

# Seidman School Management Memo

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## Message from the Dean

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# Message from the Dean

The 1984-85 academic year began for the Seidman School with a degree of excitement and anticipation. Part of the excitement reflects the increase in enrollment. Seidman School enrolled 984 undergraduate and 458 graduate students, an increase in total head count of 3.2 percent from the previous year. The school also generated 10,396 credit hours, an increase of 6.3 percent from last fall. Much of the increase is in Accounting, in part the result of the success Seidman students have had on the CPA exam (see article in this *Memo*). Institutional enrollment this fall is 7,187 students, an increase of 7.1 percent from last fall.

Another part of the excitement stems from the cooperative effort between the Seidman School and the Upjohn Institute for Employ-



ment Research in Kalamazoo to begin a new publication, *Business Outlook: The Quarterly Report for West Michigan*. *Business Outlook* will be the sole source of strategic business and economic indicators for west Michigan. Each issue will present an overview of the region and separate, in-depth discussions of the near-term economic outlook for the Battle Creek, Grand Rapids, Kalamazoo, and Muskegon metropolitan areas. The publication will also feature special articles on important issues affecting businesses, investors, and consumers in the Michigan economy.

Several Seidman School faculty who write regularly for the *Memo* will also write analyses for *Business Outlook*. Furthermore, the successful survey of consumer attitudes in Grand Rapids (which has been published in the *Memo* the last two years) has been expanded to include Muskegon, Kalamazoo, and Battle Creek. Comparisons of consumer confidence will be made between west Michigan and the United States, as well as between the metropolitan areas within west Michigan. The next issue of the *Memo* will continue our report on consumer confidence in Grand Rapids and

will include other metropolitan areas in west Michigan.

We are also pleased to announce the establishment of the Business and Institutional Furniture Manufacturers Association (BIFMA) - Eugene Eppinger Professorship of Facilities Management. A grant of \$46,000 each year for three years from BIFMA will permit the Seidman School to recruit another faculty person to conduct research, teach in our new and rapidly expanding undergraduate program in Facilities Management and assist in the development of a graduate program. These programs focus on the application of the business disciplines to the integration and management of facilities, technologies, processes, and people in the growing and rapidly changing modern office environment.

The grant is named for Eugene M. Eppinger, who founded BIFMA in 1973. He was executive director of the organization until his retirement in 1977. BIFMA is a 180-member national organization whose membership represents 90% of the office furniture industry's sales volume.

# Faculty and Staff Notes

Dr. Barry Castro, Professor of Management and Assistant Dean, has had his paper, "Outside the Ivory Tower: Learning About Education at the Workplace," published in the May/June issue of *Change*.

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Dr. Gene Klippel, Professor of Marketing, Dr. Max Densmore, Professor of Marketing and Chairman of the Marketing Department, and Cheryl Kleinke, graduate student in marketing, have had a paper, "Revising the Undergraduate Marketing Core Curriculum: A Survey Approach," accepted for publication in the *Proceedings of the Mid-Atlantic Marketing Association Meeting* in October (see article this issue).

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Dr. Ben Rudolph, Professor of Marketing, and Dr. Max Densmore will present a paper, "Consumer Medical Service Purchases: Patient Attitudes and Beliefs," at the American Institute for the Decision Sciences in Toronto in November.

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Richard Hall, Associate Professor of Management Sciences, successfully defended his doctoral dissertation at the University of Cincinnati during September. The title of his dissertation is "The Clustered Traveling Salesman Problem."

Dr. John Hodge, Associate Professor of Management, had an article, "A Common Sensical Approach to Supervising Minorities," published in the September issue of *Supervisory Management*, and articles entitled "Discipline Techniques for the Modern Manager" and "The Layoff—A Supervisor's Dilemma," published in the spring and summer 1984 issues of *Management Quarterly*.

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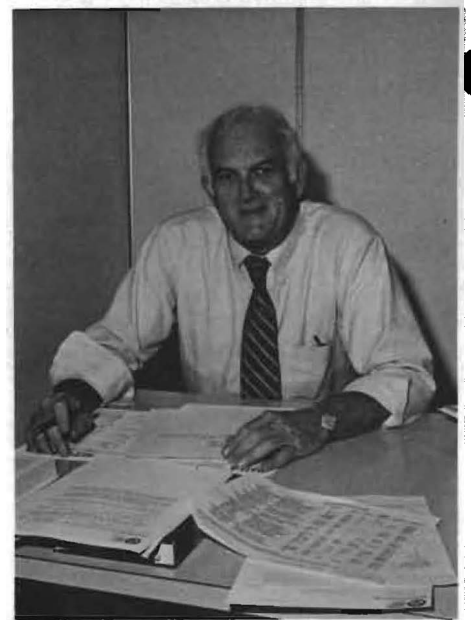
Dr. Donald Klein, Professor of Accounting and Chairman of the Department of Accounting and Taxation, was a discussant on "Pending Statements of Auditing Standards" at the 58th Annual Fall Accounting Conference of the Michigan Association of CPA's on October 5 in Ann Arbor.

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Dr. Ken DeYoung, Professor of Management, spoke on "Dealing Effectively with Clients" at the Michigan Association of CPA's annual conference in Troy on September 11.

## New Seidman Professor

Dr. John Megley, III, has joined the Seidman School as Professor of Labor/Management Relations in the Management Department. Dr. Megley received his A.B. from the University of Illinois, his M.B.A. from



John Megley

Roosevelt University, and his Ph.D. from the University of Missouri. Between 1966 and 1981 he taught at the University of Missouri, Bowling Green State University, Southern Illinois University at Edwardsville, and Sangamon State University. From 1981 to 1984 he was at the University of Scranton. Prior to full-time teaching and research, he was employed at Abbott Laboratories (1957-1962) and Americana Interstate Corporation (1963-1966). He has served as a consultant for many companies and has published in several journals.