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## From the Dean

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## From the Dean...

In addition to being excellent teachers, Seidman School of Business faculty members are expected to engage in research activities. Since SSB has a regional commitment, some of that research focuses on issues relevant to West Michigan businesses and households. This issue of the *Seidman Business Review*, the ninth annual edition, highlights some of this regional research.

Several articles focus on the economy and what the recent downturn and ongoing recovery mean for the local economy. Two articles forecast the future. Dr. Hari Singh, editor of the *Review*, and Nancy Boese, Regional Director of the Seidman Small Business Technology Development Center (SBTDC), offer their economic forecast for 2004. Camille Perry, market research analyst at Grubb & Ellis/Paramount, presents the firm's "Commercial Real Estate Outlook for 2004."

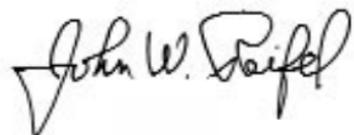
The next two articles cover regional stock performance and the residential housing market. Dr. Gregg Dimkoff, Professor of Finance, provides his annual review of how stocks of regional firms performed in 2003 in his article, "West Michigan Stock Returns."

The next article analyzes the residential real estate market in East Grand Rapids. Dr. Paul Thorsnes, Associate Professor of Economics, in his article "Housing Prices in East Grand Rapids," applies the innovative hedonic pricing model technique to reveal how individual housing attributes contribute to the market value of houses in East Grand Rapids.

The next three articles cover strategy and innovative business practices. What strategies would help depressed furniture makers create sustained value? How have some West Michigan companies successfully implemented the innovative information technology known as Enterprise Resource Planning? How are regional family businesses using the Internet to improve results?

The last two articles focus on curriculum. One discusses the kinds of programs that have been successful in teaching entrepreneurship, and the other repeats the message that students pursuing professionally oriented curricula can be served best in the long run by also acquiring a liberal education.

Seidman faculty members have a wide array of expertise. If you could use assistance or advice in some area, I would like to invite you to scan the "Panel of Experts" on the inside back cover to see if we could help.



— John W. Reifel, Interim Dean  
Seidman School of Business