

# Seidman School Management Memo

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## Seidman School Faculty Notes

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# Seidman School Faculty Notes

Dr. David Campbell, Professor of Accounting, chaired a session on "Methods in Accounting Education" at the Midwestern American Accounting Association Meeting in Chicago in March. He also presented a paper entitled "The Effect of Management's Perception of Solvency on Accounting Changes" at the Western Regional Meeting of the American Accounting Association in April.

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Dr. Barry Castro, Professor of Management and Assistant Dean, presented a paper entitled "Professional Schools and Liberal Education at Grand Valley: A Progress Report" at the showcase session of the Association of American Colleges in January. He also presented a paper entitled "Managerial Blues: Notes from Hill Street" at the Midwest Business Administration Association in March.

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Dr. Marvin G. DeVries, Professor of Economics and Management Science and Dean, had a paper entitled "Michigan's Economic Outlook for 1986" published in the Spring 1986 issue of *The Michigan CPA*, Volume XXXVII, No. 4.

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Dr. Stephen Margulis, Eugene Eppinger/BIFMA Professor of Facilities Management, presented a paper entitled "The Evidential Status of Selected Life Safety Code" at the April meeting of Environmental Design Research Association (EDRA). The paper will be published in the proceedings of EDRA. He also participated in two symposiums at EDRA, on "Building Regulations and Systematic Inquiry" and "A Critical Examination of Measures and Concepts Used in Programming Adjacencies." He also co-authored a paper entitled "A Social Psychological Analysis of Self-Disclosure in Psychotherapy," which will be published in a forthcoming issue of the *Journal of Social and Clinical Psychology*.

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Dr. Jittendra Mishra, Professor of Management, presented a paper entitled "Indian and American Women Managers: An Examination and Analysis of Attitudes, Myths, and Skills" at the March meeting of the Midwest Business Administration Association.

Dr. Eric Panitz, Associate Professor of Marketing, presented a paper entitled "Restructuring the University—An Experiential Exercise" at the meeting of the Association for Business Simulation and Experiential Learning in Reno, Nevada, in March. The paper was published in the conference proceedings. He co-authored a paper entitled "Science and Technology Plans and Policies in Selected Developing Countries," which was presented at the annual meeting of the Kentucky Political Science Association in Berea, Kentucky. He also co-authored a paper entitled "The Marketing Audit: Its Role in Strategy Development," which was published in the Fall 85/Winter 86 issue of *Marketology*. Dr. Panitz was also a discussant and he chaired a session on "Strategic Issues in Health Sciences" at the April meeting of the Midwest Decision Sciences Institute.

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Dr. Sandra Planisek and Dr. R.J. Planisek presented a paper entitled "Personalized Student Files with Visual Information" at the March annual meeting of the Michigan Area Computer Users in Learning in Grand Rapids. She also presented a paper entitled "The Relationship Between Common Stock Returns and Price to Sales Ratio" at the March meeting of the Midwest Finance Association in Chicago.

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Dr. Ben Rudolph, Professor of Marketing, and Dr. Max Densmore, Professor of Marketing, had an article entitled "Marketing Medical Services: How Patients View Physicians" reprinted in a book entitled *Health Marketing and Consumer Behavior: A Guide to Basic Linkages*, edited by William Winston and published by the Haworth Press in New York.

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Dr. Wayne Snyder, Professor of Economics, has had the following articles published: "Measuring Cultural Bias in a Cross-National Study" (with Nathalie Oostroot) in *Social Indicators Research*, Vol. 17 (October 1985), pp. 243-251, and "Measuring the Budget Impact on Economic Stability and Growth for Indonesia: 1967-1984" in *Eronomic dan Statistic* (November 1985).

Dr. Richard Veazey, Associate Professor of Accounting, was a panelist on "DOD Resource Management" at a professional seminar at Air War College, Torrejon AFB, Torrejon de Ardon in Madrid, Spain, in November 1985.

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Professor Robert Vrancken, Director of the Facilities Management Program, conducted a workshop on "Facility Management on CAD Demonstration" at the 35th Symposium of Office Landscape Users Group on April 30 in Montreal.

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James Wolter, Assistant Professor of Marketing, presented a paper entitled "Shop Floor Control: Keys to Successful Implementation" at the March meeting of the Midwest Business Administration Association. He also chaired a session on "Just-in-Time" at the same meeting.

Seidman School Management  
**MEMO**

The *Seidman School Management Memo* is published twice a year, in the spring and fall, and is sent to all contributors to and friends of the Seidman School of Business. Gifts from these sources enable the Seidman School to sponsor activities and programs designed to increase understanding of our economic system, facilitate exchanges of ideas between students, faculty, and businessmen, and support faculty research and professional development and, in general, enrich the business and academic communities. Persons interested in more information about the *Memo* or the published articles should contact Dr. Marvin G. DeVries, Dean, F. E. Seidman School of Business, Lake Huron Hall, Grand Valley State, Allendale, Michigan, 49401. Telephone 616-895-3271.

