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Seidman School Faculty Notes

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Seidman School Faculty Notes

John Bornhofen, Professor of Finance, discussed the paper, "The Effect of Major Macroeconomic Events on Financial Markets" at the October 1986 meeting of the Financial Management Association in New York. He also spoke on "The Current Economic Situation and Outlook" at the International Association of Financial Planners Meeting in October.

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Dr. Barry Castro, Professor of Management and Assistant Dean, had a paper entitled, "Middle Management Blues: Notes from Hill Street," published in the fall 1986 issue of *Soundings*, The Journal of the Society for Values in Higher Education. He also presented a paper entitled, "Liberalizing Business Education: A Progress Report" at the November 1986 meeting of the Association for Integrating Studies.

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Dr. Richard Gonce, Professor of Economics, presented a paper entitled, "The Bearings of Professor Israel M. Kirzner's Work on the Field of Industrial Organization" at the History of Economics Society's annual meeting in June 1986, in New York.

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Dr. Earl Harper, Professor of Management, Dr. Bryant Mills, former Assistant Dean, and Mr. Michael Doubek, MBA Alumnus had a paper entitled "Education for the High-Tech Manager," accepted at the October 1986 meeting at the Council on Employee Rights and Responsibilities in Virginia.

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Dr. John Hodge, Associate Professor of Management, had a paper entitled, "Advice for Night-Shift Managers" published by the American Management Association in their July 1986 publication of *Management Solutions*. He also received his Master's in Labor and Industrial Relations from Michigan State University in June 1986.

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Dr. Tye Kim, Professor of Finance, presented a paper entitled, "Cash Dividend Announcements as a Signaling Device: Views of Corporate Financial Managers" at the March 1986 annual meeting of the Midwest Finance Association in Chicago. He also presented a paper entitled, "Marginal Benefits of

Noise Control in Event Studies: Case of Dividend Announcements" at the October 1986 annual meeting of the Financial Management Association in New York.

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Dr. Donald J. Klein, Professor of Accounting and Chairman of the Accounting and Taxation Department, gave three presentations on "Practical Implementation Problems in Compilation and Review" at the Fall Accounting Conference at the University of Michigan-Ann Arbor.

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Dr. R. Eugene Klippel, Professor of Marketing and Chairman of the Marketing Department, along with Professor Robert Anderson, University of South Florida, presented a paper entitled, "Should We Teach Doctoral Students to Teach?" at the October 1986 meeting of the Atlantic Marketing Association in Orlando. This paper will be published in the proceedings of that meeting.

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Dr. Stephen Margulis, the Eugene Eppinger/Business and Institutional Furniture Manufacturers Association (BIFMA) Professor of Facilities Management, presented a paper entitled, "Role Models for Facilities Management: Some Modest Proposals" at the October 1986 Facility Management Institute Symposium in Ann Arbor focusing on "What's Next for Facility Management?" He was also appointed to the International Facilities Management Association's Research Committee.

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Dr. Eric Panitz, Associate Professor of Marketing, presented a paper entitled, "The Role of Simulations and Experiential Exercises in the Business Curriculum," at the October 1986 Michigan Conference on Trends in Occupational Studies in Traverse City. He also served as Healthcare Session chair and International Marketing Session paper discussant at the 1986 Midwest Decision Sciences Institute meeting.

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Dr. Sandra L. Planisek, Associate Professor of Finance, presented a paper at the October 1986 meeting of the Financial Management Association in New York entitled, "Risk Adjusted Rates of

Return on Hedged Dividend Capture Strategies."

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Dr. Bennett Rudolph, Professor of Marketing, presented a co-authored paper entitled, "Advertiser's Appraisal of a City Management's Effectiveness as an Advertising Medium" at the November 1986 meeting of the National Decision Sciences Institute in Honolulu, Hawaii. He also presented a co-authored paper entitled, "Prospects for Computer Advertising to Marketing Intermediaries: A View of Commercial and Industrial Furniture Dealers" at the October 1986 meeting of the Atlantic Marketing Association.

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Dr. James Sanford, Associate Professor of Law and Taxation, presented a co-authored paper entitled "Enhance Lectures with Audio-Video Cases" at the 57th Annual Meeting of the American Business Law Association during August 1986 in Minneapolis. He also spoke on "Ratio Analysis: Its Usefulness to Clients, Bankers, and Creditors" at the September 1986 meeting of the Michigan Annual Accounting Seminar in Lansing and was the Program Chairman for the November 1986 West Michigan Tax Symposium in Grand Rapids that is co-sponsored with the MACPA.

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Dr. Wayne Snyder, Professor of Economics, co-authored a paper entitled, "Monetary Control in a Developing Economy: The Case of Indonesia 1968-82" which was presented at an August 1986 conference in Boston on *Financial Research in Indonesia* sponsored by the Ministry of Finance and Harvard Institute for International Development. He also chaired an afternoon session and commented on a paper entitled, "The Demand for Money."

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Dr. Richard Veazey, Associate Professor of Accounting, was elected a Director of the new Midwest Accounting Society. This organization is separate from, but meets at the same time as, the Midwest Business Administration Association.

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Professor Robert Vrancken, Associate Professor of Facilities Management, had

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“It Was the Best of Times and the Worst of Times”

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forces against, including the determination on the part of the Federal Reserve to do what's necessary to keep recession from happening.

In Michigan, we have been bumping along with economic activity up slightly on a year-to-year basis. The near term should see economic activity in the state

continuing to be erratic with a little growth. This will follow a strong September due to the incredibly successful incentive program (2.9 percent rates on some new car purchases) by the auto companies. However, to some extent, this short-term success will hold down sales in the near term.

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an article entitled, “The Clear Need for Facilities Managers” published in the March 1986 issue of *The Office Magazine*. He also presented a paper entitled, “Improving Human Performance” at the April 1986 meeting of the National Society for Performance and Instruction in San Francisco and presented a paper entitled, “Facilities Management and the Design Professional” at the July 1986 meeting of the Orlando Chapter of the Institute for Business Designers.

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Mr. Donald Williams, Sr., Director of the Seidman School's Minority Business Education Center, spoke on “The Changing Workplace and Its Effect Upon the Classroom” at an October 1986 Career Education Telecommunication Seminar which originated in Detroit and was transmitted to five sites in Michigan. He also presented a paper entitled, “Black Students on a White Campus” at the National Association of Black School Administrators.



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