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New Seidman Faculty

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New Seidman Faculty



Dr. Eric Panitz



Dr. David Campbell



Mr. Emmanuel Amobi



Dr. Sandra Planisek



Dr. R. J. Planisek

Dr. Eric Panitz will be joining the Seidman School of Business as an Associate Professor of Marketing. He has a doctorate in zoology and cell biology and is expecting to complete a second doctorate this year in marketing and management science from the University of Kentucky at Lexington. He received an M.B.A. from Southern Illinois University in marketing and management, an M.S. in zoology from the University of Kentucky, and a B.A. from Lehigh University in natural resources. His most recent appointment was Assistant Professor at the School of Business at Kentucky State University, where he has taught since 1981. Prior to that, his business experience included coordinating market research studies and product development for the Schering Corporation in New Jersey. He has over 40 publications and one patent to his credit.

Dr. David Campbell has been hired as Professor of Accounting. His previous experience includes chairing the Accounting Department at Loyola College of Maryland since 1983,

and teaching positions at the University of Notre Dame, University of Georgia, Augusta College, and the Virginia Military Institute. He received his Ph.D. in accountancy from the University of Georgia, his master of accountancy from the University of Mississippi, and his B.S. degree from the University of Maryland. He is also a C.P.A. Dr. Campbell has numerous publications, is on the editorial review board for the educational section of *Accounting Review*, and is co-editor and contributor of a monthly column in the *CPA Journal*.

Mr. Emmanuel Amobi will also be joining the Accounting Department as Associate Professor. He expects to complete his Ph.D. in accounting at the University of Alabama this summer. He received his M.B.A. from the University of Windsor, Windsor, Ontario, and his B.B.A. from the University of Prince Edward Island, Charlottetown, P.E.I. He has been teaching at the University of Alabama since 1982, where he recently received the Robert Sweeney Excellence Teaching Award

for the Best Business Ph.D. student teacher for 1985.

Dr. Sandra Planisek has been hired as an Associate Professor of Finance. She completed her D.B.A. in finance, M.A. in economics, and B.S. in mathematics at Kent State University. She has taught at Western Michigan University since 1975 and was at Kent State University prior to that time.

Dr. R. J. Planisek (husband of Sandra) has been appointed as Associate Professor of Management and will be teaching in the Management Information Systems area. He received his Ph.D. in evaluation and measurement, and his M.Ed. and B.S. degrees in mathematics from Kent State University. Dr. Planisek taught at Western Michigan University since 1976 and at Kent State University from 1967 to 1975. He was the Director of the Testing and Research Office at Kent State from 1967 to 1975 and is the author of a number of papers. He is a board member of the Michigan Association of Computer Users in Learning.

Faculty and Staff Notes

Dr. Ben Rudolph and Dr. Max Densmore, Professors of Marketing, published an article, "Marketing Medical Services: How Patients View Physicians," in the Winter 1985 edition of *Health Marketing Quarterly*. Dr. Rudolph also chaired a session on "Special Topics in Marketing" at the Midwest Business Administration Association Meeting in Chicago in March, and a session on "Chapter Management Success" at the American Marketing Association's Seventh Annual International Collegiate Conference in New Orleans in April.

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Dr. John Bornhofen, Professor of Finance and Chairman of the Finance Department, was a discussant at a session on "Social and Political Economy" at the Midwest Economics Association Meeting in Cincinnati on March 29. He also chaired a session on "Invest-

ments: Issues in Market Efficiency" and was a discussant for several papers on "Monetary Policy" at the meeting.

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Professor Robert Vrancken, Associate Director of Management, presented a paper, "Facility Manager—the New Profession," at the 32nd Symposium of the Office Landscape Users Group in Atlanta on November 29.

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Dr. Richard Veazey, Associate Professor of Accounting, was a discussant on "Job Satisfaction and Sub Levels of Industrial Accountants" at the Southeastern Regional Meeting of the American Institute of Decision Sciences in New Orleans in February. He also was a discussant on "A Multivariate Analysis of Financial Distress and Corporate Destiny"

at the Eastern Finance Meeting in Williamsburg, Virginia, in April.

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Dr. John Megley, Professor of Management, presented a paper entitled "Due Process in Small Business" at the Midwest Business Administration Association Meeting in Chicago on March 29. He also served as a discussant for several papers on Production and Operations Management and Small Business/Entrepreneurship at the meeting.

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Dr. John Reifel, Associate Professor of Economics, presented a paper entitled "Black-White Price Differentials in Owner and Renter Housing in Grand Rapids, Michigan," at the American Real Estate and Urban Economics Association annual meeting in Dallas on December 28.