

Spring 2008 Business Quarterly

Integrated thought to advance scholarship and enhance leadership

A Quick Summary

A Focus and A Quick Summary - Spring 2008 Quarterly

Today firms are either competing in a global marketplace or servicing a consumer base that is becoming increasingly global. Technologies enable firms to move both their capital and knowledge assets to places all around the world as they serve global consumers and work with global partners. While tangible capital assets can be moved or acquired relatively quickly to gain access to materials needed to produce goods or services in this global market, it is often the work-force that ultimately determines a firm's success. In other words, employees have to work with others around the globe and interact virtually or face-to-face to formulate strategies, develop policies, and execute operations.

This poses two great challenges for the firms:

1. Firms have to continue to make structural changes within their organization and train their current employees at all levels to operate in this globally competitive environment.
2. They need to look ahead and help train future work-force that can effectively operate in this environment.

At the same time, universities have to engage in thought leadership and educational innovations that can help firms meet these challenges. In this spring quarterly, we will summarize at the start of each section, how the School of Business Administration is working with various stakeholders to address these challenges. For example,

- The **Institution** section discusses our recent trip in May to nine universities in China and a university in Taiwan, and a framework we developed to address both our research and education.
- Our faculty interacts with many universities around the globe (27 in 14 different countries) and visiting scholars come here to do research and teach. Refer to both the **Faculty** and **Research** sections for a summary.
- Our plans include the establishment of a global interaction room to support virtual interaction with students across the globe on special projects, and our on-going efforts through internships, hope to support experiential learning with global teams. See the **Curriculum** and **Student** sections.
- Lastly, refer to the **Outreach** section as we discuss challenges of working in a global market place and look to shared learning as we address many of these challenges.



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SBA interactions across the globe

This May, SBA representatives (**Dr. Mohan Tanniru**, **Dr. Xiaodong Deng** and **Dr. Joy Jiang**) visited **several universities in China** to develop multi-lateral partnerships to support research, student education and program development. Also, SBA representatives, along with a delegation lead by the OU International Office, visited several embassies in Washington (China, Korea, India, Spain, Mexico, Saudi Arabia, Taiwan, among others) to explore programmatic options for students and faculty.

The SBA, under the coordination of **Dr. Ravi Parameswaran** and **Dr. Nivedita Mukherji**, is successfully concluding four years of activities supported by a National Education grant. This has led to many faculty and student exchanges in support of both teaching and research, along with some programmatic interactions. For a quick summary, click [here](#).

Last year, the SBA worked with many organizations in SE Michigan to enhance our global understanding. These include:

- Detroit Export Commission (DEC) and Automation Alley to understand Brazil's role in global markets
- Auburn Hills Chamber of Commerce to organize a panel on understanding global cultures
- Michigan India Chamber of Commerce to explore student internships within firms that operate in India, and
- Oakland Chamber Network to organize a networking reception/information session on global understanding

SBA partnerships with Regional Business

Meetings were held with Blue Cross Blue Shield, Comerica, and National Water and Power and EB Solutions on specific research projects. EB Solutions is funding a faculty internship (**Dr. Vijay Sugumaran**) this summer and other proposals are under review.

Preliminary discussions are being held with

- ANCOR: to explore implementation of RFID to track inventory
- ER-One: to explore the use of knowledge-based systems for implementing best practices
- Bureau of Land Management, Washington, DC: to explore issues related environmental management
- Oakland County Government: to explore issues related to asset management
- EDS: Edward Schnowski and Dr. Bill Boone to explore organizing a research forum in the fall 2008
- VW of America: to explore potential partnerships in student education

Other SBA partnerships

SBA is partnering with OU Alumni Association and OU Career Services on the "**Managing Your Career**" Career Enhancement Workshop on Oct. 2 from 3-7

PM. For those looking to retool themselves in the changing marketplace or seeking growth within a current job, this workshop features SBA Faculty and will teach how to actively manage and lead one's own professional development. For more information and to register for the workshop, visit www.oualumni.com or call the OUAA at 248-364-6140.

Outreach Activities

Recent Events with an International Flavor

SBA held several events in March, April and May to bring global understanding to the business community, faculty and students, and address some of the economic and organizational challenges.

March 27 (at Oakland University): **Latin America in a Globalized World: Gorlin Lecture**, with a special focus on Brazil, Gorlin Lecture Series.

April 15 (at Oakland University): **MCAPA/SAE Asian Delegation from Taiwan** to understand research in SBA and discussion on product quality.

April 18 (at Oakland University): **Does International Diversification Matter?**

April 23 (at Oakland University): **Future of Manufacturing** as a part of **Business Futures Council**.

May 14 (in Dearborn, MI): **World Trade Week - Brazil: Emerging Market in the South**.

May 14 (in Auburn Hills, MI): **Global Cultural Differences Panel** in cooperation with Auburn Hills Chamber of Commerce.

May 16 (in Elliot Hall, Oakland University): **Michigan in the 21st Century Globalized Economy: A Requiem or a Renaissance?**

Upcoming Events

Sept 15: Health Care Symposium: "Looking Through the Eyes of Future Generations," a partnership of students from International Academy and SBA Scholars program. Location: Oakland University.

Sept. 18 (4-7:30 pm): Servicing the Global Community: Co-sponsored by Health Plus, Southeast Michigan Regional Chamber Network, OU's School of Business Administration, and the OU Alumni Association. Location: Oakland University - OC Banquet Rooms. Contact Information: Rochester Regional Chamber, Phone: (248) 651-6700 or Lori Crose, Phone: (248)-370-4861 Email: llcrose@oakland.edu.

Oct 2 (3-7pm): Managing Your Career" A partnership with OU Alumni Association, Career Services, School of Business Administration, Michigan Works and other agencies. Location: Oakland Center. Contact OU Alumni Office, www.oualumni.com Phone: (248) 364-6140.

Oct 2-3: Enterprise Strategy and Architecture in a Global Market Place: A partnership of EAIG and the Leadership and Strategy Group of SBA. Location: TBD.

Oct 9-11: Fall Conference on Organizational Transformation: Focusing on lean process management, addressing health care challenges, managing information technologies, and partnering for a global education. Location: Oakland University.

Research Partnerships and Symposia

International Activities of our Faculty

Dr. Joe Schiele is launching a new study that looks at the extent to which public purchasing departments are adopting Lean Thinking. This study involves more than 15,000 participants in the US and Canada.

Dr. Vijayan Sugumaran is involved in multiple research projects with institutions in Korea, Hong Kong, UK, Germany among others in areas related to Ontologies, Software Development, UML and Knowledge Management. For more information on this research, refer to this link [here](#).

Other Research, teaching and program partnerships with universities outside US are listed [here](#).

Other Research

Dr. Jonathan Silberman and **Dr. Nivedita Mukherji** have completed their economic impact study of the Rochester Legacy Project, a performance arts center in downtown Rochester and presented it to the committee. Refer to the [executive summary](#) and the [detailed report](#). The impact study has attracted much attention and similar studies are being explored.

Dr. Mohan Pisharodi is studying the impact of reverse auctions on supply chain management and completed an extensive review of literature at the library of MIT's Sloan School of Management.

Meetings were held with Blue Cross Blue Shield, Comerica, National Water and Power, and EB Solutions on specific research projects. EB Solutions is funding **Dr. Vijay Sugumaran** as a faculty intern this summer and other proposals are under review.

Faculty Research

(Journal publications: published or accepted for publication): Jan 1, 2008 - May, 31, 2008

H. Li., B. N. Jeon, **Seong Y. Cho**, and T. C. Chiang "The Impact of Sovereign Rating Changes on Stock Markets and Financial Contagion: Evidence from Five Asian Countries", Forthcoming in September, 2008, at Global Finance Journal (Elsevier) In Press.

Aigbedo, H. "A Note on Parts Inventory and Mass Customization for a Two-Stage JIT Supply Chain with Zero-One Type of Bills of Materials" forthcoming in Journal of the Operational Research Society.

Deng, X.; Doll, W. J.; Al-Gahtani, S. S.; Larsen, T. J.; Pearson, J. M.; and Raghunathan, T.S. (2008), "A Cross-Cultural Analysis of the End-User Computing Satisfaction Instrument: A Multi-Group Invariance Analysis," *Information & Management*, 45(4), 211-220.

Deng, X.; Doll, W. J.; and Cao, M. (2008), "Exploring the Absorptive Capacity to Innovation/Productivity Link for Individual Engineers Engaged in IT Enabled Work," *Information & Management*, 45(2), 75-87.

E. J. Farragher and Arline Savage, "An Investigation of Real Estate Investment Decision Making Practices," *Journal of Real Estate Education and Practice*, accepted for publication in Vol. 11, No. 1 (2008).

Hasanov, F. and D. Dacy, "Yet Another View on Why a Home is One's Castle," *Real Estate Economics* (forthcoming)

S. Folland, "An Economic Theory of Social Capital and Health", forthcoming in *Health Economics, Politics and Law*, Cambridge Press.

K. Mathieson and **C. Tyler** (2008), "'We Don't Need No Stinking Ethics': The Struggle Continues," *Journal of College and Character*, Vol. 9, No. 4), pp. 1-12.

Storey, V.C., Burton-Jones, A., **Sugumaran, V.**, Purao, S. "CONQUER: A Methodology for Context-Aware Query Processing on the World Wide Web," *Information Systems Research*, Vol. 19, No. 1, March 2008, pp. 3 – 25.

Sugumaran, V., Tanniru, M. , Storey, V. "A Knowledge-Based Framework for Extracting Components in Agile Systems Development," *Information Technology & Management*, Vol. 9, No. 1, 2008, pp. 37 – 53.

Serocki, J. and **Murphy, K.** "An Analysis of the Medical Expense Deduction under the U.S. Income Tax System," forthcoming in *The Quarterly Review of Economics and Finance*.

Serocki, J. and **K.Majeske**, "Have the U.S. Anti-deferral Tax Provisions (Subpart F) Been Effective and What Are the Trends?" forthcoming in *Journal of Global Business*.

Fadel, K., S. Brown and **Tanniru, M.** , "A Theoretical Framework for Knowledge Transfer in Process Redesign," Forthcoming in *DATABASE*.

R. F. Lusch, S. L. Vargo and **Tanniru, M.**, "Service, Value Networks and Learning," Forthcoming in *Journal of American Marketing Science*.

York, K. M., Tyler, K. L, Tyler, J. M., & Gugel, P. E. (in press), "The Ever-Changing Face of Sex Stereotyping and Sex Discrimination in the Workplace", *Journal of Leadership and Organizational Studies*.

Books Published

Sugumaran, V., *Intelligent Information Technologies: Concepts, Methodologies, Tools, and Applications*, Information Science Reference, Hershey, PA, 2008.

International Activities of our Faculty

Dr. Joe Schiele

- National Academy of Economic Studies in Bucharest, Romania: Helping set up online MBA Program and training in teaching case study method, and developed and taught a seminar on Lean Thinking to a group of managers from the mobile communications, banking, lower-tech manufacturing, hotel and restaurant, and the bio-medical fields.
- Canadian International Development Agency: Setting up collaborative agreements with Canadian and International business schools for joint program offerings.
- Chinese firm: Working to develop their operations in North America and Greece.
- Canadian firms: Helping set up manufacturing and distribution systems in Latin America.

Dr. Vijayan Sugumaran visited Sogang University, Seoul, S. Korea (June 3 - June 10), as a part of SBA Research Exchange and was invited as a Senior Research Scholar by the University of Hong Kong (June 10 - June 17).

Dr. Sherman Folland spent two weeks (May 17-30) at the University of Bergen, where he worked with five Norwegian colleagues to develop a research group on social capital and wrote two grants to the Norwegian Research Council to support this research during the next three years.

Dr. Balaji Rajagopalan visited Sun-Yat Sun University to participate in a doctoral seminar and explore potential interactions with the School of Business on MS ITM programs.

The following visiting scholars were present at the SBA this past year in support of research and teaching related exchanges:

Dr. Christoph Grimpe and **Dr. Wolfgang Sofka**, Center for the European Economic Research (ZEW) in Mannheim, Germany.

Prof. Dr. Jon Atle Gulla, Department of Computer and Information Science, Norwegian University of Science and Technology.

Dr. Rajini Gupte, Symbiosis Institute of International Business, Pune, India.

Dr. Alur Sivakumar and **Dr. Pratap Chandra Biswal** from T.A. Pai Management Institute (TAMPI), Manipal, India.

Dr. Hoon Kim, Professor of Marketing, Semyung University, Chungbuk, South Korea.

Faculty Recognitions

Dr. Karl Majeske of Decision and Information Science Department and **Dr. Janell Townsend** of Marketing and Management were recognized for their research and teaching contribution by Oakland University in 2008.



Professor Majeske's research involves three main streams: the application of "functional build" to sheet metal stamping and automobile body manufacturing, warranty and reliability data analysis and prediction, and measurement system analysis. In the past two years, he has published seven articles, including one in *IIE Transactions* and another in the *International Journal of Production Research*. In addition, he is an excellent colleague providing his analytical expertise to researchers in diverse areas including, information systems security, tax accounting, and forensic psychology.

Professor Majeske's research has not been undertaken at the expense of either teaching or service. He is an innovative instructor who is able to combine a rigorous approach to difficult material with a pleasant reinforcing teaching environment. He is among the most popular instructors in the SBA. In addition, he worked hard as a part of a college-wide subcommittee in developing the innovative under-graduate program called ACHIEVE.



Dr. Townsend is an assistant professor of marketing and international business who publishes high quality work in the areas of branding, new product development and launch, and the globalization of the firm. Focusing on the conceptual intersection of these areas helps to extend understanding of complex phenomena in an ever more global marketplace. She was nominated for the prestigious Haynes Prize for the most promising young scholar in international business by the Academy of International Business, and has served as a track chair in Product and Brand Management at the European Marketing Association's Annual Conference. Townsend has also received support from the esteemed International Motor Vehicle Program at MIT, and has been nominated as an affiliate of the Sloan Industries Foundation.

Even though she is early in her academic career, she has made remarkable strides in establishing herself as an up-and-coming scholar whose work has already had a significant impact on the fields of marketing and international business. Many of her early publications can already be found on the MBA and Ph.D. course syllabi from a variety of institutions. Her most recent publications are in some of the most respected business journals such as the *Journal of International Business Studies* and the *Journal of Product Innovation Management*, which appear on the Dean's Premier List and the Departmental Premier list of publications, respectively. Townsend's work also has great practical relevance as indicated by interest from industry executives, and is well received by her students.

Ms. **Donna Free** of Accounting and Finance Department was recognized by students as outstanding teacher for the year 2008.



Donna Free, Special Instructor of Accounting, was awarded the SBA Teaching Excellence Award for the Accounting & Finance Department for the 2007-2008 Academic Year. The SBA Teaching Excellence Award circulates between the four departments of the School of Business Administration and the recipient is determined by the current graduating seniors and graduate students of the majors within the designated department.

Donna Free joined Oakland University as an adjunct faculty member in September 1999 after ten years as an accounting faculty member at the University of Missouri - St. Louis. In August 2002, she became the Coordinator of Graduate Programs enabling her to gain valuable higher education administrative experience and allowing her to continue her passion for teaching by instructing one or two accounting courses each semester. In August 2006, she accepted the position of Special Instructor of Accounting and became a full-time faculty member of the Accounting & Finance Department teaching courses within the financial accounting sequence, auditing, and accounting information systems. Donna is also the faculty coordinator of the Masters of Accounting program. Her research interests include international financial accounting standards, auditing, and accounting information systems. As an active member of the Michigan Association of CPA's, Donna provides CPE sessions in a variety of topics in Southeast Michigan.

Dr. Joe Schiele was appointed as a Distinguished Faculty Fellow for the National Institute of Governmental Purchasing for his work in the public procurement field. The National Institute of Governmental Purchasing (NIGP) is a national, membership-based non-profit organization providing support to professionals in the public sector purchasing profession.

Dr. Howard Schwartz is the guest editor of a special edition on organizational studies for Journal of the European Group on Organization Studies. The topic will be "Using Psychoanalysis to Reconceptualize Organization Studies." Other guest editors will be Marianna Fotaki, of the Manchester Business School, Susan Long of the RMIT University in Melbourne, and Larry Hirschhorn of the Center for Applied Research in Philadelphia.

Dr. Mohan Tanniru will join the Society of Information Management (SIM) Detroit Board as educational liaison to support educational activities of the SIM organization. He participated in a panel discussion on IT Alignment at the SIM Conference in June 2008 and is coordinating a SIM sponsored student project that looks at operational consolidation of three non-profit family service organizations.

Dr. Vijay Sugumaran is Program Co-Chair, 13th International Conference on Applications of Natural Language to Information Systems (NLDB 2008) on June 24 - June 27, 2008.

Dr. Kasaundra Tomlin, Economics Professor, was invited to present at Duke University, March 30, 2008. The title of the talk "Wage Differentials between Blacks and Whites: Other Considerations (Migration, Trade Agreements, and Affirmative Action)."

Welcome to **April Boyce Cobb** and **Amy Rutledge** as Visiting Instructors for the 2008-09 academic year.

Curricular Innovations

Global Team Projects and Internships

Teleconferencing Rooms: In order to connect our students with students from around the world, SBA is planning to furnish one or two rooms with teleconferencing facilities. This will allow faculty to develop projects for their classes and allow their students to work with students from other universities virtually. Proposals were made to Chrysler, British Telecom and Cisco to support this endeavor.

Global Student Internships: An extension of this global connection is to support students from here and from other countries to work with companies on internship-type projects as a team. Theme based internship programs are currently under review to support these type of interactions.

Graduate cohort programs: Full time graduate students from here and other countries are being recruited into our graduate programs as a pilot program this year and next year. The expectation is that the students will be able to work in teams on business projects, while they are completing their MBA or MS programs, possibly for multi-national firms. This will be similar to our under-graduate Applied Technology in Business program. These projects may lead to summer internships in other countries as well as employment opportunities once they graduate.

SBA Advising staff recognized for their work

Congratulations to **Kellie Klinck** and **Tricia Westergaard** for being recognized at the National Level by the National Academic Advising Association (NACADA). Kellie received a 2008 Outstanding New Advisor Certificate of Merit. Tricia received a 2008 Outstanding Advising Administrator Certificate of Merit. Additionally, Advising Week was selected as one of the 2008 Outstanding Advising Programs. All of the SBA Advisers participate in Advising Week. Kellie is currently the co-chair of the 2008 advising week.

SBA Facility Remodeling

Some primary features of this remodeling include:

- The UG advising, career counseling, and program support are all being consolidated into a re-modeled UGLD center.
- An under-graduate lounge will provide space for informal student interaction.
- The UG center operations are co-located with graduate office advising and support to leverage common support on career services, executive-in-residence, use of meeting room for special talks, and other synergies.
- A graduate student lounge will provide better student interaction for our primarily part-time graduate students.

UG program Innovations

What's new with the SBA Scholars Program? This Fall, the SBA will introduce two additions to the successful Scholars Program; Sophomore Scholars and SBA Scholars in a Specified Theme, as well as improvements to the existing Freshman, Junior, Senior and Research Scholars programs.

The **Sophomore Scholars** will be offered to SBA students who excelled in their freshman year and want to experience a small group, or cohort, learning experience. These Scholars may be mentoring, tutoring or doing Community Service projects during the year to sharpen their leadership skills.

Scholars in a Specified Theme is a two year cohort program spanning the junior and senior years. The students in each cohort will explore a cross-disciplinary theme, such as global management or entrepreneurship, building a broad base of knowledge on that theme through special course work, research, and direct experience under the supervision of a theme instructor.

Additionally, this year's group of **Freshman Scholars** will receive at least a \$1000 per year Oakland University Merit Scholarship and once they have achieved major standing a \$250 per semester SBA scholarship. These students have already demonstrated that they are high achievers intent on pursuing a business degree.

The SBA is hoping to have 10 new **Research Scholars** who will assist faculty in their research while being mentored in their own research project. Also planned is a group of **Social and Public Policy Scholars** who will do research that integrates the functional business disciplines in addressing major policy issues facing the US. The SBA Research Scholar program has been funded this past year through the generosity of the Chrysler LLC. Additionally, this grant also funded a one-time graduate assistantship to assist in the development and administration of the Scholar program as well as the distribution to planners to all incoming freshmen SBA students. For more information on the SBA Scholars Program, click [here](#).

- The **ACHIEVE program**, developed to support career and professional development needs of our UG students, will start this fall. More information on this will be forthcoming.
- **UG Advisors join Facebook:** To better support students and improve communication, the UG advising team joined Facebook. Click [here](#) for more information.
- **SBA Advisors** present a paper in Chicago to discuss the concept of matching advising to the student's learning style and background. For details, click [here](#).

Innovations in the Graduate Programs

The Executive MBA Program (EMBA) at Oakland was conceptualized in the late 1990s, based on feedback from the Healthcare Industry. As healthcare professionals with largely clinical or medical training and experience found themselves moving into leadership positions in healthcare institutions, they discovered that they did not have the business background to be effective managers and leaders. In 2000, the EMBA launched the first cohort of students into the 21 month program.

Over the past 8 years, 4 groups of students have completed program and left Oakland University with a solid business foundation and leadership skills. This year, Information Systems Leadership is being added as a second area of concentration, to support highly competent technicians in information management who have found themselves promoted into leadership roles without sufficient business expertise.

Nathan White, MD, MBA, came to the EMBA Program looking for basic business knowledge. "I couldn't even read a revenue statement. The EMBA Program opened up a whole new world for me." He left with a clear understanding of business, from the legal and governmental issues that faced him personally as a doctor, to an appreciation of the complexities of the global economy. He also cultivated his own capacities for leadership, creativity and inquiry, quite a different skill set than he had acquired in medical school. Nathan most appreciated the close relationships with his professors and cohort, which continues now as nearly monthly get-togethers over dinner, where they can continue to learn from each other and network. And as a result of his EMBA experience, he now finds himself on the Board of Directors of The Guidance Center, a human services organization dedicated to the mental well-being of children, adults and families in Wayne County, Michigan.

Several aspects separate the EMBA from the traditional MBA program. One criterion for admission to the EMBA is at least 7 years of work experience in a field related to their concentration area, while a traditional MBA student may begin right out of an undergraduate program. Two areas of concentration are offered, Health Care Management or Information Systems Leadership, with a focus on Strategy and Leadership. These concentrations are unique and do not overlap those offered in the traditional MBA. The schedule is unique as well, to accommodate the busy schedule of the executive student who is usually working full-time or more. Thirty-nine credit hours are offered over the course of 21 months, during classes offered from Friday afternoon through Saturday afternoon on alternating weekends. Finally, there is great flexibility within the courses offered to each cohort. If a class doesn't fully meet the needs of the group, another class is developed that addresses their specific needs. Usually taught by full-time faculty, the classes often include the participation of executives with experience from the business world, as a teacher and a resource.

Scott Cowsill, MBA, an entrepreneur specializing in Practice Management and Healthcare Contracting, recently graduated from the program. He initially enrolled, hoping to improve and deepen networking connections to those in the Healthcare Industry. In the course of his EMBA, he accomplished that and learned a tremendous amount about business. "The best part was getting the benefit of the people in the group. We could really see (the issues) from other's perspective. It was fantastic." Although doing homework, working full time and having a family was very challenging, he appreciated going to school every other weekend. "When we graduated, we all wondered what we would do with all the free time. Now we find ourselves three times as busy as we ever were." Scott started the program with no children, and now has two. Based on his experience, his counsel to prospective EMBA students is "If you don't do it now, you'll never do it."

The Fall 2008 EMBA Cohort is forming now. For more information on the Program and enrollment, click [here](#).

Other Graduate Innovations:

- Admission process, especially international admission, is being streamlined
- A graduate lounge will provide opportunity for greater student interaction
- All graduate assistants hired are made into a cohort, so they can work

together in addressing the needs of various faculty members, program staff and external business community that is funding them.

- Around four events are planned, some in partnership with "Back to Business Basics" series to create more networking opportunities for our graduate students.
- Retooling and Career Transitioning discussion on Oct 2nd will be available for graduate students, as they deal with tough transitions in the market place.
- A comprehensive career fair to support graduate students is under plan for next spring.

Students/Alumni

International Case Competition

The School of Business Administration, in partnership with Computer Associates and Association for Information Systems (AIS), is organizing an international case competition on Strategic Position of IT. Students from Universities of Arizona, Indiana, Michigan, Carnegie Mellon, Syracuse, and George Washington, as well as students from University of Helsinki, National University of Singapore, University of British Columbia (Canada) and Monterrey Tech (Mexico) will be participating in this competition. For details, click [here](#).

Student Recognitions

OASIS, BAP, and NABA hosted the 25th annual Accounting Awards

banquet: The event, held on April 18th, was a great success with more than 150 individuals in attendance. Representatives from Blue Care Network, Clayton McKerverey, DKSS, Deloitte, Doeren Mayhew, E & Y, KPMG, O'Keefe and Associates, Plante Moran, PWC, UHY, The Rehmann Group, UHY, and Virchow Krause and Associates attended the evening function. Also in attendance were 65 undergraduate and graduate students with sixteen SBA faculty members. Ms. Judy Hegelund, National Controller for Deloitte and SBA Accounting Alum '95 served as the guest speaker. Congratulations to the following accounting and finance scholarship awardees and we extend sincere appreciation for generosity of so many who made these awards possible.

Professor Ronald M. Horwitz Outstanding Finance Student Endowed Scholarship:

Amy Howard and Chad Ridgway - Co-winners

Accounting & Finance Advisory Board Accounting Scholarship: **Ashley**

Denard

Accounting & Finance Advisory Board Finance Scholarship: **Magdalena Sofia**

Molina

Bud Kulesza Family Endowed Scholarship: **Anthony Debay**

Derderian Kann Seyferth & Salucci Scholarship: **Michel Paye**

Other Student Recognitions:

Dicron Tafrahan Merit Scholarship: **Carley Laux**

Linda Hardman Award: **Lori Dorko**

Doeren Mayhew Scholarship: **Michael Ferguson**

TMBKS Scholarship Award: **Andrea Hitchcock**

Jon & Gwyn Hartman Scholarship: **Ashley Eckhout**

Soo Sieber, a 2007 Economics graduate, won the Kapp Award at the 2008

Annual Meeting of the Michigan Academy of Science Arts and Letters recently held at Western Michigan University. The Kapp Award is given to the best undergraduate paper presented at the prior year's annual meeting. Sieber presented a paper on cigarette excise taxes at the 2007 meeting held at Ferris State University

Alexandria Kelly was selected for the 2008 Wall Street Journal Student Achievement Award. Kelly is a Human Resources Management Major, with a minor in International Management and ATiB. She served as President of both SHRM and the Future Alumni Network, and as a Senior Scholar.

Beta Gamma Sigma initiation: The SBA had 48 undergraduate and graduate students initiated into the International Honor Society Beta Gamma Sigma this year. The Mission of the Society is to encourage and honor academic achievement in the study of business, to foster personal and professional excellence, to advance its values, and to serve its members.

SBA Alumnus and current Economic Board Chair **Ed Eickhoff** was this year's Honoree and keynote speaker. In his speech, he shared, "It is by joining an organization like Beta Gamma Sigma, an organization that builds global communities of academic achievers by providing opportunities for individual growth through leadership, career development, network and service that you will enhance your traditional and non-traditional education by learning the non-classroom skills needed to succeed."

The event was an overall success and much thanks to go to **Professor Mohammad Bazaz**, the chapter adviser, and the undergraduate and graduate offices for the work they put into helping to make this event a huge success each year.

Student chapter wins recognition:

Oakland University's **Society of Human Resource Management (SHRM)** was named a Superior Merit Chapter for the 2007-08 academic year, as well as being honored as one of the top 10 Outstanding Chapters of the year by the national committee.

Graduate students recognized:

Graduates of our master's programs in the School of Business Administration, Summer 2007 through Spring 2008 received an invitation to the Master's Dinner honoring this year's graduates. This year's dinner was the 26th annual held at Meadow Brook Hall on Friday, April 25, 2008. This year's guest speaker was Ms. Rebecca Smith, President, East Michigan Region, The Huntington National Bank, and an OU Alumna.

SIFE Team's Accomplishments:



Top (left to right): Ron Tracy, Paul Vance Brennon Edwards, Wayne Blizman

Bottom (left to right): Alex Cherup, Jenny Van Vliet, Roslyn Taylor, Wes Arnold

500 teams from Students in Free Enterprise (SIFE) represented their respective schools in 15 regional competitions across the U.S. in Cleveland and on March 19, 2008 OU's SIFE Team was named the SIFE USA Regional Champion in the overall competition. The team also received recognition as a national finalist in the Success Skills and Market Economics Individual Topic Competitions.

The National Exposition of Students in Free Enterprise was held in Chicago on May 13 - 15 where 145 universities who were named Regional Champions earlier this year competed for the opportunity of representing the U.S. at the SIFE World Cup Competition to be held in Singapore this October. The Oakland University SIFE team did an excellent job in presenting to a panel of judges. While the OU team did not advance beyond the opening round of the overall team competition, Oakland University did place third in the Nation in the Market Economics criteria and in the Top 20 in the Nation in Success Skills criteria, which were 2 of 6 Individual Topic Competitions. Congratulations to our Oakland University SIFE team for a job well done!