

**Chair's Exchange: Richard E. Sorensen, 2005-2006 Chair, AACSB International**



**Dealing with the B-School Doctoral Shortage**

A recent story carried in newspapers around the world reflected heightened interest in a problem that affects all business schools—the steadily dwindling supply of academically qualified faculty. In the article, Associated Press writer Lisa Cornwell describes how institutions compete for faculty members causing salaries to soar. The story, developed with cooperation from AACSB, was a significant media hit for the association that for the first time puts the doctoral shortage issue directly in front of the

public at large.

This story and others like it are inspired by a pair of reports. The first is *Sustaining Scholarship in Business Schools*, produced in 2003 by AACSB's Doctoral Faculty Commission (DFC), chaired by Judy Olian, dean of the UCLA Anderson School of Management. The second is *Why Management Education Matters*, produced in 2005 by AACSB's Committee on Issues in Management Education (CIME), co-chaired by Patrick R. Liverpool, dean of the School of Management at Delaware State University; and Patricia W. Meyers, dean of the School of Business Administration, University of Dayton. The reports made key recommendations on how AACSB should further the doctoral shortage discussion, as well as implement actions that encourage more students to pursue a PhD in business.

While AACSB does not anticipate changing its standards with regard to qualified faculty, schools do have the flexibility within our standards to hire professional qualified faculty who may not have a PhD, but would have a master's and substantial professional experience. To this end, AACSB plans to offer a seminar program to assist those individuals who are interested in transitioning into the role of a faculty member. Additionally, the association is also developing plans for an academic qualification program that would, for example, transition PhDs in economics to finance faculty positions.

Another way that AACSB is helping in this area is by working with DocNet, an AACSB affinity group composed of business and economics doctoral degree-granting universities. Through its web site, DocNet educates potential students about careers in academia and, with ongoing AACSB support, develops strategies aimed at increasing the pool of qualified PhD applicants.

Doctoral education continues to be a priority in AACSB professional development conferences and seminars held around the world. For example, the recent Deans Conference attended by more than 300 business school deans included a session about innovation in doctoral education. At the upcoming AACSB and EFMD International Conference and Annual Meetings in Paris, there will be a special session on the future of faculty, which also touches on the importance of doctoral education.

The association also works with the PhD Project, an alliance of corporations, higher education institutions, and academic/professional associations that focuses on diversification and contribution of b-school faculties. Since the topic is a completely global phenomenon, it also is a topic to be included on the agenda of the Global Forum for Management Education.

Statistics from the National Center for Education point to a clear, steady decline in the number of business PhDs awarded from 1992 through 2004. But recently some schools have reported increases in

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the number and quality of applications. Are we seeing the beginning of a turnaround, or is this just a blip on the radar screen? It may be time to revisit research to actually measure what effects our efforts have had on the problem.

Finding a way to make PhD programs available to more students is a big challenge for the future. It has been suggested that one possible answer is the collaboration between schools to offer joint PhD courses. We encourage our schools to explore collaborative models as cost-effective ways to create innovative delivery of doctoral programs.

Our efforts to alleviate the doctoral shortage will continue. Led by Doyle Williams, former board chair who is the association's "champion" on this issue, AACSB will continue to pursue ways to increase awareness of the issue, as well as help member institutions find creative, cost-effective ways of dealing with it.

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### **DEANS CORNER**

#### **Recalling Joseph Wharton's Vision for Business Schools**

By Patrick T. Harker  
Dean and Reliance Professor of Management and Private Enterprise  
The Wharton School  
University of Pennsylvania



This year marks the 125th anniversary of the invention of business education. In 1881, American industrialist Joseph Wharton proposed the creation of a new field of scholarship that would create the ideas and prepare the leaders that would power global business activity and economic growth. Yet at this milestone, business schools are facing some of the harshest criticism in their history. Our commitment to research is dismissed as self-serving and irrelevant. The value of our degrees, most notably those at the graduate level, is questioned by both of our primary customer bases—our students and recruiters. In the continuing shadow of Enron and other corporate governance scandals, some have even gone so far as to blame business schools for purposefully

turning out amoral graduates.

I can imagine that Joseph Wharton – a man not known for mincing his words – would find these charges astonishing. He'd be more disappointed if he felt that today's business school deans and faculty did not vigorously defend against such allegations by both our advocacy and our actions. The very design he set forward for the first business school is the blueprint that still drives our institutions and programs. Now, more than ever, we must clearly articulate our continued commitment to this model and ensure that we strengthen the value of the service we contribute to global business.

#### **The centrality of research and knowledge creation**

Joseph Wharton did not create the first collegiate school simply as a distribution channel of the accepted business knowledge of his day. From its start, knowledge creation was the basic foundational commitment of the Wharton School. He chose to base his school as part of a university – and not simply as an independent vocational academy – to ensure that serious scholarship in business issues would form the basis of instruction. He realized that business would advance most quickly and effectively in an environment where ideas are created, debated, refined and retooled.

In an article that appeared last year in the Harvard Business Review entitled "How Business Schools Lost Their Way," Warren Bennis and James O'Toole, both members of the faculty at the University of Southern California, resurrected a rather tired old argument about the tension between teaching and research. They claimed that too much emphasis on research at leading business schools and not enough on teaching has failed to give students the skills they need to be good managers. To claim that scientific, technical business research has no bearing on the day-to-day practice of business is analogous to dismissing the study of disease at the cellular level as irrelevant to the family doctor. The more business students and practitioners understand about business at the most basic level, the better they can understand the broader concepts and put them to work for the greatest impact.

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Research forms the content and context of our curriculum. I'm hard pressed – as I am quite sure Joseph Wharton would be – to think what Bennis and O'Toole expect us to “teach” without continuous research. If we only discuss case studies about what has worked or failed in the past, our students will have little to offer their employers when they graduate – much less 10 or 20 years from now. Instead, we must provide our students with the latest knowledge and a clear understanding of how such knowledge is created. They also must be trained in the analytical skills to put knowledge to work. Only then will they be prepared to be the authors of the best practices of tomorrow.

**A partnership between industry and academia**

The relevance of our research and our academic programs rests in a second element of Joseph Wharton's original design for the first collegiate school of business: the deep engagement of scholarship with business practice. From the outset, modern business education was a partnership between a business leader and a university centered on the core belief that serious scholarship of business issues must be based firmly in the practical experience of those who deal directly with the challenges of the competitive, rapidly changing business environment.

This engagement bridges the gap between theory and practice. It creates an environment where new ideas are formed in the context of real-world, real-time issues, and where these ideas can be implemented, tested and strengthened. This business-academic partnership model must continue to shape our research agenda so that we are providing targeted solutions to the most pressing business challenges. And our curriculum must be focused on those needs as well so that our students can inject the energy, knowledge and skills to make meaningful contributions to their companies after graduation.

**Business as a service profession**

There is something still more fundamental that we must ensure in our role as leaders of business education. In proposing the creation of the first collegiate business school to the Trustees of the University of Pennsylvania, Joseph Wharton defined what he felt was the most important thing students at this school should learn. He wanted business students to understand “the immorality of seeking to acquire wealth by winning it from another, rather than by earning it through some sort of service to one's fellow man.”

I believe the biggest challenge we face is the danger of forgetting the true purpose of business. It is not just about making money. It is about making people's lives better and unleashing human potential. It is about creating opportunity for every member of our global society to enjoy security and freedom. It is about – as Joseph Wharton said – service to others.

Those at the center of the corporate scandals that continue to rock the business world lost sight of their most basic responsibilities to their shareholders, their workers and their customers. They placed personal gain and personal power above those responsibilities. They violated their most basic duties of trust and service. While we can hope that lessons of ethics and safeguards in legal and regulatory measures will go a long way toward restoring that trust, today we face challenges that rival anything we've experienced in human history.

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Social, political and economic polarization along ideological lines threatens the global marketplace, and, with it, the full energy of human potential. We must – as global business educators and leaders – put our energies into opening dialogue, creating understanding and engaging in the world as global citizens. If we allow public discourse to degrade any further into a battle of simply who is right and who is wrong or whose beliefs are superior to all others; if we attempt only to super-impose the economic or political ideologies of one culture on top of another without regard to the values and history of that culture; if we do not seek to expand basic human freedoms of self-determination and full social and economic participation; then, we will fail in what I believe is our ultimate purpose as leaders of our global community.

### **A rededication to historic ideals**

The business of business education is competitive in nature, as we each seek to enroll the best students, employ the top scholars, offer the most innovative programs and services, and compete for financial resources. But we share a common mission as business educators: to apply the intellectual resources of our faculties to continued research and teaching, conducted with a deep engagement with business practice, and to instill in our students the values of trust and stewardship, of respect and service in the conduct of business. We are called upon as never before to fulfill the ultimate purpose of business: making people's lives better.

In this anniversary year of the founding of business education, we must rededicate ourselves, in word and in deed, to these central values.

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**ASSOCIATION NEWS****Ten Business Educators Named to AACSB Board**

AACSB has named 10 prominent management education professionals to its board of directors for 2006-2007.

Elected for three-year terms beginning July 1, 2006 are **Judy Olian**, dean of the UCLA Anderson School of Management at the University of California, Los Angeles (USA), who will assume the position of vice chair-chair elect; **Olli Ahtola**, first vice-rector, Helsinki School of Economics (Finland); **Fernando D'Alessio**, director general, Centrum-Católica, Pontificia Universidad Católica del Perú; **Robert B. Duncan**, Eli & Edythe L. Broad dean, The Eli Broad College of Business and The Eli Broad Graduate School of Management, Michigan State University (USA); **Sara M. Freedman**, dean of the College of Business and Industry, Mississippi State University (USA); **Thierry Grange**, dean and director general, Grenoble Ecole de Management (France); **Mari A. Pearlman**, senior vice president and general manager, Educational Testing Service (USA); and **Robert S. Sullivan**, dean of the Rady School of Management, University of California, San Diego (USA). Joining the board for a two-year term is **John Wholihan**, the president of Beta Gamma Sigma and dean of the College of Business Administration, Loyola Marymount University. Appointed to the board for a three-year term is **Otis A. Thomas**, dean, The Earl G. Graves School of Business and Management, Morgan State University (USA).

"We congratulate our new board members and thank our member schools for their enthusiastic participation in the electoral process," said John J. Fernandes, president and chief executive officer of AACSB International. "AACSB will benefit from the significant wisdom, experience, and leadership that these individuals bring to the board. We look forward to their many contributions in the year ahead."

Olian, who recently assumed the position of dean UCLA Anderson School of Management, has served more than 10 years on AACSB steering committees, peer review teams, and task forces, and was chair of the Doctoral Faculty Commission. As chair elect, she will become chair of the board July 1, 2007.

**2006-2007 AACSB International Board of Directors**  
(beginning July 1, 2006)

- Chair—Arthur Kraft, dean, The George L. Argyros School of Business and Economics, Chapman University
- Vice Chair-Chair Elect—Judy Olian, dean, UCLA Anderson School of Management, University of California, Los Angeles\*
- Secretary-Treasurer—Joseph A. DiAngelo, dean, Erivan K. Haub School of Business, Saint Joseph's University
- Immediate Past Chair—Richard E. Sorensen, dean, Pamplin College of Business, Virginia Tech
- President and CEO—John J. Fernandes, president and chief executive officer, AACSB International

- Olli Ahtola, first vice-rector, Helsinki School of Economics\*
- W. Randy Boxx, dean, Harry F. Byrd, Jr. School of Business, Shenandoah University
- Richard A. Cosier, dean, School of Management and Krannert Graduate School of Management, Purdue University
- Fernando D'Alessio, director general, Centrum- Católica, Pontificia Universidad Católica del Perú\*
- Robert B. Duncan, Eli & Edythe L. Broad dean, The Eli Broad College of Business and The Eli Broad Graduate School of Management, Michigan State University\*
- Fred J. Evans, dean, College of Business and Economics, California State University, Northridge
- Sara M. Freedman, dean of the College of Business and Industry, Mississippi State University\*
- Thierry Grange, dean and director general, Grenoble Ecole de Management\*
- Rita A. Jordan, department head and professor, U.S. Air Force Academy
- Geralyn McClure Franklin, dean, School of Business, The University of Texas of the Permian Basin
- Bette M. Kozlowski, mid-Atlantic director of university relations, KPMG LLP
- Mari A. Pearlman, senior vice president and general manager, Educational Testing Service\*
- Christopher P. Puto, dean, College of Business, University of St. Thomas
- Lynne D. Richardson, dean, Miller College of Business, Ball State University
- David Saunders, dean, Queen's School of Business, Queen's University
- David L. Shrock, dean, College of Business Administration, Marquette University
- Robert S. Sullivan, dean, Rady School of Management, University of California, San Diego\*
- Otis A. Thomas, dean, The Earl G. Graves School of Business and Management, Morgan State University (USA)\*\*\*
- John Wholihan, president, Beta Gamma Sigma, and dean, College of Business Administration, Loyola Marymount University\*\*
- Jan R. Williams, dean, College of Business Administration, University of Tennessee
- Peter W. Wolnizer, dean, Faculty of Economics and Business, The University of Sydney

\* newly elected for a three-year term

\*\* newly appointed for a two-year term

\*\*\* newly appointed for a three-year term

### **PRIME, Development Affinity Groups Meet in New York**

The Building B-Schools Development and Communications professional development conference, held March 3-5 in New York City, provided an opportunity for two of AACSB's affinity groups to meet. The Public Relations in Management Education (PRIME) group and the Development Affinity Group held meetings on Friday and Saturday, respectively at the New York Helmsley Hotel.

A large group of 53 communicators representing educational institutions inside and outside the United States participated in the PRIME Affinity Group meeting Friday afternoon following the conference's initial registration. An informal public relations discussion was led by Joanne Hvala, associate dean of the Stern



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School, New York University; Jessica Neville, communications director at Stern; and Tammy DeMel, associate director at the J. Mack Robinson College of Business, Georgia State University.

PRIME members discussed such widely diverse areas as outside public relations consultants, budgets, electronic news distribution and other topics. The large turnout was warmly welcomed by PRIME co-chairs Gary McKillips, of Georgia State University, and C.J. Jackson from Baylor University. The discussion was so well received that the group discussed a possible PRIME meeting in 2006 that would be held on its own, separate from an AACSB conference.

The Development Affinity Group (DAG) met on Saturday morning and discussed ways of expanding its membership and program offerings to those who work on the developmental side of business education. Betsy Putman, director of development for the College of Business at Northern Arizona University, was the group host and led the discussion.

DAG members offered suggestions on ways to improve future AACSB communications conferences and, over breakfast, had a chance to network and visit with other group members.

### **PRIME Meeting Set for Paris**

The PRIME group will meet at the AACSB and EFMD International Conference and Annual Meetings in Paris April 23 from 3 p.m. to 5 p.m. at the Palais des Congres de Paris. The topic of a special panel discussion program will be "Looking Ahead: Deans and the Media on the Future of Management Education in Europe."

The program, designed as a warm-up for the conference, will provoke plenty of discussion on such topics as The Bologna Accord, the European student explosion, internationalization, designing curricula to meet future career and other hot topics.

Featured panelists will be Paul Danos, dean of the Tuck School of Business, Dartmouth College; Santiago Iniguez de Ozono, dean, Instituto de Empresa, Madrid; H. Fenwick Huss, dean, J. Mack Robinson College of Business, Georgia State University, Atlanta; Matt Symonds, freelance journalist and director of the MBA World Tour; Brigitte Fournier, founder and president of Noir sur Blanc Public Relations Agency, as well as other deans and journalists. Moderators for the discussion will be Kim Keating (Tuck) and Gary McKillips (Robinson).

There is no registration required and you don't have to be a PRIME affinity group member to attend.

### **AACSB Unveils Resource Center on Media Rankings**

A new resource center, designed to elevate the dialogue about the media rankings of business schools, has been created by AACSB International. In addition to providing updates about AACSB's position on media rankings, the online center provides access to information and tools that can help business school educators and students put media rankings in appropriate context. The center includes reading lists,



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frequently asked questions, and links that will help visitors learn more about rankings, their methods, and the implications. Visit the resource center at [www.aacsb.edu/rankings](http://www.aacsb.edu/rankings).

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**APRIL IN PARIS****AACSB-EFMD International Conference Set Next Month**

Time is running out to register for the global management education conference of the year. The AACSB and EFMD International Conference and Annual Meetings will take place April 23-25 in Paris, featuring thought-provoking keynote speakers, presentations on the latest trends in business education, an international exhibit area, and panel discussions. The event is also the best opportunity of the year to network with colleagues from around the world. If you are a dean, faculty member, or in any way connected to higher education in business, you cannot afford to miss this event. For more information, visit [AACSB-EFMD International Conference](#)

**World Class Practices in Management Education Conference Heads for Lima**

AACSB International will make history when it holds the association's first professional development conference in Latin America May 21-23. The World Class Practices in Management Education conference, designed for schools that want to move up to the next level, will be held at CENTRUM Católica in Lima, Perú.

Conference plenary sessions include "The Role of Business Schools in a Global Community," "The MBA Proposition in Latin America," "Opportunities for Strategic Alliances between Latin America and North America," and a deans' panel discussion, "Challenges and Opportunities for Management Education.

Other sessions at the conference will cover such subjects as distance learning, and a bonus session called "Ten Easy Steps to AACSB Accreditation." The conference will begin Sunday, May 21 at 4 p.m. with registration, followed by a welcome dinner. It continues all day Monday, May 22 through Tuesday, May 23, ending at 3:30 p.m.

For more information on the conference, including registration procedures, visit: [WCP Lima](#)

**AACSB, St. Pete Beach Site of Faculty Conference on Learning in June**

The first AACSB Faculty Conference on Learning, designed specifically for faculty members, will be held June 7-9 at the TradeWinds Island Grand Beach Resort and Conference Center, St. Pete Beach, Florida.

Discussing numerous issues facing today's modern b-school faculty members, the conference will feature tracks on Integrated Education, Individual Teaching Effectiveness, and Experiential Learning.

The conference is an excellent one to bring the entire family to take advantage of all the outstanding recreational pursuits that exist in the Tampa Bay area. The TradeWinds is a full-service resort located on the pristine beaches of St. Petersburg, Florida.

For more information, including registration materials for the Faculty Conference on Learning, visit: [Faculty Conference](#)

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#### **The Bloch School Ad for Biz-Ed Wins at CASE Competition**

An ad published in AACSB's Biz-Ed Magazine by The University of Missouri-Kansas City's Henry W. Bloch School of Business and Public Administration has received the silver award for excellence in advertising from the Council for Advancement and Support of Education (CASE). The award, presented during the CASE District IV conference in January in St. Louis, recognized the Bloch School for its print ad series entitled "The Bloch School Knows: Innovation is Essential."



The campaign, created by the university's Creative Services Department, is made up of full-page color ads that depict a situation where a key item is missing, which reflects the need for innovation. "We knew we were on to something when the phones started ringing each time a new issue of *BizEd* hit mailboxes," said Homer Erekson, dean of the Bloch School. "The campaign generated the buzz we wanted to create among fellow AACSB accredited schools and management educators, and allowed us to highlight the innovations that run across an array of our programs."

#### **Audencia Nantes Master in Management Program Applications at All-Time High**

Applications to the Audencia Nantes Master in Management (Grand Ecole program) are at an all-time high for the French school, reaching 5,361 applicants.

The total represents an increase of 2.39% rise over last year. Top candidates will move on to take the school's oral exams which run from early June to September. There are 350 places available for students entering the program from the French preparatory classes and 110 places for bachelor-level students from both France and abroad. The program is available in both French and English.

#### **Women Entrepreneurs Savvy in Business as Men – Yet Gender Gap Persists**

Women entrepreneurs use the same strategies as their male counterparts – seeking opportunities, taking risks, mingling with other entrepreneurs, and sharpening their business skills, according to The Global Entrepreneurship Monitor (GEM) 2005 on Women and Entrepreneurship.

The survey of more than 107,000 respondents in 35 countries prepared by the Center for Women's Leadership at Babson College, revealed that even though women entrepreneurs exhibit behavior patterns similar to men, a global entrepreneurial activity gender gap persists.

The report found that businesses run by women in high-income countries are just as likely to survive as those run by men. However, it's a different story in the middle-income bracket where the survival rate of businesses run by women is significantly lower than businesses run by men.

Despite these encouraging signs, a gender gap nonetheless persists. On average, men remain nearly twice as likely as women to start a new business. In high-income countries, the gender gap is greatest,

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while in middle-income countries it narrows somewhat. The gap is widest in high-income countries, regardless of activity. Men are twice as likely there to engage in both early-stage and established ventures; but in middle-income countries, the gap narrows to 25.6% in early-stage and broadens to 59.1% for established business owners.

Young women (25 to 34) are more active in early-stage enterprises in middle-income countries, while more mature or established businesses attract older women (35-44). These peak age ranges expand in high-income countries. In both country clusters, wage-earning women are more likely to be involved in entrepreneurial activity.

For information on the Global Entrepreneurship Monitor study, visit [www.babson.edu/cwl](http://www.babson.edu/cwl).

**BMDA, CEEMAN Announce Activities, Development Conference in Finland**

The first issue of the Baltic Journal of Management, published by the Baltic Management Development Association, is available by visiting the following link: <http://www.emeraldinsight.com/info/journals/bjm/bjm.jsp>. The publication is issuing a call for papers for its third issue, with a deadline of April 21, 2006.

The association is also calling for papers to be published in special Baltic Journal of Management issue that will be produced for the 4th Annual Baltic Management Development Association Conference. Deadline for paper submission is June 5, 2006. Subject of the conference June 5-7 in Helsinki, Finland, is "Creating Well-Being: Entrepreneurs in the Driver's Seat." For more information, visit [www.bmda.net/](http://www.bmda.net/)

In a related topic, Emerald Group Publishing and the Central and East European Management Development Association, are sponsoring a doctoral research contest that welcomes research entries that address an issues that is of relevance to accelerating and improving management development in Central and Eastern Europe. Submission deadline is July 2006. For more information visit [www.ceeman.org](http://www.ceeman.org)

**Groupe Sup de Co Montpellier, CLADEA Collaborate on Assembly in France this September**

CLADEA, the Latin American Council of Business Schools, will hold its 41st annual assembly Sept. 10-13 in Montpellier, France. Co-organizing the event along with CLADEA will be the Groupe Sup de Co Montpellier-France.

Theme for the event will be "Latin America: Opportunities and Challenges." Learning tracks, offered in 12 disciplines, will include plenary sessions with key international speakers, paper presentation sessions, a doctoral consortium, presentation sessions by European and Latin American universities, company testimonials and a networking forum.

Those interested in registering or submitting papers for the conference can do so by visiting: [www.supdeco-montpellier.com/cladea2006](http://www.supdeco-montpellier.com/cladea2006)

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### **TRANSITIONS**

#### **University of Iowa Recruits Connecticut Dean to Lead Tippie College of Business**



William C. (Curt) Hunter, dean and distinguished professor of finance at the University of Connecticut School of Business, has been named dean of the University of Iowa's Henry B. Tippie College of Business. Hunter succeeds Gary C. Fethke, dean of the college since 1994, who will retire July 1.

"Dr. Hunter comes to us with a superb reputation as a scholar and administrator," said UI Executive Vice President and Provost Michael J. Hogan. "He brings to the position broad experience in the academic and business worlds, an impressive record of success and an exciting vision for the future of the college."

"I am extremely excited to be leading the Tippie College of Business at this important juncture," Hunter said. "My challenge is not only to build on Dr. Fethke's success, but to do it in a way that has every Tippie College of Business stakeholder actively engaged and committed to contributing their best to the college."

#### **Steven Salbu to Lead the College of Management at Georgia Tech**

Stephen P. Salbu will become dean of the College of Management at the Georgia Institute of Technology, effective July 1, replacing Terry C. Blum, who will remain on the faculty. Blum has led the College of Management since the summer of 1999.

"Dr. Steve Salbu is one of those unique individuals who themselves are very talented and have the ability to motivate others to succeed," says Georgia Tech President Wayne Clough. "At this opportunistic juncture for our business school, we believe he is ideally suited to help us identify and build the next strategic directions needed to capitalize on the momentum that exists at Georgia Tech as a whole."

"I am very excited about this opportunity," Salbu said. "The faculty, students, staff, and alumni of the College of Management are a remarkably talented community of scholars and professionals ... I look forward to joining them in this charge, as we work together with energy and enthusiasm to ensure that a great institute always has a great business school."



#### **Alberto Grando Named to Lead SDA Bocconi; Franco Amigoni Named Chairman**



Alberto Grando will head the Milan-based School of Management at SDA Bocconi for the next two years, while Franco Amigoni has been named chairman. A full professor of corporate management at Bocconi, he also is a visiting professor at the Cranfield School of Management, and a member of the Scientific Committee of the Chair in Service Innovation and Sourcing at the ESSEC School of Management in Paris. At SDA Bocconi, Grando has been head of the Operations Technology Management Department and responsible for the Master's Division, where he reviewed the international master's portfolio.

"The period ahead will be fundamental for consolidating the international dimension of the school, and for developing new education programs that respond to the

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requirements of an evolving European market,” said the 49-year-old Grando.

Amigoni, professor of auditing and control at SDA Bocconi, is an expert on planning systems and management education. In 1971, he co-founded the SDA Bocconi School of Management and served as dean from 1991 until 1996. He is a member of the International Academy of Management.

**BRIEFLY--Caryn L. Beck-Dudley** has been named the new dean of the College of Business at Florida State University. She moves to FSU after serving as dean of the College of Business at Utah State University ... **Edmund P. Fitzgerald** has been named dean of the Faculty of Business, University of the Sunshine Coast in Australia ... **Jiankun He**, is the new dean and executive vice president of the School of Economics and Management at Tsinghua University in China.

## APPOINTMENTS

### W. Ken Harmon New Chair of Accounting Department at Kennesaw State



The dean of the Else School of Management at Millsaps College in Jackson, Miss. has been named chair of the accounting department at the Coles College of Business at Kennesaw State University. W. Ken Harmon will begin his new assignment July 1.

Harmon previously chaired accounting departments at University of North Carolina at Wilmington, Middle Tennessee State University, and Arizona State University West. He also was an accounting faculty member at the University of Missouri and at Drexel University.

Harmon's research interests include Accounting Information Systems design, as well as internal controls and audits. Widely published and well-written, he was associate editor of *International Journal of Accounting Information Systems*, has held editorial positions with four other accounting journals, and served on 10 editorial boards. Seven times in his career he has been named professor or faculty member of the year.

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**AWARDS****University of California Davis Dean Honored by Academy of Management Review**

Nicole Woolsey Biggart, dean of the UC-Davis Graduate School of Management, and co-author Rick Delbridge have been honored by the Academy of Management Review with the 2005 Best Paper Award for their study "Systems of Exchange."

Their research draws on network analysis, economics and cultural sociology to understand markets by identifying distinct "exchange systems" that influence social relations within markets.

Rather than assuming that every market is comprised of priced-based systems of exchange, Biggart, and Delbridge identified four ideal types of exchange systems. The four systems show that markets are not all price-based economies where autonomous individuals barter for their own interests. In fact, their study said, some markets manifest alliances of exchange based on common good or value.

**Kenan-Flagler Accounting Professor Wins UNC's Most Prestigious Teaching Award**

Robert Bushman has been named the winner of one of four annual distinguished teaching awards for post-baccalaureate instruction at the University of North Carolina. Bushman, who is the Forensic Accounting Distinguished Professor at UNC Kenan-Flagler, was recognized along with 19 other honorees in nine categories during halftime of the UNC-Clemson men's basketball game and will be further honored at an awards banquet this spring.



The University Committee on Teaching Awards, affiliated with the Office of the Provost, reviews nominees, collects additional information and recommends nominees to the chancellor for the awards program, which dates back to 1995.

"Robert Bushman knows more about complex business structures and corporate governance than anyone in the country," said Douglas A. Shackelford, Kenan-Flagler senior associate dean for academic affairs/ "Students flock to his classes because he teaches rigorous content with contagious enthusiasm."



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### GIFTS AND GRANTS

#### BYU Names Global Management Center for former Eastman Kodak Chief Executive

A generous gift from the Whitmore Family to the Marriott School of Management at Brigham Young University will result in the naming of the school's Global Management Center Center after the late Kay Whitmore, who spent 36 years at Kodak and held the company's top position for three years.

The Global Management Center, which adds a strong international component to the Marriott School, leverages the international flavor of the BYU campus by offering high-proficiency business language courses in 11 languages, more than any other school.

Whitmore, who died in 2004 at age 72. was extremely active in The Church of Jesus Christ of Latter-day Saints, holding various positions of church leadership, along with his corporate responsibilities. Marriott School administrators acknowledge Whitmore's contributions to the school and interest in the success and professional lives of BYU graduates.



Kay and Yvonne Whitmore

"The endowment created by the Whitmore family will enable the center and the Marriott School to further expand our international reach and reputation," said Ned Hill, Marriott School dean.

"Many students know how to speak a second or third language fluently, but often lack strong skills in foreign corporate culture and vocabulary," said Cynthia Halliday, managing director of the center. "It's important for students to learn about international business from a knowledgeable professor. We also help students become more internationally oriented by sponsoring global consulting projects, lectures, and student competitions."

#### Petters' \$4 Million Gift Helps Miami of Ohio International Studies Program



A \$4 million gift benefiting Miami University's Richard T. Farmer School of Business will provide a major boost to the school's international studies programs. The gift, presented by Thomas J. Petters, chief executive officer and chairman of Petters Group Worldwide, will create the Jennifer Petters Chair in Asian Business, named after the donor's daughter.

"I am pleased to continue to invest in the School of Business because I believe in the vision of the school, its strategy of instilling a global perspective in its students, and especially its new focus on China," said Petters, whose \$10 million gift in 2004 established the John T. Petters Center for Ethics, Leadership, and Professional Skills

Development.

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Petters Group Worldwide, based in Minnetonka, Minn., has long invested in China and is working to develop a Living and Learning Center in Shanghai. Petters' group of companies includes Fingerhut Direct Marketing, Inc., uBid.com, Polaroid and other companies that manufacture, procure, and market consumer merchandise.

### **\$4 Million Gift Will Fund Leadership Program, Enhance Building at Missouri-Columbia**

The University of Missouri-Columbia has announced that Harry and Ann Cornell of Joplin, Mo. have pledged an additional \$4 million to the MU College of Business.

Part of the gift, \$1.4 million, will create and endow a new leadership program for top-quality undergraduate students. Assistant Dean Mary Beth Marrs will oversee the design and implementation of the new program, which will consist of a series of honors-type courses and extracurricular activities aimed at developing leadership capabilities. The other \$2.6 million will be used to improve the Cornell Hall, home of the College of Business.

"We are excited and immensely pleased to receive this very generous gift from Harry and Ann Cornell," said Bruce Walker, dean of the College of Business. "With this new funding, the college will start a program to attract and develop the best and brightest students in Missouri. In addition, this donation will allow us to, in effect, complete Cornell Hall by finishing shell space



Dean Bruce Walker and Jeffrey E. Smith

In other developments, the school announced a \$3 million gift to establish the Jeffrey E. Smith Institute of Real Estate, which will become part of the college's Department of Finance.

"We are extremely excited to announce the creation of the Jeffrey E. Smith Institute of Real Estate and are very appreciative to Jeff Smith, an alumnus of the college," said Bruce Walker, dean of the MU College of Business. "With this new financial support, the Department of Finance will be able to prepare more students to be future leaders in real estate and in the related financial services areas."

### **Thomas R. Brown Foundation Funds \$1 Million Scholarship Endowment**

The Thomas R. Brown Foundation, named for the Tucson, Ariz. entrepreneur, has agreed to fund a \$1 million endowment at The University of Arizona's Eller College of Management to provide scholarships for MBA students in technology and management.

Preference will be given to students with an engineering or science undergraduate degree, and the first awards will be made to graduate students entering in the fall of 2006.

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**NEW PROGRAMS****Butler University Announces Restructured 'Real-World' MBA Curriculum**

A focus on continuous improvement, self study, and market research has resulted in a curriculum based on real-world application and flexibility for MBA students at Butler University. School officials say the Butler MBA experience connects theory with business practice to give students a more hands-on, relevant experience.

All courses in the new curriculum will include interaction with real companies, people and issues, with courses taught jointly by a local business executive and a Butler professor. One example of the "real-world" aspect of the curriculum is a new course called "Gateway Experience," which provides students with an introduction to integrated business during a weekend-long interactive experience that could include, for example, running a fast-food restaurant.

Butler market research showed that flexibility is a big part of a successful MBA program, which resulted in the restructuring of the program. Butler students can now complete their MBA in two to two and a half years, but if desired, they can still take longer to earn the degree. The new schedule is accomplished through foundation courses and electives in three-week, six-week, or weekend models.

**Eller College of Management Offers First Executive Education Program**

"Another day at the office" and "just business as usual" may be common sayings in the workplace, but 21<sup>st</sup> century executives without the proper skills, are not so quick to embrace such clichés. Addressing a need in skill building, the Eller College of Management at the University of Arizona is offering its first-ever executive education offering: *Leadership and Negotiation Strategies for Executives*.

Designed to help existing and emerging leaders refine skills to build effective work teams and become more competent negotiators, the four-day course will take place May 15–18, 2006.

*The new course is the first in a series of short-term non-degree programs.* For more information or to register, visit <http://executive.eller.arizona.edu/leadership>

**University of Iowa Offers Certificate in Risk Management and Insurance**

Business students at the University of Iowa will receive a boost to help them land jobs in the growing field of risk management. Successful graduates will earn a certificate in risk management and insurance through the Emmett J. Vaughan Institute of Risk Management and Insurance, in the Henry B. Tippie College of Business.

The risk management certificate will prepare students for careers in corporate risk management, risk

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management consulting, employee benefits management and insurance consulting, insurance brokerage, and underwriting. It requires students to complete 10 courses, including core courses in insurance and risk management and electives in finance, marketing, management, actuarial science and accounting. To enter the certificate program, students must be enrolled in a University of Iowa undergraduate program, have earned 60 semester hours of credit, and carry a 2.75 grade point average.

### **Briefly**

**New York University** Stern School of Business has expanded its Langone Part-time MBA Program to a site in Westchester, N.Y. The first classes will be offered in 2006.

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**NEW MEMBERS****The Institute of Internal Auditors**

247 Maitland Avenue  
Altamonte Springs Florida 32701  
Website: <http://www.theiia.org>

Established in 1941, The Institute of Internal Auditors (IIA) is an international professional association of more than 111,000 members with global headquarters in the United States. The IIA is recognized as the internal audit profession's leader in certification, education, research, and technological guidance.

**Konkuk University**

Graduate School of Business Administration  
1 Hwayang-Dong  
Gwangjin-Gu  
Seoul 143-701  
South Korea  
Website: <http://biz.konkuk.ac.kr>

The Konkuk University School of Business, established in 1994, offers undergraduate as well as MBA, MS, and PhD programs. Its educational objective is to provide a top-class learning opportunity about the business profession and global leadership. The school has approximately 800 undergraduate students and 100 graduate students.

**La Salle Barcelona-Ramon Llull University**

La Salle International Business School  
Llucanes, 41  
Barcelona 08022  
Spain  
Website: <http://www.salleurl.edu>

A Catalan institution founded by the Brothers of the Christian Schools, LaSalle began teaching engineering at La Salle Bonanova in 1903, with specialization in Electrical Engineering, Mechanics and Chemistry. Today it offers diverse programs in engineering, architecture, and business, as well as various master's degree programs.

**Louisiana State University at Alexandria**

Department of Business Administration  
College of Professional Studies  
8100 Highway 71 South  
Alexandria Louisiana 71302  
Website: <http://www.lsua.edu/>

In 1959, the LSU Alexandria was formed as a two-year commuter college and registered its first students in September of 1960. The first degree program, an associate in nursing degree, was initiated in 1964.

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**AACSB International**

777 S. Harbour Island Boulevard, Suite 750  
Tampa, Florida 33602-5730 USA  
Tel: 813-769-6500 Fax: 813-769-6559

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Additional academic divisions of Liberal Arts, Business Administration, and Sciences were developed in 1967.

**Universidad Rafael Landívar**

Vista Hermosa III Zona 16

Guatemala City 01016

Guatemala

Website: <http://www.url.edu.gt>

The University of Rafael Landívar offers a superior educational experience to Guatemalan students by providing outstanding teaching to the men and women who desire an education in the Jesuit tradition.

**Robert Schuman University**

IECS Strasbourg Graduate School of Management

61, avenue de la Forêt-Noire

Strasbourg 67000

France

Website: <http://www.iecs.edu>

The IECS Strasbourg School of Management strives to educate students to become high-level business managers and directors with international expertise. The school has a competitive admission process limited to students having completed preparatory classes (HEC and Khagnes) and to

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**SURVEY NEWS****Business School Questionnaire launched**

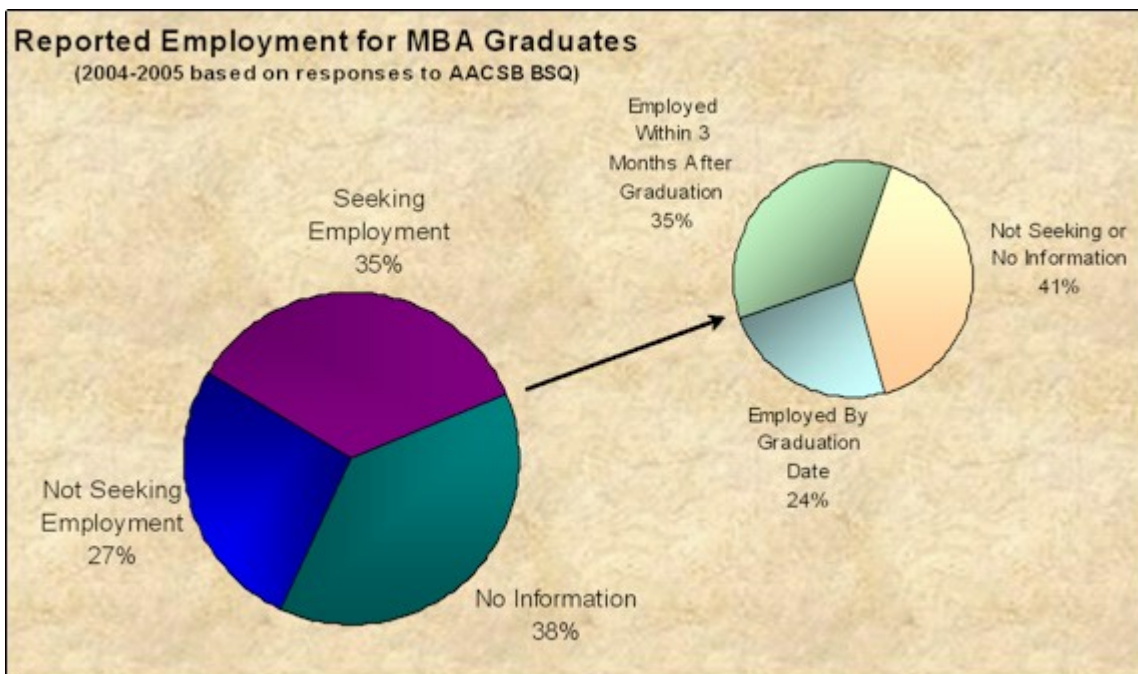
The annual AACSB International Business School Questionnaire (BSQ) was launched in February. More than 500 schools worldwide regularly participate in this annual survey. All AACSB accredited institutions are expected to complete the Business School Questionnaire, which is an integral part of the accreditation process and knowledge services that member schools receive. Data are used to provide comparison reports about peer and aspirant groups named by schools going through the accreditation process. Other reports are designed to assist administrators with planning, decision making, and institutional communications. AACSB also uses the data to report on relevant trends and issues in management education, as well as to provide a profile of each participating school on its popular Website.

Although the information collected with the BSQ has not changed, beginning this year, the structure has been updated and AACSB will begin collecting MBA admissions and post-graduate employment data on a program-by-program basis, rather than by program type. The online data collection system and process also has been completely revamped to ease the process for schools. For more information, contact Jessica Barber ([jessica@aacsb.edu](mailto:jessica@aacsb.edu)) or Joe Mondello ([joe@aacsb.edu](mailto:joe@aacsb.edu)).

**Salary Comparisons Available with DataDirect Subscription**

More than 500 US and Canadian AACSB member business schools participated in the 2005-2006 AACSB Salary Survey, including nearly all accredited US members. Data was provided for more than 25,000 faculty and 4,200 administrative personnel. Survey participants are eligible to receive the entire report without charge. More importantly, deans can now use DataDirect to compare faculty and staff salaries for comparisons they create. These comparisons help schools to make decisions about faculty salary offers and plan budgets in an increasingly competitive environment. Subscribers to DataDirect have 24/7 access to create reports for as many comparison groups as they wish and, new this year, can receive data in multiple formats, customize the statistics included in the reports, and drill down in the areas most meaningful to them. Annual subscriptions to DataDirect also include comparison reports for the Business School Questionnaire and five years of historical data. For more information visit [www.aacsb.edu/datadirect](http://www.aacsb.edu/datadirect).





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