

# School of Business Reports



Volume 9, Spring 1993

## Ethics and the USI Curriculum

Integrating ethics into USI's curriculum is continuing in the School of Business and the University's general education program. This spring Professor Steve Cox, coordinator of business ethics, presented an instructor-development workshop for business faculty utilizing videotapes developed by Arthur

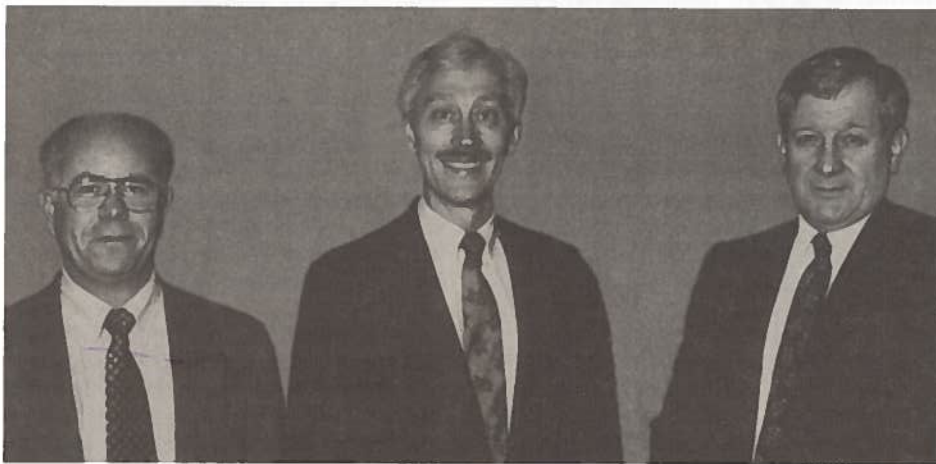
## Ethics and Business

Dr. Patrick E. Murphy, professor and chair of marketing at the University of Notre Dame, consulted with School of Business faculty on integrating ethics into the business curriculum this spring. The consultation was made possible by a memorial gift from the family of the late H. Byron Hubbard.

more ethical?" His answer was that each and every firm must establish its own ethical culture.

To establish that culture, an ethical structure must be built, using the following major approaches: First, every firm should establish a credo. "Corporate credos," Dr. Murphy said, "are short statements about what the company believes—what the company stands for—and the kinds of values the company espouses." Second, codes of ethics (or codes of conduct) should be written and communicated to all employees. These codes should be specific, pertinent, enforced, and revised periodically as necessary. Third, a firm should offer ethics programs for its decision-makers to help them recognize and deal with ethical dilemmas.

Building an ethical structure will lay the foundation and provide the framework for establishing an ethical corporate culture, but other conditions also must be met. Dr. Murphy specified five additional conditions. The values set out in the firm's credo must influence decision-making. Top management must be committed to ethics and must ensure that the firm's ethical culture leads to ethical decisions. Signs that ethics actually matter must be visible to all stakeholders. Ethics must be an integral part of the firm's management process and important to all of its managers. Finally, ethics implementation requires a champion—preferably, the chief executive officer.



Coordinator of Business Ethics Steve Cox, Ethics Consultant Patrick Murphy, and Dean Phil Fisher

As part of Dr. Murphy's visit, he delivered a public address on "Implementing Business Ethics." The main question he addressed was "What must be done to make business decisions

Andersen & Co. One program, "Ethics Foundation Presentation," is a primer on ethics and the other, "Facilitating Case Discussions," examines an ethics case discussion in the classroom.

Six USI faculty (including Steve Cox) participated in a two-day January workshop which was conducted under the auspices of USI's "Ethics Across the Curriculum" program. Dr. Michael Pritchard, professor of philosophy and director of the Center for the Study of Ethics in Society at Western Michigan University, served as workshop facilitator. The main purpose of the workshop was to help the participants integrate ethics into their courses. Each faculty participant selected one course which they will be teaching in the Fall 1993 semester and for which they will develop a new curriculum including ethics components.

Patrick E. Murphy, professor and chair of the department of marketing in the College of Business Administration at the University of Notre Dame, has published articles on marketing, business, and business and marketing ethics in a number of marketing and business periodicals including the *Business Ethics Quarterly*. He is the co-editor of *Marketing Ethics: Guidelines for Managers* and the co-author of *Ethical Marketing Decisions: The Higher Road* and the *Natural Cereals* case published by Arthur Andersen for use in integrating ethics into marketing courses within business schools. He is a member of the advisory board for *Annual Editions: Business Ethics*, an annual anthology of influential articles on business ethics published by Dushkin Publishing Group. Successful integration

## Patrick E. Murphy

of ethics into the management process, Dr. Murphy believes, requires that certain ethical traits be inextricably tied to the four main areas of managerial responsibility. Leadership must be tied to integrity, delegation to trust, communication to openness, and motivation to empathy.

Professor Murphy was recognized with the 1992 Reinhold Niebuhr Award given annually to one faculty member at the University of Notre Dame whose writings promote the areas of ethics and social justice. His article, written with Oliver Williams, C.S.C., "The Ethics of Virtue: A Moral Theory for Marketing," received the 1992 Charles C. Slater Memorial Award from the *Journal of Macromarketing* for making a significant contribution to the field.



Phil Fisher

## Dean's Letter

This edition of School of Business Reports includes a new feature, a list of faculty publications. We are proud of our faculty and the level of effort and expertise these publications represent. It is all the more remarkable considering that, according to a study by the Indiana Commission on Higher Education, USI faculty teach more classes than the faculty at any other four-year public university in the state.

Since we are not a "research" institution, and there has been quite a bit of concern about the over-emphasis on research and the under-emphasis on teaching at some universities, I would like to say a few words about the role of research at a "teaching" university such as USI. Research at USI is closely linked to what is being taught

and how it is being taught. Faculty are encouraged to do research on the application of new methods and new technology in the world of business and on the best ways to teach those methods and technology.

Research of this type is a way of constant renewal. I can use myself as an example of what may be obvious. I completed the course work for my Ph.D. in 1973, twenty years ago. At the time, I think I had a good understanding of my field, organizational behavior. BUT, if I taught now what I learned in school, my classes would be hopelessly out-of-date. We need a way to stay abreast of change. Published research does that. Publication in a journal or in the proceedings of an academic

conference requires work that is of sufficient quality to be of interest either to practitioners or professors at other schools. When faculty publish in a journal or in a proceedings, I, as the Dean, have the assurance that they are capable of writing things that are of interest to sophisticated audiences and that they are also capable of teaching our students about the latest developments in their fields.

The increasing publications of our faculty also will help in our quest for accreditation by the American Assembly of Collegiate Schools of Business (AACSB). We are continuing to make progress. Since our last newsletter, the faculty have completed work on our new undergraduate curriculum which will go into effect this fall. This February, we completed another milestone in our development plan with the installation of COMPUSTAT, a Standard and Poors financial data base, that is a standard research source for the fields of accounting, finance, and strategic management.

We have done most of what we knew we had to do. We will undergo another evaluation by our accreditation consultant, Dean Robert Taylor of the University of Louisville. Contingent upon his recommendation, we hope to enter into the first formal steps in our application for accreditation this summer.



Professor Mohammed Khayum demonstrates CompuStat to Board of Visitors Mike Weber '72, Bob Swan '72, and Bill Schmits

## Wade Appointed Associate Dean



Dan Wade

Dr. Dan Wade has been appointed associate dean of the USI School of Business. He has been a member of the USI accounting faculty for the past seven years and served as chair of the accounting department for three years.

Dr. Wade was appointed director of the Master of Business Administration program in 1991 and will continue to serve in that capacity while associate dean. Prior to coming to USI, Dr. Wade taught at Indiana State University, Eastern Kentucky University, and Freed-Hardeman College. He received a B.S. from Kentucky Wesleyan College, M.B.A. from Indiana State University, and D.B.A. from University of Kentucky.

## MBA Student Association



Jim McKinney, First MBA Executive Dinner Speaker

The MBA Student Association sponsored the first MBA Executive Dinner this past Spring semester. The MBA Association, originated in the Fall 1992, also published the first MBA Newsletter in February.

The Executive Dinner series is designed to be an

every-semester event which brings high-level executives to campus for interaction with the MBA student body. The dinner series also promotes student/faculty interaction and provides a setting where employers who are sponsoring MBA students can share in the MBA experience.

The first executive speaker was James R. McKinney. Mr. McKinney is a general partner of Regency Associates and president of Regency Property Management, Inc. He is also chairman of the Metropolitan Evansville Chamber of Commerce and member of the USI School of Business Board of Visitors. His topic was "Leadership Today."

## Board of Visitors

The USI School of Business Board of Visitors was established in 1989 to provide direct and effective communication between the practitioner and the theorist. These senior business executives serve on the Board of Visitors:

J.C. Anderson, Whirlpool Corporation  
Roxy M. Baas, Geo. S. Olive & Co.  
John J. Bolger '80, Commercial Credit Corp.  
Alan R. Brill, Brill Media Company  
William E. Fisher '73, Applied Communications  
John W. Flock, G.E. Plastics  
Carolyn Georgette, Doncaster Consultant  
Robert E. Griffin, Escalade, Inc.  
David E. Gunn '73, Harding Shymanski & Co.  
Michael R. Hinton, Old National Bank  
S. Mark Kerney '76, SIGECO  
John D. Lippert, National City Bank  
James R. McKinney, Regency Associates  
Thomas O. Magan, Kahn, Dees, Donovan, Kahn  
Allen R. Mounts '74, Keller-Crescent Company  
Jerald A. Newhouse, Newhouse & Associates  
Ronald D. Romain '73, Romain Automotive Group  
J. Steven Rudolph, J.H. Rudolph & Co., Inc.  
William E. Schmits, Alcoa  
Pamela Sue Schrecker, Bristol-Myers Squibb  
Russell W. Sherlock, Acordia Business Benefits of Evansville, Inc.  
Richard M. Stivers, Deaconess Hospital  
Richard W. Strenkowski, Therma-Plate Corporation  
Robert W. Swan '72, Kemper CPA Group  
Albert J. Umbach, Jr., Umbach and Associates  
William E. Vieth, Citizens National Bank

## Robert E. Griffin

Robert E. Griffin, President of Escalade, served as the 1992-93 chair of the Board of Visitors. He wrote the following message to School of Business students.

As you work and study your way through the USI School of Business, you should rightfully wonder what your degree will mean as you enter the world of work and begin your career.

The world has changed dramatically in the last decade. For the first time in our lives and the lives of our parents, the threat of global warfare does not plague us. A significant portion of the resources devoted to war and defense can be utilized to improve life for all people.

Other changes, particularly in communications and travel, facilitate world trade. More and more, the products we use might be made anywhere in the world. For America to capitalize on the opportunities of this new world order will not be easy. Our standard of living, among the highest in the world, is not improving. The U.S. is not yet competing effectively in the world economy—witness our trade deficit year after year.

Our company is attempting to expand business by exporting to Canada, Latin America, Europe, and Asia. Success in this effort will help maintain the



Bob Griffin, 1992-93  
Board of Visitors Chair

standard of living of our employees and provide opportunity for their professional growth.

There is significant competition throughout the world for jobs. As I write this article, I am returning from Poland and Lithuania after initiating discussions with several sporting goods manufacturers. The average wage, including fringe benefits, in these plants is 17-30¢ per hour. The comparable figure in our Evansville plant is 40 times higher. This enormous disparity raises the questions: How can America compete? How can we protect our jobs? How can a USI School of Business graduate get a job? How should a student prepare for this competitive future?

Five Cs are essential. But absolutely not C grades in your studies! The C's I'm talking about are:

Competence • Communication  
Compassion • Character • Commitment

**Competence.** This indicates one has the skills, training, education and energy to perform a job assignment in an outstanding manner. Competence is dynamic—job demands are constantly changing. The bar moves up relentlessly! Which means we must ever be upgrading our competence by reading, taking special courses, or otherwise improving or acquiring skills. Competence does not mean just average or barely getting by. Competence should mean outstanding. In today's competitive environment there is no substitute for competence.

**Communication.** In a competitive global economy, the ability to effectively communicate is essential. One must be able to advance and express ideas in writing as well as speaking. Communication implies understanding, so it is also important to

listen to ensure targeted, relevant communication which will be understood clearly and acted upon effectively.

**Compassion.** This implies an ability to understand and empathize with another person. As the saying goes—To put oneself in the other person's shoes. Remember that each of us is unique and different: God made us that way. Every person is entitled to respect. Success flows from building people, not tearing them down.

**Character.** The morals, honesty, integrity and ethics of a person form character. Character leads to trust. Trust is the conduit through which business is done. If one cannot earn the trust of others, it will be difficult, if not impossible, to succeed in business over the long term. Having the trust of your fellow workers is an empowering responsibility.

**Commitment.** Competence, communication, compassion and character alone will not assure success in an intensely competitive world. Commitment to your employer and to your fellow employees is necessary. Success requires each person in a group or company to be committed to competently discharging one's responsibilities to reach the goal. The world's most desirable jobs will be won by people willing to make and follow through on commitment.

These 5 Cs should put us on good footing to effectively compete in the global market. Your education at USI is an essential ingredient for success. USI, Dean Fisher, and the School of Business are dedicated to preparing you for success. The quest for business school accreditation is an important step in adding value to your education—"Raising the Bar." As you enter the career job market, employers will be looking for those 5 Cs and how you applied them at USI.

## Bill Mays Executive-in-Residence Dedicated Entrepreneur

by Dan Hertel, Business Student

Bill Mays was the Spring 1993 Executive-In-Residence. Mays is the owner of Mays Chemical Company in Indianapolis. He is a dedicated man whose studies and commitment have led to success. His company buys large quantities of chemicals and sells them in smaller quantities—even large companies often need small amounts of certain chemicals. Some of his major customers are Eli Lilly, Upjohn, Pillsbury, and General Motors. His company started in 1980 with sales of \$5 million; in 1992 the company had \$62.5 million in sales; he projects sales of \$100 million by 1995.

In 1962 Mr. Mays started his chemistry training at IU where he obtained a Bachelor of Science degree. After college he worked



Bill Mays

at Link Belt for six months as a test chemist. His second job was with Proctor and Gamble, where he quickly rose to sales and into management. At the age of 25 and one of the youngest to manage a division at Proctor and Gamble, Mr. Mays decided he needed a more formal education in management. He went back to IU where he earned his Master of Business Administration; then he was offered several jobs. He accepted a challenging offer at Cummins Engine as assistant to the president, where he had excellent opportunities to build his upper-level management skills and his confidence. In 1977, he became manager of a struggling chemical company in Indianapolis. In three years, the sales increased from \$300,000 to over \$5,000,000.

By 1980, Mr. Mays was prepared to start his own business, Mays Chemical Company. He noted that capital is a big issue when starting a business. The manager of one of his first suppliers gave him the contract on credit only if he would sign over his house, car, and other belongings. Mr. Mays

said, "My house and everything were not worth the \$100,000 credit line that they extended me." The supplier response was, "I know, but long before I notice a problem, you will have noticed it and already have solved it."

Mr. Mays does not suggest that students go straight from college into their own business. "Eighty-five percent of all small businesses fail in their first year. Your customers and creditors must have faith in you if you want to survive and thrive in the business world." He advised, "Mistakes are expensive...learn by working for someone else first." Once you become successful, you need to keep setting new goals for yourself and your business. Otherwise, you will not be focused to reach your full potential of growth.

Mr. Mays is a role model to many. Besides owning a successful business, he donates much of his time to organizations while maintaining a family life. His sharing his insights, philosophies, and personal journey to success with students and faculty as the Spring Executive-in-Residence is one more example of his giving back to the communities in which he lives and does business. Many students said, "Thanks, Bill Mays."

## Ronald Bonger '83 Alumnus-In-Residence

by Heather McDaniel '93 and  
Brad Smith, Business Student

Mr. Ronald Bonger, co-founder, president, and CEO of Fire House, Inc., served as the Fall '92 Alumnus-in-Residence. Mr. Bonger is a 1983 marketing graduate of USI.

After graduating from USI, Mr. Bonger became a weight-lifting instructor at Gold's Gym. About a month later, he took a job at the Chamber of Commerce as an economic development specialist. For two-and-a-half years he promoted Evansville and its strengths to attract industry to the community. His next position was at Creative Press where he sold print, advertising, and packaging; Bristol-Myers Squibb was his largest client. After two-and-a-half years, Mr. Bonger teamed with two partners to incorporate Fire House, Inc., a progressive and growing advertising agency in Evansville.

### "Why Should I Hire You?"

Mr. Bonger's presentation was entitled "Why Should I Hire You?" He began his presentation by introducing himself as "I am you nine years later." This creative opening caught the students' attention immediately by establishing a connection

between his short path to success and the students' dreams of success.

Mr. Bonger said that one of the most valuable characteristics a potential employee can have is the ability to serve the client's needs before his or her own. It is through the client's success that the employee will succeed.

In summing up his presentation, Mr. Bonger said three skills are invaluable to students who are attending college and preparing to enter the job market.

The first skill is communication. Communication is the key to obtaining that first job interview; and that, in turn, could be the turning point in a career. The second skill is specialization. If at all possible, one needs "to specialize in a certain field and work at doing it better than anyone else." The last, but certainly not least important, is training. Mr. Bonger's advice was to train while you are still in college, because, once you are out, it is always harder to go back.

When Fire House, Inc., is interviewing a potential client, their thinking process always turns to "Why should this client hire us over our competitors?" This is the same process a job applicant entering the job market goes through on a job interview. The applicant must answer the employer's question, "Why should I hire you?"

## Steven J. Schenck '72 Executive-in-Residence Managing Change

by Mark Miller '93

"Are we prepared for change?" asked Steve Schenck, one of the first and now among the most successful graduates in the history of USI. Mr. Schenck is currently the executive vice president of NBD-Indiana (National Bank of Detroit).

**Too Little, Too Late** To prove the extreme importance of being prepared for change, Mr. Schenck explained the harsh effects of the all-too-conservative Indiana State General Assembly on the state's banking powers. While Indiana refused to lessen the restrictions placed on banking and held back to be the 49th state in the union to implement statewide banking, all of the surrounding states grew and gained far more power than was possible for Indiana banks.



Steve Schenck '72

This inability to change was the primary reason INB (Indiana National Bank) found the need to sell. Mr. Schenck explained that INB was "too small to be big and too big to be small." Before falling to a desperate position susceptible to a hostile takeover, INB found its own buyer, NBD, which would allow for the best options to its communities, customers, and employees. This foresight created a situation in which Mr. Schenck found it necessary to eliminate his own job as vice president and chief financial officer of INB. This was an incredible display of courage and acceptance that "change was essential."

### Downsizing is Affecting All Industries

The consolidation of NBD with INB was one form of downsizing in which a larger company was formed that could offer new products and services to its current and potential customers. In order to effectively keep up with the competition, Mr. Schenck explained the relevance of downsizing through the American automobile industry. The United States' import laws created an environment in which quality management was not an issue to the American auto industry. With the relaxation of these laws in the late 1980s, change was promoted in the best interest of the American public. The Japanese auto industry was able to

## DPMA

An Association  
for Information  
Systems  
Professionals



Ernest E. Nolan

Ernest E. Nolan, CDP, is president of Region 9 of the Data Processing Management Association (DPMA). Region 9 has over 900 members from Indiana, Michigan (except for the upper peninsula), and western Kentucky. DPMA is the largest organization in the United States representing the information systems profession with more than 25,000 members throughout 13 regions. Members join a student chapter or a professional chapter and are a part of a region and the association. Region 9 has 13 professional chapters and over 20 student chapters.

Professor Nolan has a record of involvement in DPMA. He has served as association director for the Greater Evansville Chapter for eight years. He has been a member of the Greater Evansville Chapter since 1977 and has served as program chair, newsletter chair, chapter vice-president, chapter president, and chapter board member. He has also served as Region 9 treasurer and vice-president and has been the USI student chapter advisor for many years.

Professor Nolan very much enjoys his involvement with DPMA and looks forward to helping shape the future of the information systems profession.

present quality, efficient, and well-built automobiles into an industry in need of reform in these areas; thus, "change was essential."

**Prepare for Change** Mr. Schenck explained, "Employees cannot be too dependent on a company; they must be prepared for change." Secondly the company cannot guarantee no change; sometimes change is necessary. Mr. Schenck gave five primary responsibilities of an employee:

1. Accept reality...sometimes changes are inevitable for survival.
2. Have a good foundation...proper education and training are a must.
3. Stay current...learn new ideas and techniques to gain efficiency.
4. Count on yourself...you must be responsible for yourself.
5. Have a positive attitude...always look forward, not backward.

In his closing remarks, Mr. Schenck noted again the vast importance of being prepared for change. Change is not easy. Everyone has the "what-will-happen-to-me attitude"; and it is quite apparent that what happens to a person should be part of one's own choosing—in other words, manage change.



## Terry Hitch '73 Alumnus-in-Residence Continuing Education and Vision Essential to Success

by AmyLu Rice '93

*Terry Hitch '73 talks to students about the importance of a vision for the future.*

According to Terry Hitch, the key to being successful is to "do something different to make yourself of value." Mr. Hitch, a 1973 USI marketing graduate, is the central zone manager for Eastman Kodak, where he has been in sales since 1974. He spoke to USI students and faculty in March as the Spring 1993 Alumnus-in-Residence.

Mr. Hitch said that as corporations downsize, continuous education is necessary. "Be able to change your focus when you need to," he said. "There are tremendous opportunities if you focus in the right direction." Mr. Hitch said he has had to do a lot of homework to stay up with his company.

As central zone sales manager, Mr. Hitch is responsible for sales of the Kodak Approval System, a \$265,000 computer imaging system. The Intel-based unit produces proofs for advertising agencies, publishers, and corporate accounts.

Eastman Kodak spent \$30 million to research and develop the system. Sales for the first year, 1992, topped \$14 million.

Mr. Hitch said the success of the product depends on the client's need for it and satisfaction with it. That is where marketing research becomes a major tool. "You build what the customer wants, instead of building something and then trying to find a market," he said.

Selling a product is not much different from selling yourself in the job market, according to Mr. Hitch. "You have to be able to market yourself," Hitch said. "Have something different. Once you get the first job, then you do continuous improvement." Mr. Hitch pointed out how USI School of Business courses relate directly to everyday business activities. The list of courses named by Mr. Hitch was a mirror image of the prerequisites



required of the business students to earn an undergraduate degree from the business school. He also recommended other tools for improvement, such as Tom Peters' books and videos on excellence.

Mr. Hitch said a vision for the future is essential for success. He said as corporations downsize to cut costs and increase earnings to shareholders and as technological changes lead to fewer manufacturing and administrative jobs, college graduates have to be determined and have a vision of their future in order to succeed.

Mr. Hitch showed a film on the importance of having a vision of the future. One of the examples was the story of Victor Frankl, a prisoner in a Nazi concentration camp during World War II. Mr. Frankl thought of suicide until he pictured himself lecturing to an audience about his experience in the camp. Then, he set three goals. The first one was to survive. The second was to use his medical skills to help others. Third, he wanted to learn something about this experience. All who survived the imprisonment had a vision of something significant to do in the future. It is what gives meaning to life and leads to success.

## Kudos to Business Students and Graduates

### Sherry M. Begle '93 Presidential Medalist



*Sherry Begle '93, President's Medalist, with President David Rice at 1993 graduation ceremony.*

Sherry M. Begle, an accounting major who completed work at USI with a perfect 4.0 grade point average and graduated summa cum laude, was awarded the President's Medal at the 1993 Commencement ceremonies. The President's Medal is the highest honor given to a USI senior and is based on academic excellence and service to the University and community.

Ms. Begle attended USI as a Presidential Scholar; she was the 1988 valedictorian of Southridge High School in Huntingburg. She completed work at USI in December and is employed in the

Indianapolis office of KPMG Peat Marwick public accounting firm as a staff accountant. She passed the Certified Public Accountants examination on her first sitting.

During Honors Week, Ms. Begle received the Wall Street Journal Award, the Indiana CPA Society Award, the Academic Achievement Award for Accounting, the Outstanding German Student Award, and the Elks National Foundation Scholarship.

She won regional first place and national second place in the APICS Donald W. Fogarty International Student Paper Competition.

Ms. Begle was a USI Student Ambassador, a member of Alpha Chi and Golden Key academic honoraries, president of the Accounting Club, secretary of the Student Alumni Association, and chairperson of the DPMA planning committee. She was also a member of the Institute of Management Accountants, Enlow Distinguished Scholar Committee, and the School of Business Student Advisory Council. While a student at USI, Begle held a cooperative education assignment with General Electric in Mount Vernon.

### Nancy Sieben '93

Nancy Sieben '93, Associate of Arts in business and Bachelor of Arts in communications was awarded the All-Campus Student Achievement Award and was selected USI Homecoming Queen. Sieben has excelled academically and has been an outstanding example of "there's more to college than academics." She was vice president of Student Government Association for two terms and the 1992 Outstanding Member; she was active in the Order of Omega, Delta Zeta, and Panhellenic Council; she was the 1991 Coed of the Year and served on committees for Student Trustee Search, Student Publications, and Security Act Compliance. She was listed in *Who's Who Among Students in American Colleges and Universities* for two years. In addition, she has been a student worker in the School of Business throughout her collegiate career.



*Homecoming Queen Nancy Sieben receives congratulations at 1993 Homecoming.*

# Scholarships and Awards

The School of Business is proud of the following students who are this year's scholarship recipients. The sponsors of these scholarships provide financial support and significant encouragement to scholarship.

Altrusa International Scholarship - Kuei-Ling Hu

American Society of Women Accountants Rosie Newhouse Award-Ellen Wilderman

American Society of Women Accountants Rosie Newhouse Scholarship -Tammy Shourds

Becker CPA Review Scholarships - Mary Gaskin and Lisa Cutchin

William E. and Rebecca N. Couch Scholarship - Farley D. Heldt, Shannon F. Sturgeon, and Amy M. Wiltsie

Rolland M. Eckels Scholarship Award - Lori A. Dow

Evansville Business and Professional Women's Club Scholarship - Annette O'Neal

Evansville Personnel Association Scholarship - Donna Harris

Frost Memorial Scholarship - Brian E. Smith

Gaither Koewler Rohlfer Luckett & Co. Scholarship - Angela Varner

Pamela Grubb Memorial Scholarship - Michele Turner

Wanda Hibbits Scholarship - Michele Turner

Independent Insurance Agents of Evansville Foundation Scholarship - Farley Heldt and Theresa Swartzentruber

Indiana CPA Society Award - Sherry Begle

Institute of Management Accountants Award - Carolyn Waninger

Institute of Management Accountants Scholarship - Cathleen Miller

R. Malcolm Koch Memorial Scholarship - Marshall Byers

The Mead Johnson Scholarships - Jeffrey Merrick, Janie Starr, Dianna Tindle, and Faith Wheeler

National Business Education Association Award - Blake Krueger

Rosemarie Newhouse Memorial Scholarship - Dawn Huber

Geo. S. Olive & Co. Outstanding Achievement in Accounting Award - Jeff Moffett

Aline Nunn Renner Scholarship - Amy L. Arvin and Heather L. Rollett

Bernard G. Schenk Memorial Scholarship - Donna Harris

USI Alumni Association Grants - Kevin Whitlege and Karen S. Womack

USI Alumni Association Scholarships - Charles Anslinger, Sherry L. Jones, and Cynthia M. Turpen

USI Secretaries and Associates Club Scholarship - Troy Darrin Graves

Wall Street Journal Award - Sherry Begle

Woman's Rotary Club of Evansville Scholarship - Lisa D. Hancock

## New Scholarship

The USI School of Business has received a new scholarship from the Evansville Altrusa International group to be given to a female international business student who shows promise and enthusiasm in promoting understanding between culturally diverse groups across the world.

The local Altrusa group was founded in 1969 and is composed of women business owners, executives, and professionals.

**Academic Achievement Awards** are awarded to outstanding students in business.

### Baccalaureate

Accounting - Sherry Begle

Business Administration - Cindy Nemer

Business Education - Barbara Jochim

Computer Information Systems - Elaine Inkenbrandt

Finance - Celeste Seitz

Management - Wanda Grimwood

Marketing - Laura Dugan

### Associate

Business - Faith Wheeler

Computer Information Systems - Nancy Voight

**Scholastic Achievement Awards** are awarded to students with a 3.5 GPA or higher, who have completed at least 90 hours of course work at USI at the completion of the Fall Semester 1992.

### Accounting

Sherry M. Begle, Mary G. Gaskin, Todd W. Hagan, Samuel W. Lawrence III, Patricia R. Martin, Mark W. Miles, Melody D. Pfender, Robin Schimmel, Jerome E. Schultheis, Charles E. Smith, Michele L. Turner, Angela S. Varner, and Roger E. Waibel

### Business Administration

Jill C. Acton, Denise R. Allen, Carla S. Bishop, Marlene R. Brannon, Kimberly L. Chaney, Lori L. Davenport, Diana L. Davis, Martha T. Davis, Lori B. Fuhriman, Joanna M. Horstman, Deborah D. Johnson, Linda R. McWilliams, Lora C. Mehne, Cindy A. Nemer, Erick Shoup, and Kevin L. Tretter

### Associate in Business

Douglas A. Schneider and Faith A. Wheeler

### Computer Information Systems

Mickey J. Sandefer

### Finance

Wendy A. Winkleman Blair

### Presidential Scholarships

are awarded to any qualified high school valedictorian or salutatorian who scores a minimum 1,000 on the Scholastic Aptitude Test. A Presidential Scholar must maintain a cumulative USI grade point average of 3.2 through 62 credit hours attempted; thereafter, the student must maintain a 3.4 GPA.

School of Business Presidential Scholars are Sherry M. Begle '93, Amy J. DeMotte '95, Lori B. Fuhriman '94, Amy L. Happe '96, Erica L. Hartwig '94, Lana J. Huff '95, Alan D. Jones '95, Heather R. Kettenbrink '96, Tristan J. Lengacher '96, Craig A. Martin '94, Shawn Otto '96, Christy L. Showalter '96, Melanie A. Stroud '95, Bonita Swartzentruber '94, and Stephanie K. Zapfe '95

## CPA Exam

These accounting majors recently passed the CPA exam:

Nancy Briggs '81 (Arbor Hospital)

John Guillaume '92 (Umbach & Assoc.)

Warren Ingram '88 (Umbach & Assoc.)

Brian Carroll '92 (Geo. S. Olive)

Lynell Breivogel (Gaither Koewler Rohlfer and Luckett)

Rick Schneider '92

Sherry Begle '92 (KPMG)

These accounting majors recently conditioned the CPA exam:

Mindy Grooms Orth '92 (Geo. S. Olive)

Amy Risk '92 (Marietta Overbeck, CPA)

Ralph Hague '92

# 1992 Faculty Publications

## Refereed Journals

- Bussing-Burks, Marie.** "Bank of New York's Hostile Battle for Irving Bank." In *1992 Annual Advances in Business Cases*, Hightstown, New Jersey: McGraw-Hill Primis, 1992.
- Hollingsworth, J. A., **E. H. Hall, Jr.**, and Trinkaus, Robert J. "Utilitarianism: An Ethical Framework For Compensation Decision Making," *Review of Business*, 1992.
- Jermakowicz, Walter** and Zbigniew Bochniarz. "Direct Foreign Investment in Poland," *Development and International Cooperation*, Vol. 7, No. 12, June 1992.
- Jermakowicz, Walter.** "Germany's 1948 Currency Reform and Poland's 1990 Shock Reform: A Comparative Analysis After One Year," *Berliner Wissenschaftliche Gesellschaft e.V. Jahrbuch*, 1992.
- von Delhaes, Karl and **Walter Jermakowicz.** "Entstaatlichung und Entflechtung von Unternehmen des 'vergesellschafteten' Sektors," *Ostmitteleuropa-Studien*, Marburg, Germany: 1992.
- Rudolph, Holly and **Joy Peluchette.** "Significance or Usefulness: A Congruency Model of Relevant Research Criteria," *Journal of Applied Business Research*, Vol. 8, 1992.
- Quddus, Munir.** "Changing Perceptions of American Graduate Education: A Comment," *The Journal of Economic Education*, Fall 1992.
- Yasin, Mahmoud, Jerry Sawyer, and **Marwan Wafa.** "An Empirical Investigation of the Basic Computer Education in the Business School," *International Journal of Continuing Engineering Education*, Vol. 2, No. 3, 1992.
- Yasin, Mahmoud, Ronald Green, and **Marwan Wafa.** "Automated Manufacturing Systems: A Challenge to Higher Education," *International Journal of Continuing Engineering Education*, Vol. 2, No. 1, 1992.
- Williams, Jennifer J.**, Jeff Clark, and Carol Clark. "Advanced Spreadsheet Tips," *Real Estate Accounting and Taxation*, Vol. 7, No. 3, Fall 1992.
- ## Proceedings
- Choe, Sang T.** and John C. Pearson. "Semiotics Into International Marketing," *Proceedings of the Midwest Marketing Association*, 1992.
- Choe, Sang T.** "Teaching Capitalism to Post Communist Students," *Contemporary Business Issues*, edited by Sammy G. Amin, *Proceedings of National Conference of the Academy of Business Administration*, 1992.
- Foroughi, Abbas.** "A Survey of the Use of Computer Support for Negotiation," *Proceedings Decision Sciences Institute*, San Francisco: 1992.
- Foroughi, Abbas**, William C. Perkins, and Michael M. Delaney. "An Empirical Study of the Efficacy of a Computerized Negotiation Support System (NSS)," *Proceedings Midwest Decision Sciences Institute*, Kansas City: 1992.
- Foroughi, Abbas** and **Sharlett Gillard.** "Solutions to Problems Inherent in the User/Developer Interface in MIS Development," *Proceedings Midwest Business Administration Association*, Chicago: 1992.
- Gillard, Sharlett** and **Abbas Foroughi.** "Communication Barriers to Effective Systems Development," *Proceedings Southwest Region Decision Sciences Institute*, San Antonio: 1992.
- Gillard, Sharlett.** "Communication Processes and Vehicles for Information Systems Development," *Proceedings Northeast Decision Sciences Institute*, Boston: 1992.
- Gillard, Sharlett.** "Toward Effective Communication in Information Systems Development," *Proceedings International Association for Computer Information Systems*, New Orleans: 1992.
- Gillard, Sharlett** and James Price. "Management and Communication Issues in Large-Scale System Implementation," *Proceedings International Academy for Information Management*, Dallas: 1992.
- Price, James and **Sharlett Gillard.** "Tri-Dimensional Organizations: Communication Issues and Solutions," *Proceedings International Conference on Organization and Information Systems*, Bled, Slovenia: 1992.
- Hall, Jr., Ernest H.** "Organizational Performance: A Function of Strategic Consistency," *Proceedings Decision Sciences Institute*, San Francisco: 1992.
- Hall, Jr., Ernest H.** "Strategic Measurement: Longitudinal Patterns of Action," *Proceedings Decision Sciences Institute*, San Francisco: 1992.
- Hall, Jr., Ernest H.** "Executive Compensation and Corporate Reputation: A Strategic Performance Perspective," *Proceedings Decision Sciences Institute*, San Francisco: 1992.
- Hall, Jr., Ernest H.** "Resource-Based View of Corporate Strategy," *Proceedings Southern Management Association*, New Orleans: 1992.
- Harrison, J. S. and **E. H. Hall, Jr.** "Line-of-Business Allocations as an Indication of Corporate-Level Relatedness: Performance Implications," *Proceedings Academy of Management*, Las Vegas: 1992.
- Hemaida, Ramadan.** "A Multicriteria Group Decision Making Technique for Priorities Ranking in Goal Programming," *The 23rd National Meeting of Decision Sciences Institute*, San Francisco: 1992.
- Jermakowicz, Eva** and **Walter Jermakowicz.** "Direct Foreign Investment: An Attempt at Taxonomy on a Sample of the East European Countries," *Proceedings National Conference of Academy of Business Administration*, Las Vegas: 1992.
- Jermakowicz, Eva** and **Bozena Lisiecka-Zajac.** "Joint Venture in East Europe: Legal and Accounting Aspects," *Proceedings 15th Annual Congress of the European Accounting Association*, Madrid: 1992.
- Jermakowicz, Eva** and **Abbas Foroughi.** "Impact of High School Accounting and Mathematics Education on Student Performance in the First College-Level Accounting Course," *Proceedings 23rd Annual Conference of Southwest Region of the Decision Sciences Institute*, San Antonio: 1992.
- Jermakowicz, Walter** and **Eva Jermakowicz.** "Joint Venture Laws and Foreign Investment. (An Attempt at Taxonomy on a Sample of the East European Countries)," *Contemporary Business Issues, Proceedings National Conference of Academy of Business Administration*, (Ed. by Sammy G. Amin), Maryland: 1992.
- Jermakowicz, Walter** and **Karl von Delhaes.** "Privatization: Alternatives and Options. (Based on Recommendations for Poland's Economy)," *Proceedings Academy of International Business Southwest Regional Meeting*, San Antonio: 1992.
- Kocakulah, Mehmet, Daniel Wade,** and **Keith Jewel.** "A Crisis in Healthcare: One Hospital's Response," *Decision Sciences Institute Annual Meeting Proceedings*, San Francisco: 1992.
- Kocakulah, Mehmet, David Austill,** and **Timothy Schibik.** "Business Law Education of Accounting Students: A Survey of Accounting Educators," *Proceedings Decision Sciences Institute Annual Meeting*, San Francisco: 1992.
- Kocakulah, Mehmet** and **David Austill.** "Business Law Education in the Undergraduate Accounting Curriculum: A Survey," *Proceedings American Accounting Association Midwest Annual Meeting (Abstract)*, Indianapolis: 1992.
- Schibik, Timothy J.** and **Walter W. Jermakowicz.** "New Directions for Innovative Polish Firms: The Need to Change to Remain Innovative," *Proceedings 28th Annual meeting of the Academy of International Business Society of the Midwest Business Administration Association*, Chicago: 1992.
- Ramaprasad, A.** and **Jennifer J. Williams.** "Critical Success Factors: Pills or Placebos?" *Proceedings Decision Sciences Institute*, San Francisco: 1992.
- ## Other Publications
- Fisher, Phil,** Robert Johnson, and James Taylor. "Wall Drug Store: Facing the 90's." *Strategic Management*, 2nd ed. Charles W. L. Hill and Gareth R. Jones. Houghton Mifflin, Boston, 1992.
- Kwak, N. K.** and **Ramadan Hemaida.** "Mathematical Programming Approaches to Solving Transshipment Problems with Interval Supply and Demand Requirements," *Applications of Management Science*, Vol. 9, 1992.
- Jermakowicz, Eva** and **Batusiewicz Wojciech.** "The Financing of Privatization through Restructuring." *The Insider*, January 22, 1992.
- Jermakowicz, Walter.** *Privatization in Poland: Aims and Methods*, Warsaw: Center for Privatization, 1992.
- Quddus, Munir.** "Speculative Price Bubbles in the Food Markets and Famine: The 1974 Famine in Bangladesh," in A.N.M. Wahid (edited) *The Economy of Bangladesh: From Stagnation to a Threshold of Breakthrough*, University Press of America, 1992.
- Quddus, Munir** and **Anisul Islam.** "The Garment Industry: The Fastest Growing Export Sector of the Economy," in A.N.M. Wahid (edited) *The Economy of Bangladesh: From Stagnation to a Threshold of Breakthrough*, University Press of America, 1992.

# ALUMNI NEWS Calling All Alumni!!!

Your friends want to know about you! And so does the USI School of Business.

We welcome comments from our alumni and friends regarding accomplishments, career choices, and momentous personal events.

\_\_\_\_ Please submit this information to the Alumni Update section of the 8600 University Boulevard magazine.

\_\_\_\_ Please use this information only to maintain accurate alumni records.

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Please return to Nancy F. Bizal, USI School of Business, 8600 University Boulevard., Evansville, Indiana 47712-3597.

## School of Business Alumni Athletic Night

The first-ever School of Business Athletic Night was a "Pearl of a Night." Alumni and faculty renewed acquaintances, enjoyed chili and dogs, and listened to Coach Bruce Pearl talk about his team and his first season here at USI. The USI Screaming Eagles won both the women's and men's games.

The School of Business plans to have a second Business Alumni Night on Saturday, January 29, 1994. The games will be with Kentucky State University.

The University of Southern Indiana Board of Trustees reaffirms its present policy that all University of Southern Indiana student services, programs, student employment, and housing in University-operated facilities under the legal control of the Trustees of the University of Southern Indiana shall be maintained on a non-discriminatory basis, with regard to sex, race, color, creed, handicap, or ethnic background at all times.

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