From the Dean...

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The Seidman School of Business has a new mission statement:

“The Seidman School of Business creates a rigorous learning environment with a student focus, regional commitment, and a global perspective. The School strives to excel at innovation, the application of concepts, and the integration of knowledge.”

An important aspect for us to fulfill this mission is through research. This publication, our eighth annual edition of the Review, presents excellent examples of how we are moving toward our goals. All of the articles deal with West Michigan business issues—a “regional commitment.” In particular, Dr. Hari Singh, editor of the Review, and Nancy Boese, Regional Director of the Seidman Small Business Development Center (SBDC), demonstrate the West Michigan focus with their economic forecast for 2003.

It is a pleasure to “integrate” the Commercial Real Estate Outlook for 2003 by T. J. Pontarelli from Grubb & Ellis/Paramount, one of our business partners. Dr. Gregg Dimkoff, Professor of Finance, reviews the 2002 stock market performance of our “regional” companies.

Research can be “innovative” by applying methodologies to form business strategies. Dr. John C. Taylor, Professor of Marketing, and Dr. Paul Mudde, Assistant Professor of Management, use the “application of concepts” to suggest approaches to our U.S.-Canada border commerce and to regional banks, respectively.

Other research dealing with housing prices, interstate, and branch banking, job sharing and economic performance helps to “integrate our knowledge” and to bridge the gap between academic theory and the real world.

Our faculty does “excel” in the classroom and at application-based research. Be sure to review our “Panel of Experts” on the last page of this issue. You will be convinced that we “create a rigorous learning environment.”

— David E. Mielke, Dean
Seidman School of Business

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