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Seidman School Faculty Notes

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John Bornhofen, Professor of Finance, presented a paper entitled "Misintermediation, Macroeconomic Stability, and Hedging," at a meeting of the Financial Management Association in New York City. At a St. Louis meeting of the Midwest Finance Association he discussed the paper, "The Future of Home Banking." During the past several months, Bomhofen has made presentations on economic and business conditions for the American Institute of Financial Planners, the American Bar Association, the Michigan Museum Association, and the Coopersville Rotary. He also conducted a seminar on "Economic and Financial Problems" for Grand Rapids Purchasing Agents. He arranged and participated in a debate entitled "Capitalism or Socialism: Which Is the Best Way?" held at GVSU. He served as a panel discussant for the American Institute of Investment Corporations and spoke on "A Short-Term and Long-Term Economic Outlook."

Dennis Gaffney, Professor of Accounting, co-authored an article entitled "Receipt of a Partnership Interest for Services: Lots of Questions, Some Answers," published in the May issue of *Practical Accountant.* Gaffney has written a book entitled *Tax Depreciation and Cost Recovery* in cooperation with Brian Laverty, published by AICPA. He recently made several presentations to professional groups including the Ohio Regional Meeting of the American Accounting Association and the Tennessee, Kansas, and Michigan Societies of C.P.A.'s.

Tye **Kim,** Professor of Finance, has completed a research project on "Value Line's Dividend Forecasts and the Market Expectations." His work was funded by the GVSU Research and Development Center.

Donald J. Klein, Professor of Accounting, has written two books, *Introduction to Statistical Sampling for Accountants* and *Direct Costing for Manufacturers,* both published by the National Association of Accountants. Klein also wrote an article entitled "Should the Uniform C.P.A. Examination Be Changed?," published in the September issue of *The Michigan C.P.A.* His article entitled "Will You Be Sued for a Compilation or Review Report?" will appear in the April 1988 issue of *National Public Accountant.* Klein has been elected to the Board of Governors for the Internal Auditors of West Michigan and is serving as Director of the Michigan Association of C.P.A.'s.

R. Eugene Klippel, Professor of Marketing, along with University of South Florida Professors David Ortinan and Robert Anderson, has written an article entitled "The Impact of Students' Involvement and Expectancy Beliefs on Course/Faculty Evaluations," published in the 1987 National Educators' Conference Proceedings of the American Marketing Association. Klippel made a presentation entitled "Direct Marketing Via High Technology: Is There a Market?" at the annual meeting of the Academy of Marketing Science held in Bal Harbor, Florida.

Stephen T. Margulis, Eugene Eppinger/BIFMA Professor of Facilities Management, has written an article entitled "Facilities Management" for the French publication, *Archi-Cree.* Margulis has had the following articles accepted for publication: "Social-Psychological Analysis of Self-Disclosure in Psychotherapy," by the *Journal of Social and Clinical Psychology;* "Implications of Social-Psychological Theories for Understanding the Therapeutic Relationship as a Personal Relationship," by the *Journal of Personal and Social Relationships;* and a review of "The Social Logic of Space," by B. Hillier and J. Hanson, in the *Journal of Environmental Psychology.*

Margulis has given presentations at several professional association meetings, including: "Perspectives in Facilities Management" and "Aids for Facilities Management," as well as writing a keynote address with fellow GVSU Professor Robert Vrancken entitled "American Business and Facilities Management: Perspectives, Prospects, and Problems," which Vrancken presented to the Midwest Business Administration Association in Chicago; and "Cutting Through the Brush," a paper written with Vrancken and presented at the International Conference on Facilities Management held in London. Margulis also participated in various workshops, including the EDRA Workshop held in Ottawa, Canada, and he was a panelist at the Office Environment International Convention held in Paris, France. He moderated a panel on "Corporate Culture: Ethical Issues for Facility Managers" at the Eighth Annual International Facility Management Conference and Exposition held in Dallas, Texas. Margulis has been re-elected chairman of the Environmental Design Research Association's Network on Professional Practice.

Margulis has been appointed to the Board of Directors of the International Facility Management Association (IFMA) for a one-year term as the association's Director of Academic Affairs. As a Board member, he is also a member of the association's Education Committee, where he will have an advisory role and act as a liaison with the academic community to help develop academic and continuing education facility management programs. The liaison role reinforces a principal responsibility of the BIFMA grant that funds Margulis's professorship.

R. J. Planisek, Associate Professor of Management, attended the Advanced Information Systems Faculty Development Institute held at Indiana University in July. The event is sponsored by the American Assembly of Collegiate Schools of Business and is designed to train faculty members to teach and do research in the area of management information systems. Planisek also served with Thomas Northam of VYCOR Corporation as a speaker on "Creating a Facilities Data Base File on a Microcomputer" for the Eighth Annual International Facility Management Conference and Exposition held in Dallas, Texas.

Bennett L. Rudolph, Professor of Marketing, and **James P. Sanford,** Associate Professor of Business Law, have written an article entitled "The Production and Utilization of Inexpensive Video and Audio Case Materials for Enhanced Classroom Learning Experiences: Observations and Student Reactions," which has been accepted for publication by the *Journal of Legal Studies.* Rudolph was one of three persons who gave a presentation entitled "Tracking the Elusive Rebuilder Market" at a meeting of the Atlantic Marketing Association held in New Orleans. He also served as a presenter on the topic, "Some Guidelines for Overcoming Marketing Research Dif-

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continued

ficulties in Developing Countries," at a meeting of the Pan-Pacific Trade Association held in China.

Sanford gave a presentation entitled "Practical Take-Home Assignments to Enhance Classroom Learning" at the national meeting of the American Business Law Association held in Philadelphia. He presented a paper entitled "The Influence of a Business Law Class on Student Evaluations Regarding the Legal Profession" at the annual meeting of the Tri-State Business Law Association, where he also served as Chairman of Paper Discussions. Sanford served as Program Chairman for the 1987 West Michigan Tax Symposium.

Richard E. Veazey, Associate Professor of Accounting, made a presentation entitled "Personal Financial Statements" for the Michigan Association of C.P.A.'s. Veazey has been elected secretary of the Grand Rapids Chapter of the National Association of Accountants.

Robert D. Vrancken, Associate Professor of Management, gave presentations at several meetings including: "American Business and Facilities Management: Perspectives, Prospects, and Problems," for the Midwestern Business Administration Association; "The Origins and Characteristics of Facilities Management," for the International Convention on the Office Environment; and "Records Management and Facilities Design," for the Association of Records Managers and Administrators. He served as a discussant on the topic, "Facilities Management: An Insider's View," at the Environmental Design Research Association Conference. Vrancken, along with his student Kate Jarman, made a presentation entitled "Maintenance Management Linkages" for the Eighth Annual International Facility Management Conference and Exposition held in Dallas, Texas.

James A. Wise, Professor of Facilities Management and Director of the Center for Integrated Facilities Research, and his wife Barbara wrote two articles, "The Quantitative Modelling of Human Spatial Habitability" and "The Human Factors of Color in Environmental Design: A Critical Review," that were published in *NASA-AMES Contractor Reports.* Wise also reviewed Gordon Woodcock's "Space Stations and Space Platforms" for the September/October 1987 issue of *Science Books and Films.* Wise spoke on "Human Factors of Habitability—Some Recent Experiments" for the Puget Sound Chapter of the Human Factors Society, and he served as a panelist for two sessions of the Environmental Design Research Association meeting held in Ottawa, Canada. He spoke on "The Funnel Model and Environmentally Induced Error" for the Building Use and Safety Conference, also held in Ottawa, and served as a lecturer and chaired a session on environmental design at the NASA-NSF Conference on Antarctica as Analog for Mars Bases.

James F. Wolter, Associate Professor of Marketing, has written two articles in cooperation with T. Powers from Alabama State University and J. U. Sterling from the University of Alabama that have been accepted for publication. "The Identification and Resolution of Interorganizational Conflict Within a Strategic Planning Format: The Marketing-Manufacturing Interface" will appear in the *Journal of Business Strategy. Production Inventory Management Journal* has accepted their article, "Marketing and Management Conflict: Source and Resolution." Wolter has written an appendix entitled "Starting Your Own Retail Business" for a book entitled *Retailing,* by Rogers and Grassi. He made a presentation to the Midwest Business Association entitled "Shop Floor Control: Research, Issues, and Perspectives." Sanford also acted as Vice Chairman for the Small Business and Entrepreneurship and Production Operations Track for that convention.