

## Summer 2009

### **CBA Ranked Among 296 Best Business Schools in 2009**

Of all the MBA programs in the country, CSULB has been ranked as one of the 296 best business schools in the United States by the Princeton Review. In order to be ranked in the top level of schools by the Princeton Review, a school must meet the Review's criteria for excellence and to allow the Review to conduct surveys of its students. According to the students surveyed by the Review, CSULB is considered to have a safe, cooperative, and pleasant campus atmosphere creating an appealing backdrop for its MBA programs. A current student explains, "The campus is very casual, and the students are very nice and friendly. It is like a second home, and I feel comfortable and safe in the environment." Those who would like to augment their coursework with a bit of extracurricular stimulation will find opportunities to participate in seminars and other social events with the MBA Association and a strong nucleus of students who mingle off-campus throughout the semester. The MBA programs draw students who range from open-minded thinkers to engineers who like to think by the rules.

### **MBA Programs Now on Social Media**

Students, both prospective and current, faculty, staff, and the general public now have additional means of contacting the MBA Office. You can find the MBA Office on Twitter, Face Book, and Yahoo Instant Messenger. Admissions Manager Marina Freeman monitors all three sites and posts regular updates. For MBA tweets on Twitter look for [@csulbmba](#), and for instant messaging on Yahoo use ID marifree16. Marina is also testing an account on LinkedIn to see if it would be suitable for MBA purposes. Feedback from the students has been overwhelmingly positive, and many have joined the Face Book site. Prospective students use instant messaging to get information about the MBA Programs and establish a relationship with the office. We look forward to seeing you out there!

### **Judy Strauss Receives Commendation for Article**

Professor Judy Strauss and her colleagues, Mary L. Connerley, and Ross L. Mecham, have had their article "Gender Differences in Leadership Competencies, Expatriate Readiness, and Performance," *Gender in Management*, Vol. 23, No. 5 named the Outstanding Paper of the year published in the journal. Each year the editors of the 400 management journals that constitute the Emerald Literati Network submit the papers they consider the most outstanding for consideration for this recognition. The papers are reviewed by an independent panel and approximately 170 of the total number of submissions are designated Outstanding Papers. Professor Strauss was so honored for a paper she published in 2006 as well as the current award.

### **Student Summer Intern at Boeing**

Ilya Tokhner, an International Business major, has an internship this summer with the Boeing Company in Seattle Washington. Ilya was one of a very small number of applicants from a national field of undergraduate applicants to work in operations management. Other interns come from Columbia, Penn State, Georgia Tech, as well as the Universities of Illinois, Michigan, and Texas.

## **Dean Solt Receives Publishing Accolade**

Dean Michael Solt and his colleagues, Christoph H. Loch and Elaine M. Bailey, have had their article "Diagnosing Unforeseeable Uncertainty in a New Venture," *Journal of Product Innovation Management*, Vol. 25, Issue 1, selected as one of the top 50 articles by Emerald Management Reviews for 2008. Emerald Management Reviews features the world's top 400 management publications and is the only service of its kind to include independent reviews of articles written by subject experts. Each year, over 15,000 papers are assessed and only 50 of these are singled out by an independent review team for a special Citation of Excellence Award. Inclusion in the Emerald Management Reviews database is, in itself, an accolade for authors, while a Citation of Excellence is the highest tribute bestowed.

## **John Lacey Honored**

John Lacey, Professor of Accountancy, received the 2008-2009 Outstanding Accounting Educator award from the California Society of Certified Public Accountants (CalCPA) in recognition of nearly 40 years of service in both collegiate and industry accounting. John accepted the honor June 19 in San Francisco at the Centennial Celebration of CalCPA. John Lacey is the Ernst and Young Research Fellow in the Department of Accountancy and has been teaching within the CBA since 1989.

## **Annual Statistical Review of World Energy**

Mike Walter joined with officials of the British Petroleum company at a breakfast meeting on Thursday, June 18 to present the 58th Annual *Statistical Review of World Energy* to an audience of 100+ persons at the Pyramid. President King Alexander greeted the guests. The main presentation was given by Mr. Neelesh Nerurkar, an economist with the BP group economics team. He analyzed developments in the global oil market and in a variety of other fuel sources throughout the world. There was an extensive question and answer period following Mr. Nerurkar's remarks. The program was held in partnership with the Port of Long Beach, the Greater Long Beach Area Chamber of Commerce, and the Colleges of Business Administration, Continuing and Professional Education, Engineering, Liberal Arts, and Natural Sciences and Mathematics at CSULB. Mike Walter is a commissioner with the Port of Long Beach and Professor of Information Systems as well as Executive Assistant to the President at CSULB. Also participating was Matt Rezvani, General Manager of West Coast External Affairs of BP and a long-time friend of the CBA. Dean Michael Solt participated by offering the closing remarks and summing up the mornings proceedings.

## **Thomas Rhoads Honored for Advising Service**

Thomas Rhoads, Professor of Legal Studies in Business, was honored with the University Distinguished Faculty Advising Award. The award is for "sustained excellence in advising by members of the University's faculty." Professor Rhoads has taught in the CBA since the Spring of 1973. He was the first CBA faculty member to receive the University's Distinguished Faculty Teaching Award. He was instrumental in starting the Minority Business Program, the forerunner of the Student Center for Professional Development in the CBA and the annual Meet the Industries Expo.

## **Student wins Social Science Council Research Award**

Undergraduate CBA student Christopher John Lewis has won the Gloria Rummels Award for the Best Paper using Quantitative Data at the 33rd annual Student Research Conference of the Social Science Research & Instructional Council held at CSU, Sacramento. His paper is entitled "Capitalization or Lock-In? An Empirical Study of the 2003 Capital Gains Tax Cut." Christopher was a student in the CBA Honors Program; his paper was written under the supervision of Professor Pamela Miles Homer, Director of the Honors Program. The competition is open to undergraduate and graduate students from all CSU and California Community College campuses in all the social sciences. The competition for best paper using quantitative data was open to graduate and undergraduate students. There was a cash award to the winner of this competition and one for the best undergraduate paper and one for the best graduate paper. This is, indeed, a distinct honor for Christopher and for the CBA.

## **Kudos to Terry Witkowski**

Professor Terry Witkowski, Marketing, has been elected by the Macromarketing Society to be Editor-in-Chief of the *Journal of Macromarketing* beginning January 1, 2010. He will serve a three year term. Started in 1981 and currently published by SAGE, U.S., the mission of the Journal is to explore the interactions among markets, marketing, and society.

At the 2009 Macromarketing Conference, held at the University of Agder, Kristiansand, Norway, June 4-7, Terry received a second honor. His 2007 *Journal of Macromarketing* article "Food Marketing and Obesity in Developing Countries: Analysis, Ethics, and Public Policy" received the 2009 Charles C. Slater Memorial Award for making the most significant contribution to the Journal in volumes 27-28.

## **Greening of Long Beach Restaurants**

Over the last four months the MKTG 668 course (Seminar in Consumer Behavior) taught by Ingrid Martin (Marketing Dept.) and the Econ 306i course (Environmental Economics) taught by Wade Martin (Economics Dept) partnered with the Aquarium of the Pacific and a group of Long Beach Restaurants on a Sustainability project. The goal of this project was to identify

Dean's Update  
College of Business Administration  
California State University, Long Beach

opportunities for the restaurant sector in Long Beach to operate in a more sustainable (Green) manner. The report includes the results of detailed secondary research, a market survey, and a group of depth interviews and focus groups. This is a starting point for the city of Long Beach to develop strategies to become a "Green" city.