2014

Back Matter
Seidman Faculty Experts

Asli Akbulut-Bailey, Ph.D.
- Information Systems
- ERP/SAP Systems

Monica Allen, M.A.S.
- Workforce Diversity
- Managing Teams
- Business Ethics

Suzanne Benet, Ph.D.
- Advertising to the Elderly
- Marketing Ethics
- Social Marketing
- Creativity

Bruce Bettinghaus, Ph.D.
- Accounting Ethics
- Corporate Governance
- Financial Reporting

Yatin Bhagwat, Ph.D.
- Corporate Finance
- International Finance

Laurence Blose, Ph.D.
- Market Efficiency
- Option & Futures Pricing
- Valuation

George Chang, Ph.D.
- Asset Pricing/Investments
- Derivative Securities
- Applied (Bayesian) Financial Econometrics

Michael Cotter, D.B.A.
- Negotiation
- Marketing Strategy

Suzanne Crampton, Ph.D.
- Human Resource Management
- Organizational Behavior

Vivek Dalela, Ph.D.
- Relationship Marketing
- Sales
- Supply Chain Management

Sonja Dalmia, Ph.D.
- Applied Econometrics
- Economics of Gender
- Matching Models

Marinus DeBruine, Ph.D.
- Business Valuation
- Financial Reporting

Michael DeWilde, M.T.S.
- Business Ethics
- Leadership Development

Gregg Dimkoff, Ph.D.
- Personal Finance
- Business Finance
- Economics

Cheryl Dunn, Ph.D.
- Resources-Events-Agents Accounting
- Accounting Information Systems

Robert Frey, J.D.
- Corporate Governance
- Business, Society & Ethics
- Global Strategy

Daniel Giedeman, Ph.D.
- Financial Systems
- Economic Forecasting
- Economic History

Stephen Goldberg, Ph.D.
- Financial Reporting
- International Accounting

Vijay Gondhalekar, Ph.D.
- Asset Pricing
- Behavioral Finance
- Mergers & Acquisitions

David Good, Ph.D.
- Sales/ Sales Management
- Strategic Use of Technology
- Marketing Strategy

Frank Griggs, Ph.D.
- Econometric Modeling
- Forecasting

Xiangling Hu, Ph.D.
- Operations Management
- Supply Chain Management
- Purchasing and Pricing

Paul Isely, Ph.D.
- West Michigan Economy
- Housing Markets
- Environmental/Resource Economics

Samir IsHak, Ph.D.
- Executive Training
- International Business-Egypt/China
- Managing Change
- Effective Business Negotiations
- Leadership

Catherine Jones-Rikkers, J.D.
- Alternative Staffing
- Consumer Protection Law
- Workplace Diversity Issues

Claudia Smith Kelly, Ph.D.
- Labor Economics
- Public Economics

Parag Kosalge, Ph.D.
- Business Process
- ERPSAP Systems
- Electronic Commerce

Fredric Kraft, D.B.A.
- Market research
- Consumer analysis
- Satisfaction research

Asish Kumar, Ph.D.
- Manufacturing & Service Strategy
- Quality Management & Six Sigma
- Supply Chain Management

Paul Lane, Ph.D.
- Market Research
- Market Strategy
- Mentoring

Kevin Lehner, Ph.D.
- Marketing Ethics
- Creativity

Nancy Levenburg, Ph.D.
- Small Business Management
- Family Business
- Private Club/Golf Resort Management

Stanton Lindquist, Ph.D.
- Auditing
- Financial Fraud

Joseph Little, Ph.D.
- Sports Marketing
- International Marketing

Aaron Lowen, Ph.D.
- Econometric Modeling
- Program Impact Analysis

Simha Magal, Ph.D.
- Integrated Business Process
- Enterprise Information Systems
- SAP Certified

Stephen T. Margulis, Ph.D.
- Privacy

Thomas McGinnis, Ph.D.
- Management Information Systems
- Business Process Integration
- Enterprise Resource Planning

Marie McKendall, Ph.D.
- Diversity Management
- Human Resource Functions
- Teambuilding

Jitendra Mishra, Ph.D.
- Human Resources Management
- Organization Behavior
- International Management

William Mothersell, Ph.D.
- High Performance Work Systems
- Change Management
- Lean Production - People Systems

Vijay Gondhalekar, Ph.D.
- Service Strategy Competitiveness
- TQM & Customer Service
- Lean and Six Sigma

Paul Mudd, Ph.D.
- Mergers and Acquisitions
- Transition & Acquisition Strategies
- Business and Corporate Strategy

Laudo Ogura, Ph.D.
- Urban and Real Estate Economics
- Local Government Policy

Jennifer Pope, Ph.D.
- Non-profit Marketing
- International Marketing

John Reifel, Ph.D.
- Economic Damage Estimates for Litigation
- Housing Market Discrimination

Douglas Rebideau, D.B.A.
- Consumer Research
- Consumer Behavior
- Advertising and Marketing Communication

Carol Sánchez, D.B.A.
- Family-Owned Businesses
- International Business
- Strategic Management

Gerry Simons, Ph.D.
- Emerging Markets
- International Trade & Finance

Parvez Sopariwala, Ph.D.
- Accounting for Capacity Utilization
- Strategic Analysis of Income

Wei Sun, Ph.D.
- International Finance & Trade
- Emerging Markets
- Financial Economics

Sridhar Sundaram, D.B.A.
- Banking Industry-Regulation & Management
- Financial Markets & Interest Rates

Maria Stella (Starr) Swift, J.D.
- Labor & Employment Law
- Mediation & Arbitration
- E-HR

Timothy Syfert, Ph.D.
- Entrepreneurship & Small Business Management
- Business Strategy
- Leadership

Anna Walz, Ph.D.
- Customer Relationship, Development & Management
- Service Retail Brand Relationships

Thomas Willey, D.B.A.
- Asset Valuation
- Personal Investing

To contact the faculty, call 616.331.7100 or visit gvsu.edu/seidman