. Jermakowicz is an active researcher and presenter in the areas of comparative and international management, behavioral and quantitative management, research and development management, comparative economic systems, and Soviet economics.



Year 1989 started for me with a few very important events. First of all, long-awaited political changes in Poland took place. Solidarity was legally recognized, a limited democratic election was accomplished, and the process of completing a new government (first time in the last forty-five years without communists was finished). The old dilemma of political emigrants, go back or stay in exile, appeared. Professor DaRosa told me that from his experience emigration has a significant impact on a country's political situation only in the period of totalitarian regime; democratization, paradoxically, diminishes that role. I was never a real political animal, rather a staff person, an advisor. Possibly, however, my knowledge of the American business practices learned here in Evansville would be very helpful; but nobody asks me to come back. Quite the contrary, friends write to me, "Stay! Wait!" The economic situation is not mature enough. Like in the Soviet Union, Poland has a "glasnost" but still not an economic restructuring.

Last year appeared to be very fruitful for me in the area of research. The book on Reform Cycles in Eastern Europe, 1944-1987 (co-author Jane Thompson Follis) was published and favorably received in two journals. Two papers have been accepted for publication: "Political Economy in Post-War Poland: Trends and Developments" in the Journal of History of Political Economy (one reviewer wrote, "It is an excellent paper, unique in many ways, and is an eye-opener of what went on and what still goes on in Poland today. Polish economy is subject to direct controls and the resulting repressed inflation has 'gone bananas,' so to say"; another reviewer wrote, "In this

fascinating manuscript, there are so many novel things that our American Marxists will cringe and sweat and curse.") and "The Causes of Economic Reforms in the USSR and Poland" in the Journal of Southwestern Society of Economists. A few other papers also have been accepted for presentation at conferences. "Sources of New Ideas Generation" written with Glenn A. Pitman will be presented at Penn State University; "International Business: Degree of Involvement and Geographical Directions," written with Mr. William Henderson, will be presented in New Orleans at the annual meeting of the Association for Global Business.

In Spring, 1989, I also finished with Mr. Henderson a research project on "International Involvement of Southern Indiana Firms." The results are published in the USI School of Business Reports, No. 2 and caught the attention of Congressman Frank McCloskey.

For my wife Ewa, also a professor at USI, and me, USI and Evansville appear to be the most happy place on the earth. The longer we stay here the deeper are our Hoosier roots and the less important becomes the dilemma—stay or go back; we'll just stay.

## CONGRATULATIONS TO HONOR STUDENTS

The following School of Business students were recipients of Academic Achievement Recognition Awards at Honors Day, 1989: Michael Beshears, Accounting; Terry Voges, Administrative Systems; Donna Topper, Business Administration; Tina Alldredge, Business Education; Marcia Chapman, Computer Information Systems; Keith Gerteisen, Economics; John Pfender, Finance; Karen Harpenau, Management; Lisa Nance, Marketing; Maribeth Cassada, Associate of Science in Business.

In addition, Business students were chosen by faculty in the respective disciplines for these awards and scholarships: Tina Alldredge, National Business Education Association Award and Wall Street Journal Award; Angela Cotterill, Rosie Newhouse American Association Award; Sherry Unthank, Rosie Newhouse American Association of Women Accountants Scholarship; Tracey Priar, Frost Memorial Scholarship; Sharon Thomas, Indiana CPA Society Award; Angela Elpers, National Association of Accountants Award; Randall Graber, National Association of Accountants Scholarship; Thomas Wyatt, Gaither, Koewler,



Rohlfer, Luckett & Co. Scholarship; Jennifer Birk, George S. Olive CPA Scholarship; Victoria White, Monroe, Shine & Co. Scholarship; Michael Beshears, Becker CPA Review Scholarship; Lori Ann Reising, Nunn Renner Scholarship; Cecilia McGregory, Kappa Delta Pi Scholarship; Deborah Allison, Pamela Grubb Memorial Scholarship.

The School of Business is pleased to have among its majors the following recipients of Presidential Scholarships: Sherry M. Begle, Dean J. Bromm, Mary C. Fannello, Pamela Graper, Christopher Green, Melinda Grooms, Anthony Kleeman, Kimberly Mathews, Kelly Milner, Diana Stoll, and Stacey Summers.

## DEPARTMENT OF ACCOUNTING AND BUSINESS LAW

DR. DAN WADE, Associate Professor of Accounting, has been appointed Acting Chairperson for the 1989-90 school year while a national search is conducted to fill the position. Dr. Wade received a B.S. from Kentucky Wesleyan College, MBA from Indiana State University, and D.B.A. from University of Kentucky. His teaching interests are in the areas of taxation and financial accounting. He is teaching Accounting Principles I and Income Tax Procedures I this fall semester. Dr. Wade is active with the professional community and has presented papers at various professional meetings. His work has been published in the Accounting Educator's Journal.

DR. KWANGOK KIM, Associate Professor of Accounting, has been appointed Acting Director of Resource Management for the School of Business. Dr. Kim received a B.A. from Hankuk University of Foreign Studies and Master of Accountancy and Ph.D. from University of Oklahoma. His research has been published by Public Finance Quarterly and the American Statistical Association. Dr. Kim is a member of the AICPA, AAA, and Indiana CPA Society. He is teaching Accounting Principles II and Intermediate Accounting I this semester.

MR. CRAIG EHLEN (MBA/CPA) has been appointed Visiting Instructor in Business for the 1989-90 school year. Mr. Ehlen was most recently Vice President-Administration and Assistant to the President at CREDITRIFT Financial, Inc. (Now American General Finance, Inc.). Mr. Ehlen is teaching Accounting Principles I and II this fall.

DR. DAVID AUSTILL, Associate Professor of Business Law, and DR. MEHMET KOCAKULAH, Associate Professor of Accounting, have received a faculty research grant for a national study of business law requirements in the undergraduate accounting programs to be conducted during the 1989-90 school year.

DR. MEHMET KOCAKULAH is co-author of a paper accepted for publication in the Summer, 1989 issue of INTERFACE: THE COMPUTER EDUCATION QUARTERLY. The article is entitled "Attitudes and Perceptions of College Students Regarding the Use of Microcomputers in an Accounting Course."

## DEPARTMENT OF ADMINISTRATIVE AND DECISION SCIENCES AND BUSINESS EDUCATION

MR. ERNEST E. NOLAN, Assistant Professor of Computer Information Systems, has been appointed Coordinator of the Department of Administrative and Decision Sciences and Business Education. Mr. Nolan received a B.S., B.A., and MBA from University of Evansville and holds the Certificate in Data Processing. He has been a consultant to numerous corporations, governmental units, and not-for-profit organizations. Mr. Nolan is teaching Computer Applications in Business, Systems Analysis and Design, and Decision Support Systems this semester.

The USI STUDENT CHAPTER OF DPMA, under the leadership of Mr. Ernest E. Nolan, has received the SCOPA (Student Chapter Outstanding Performance Award) six years consecutively. This is quite an accomplishment considering the level of commitment and degree of follow through required to obtain this award. The SCOPA award is modeled after the COPA (Chapter Outstanding Performance Award). In addition to the SCOPA, seven students received the SIPA (Student Individual Performance Award modeled after the IPA for which senior chapter members are eligible). This marks the first year that anyone in the USI Chapter has received this award. Congratulations to Angela Durchholz, Cynthia Kahn, Suzanne Mets, Lisa Nance, Michael Stinson, Donna Topper, and Tim VanCleve.

**MR. WILLIAM HENDERSON**, Assistant Professor of Computer Information Systems, has accepted the position of Assistant Dean of the School of Business. Mr. Henderson received his B.A. from Western Kentucky University and M.S. from Indiana University. He holds a Certificate of Data Processing. His teaching interests are in the areas of system analysis and design, computer hardware design, and management information systems. He has conducted numerous professional seminars on spreadsheet packages and their applications and has served as a consultant to local businesses. In the past year, Mr. Henderson has co-written "International Business Degree of Involvement and Geographical Direction" which was presented at the annual meeting of the Association of Global Business and "International Involvement of Southern Indiana Firms" in the USI School of Business Reports No. 2.

This year marked the first full year of operation for the **CENTER FOR ECONOMIC EDUCATION**, an academic unit of the University of Southern Indiana's School of Business. During the year, the Center presented the following workshops for a total of 100 teachers: The Mini-Economy (an economic management tool for elementary students), The Balancing Act (how utilities are regulated—given in partnership with SIGECO), and Understanding Taxes (how to and why teach federal and state income taxes). The Center's director, Dr. Gregory Valentine, Assistant Professor, also spoke to more than 1,200 students from public and private schools in the fourteen contiguous counties that the Center serves. Twenty-eight teachers took part in a two-week intensive summer workshop on integrating economics into the classroom. Workshops tentatively planned for this academic year are the Mini-Economy, Play Dough Economic, Money and Banking, The Commodity Challenge (presented by the Chicago Board of Trade), Understanding Taxes, and The Balancing Act.

**THE ANNUAL CONFERENCE FOR BUSINESS EDUCATION**, for the advancement and improvement of teaching business education in the tri-state, will focus on issues for a new decade. The date of the conference is October 6. Featured speakers will be Mr. Chris Schabler, Coursework Development Manager for Southwestern Publishing Company; Dr. Larry Coleman, Coordinator of

Insurance Programs at Indiana State University; Dr. William Mitchell, Professor of Business Education and Administrative Management at University of Wisconsin; and Ms. Judy Phipps, Chairperson of the North Posey High School Business Department. Southwestern Publishing Company, Houghton-Mifflin Company, and Science Research Associates, Inc., will participate in the conference.

**MS. NANCY BIZAL**, Instructor of Business has been appointed Coordinator of External Relations for the School of Business. Ms. Bizal has her B.A. from DePauw University and M.S. from Indiana University. Her teaching interests are in the areas of Business Communication and Business Education. She is teaching Business Communication and Shorthand this semester.

## DEPARTMENT OF ECONOMICS AND FINANCE

The Department of Economics and Finance has five full-time faculty, three are new—Steven R. Cox, Robert J. Hartl, and Jong C. Rhim. The Department's two returning faculty are Munir Quddus and Timothy Schibik.

**DR. STEVEN R. COX**, Professor of Economics, is the new chair of USI's Department of Economics and Finance. He has directed research projects for the National Science Foundation and the American Bar Association and has served as a staff economist for the Federal Trade Commission. Cox is a nationally recognized expert on the market effects of attorney advertising and the economic efficiency of the use of private vs. legal services attorneys to assist the poor. He received his B.S. from the University of Wisconsin, his M.S. and Ph.D. from the University of Michigan. He taught at Arizona State University from 1970 to 1989.





**DR. ROBERT J. HARTL** has joined the School of Business as an Associate Professor of Finance. He has taught finance courses for more than 15 years and has been a financial consultant to business and local government. Hartl has written several books and articles on finance and specializes in corporate finance and banking. He received his B.S. and M.S. degrees from Wichita State University and Ph.D. from the University of Arkansas. He previously taught at Indiana State University and at Washburn and Pittsburgh State Universities in Kansas.



**MR. JONG C. RHIM**, completing work on a Ph.D. at the University of Missouri-Columbia, is an Assistant Professor of Finance at USI. He has done research in the areas of option portfolios, stock pricing, and value models for common stocks. The major thrust of his research deals with managerial incentive problems associated with executive bonus plans. Rhim received his B.A. degree from Korea University in Seoul and has been a teaching assistant at Missouri and California State University-Los Angeles. He received University of Missouri States' Missouri's Superior Graduate Achievement Award in 1986.



**DR. MUNIR QUDDUS**, Assistant Professor of Economics, came to USI in Fall 1984. His major fields of teaching and research interest are macroeconomic theory, development economics, and international trade and finance. His research on money and inflation has been published in the Journal of Macroeconomics and Economic Letters.

**DR. TIMOTHY J. SCHIBIK**, Assistant Professor of Economics, joined USI's faculty in the fall of 1988; and this past summer he completed his doctoral dissertation entitled "The Effect of Private Pension Saving on Nonpension Wealth Accumulation." Professor Schibik's specialty is labor economics.

## DEPARTMENT OF MANAGEMENT AND MARKETING

**DR. SANG CHOE**, Professor of Marketing, has been appointed Acting Chair of the Department of Management and Marketing. Dr. Choe received a B.A. from Keimyung University in Korea, M.I.M. from American Graduate School of International Management in Arizona, MBA from University of North Texas, and D.B.A. from Mississippi State University. His areas of research are consumer acculturation and international business. He has presented papers at meetings of national and international marketing associations. In July he attended the Eleventh Annual Conference of International Semiotics and Structural Studies held by the International Institute of Marketing Meanings. Dr. Choe's articles have been published by the Academy of Marketing Science, Southern Marketing Association, Midwest Marketing Association, and Atlantic Marketing Association. An article, "Attitudinal Variations Toward Japanese Investments in the United States," written with Dr. Glenn A. Pitman, will be coming out in the Autumn 1989 issue of SAM Advanced Management Journal. This semester Dr. Choe is teaching Marketing Research and Marketing Strategies (MBA course).

**DR. PEGGY SHIELDS HILDEBRAND**, Assistant Professor of Marketing, presented a paper, "The Situational Self-Image as it Relates to Brand-Images/Self-Image Congruency," at the Southwestern Marketing Association Conference in New Orleans in March. Dr. Hildebrand is the faculty sponsor of the USI Marketing Club.

In March 1989 the MARKETING CLUB held its first annual Career Day to expose students to employers in the area and possible career opportunities and for employers to interact with USI students from all disciplines. More than 20 companies participated in the 1989 Career Day; the Marketing Club expects at least 40 participants in 1990. Sherri Herbig is president of the Marketing Club.

The SMALL BUSINESS INSTITUTE(SBI), under the direction of Dr. Emmet D. Edwards, Associate Professor of Management, provides area small businesses with free-to-user counseling services. During the spring semester, top business seniors are nominated by business professors for acceptance as counselors. Those selected are enrolled in a Small Business Management Counseling class and, after several weeks of intensive classroom instruction in counseling techniques, client confidentiality, and related subjects, are assigned with a team of other students to work with a client firm.

Management and Marketing continued

Eight to ten client firms are counseled each year. A high level of expertise is brought to bear on each client's problems by assigning a faculty associate to each team whose area of specialty matches the client's problem area. The final report with recommendations to the client firm is comparable to the products of professional consulting firms.

A variety of client firms with a full range of problems has been counseled. The SBI reports, particularly organizational and marketing data gathered in the counseling process, have created a small business research data pool. As a result of a recent study to determine small business educational needs, Professor Edwards was awarded a United States Small Business Administration research fellowship with the Office of Advocacy on a national policy issue.

Clients are referred to the Institute by the regional SBA office in Indianapolis and by the Evansville Chamber of Commerce Small Business Development Center or by directly contacting the USI School of Business.

DR. BARBARA MARTING, Professor of Management, has been named as a board member of the National Committee of the American Society for Personnel Administration. During this past year, Dr. Marting wrote a retail management case for the 1990 textbook to be published by Richard D. Irwin, Inc. Dr. Marting is advisor for USI's PERSONNEL CLUB, which received the Superior Merit Award for contributions to the personnel field two years consecutively. Leadership positions in the Personnel Club are held by Shannon Winternheimer, president; Cindy Witte, vice-president; Carolyn Borst, secretary; and Ron Paul, treasurer.

MR. WILLIAM PIPER, Instructor of Marketing, presented a paper at the American Marketing Association Meeting in New Orleans on "Micro Computer Usage in Business Education." Mr. Piper is also working on research in the area of applications of consumer behavior to retailing.

### CELEBRATING

The University of Southern Indiana is entering its 25th year of service. Many activities during the next year will celebrate this silver anniversary. The School of Business is celebrating its evolvement to an academic school. The faculty and staff are anticipating a move into the new Robert D. Orr Center; our offices will be on the third floor and classrooms on the second floor. The School of Business wants you to celebrate with us. Please fill out and send us the attached form so we can know about you. We want to show you our facilities and give you an opportunity to meet some of our faculty and students.

### COME CELEBRATE

I am interested in a tour of the new School of Business facilities in the spring. Yes \_\_\_\_\_ No \_\_\_\_\_

The best night for me is M T W TH F (Please Circle).

Name \_\_\_\_\_ Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

Home Address \_\_\_\_\_  
No. and Street City State Zip

Company Name \_\_\_\_\_ Title \_\_\_\_\_

Business Address \_\_\_\_\_  
No. and Street City State Zip

Please return to Nancy F. Bizal, Coordinator of External Relations, School of Business, University of Southern Indiana, 8600 University Blvd., Evansville, Indiana 47712.

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