From the Dean...

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From the Dean...

"Outstanding teaching supported by quality research with a focus on West Michigan business." This is the goal for the faculty at the Seidman School of Business. For the seventh year, we are proud to feature some of our applied research dealing with "real world" issues. It is important that faculty integrate these issues into the classroom to enhance the learning of our graduate and undergraduate students.

Dr. Hari Singh, Chair of the Economics Department and Editor of the Review, and Nancy Boese, Regional Director of the Seidman Small Business Development Center (SBDC), once again lead this issue with their economic forecast for 2002. This preview for the upcoming year is especially important given the uncertain business outlook for West Michigan. Dr. Gregg Dimkoff provides an overview of the stock market performance of our regional companies. The importance of family-owned business in West Michigan is showcased with two articles. Other research dealing with crisis management, tax, business law, marketing, information technology, and gender issues demonstrate the broad base of Seidman faculty expertise.

Your company may be interested in working with our faculty on specific projects. If so, be sure to review our "Panel of Experts" on the last page of this issue. You will find that Seidman not only "Teaches Business" but also "Does Business."

David E. Mielenz
—David E. Mielenz, Dean
Seidman School of Business

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7 West Michigan Stock Returns
   Gregg Dimkoff, Ph.D.
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9 Crisis Management in West Michigan Firms
   Suzanne Crampton, Ph.D., and Jitendra Mishra, Ph.D.
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