

Siena College Spring 2004, Volume 1 School of Business Newsletter

Message from the Dean



Our mission is to offer values-oriented, intellectually-stimulating educational programs that prepare students for business careers and continuing intellectual and professional development. I invite you to browse our site (www.siena.edu/schoolofbusiness/) and experience the range of opportunities students have in the Siena College School of Business.

Siena College has been educating business students since 1937. Nearly 15,000 business leaders have graduated from the Siena College School of Business. With majors in accounting, economics, finance, and marketing/management, many of our graduates have reached the upper levels of management in business, nonprofit, and government organizations.

The School of Business is committed to academic excellence and places paramount importance on teaching and learning in an atmosphere enriched by business collaboration, professional activity, and scholarship. Most of our faculty have been previously employed in business organizations. This enables our students to learn from faculty who not only have the appropriate academic credentials but also have considerable business experience.

Technology plays a major role in business education at Siena College. All classrooms are electronically enhanced with PC's, internet connection, VCR, and built-in projection devices. In addition, the School of Business is constructing a Financial Technology Center that will include a Market Trading Room and the Accounting Lab. These rooms will enable our students to access real-time data on the financial markets as well as balance sheet data on all publicly traded companies.

We are hopeful you will discover more about the wonderful opportunities available at Siena College in the School of Business. If you have additional questions, please contact me at Jnolan@siena.edu

Sincerely,

Dr. James R. Nolan
 Dean of the School of Business and
 Professor of Quantitative Business and Computer Science

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Meet the Administrative Staff in the School of Business

Tom Mahaffey -	Associate Dean of the School of Business
Jamie Casline -	Assistant Dean for Administration for the School of Business
Diane Hannahs -	Assistant to the Dean of the School of Business
Richard Syrett -	Accounting Lab Coordinator
Cynthia Kuemmel -	Office Secretary for the School of Business
Anne Anderson -	Internship Secretary for the School of Business

Newsletter Publication Schedule

September 1

November 1

February 1

April 1

Comments, questions, and contributions should be sent to Andrea Smith-Hunter, ahunter@siena.edu

Profiles

Faculty Profile - Dr. Terry Curran, Professor of Marketing and Management



Terry Curran, current Professor of Marketing and Management will become Professor Emeritus of Marketing and Management on September 1, 2004. Terry first joined the Siena faculty in 1988, after a career in environmental management in NY State government, and adjunct teaching in environmental studies at Rensselaer Polytechnic Institute.

Terry's favorite MKMG courses at Siena were Business Policy and Strategy, and Business Communication, and his favorite interaction with students was as advisor to the 21st Century Leaders Society.

His most rewarding experiences at Siena were in the collegiality and interaction with faculty through service, on many college committees, but particularly the Faculty Committee; through teaching or co-teaching interdisciplinary courses in environmental management, and in Foundations; and through participation in the annual World War II Conferences.

Terry also values the opportunities he has had with international teaching and research: in Korea with Fulbright and Asia Foundation fellowships; in Ireland as visiting researcher; and in Ukraine, teaching under a Eurasia Foundation Grant to Siena.

Since 1995, he has served as an associate in The Hudson Group, LLC, a firm specializing in public policy and management consulting. He is also a Board Member and volunteer consultant with the Executive Service Corps of the Tri-Cities, and has assisted The Empire State Performing Arts Center, Images Theater, and the Animal Protective Foundation of Schenectady in preparing strategic plans. Terry is also a past Chair of the NYS Academy for Public Administration, Capital District Chapter, American Society for Public Administration, Hudson River Environmental Society and the NYS Section, American Water Resources Association.

Upon retirement, Terry will continue consulting, reading, writing, and playing golf. He, and his wife Mary, hope to spend more time visiting their children and grandchildren in New England and in Europe.

Student Profile - David Chen Class of '04 in Marketing and Management



As he gets ready to graduate from Siena, David Chen reflects on his early years in the United States and the difficult decisions he has had to make throughout his life. He recalls that when his family first moved to America fifteen years ago, he struggled to learn his ABCs. By the time he finally became acquainted with the American school system, most of his peers, including his two older cousins, had already made the decision not to continue their education. In surroundings where survival became the primary goal, education for some, became a less essential factor.

Since high school, David has had to work at a variety of different jobs to support himself while also progressing through higher levels of education. While his other classmates enjoyed the experience of hanging out with friends, he was working full time to support himself. David indicates that many times he thought of giving up and taking, what seemed at the time, to be the easy way out. However, these negative thoughts never lasted long, and he told himself that he would have to persevere or he would not be able to achieve his long-term goals.

Today, as a student in Siena College, David is on the honorary President's list. He has worked hard to maintain his 3.74 GPA, and has put tremendous efforts into the classes required for his Marketing and Management degree. He also contributes in the way of the Franciscan tradition that is exemplified at the College, by serving as the treasurer of the 21st Century Leadership Society. This Society is involved with a number of campus activities. David states that one of his most fulfilling experiences was the Society's "Leadership for Literacy Campaign", which raised monies to purchase children's books for the John Howe library in downtown Albany.

Although this is his last year at Siena College, the knowledgeable faculty members he has interacted with throughout his academic career, as well as the intensive program at Siena College has provided him with a memorable learning experience. He admits that at times it has been tough and that keeping track of his schoolwork, internships and a part time job was not an easy task. However, he did not let the negatives get in the way of him pursuing the fullest education opportunities that Siena College had to offer him.

With the graduation day only a month and a half away, he laments that he is starting to feel sad about leaving Siena College. However, he knows that Siena College has helped him to build the confidence and knowledge that he needs for the real world. He concludes by stating that he will cherish the educational experience he received from Siena College for the rest of his life.

David was recently informed that he has been accepted to law school and sees this accomplishment as another critical step towards achieving his future plans.

New Faculty Hires for 2004-2005

Gary Clendenen, Associate Professor of Quantitative Business Analysis

Gary has a Ph. D. in Quantitative Business Analysis from LSU. He is currently an associate professor at the University of Texas, Tyler. His teaching and research interests include operations management, business statistics, total quality management, and information systems. Gary has co-authored three business mathematics textbooks for major publishers and has numerous refereed journal publications.

He has been the recipient of grants from NSF, Bank One, and the University of Texas. Gary has led a study tour of Mexico for each of the last eight years. Gary has also served as an actuary and the managing partner of Alamo Energy and Oil Exploration.

Eric Eddy, Assistant Professor of Marketing/Management

Eric has a Ph.D. in Organizational Behavior from the State University of New York at Albany. He is currently a Project Director for The Group for Organizational Effectiveness, Inc. In addition, he serves as the Executive Director of the Second Chance Scholarship Foundation. His teaching and research interests include human resource management, organization behavior, and research methods. Eric has a number of refereed journal publications as well as book chapters.

Eric Girard, Associate Professor of Finance and Hickey Chair in Business

Eric has a DBA in International Finance from United States International University. He is currently an associate professor at Indiana State University. His teaching and research areas include portfolio management, financial modeling, international finance, emerging capital markets, and currency option pricing. Eric has won three outstanding conference paper awards as well as two outstanding teacher awards. He has numerous refereed journal publications. Eric served as treasurer of Mitchell International for six years.

Deborah L. Kelly, Esq., Assistant Professor of Management

Deborah has a Juris Doctor degree from Albany Law School and a management degree from Rensselaer. She is the Regional Office Administrative Partner in the Hodgson Russ Law Firm specializing in commercial litigation. Her teaching and professional interests include labor relations, human resource management, business counseling, and business law. She has taught at Cobleskill College and Siena College. In addition, she has taught numerous Continuing Legal Education workshops.

Elizabeth Marcuccio, Assistant Professor of Business Law

Elizabeth has a Jurist Doctor degree from Albany Law School and is a licensed CPA. She is currently a partner in the law firm King, Adang, Arpey & Marcuccio of Saratoga, New York. Her teaching and professional interests include business law, business ethics, and accounting. She has taught at the State University of New York and Adirondack Community College. In addition, Elizabeth has served as the controller of Saratoga Hospital, a tax specialist with Peat, Marwick, Mitchell & Co., and an auditor for Ernst & Whinney.

Andreas Rauterkus, Assistant Professor of Finance and Quantitative Business Analysis

Andreas has a Ph. D. in Finance from the University of Cincinnati. He is currently an assistant professor of Finance at Louisiana State University. His teaching and research interests include corporate finance, financial institutions, international finance, corporate governance, and financial institutions. His research has been presented at a number of academic conferences and published in proceedings and a book. Andreas has passed the CFA Level I examination and has utilized the LSU SMART trading room in his teaching.

Stephanie Yates Rauterkus, Assistant Professor of Finance and Director of the Hickey Financial Technology Center

Stephanie expects to complete her Ph.D. in Finance at LSU in June 2004. In addition, she has masters' degrees in accounting and economics. She has used the LSU trading room extensively in her teaching. Her teaching and research interests include investments, corporate finance, international finance, and the interrelations between investor beliefs, information, and trading volume. She has published papers in refereed conference proceedings and an academic journal. Stephanie has also received research grants from Housing and Urban Development (HUD) and General Electric. She has served as a reviewer for The Quarterly Review of Economics and Finance.

Debra Skaradzinski, Assistant Professor of Finance

Debra has a Ph.D. in Finance from Virginia Polytechnic Institute and State University. She is currently a Lecturer in Finance at the University of Massachusetts, Boston. She has previously taught at Hollins University and Radford University. Her teaching and research interests include investments, corporate finance, and business statistics. She has presented papers at academic conferences. Debra has also served as a corporate credit analyst for Qualex, Inc. and an assistant vice president for commercial loans at Great Atlantic Savings Bank.

Walter Smith, Assistant Professor of Accounting

Walter is currently an Associate Professor of Accounting at Marshall University and a Certified Management Accountant. He received his Ph.D. in accounting from the Ohio State University. His teaching interests include managerial accounting, cost accounting, and accounting information systems. Walter has several publications in the accounting pedagogy area.

Courses for Summer Session 2004

<i>CRN</i>	<i>course #</i>	<i>Title</i>	<i>Day</i>	<i>Time</i>	<i>Ins.</i>
20201	BUDV482	Internship in Business			Nolan
<i>Term #3 - May 24 to June 18</i>					
20250	ECON102	Principles of Econ., Macro	TWR	8:15-11:15 A.M.	Mallia
20170	FINC430	Derivative Securities	TWR	8:15-11:15 A.M.	Sheridan
20102	MKMG113	Bus. And Org. Comm.	TWR	8:15-11:15 A.M.	Decasperis
20244	MKMG211	Org. and Management	TWR	8:15-11:15 A.M.	Kapp
20249	MKMG325	Advertising	TWR	11:30-2:30 P.M.	Marbot
20253	MKMG440	Performance Appraisal Work Behavior and Motivation	TWR	11:30-2:30 P.M.	Smith- Hunter
20158	QBUS100	Math for Decision Making I	TWR	8:15-11:15 A.M.	Franko
<i>Term #4 - May 24 to July 2</i>					
20171	ACCT400	Advanced Accounting	MW	6:00-9:00 P.M.	N. Fitorre
20187	CSIS010	Intro to Comp. Applications	TR	9:15-11:15 A.M.	Bult
20169	FINC302	Managerial Finance II	TR	8:15-11:15 A.M.	Trent
20245	MKMG212	Marketing	TR	6:00-9:00 P.M.	A. Fitorre
20248	MKMG332	Human Resources Mgt.	MW	6:00-9:00 P.M.	LaCombe
20218	MKMG338	Labor Relations	MW	8:00 - 11:30 A.M.	Fitzgerald
<i>Term #5 - May 24 to July 16</i>					
20144	ACCT200	Financial Accounting	MW	6:00-8:45 P.M.	Cook
20145	ACCT205	Managerial Accounting	TR	6:00-8:15 P.M.	Caccamo
20147	ACCT305	Intermediate II	MW	6:00-8:45 P.M.	Giaquinto
20149	ACCT350	Cost Accounting	MW	6:00-8:45 P.M.	Kaminski
20219	ACCT430	Auditing	TR	6:00-8:15 P.M.	Corrigan
<i>Term #7 - June 21 to July 30</i>					
20251	ECON101	Principles of Econ., Micro	TR	8:00-11:15 A.M.	Mallia
20108	MKMG429	Organizational Behavior	MW	8:00-11:15 A.M.	Chetwynd
20192	QBUS110	Math for Decision making II	MW	6:00-9:15 P.M.	Litynski
20220	QBUS200	Business Statistics	MW	6:00-9:15 P.M.	Gigliotti

School of Business Students Studying Abroad

Last name	First Name	Major	University	Country
BERNARD	Kyle	ACCT	Birkbeck	England
BIANCO	Thomas	ACCT	Birkbeck	England
ARASIN	Justin	FINC	Birkbeck	England
LEE	Daniel	FINC	Queen Mary	England
FORD	Brooke	FINC	Pittsburgh	Multi
LONGOBARDI	Jennifer	MKMG	Richmond	Italy
SCALLEY	John	MKMG	CC-CS	Spain
SISTO	Anne	MKMG	U Melbourne	Australia
TURNIPSEED	Jeff	MKMG	U Amsterdam	Netherlands
DUNN	Jeffrey	MKMG	IES	Argentina
JORCZAK	Janelle	MKMG	CC-CS	Spain
HOFFMAN	Stephanie	MKMG	Sorbonne	France
BECKER	Daniel	MKMG	U Galway	Ireland
McSHARRY	Lindsay	MKMG	Westminster	England
GARDNER	Katie	MKMG	Birkbeck	England
SALCEDO	Meeghan	MKMG	Westminster	England
SMITH	Katharine	MKMG	Sorbonne	France
AUCIELLO	Kaitlin	MKMG	CC-CS	Spain
BUNDRICK	Erinne	MKMG	Westminster	England

Student Associations

Accounting Student Association

Faculty Advisor - Brett Stone, Assistant Professor of Accounting

Membership in the Siena College Accounting Students Association (ASA) is open to all Siena Accounting or intended Accounting majors. Membership in the ASA provides its members with an excellent opportunity to explore career opportunities in Accounting by enabling, promoting and facilitating the discussion and exploration of pertinent topics outside the traditional classroom setting.

Regular activities of the ASA ordinarily include speeches and panel discussions by fellow students, faculty and professionals, field trips, and a variety of social and service (to school and surrounding community) activities.

The opportunities offered by membership in the ASA explore career opportunities and allow students to network with fellow classmates, alumni, faculty and industry professionals. The Association's mission is also intended to help Siena College Accounting students make better and more informed career decisions, as well as help prepare these students for the transition from college to full-time work in the field of Accounting.

American Marketing Association

Faculty Advisors - Cheryl Buff, Assistant Professor of Marketing and Management and Raj Devasagayam, Assistant Professor of Marketing and Management

The Siena Chapter of the American Marketing Association was formed in the Fall, 2003 semester. Membership is open to students of any major who are interested in marketing. The student membership fee of \$39 provides for membership benefits that include (1) everyday resources such as Marketing News, MarketingPower.com and the AMA Member Resource Room, the Collegiate Connection, AMA Career Center, and AMA Employment Kit, (2) education and networking opportunities, (3) experience, (4) and savings on various AMA publications. We currently have 40 members.

Upcoming events include the chapter's second business panel (April 14), a wine tasting social (April 15), and a 3-on-3 basketball tournament to benefit St. Peter's Hospital (May 1). Students are also working on a website and newsletter to further promote the chapter.

Financial Management Association

Faculty Advisors - Syed Hyat, Assistant Professor of Finance

FMA is a professional organization of finance executives, analysts, faculty, and students. It is the only organization that has been successful in bringing together students, faculty, and professionals for their mutual benefit. Membership in the FMA establishes the student as an integral part of a growing network of finance practitioners and helps the student find her/his financial career path, get answers to career questions, stand out from their competitors, improve their interpersonal and networking skills and keep up-to-date on the latest financial developments. Additionally, members may receive recognition for superior academic achievement specifically in finance by being inducted into the National Honor Society.

Human Resource Management Association

Advisors - Melinda Costello, Assistant Professor of Marketing and Management and Suzanne O'Connor from the Career Center

The Capital Region Human Resource Association has sponsored a Multi-Campus Society for Human Resource Management. The organization gives students attending Siena College, Skidmore College, Rensselaer, The College of Saint Rose, and Union College an opportunity to learn more about Human Resource Management and to interact with Human Resource professionals from the Capital Region.

Students in Free Enterprise (SIFE)

Faculty Advisor - Gil Brookins, Associate Professor of Marketing and Management

SIFE is a nonprofit student organization that provides students the best opportunity to make a difference and to develop leadership, teamwork, and communication skills through learning, practicing, and teaching the principles of free enterprise. SIFE challenges students on more than 700 college campuses worldwide to take what they're learning in the classroom and use their knowledge to better their communities.

Guided by faculty advisors who are named Sam M. Walton Free Enterprise Fellows in honor of the late Wal-Mart founder, SIFE Teams establish a variety of community outreach programs that teach free enterprise. Each year, Siena SIFE develops innovative projects, such as the Girl Scout "Price is Right" day, our Fall Business Ethics Panel, our annual Valentine's Day---"Kiss an Entrepreneur" project and this April, "The Apprentice-College Edition" built on this season's very popular NBC TV show

Twenty-First Century Leadership Society

Faculty Advisors - Cheryl Buff and Andrea Smith-Hunter, Assistant Professor of Marketing and Management

The 21st Century Leadership Society is the honor society for Business majors. Members are selected based on a combination of academic achievement and demonstrated outstanding leadership characteristics.

As 21st Century Leaders, the students are part of an academic honor society whose foundation rests upon leadership, charity and selflessness. They strive to promote their community through on-campus networking, alumni panels, and charity events. Twenty First Century Leaders engage themselves actively, passionately, and enthusiastically in all their endeavors.

To join, students must have a junior status at Siena College, be a business major, be nominated based on academic success (self-nominations also accepted), submit a completed resume and an essay.

Activities undertaken by the Society include: a Speakers' Panel, a Wine Tasting Benefit for students in Haiti, a Leadership for Literacy Campaign benefiting the John Howe library in downtown Albany and a Flower Sale, benefiting the St. Francis House in Philadelphia.

Faculty Projects

James Booker, *Associate Professor of Economics* is continuing to collaborate with colleagues at Texas A&M and New Mexico State regarding his work exploring drought in the American west. He recently presented a paper on the research at a talk at Union College.

Gil Brookins is supervising a senior Marketing and Management student who is conducting a study on the evolving Online Consumer. The study investigates the trends, and uses of e-commerce in retailing.

Cheryl Buff has students in her Retailing class working with the following retailers: Northeastern Fine Jewelry, Exit 23 Mobil, Toy Chest, Ben & Jerry's Ice Cream Parlor (Saratoga) and Country True Value Hardware to complete their class projects. Student teams identify a retailer that they want to learn more about. They are responsible for conducting a personal interview, performing a site analysis of the retail layout, and evaluating merchandise assortment and presentation. Through their research, the students gather information on the history of the organization, retail strategy, financial strategy, logistics and information systems, merchandise buying systems, pricing, promotion, store management, design and visual merchandising, and customer service. They can then evaluate their research in terms of the concepts discussed in the course and make recommendations that they believe will improve the retailer's performance. A representative from each company will be invited to attend the in-class presentation of the project and are offered a copy of the final written report.

Julie Cabou, *Visiting Professor of Marketing and Management*, has the students from both sections of her Organization and Management course applying their textbook knowledge of management to a real life situation as they operate their own business. Drawing from various theories learned in class, students are: Planning, Organizing, Leading, and Controlling a Bake Sale. The two sections have divided into teams. It's the men vs. the women in each class. The teams will compete to see who earns the most profit. Collectively the students have decided to stress Corporate Ethics and Social Responsibility by donating all proceeds to the Morell Center for Childhood Cancer and Blood Disorders at the Children's Hospital of the Albany Medical Center. The monetary goal is to exceed \$1,075, which is the amount earned last semester when this project was first introduced.

Raj Devasagayam is involved in a number of student projects:

His **MKMG 212 students** worked on a comprehensive marketing strategy, planning, and research project in Fall 2003. They conducted this project in small teams for the Siena College Athletics Department that felt a need to examine the Women's Basketball Program at Siena. Students conducted survey based market research from inception to conclusion determining the answer to research questions dealing with low (lower than their male counterparts) attendance and support for Women's Basketball Games and events. Students then proceeded to suggest strategic recommendations and marketing ideas. Further, students designed and implemented some of the promotional material. Student groups were able to find two corporate sponsors that agreed to sponsor event and provide financial and other support to reinforce the marketing strategy of the Program. Students made oral presentations to their "Clients" and also provided written reports and all ancillary marketing material created for them at the end of the semester.

His **current MKMG 212 students** are designing marketing and promotional material for the Siena Chapter of American Marketing Association. Each team is focusing on two short-term tactical goals and one long-term strategy. Teams are responsible to promote one regular meeting and one fund raising or speaker panel event over the course of this semester. Another goal is to provide a more strategic long-term comprehensive promotional plan and promotional materials aimed at different target segments -- students, parents, faculty, prospective students, corporate sponsors, and business executives that my serve as resources and speakers. All readers of this newsletter are cordially invited to attend student presentations scheduled for the last week of classes (contact raj@siena.edu) this semester.

Raj Devasagayam is also requesting assistance for student projects for the Fall, 2004 semester. He would like to take this opportunity to invite interested businesses to consider providing students from his classes with projects that would aid student learning in the area of marketing: planning, strategy, and research. Additionally, colleagues that could use the abilities of his marketing students for their clubs, events and an inter-disciplinary cross-functional business perspective with their classes are welcome to suggest projects for Fall 2004. Please contact raj@siena.edu with your ideas and suggestions.

Tom Mahaffey, *Associate Dean of the School of Business and Associate Professor of Marketing and Management*, participated as a discussant in the first session of the eMerging Manager Training Program sponsored by the Continuing Education program. Shaun Mahoney, President and CEO of TAG and a member of the Dean's Advisory Council was the primary facilitator. Seventeen emerging managers from area organizations are participating in the program, which runs for six week and covers some of the fundamental topics in business.

Mary Ellen Mallia, *Visiting Instructor of Economics*, has three students in her Environmental Economics class who are pursuing an opportunity to purchase a pollution allowance. Ed Lavoie, Mike Limperolous and Katie Spidle have been researching the market for tradable permits in sulfur emissions as part of a class project. They have secured an offer to purchase the rights to one ton of sulfur dioxide emission from the Adirondack Council which will be graciously funded through Dr. James Booker's Hickey chair endowment. Sulfur dioxide is the leading cause of acid rain and is the source of great environmental damage in the Adirondacks. The students will be completing the details of the purchase and reporting on their activities later this month.

Joe Rosetti, *Professor of Marketing and Management* is working with a senior student in the Marketing and Management department on a paper that will be submitted to an upcoming conference. The paper is entitled is "The Primary External Environment Impacts on the Event Planning Interest".

Katherine Silvester, *Associate Professor of Accounting* and **Mike Van Patten**, *Professor of Accounting* Michael are writing an educational case concerning Corporate Budgeting and Analysis entitled, "Mr. V's Boutique", with three School of Business students. The three students participating in the research are Christopher J. D'Allaird, Jessica Maynard, and Joseph Vitale. The students are developing an extensive Excel Budgeting Framework to support the case analysis, as well as researching various components of cost and sales in the retail market. The project began last semester and will continue through the next academic year. The goal is to present the completed case at Educational Conferences and then publish it so that other universities can also utilize the material in their accounting classes.

Andrea Smith-Hunter is currently a project coordinator and mentor in the Urban Scholars Program. Through a wide-ranging, supportive system, The Urban Scholars Program, modeled after the Albany Community After-school Network (CAN) initiates learning opportunities for students in the City of Albany, NY. Participants in this program include Middle School students from Hackett, Livingston and the Albany Charter Schools. These students benefit from academic opportunities that expand, enrich and challenge their talents. The program is based on a grant received by Robert Colesante, Associate Professor in the Education department.

Andrea is specifically responsible for the Capital District Young Entrepreneurs segment of the project, which teaches the students to develop a fictitious business plan. The plan is based on interviews they have conducted with business owners in their neighborhoods, as well as additional research conducted by the students.

The students' presentations of their business plans will take place on Saturday, April 24 at 2:00 to 4:00 P.M. in the Key Auditorium. All are invited.

Len Stokes, *Professor of Accounting* and **Andrea Hotaling**, *Associate Professor of Accounting* are members of the NYSSCPA Northeast Chapter Committee coordinating the following program. Siena College in conjunction with the New York State Society of Certified Public Accountants and the Northeast Chapter of the NYSSCPA is creating a Career Opportunities in the Accounting Profession program (COAP) for Albany. With the assistance of the City of Albany Department of Youth and Family Services disadvantaged and minority high school students from Albany will be provided with the opportunity to learn about the Accounting Profession, obtaining a College Education, and majoring in Business. During the 2005 summer this program will be housed on the Siena Campus for one week. The remainder of the summer the students work in a paid internship within the accounting field.

Faculty Accomplishments

Joe Allegritti, Professor of Accounting and Business Law and Professor of Religious Studies has two chapters accepted for publication in an upcoming book on John Steinbeck. The book is entitled **John Steinbeck and Moral Philosophy**. Both of the articles are on business ethics. They are entitled "John Steinbeck and the Morality of Roles" and "Work, Business, and Sex in The Wayward Bus."

Joe Allegritti also has a chapter on legal ethics accepted for publication in another forthcoming book. The book is entitled **Healing and the Law**. The chapter is entitled, "Clients, Courts, and Calling: Rethinking the Practice of Law."

James Booker has been elected Vice-President of the New York State Economics Association. With the office comes an invitation to host the annual meetings of the association in the Albany area in the Fall of 2006.

Fred DeCasperis, Associate Professor of Marketing and Management has had an article accepted for the **Journal of Academy of Business and Economics**. His article is entitled, "Academic and Workplace Perceptions of Nontraditional Female Graduates". The article will be published in the October, 2004 issue.

Raj Devasagayam had an article accepted for the **Journal of Financial Services Marketing**. His article is entitled "Consumer Perceptions of Alternative Dispute Resolution Mechanisms in Financial Transactions". The article will be published in the August 2004 issue.

Edward Howe, Professor of Economics, recently had an article accepted to **The Hudson River Valley Review**. The article is entitled "The Hudson-Mohawk Region Industrializes: 1609-1860"

Linda Richardson, Vice President of Academic Affairs and Professor of Finance, was recently selected as a member of the Editorial Board of the Case Journal.

Charles Seifert, Associate Professor of Marketing and Management has chapters accepted for publication in two upcoming publications. The first, is a collaboration with his colleague, Gary Yukl and is entitled, "Power, Leadership and Influence in Conflict-Prone Situations in Organizations". It will be published in C. K. W. De Drew & M. J. Gelfand (Eds.), **The Psychology of Conflict and Conflict Management in Organizations**. Mahwah, NJ: Lawrence Erlbaum. The second chapter is entitled, "The Importance of Influence in a Cultural Non-profit" in D. Ihrke (Ed.), **Leadership in Public**

and Non-Profit Organization. New York, NY: Marcel Dekker.

Andrea Smith-Hunter has two journal articles accepted in upcoming publications with colleagues from other universities. The first, "Applying Theories of Entrepreneurship to a Comparative Analysis of White and Minority Women Business Owners" is a collaboration with her colleague Karyn Loscocco at University at Albany. The second is entitled, "Women Home-Based Business Owners: Insights From Comparative Analyses" and was written with her colleague Robert Boyd, from Mississippi State University. Both articles will be published in the **Women in Management Review** in upcoming volumes.

Andrea Smith-Hunter also has an upcoming book review that will be published in the **Journal of Multicultural Review**. It is based on David Bornstein's book **How to Change World: Social Entrepreneurs and the Power of New Ideas**.

Brett Stone was invited to submit a text for inclusion in a collective book dedicated to the study of Corporate Social Responsibility. The project is funded by the European Foundation for Management Development (EFMD). This book is primarily aiming to review the accumulated knowledge on the subject and observe practices in the economic, political and social circles. The book will include contributions from reputed experts at an international level who will tackle the subject from different angles. The paper is entitled "Corporate Social Responsibility (CSR) and Institutional Investment".

Kay Wilkie, Adjunct Professor in the School of Business and a member of the New York State Department of Economic Development, has been appointed to chair the Intergovernmental Policy Advisory Committee (IGPAC), a statutory advisory committee that provides advice to the USTR on trade agreements from the perspective of state and local governments. IGPAC is comprised of representatives from the executive, legislative, and judicial branches of state, county and municipal governments, as well as associations of state and local officials.

Short Takes

Upcoming Events

Mr. Jack Aernecke, News Anchor and Business Editor for WRGB Channel 6 will be a presenter at the third installment of the Spring, 2004 School of Business Lecture Series on April 19 in the Key Auditorium. His presentation is entitled, *"Understanding Current Business Trends in the Capital District"*.

Melinda Costello will be presenting from her work on March 25 at the Colloquium on Women and Gender issues. Her presentation is entitled *"When the Wrong Woman Wins: Building Bullies and Perpetuating Patriarchy"*.

Mr. Ted English, the CEO of The TJX Cos.Inc., will be on campus April 19th attending classes, as well as meeting and speaking with students on issues of globalization. The student session is being sponsored by the Financial Management Association International.

Dr. Abraham George will be speaking on "Is Globalization Good for the Poor?" April 28, 7:00 PM in the Boland Room. Dr. George has his M.B.A in Economics, M.S. in Finance, and Ph.D. in International Finance and Banking from the Stern School of Business at New York University. He is currently the Chairman at eMededexOnline LLC, a medical diagnostic software company in the U.S.

Tom Mahaffey is arranging to have twelve professionals from the Dean's Advisory Council serve as paper and presentation evaluators for the capstone strategic management course. Teams of students will make formal presentations to panels of executives during finals week. These executives will evaluate case analysis papers and presentations, then provide immediate feedback to the students. This will serve as a test case for a process that may be included as a standard component of the new BUDV capstone course. Sessions will be held on May 12 and 13 from 5:00-11:00 P.M. Four sections of MKMG-450 will be involved in the process, including two evening sections taught by adjunct professors.

Shaun Mahoney, CEO of TAG Solutions and David Ellis, Owner and GM, Northeast Acura, Latham are scheduled to lecture in MKMG 326 (Sales Management) in the Spring 2004 semester

Andrea Smith-Hunter, will be presenting on April 1 at the Colloquium on Women and Gender issues. Her presentation is entitled "Women's Entrepreneurship Across Racial Lines: Issues of Human Capital, Network Structure, and Financial Capital".

Twenty-First Century Leaders' Society will be holding their Induction Dinner for new members on Friday, April 16 from 6:00 - 9:30 P.M. in Sarazen, Student Union, Room 243.

Charles Seifert will be presenting at the first School of Business Colloquium Series talks, scheduled for April 16, 3:30 P.M., S318. His presentation is entitled, *"Assessing the Effectiveness of Multi-Source Feedback and Training on Managerial Effectiveness"*.

Andrea Smith-Hunter will also be presenting at the first School of Business Colloquium Series talks, scheduled for April 30, 3:30 P.M., S318. Her presentation is entitled, *"The State of Women Entrepreneurs in the Current Marketplace"*

On the Road

The following faculty will be presenting papers at the Academy of Business Education in Mystic, CT from April 22-23:

Cheryl Buff
Fred DeCasperis
Bill Engelhardt, *Assistant Professor Of Quantitative Business Analysis*
Tom Kopp
Joe Rosetti
Andrea Smith-Hunter
Virginia Yonkers, *Visiting Instructor of Marketing and Management*

James Booker will be presenting a paper at the 2004 University Council on Water Resources Annual Conference to be held July 20-22, 2004, in Portland Oregon.

Gil Brookins will be taking the Siena College SIFE team to the New England Regional Competition in Hartford, CT in April. The team will be competing against 20 other collegiate teams from the Northeast for the opportunity to advance to the National competition in Kansas City in May. SC-SIFE has advanced to the national competition three (3) times in the past seven years.

Gil Brookins will also be presenting a teaching case at the CASE/Eastern Academy of Management in Providence, RI from May 12-14.

Melinda Costello will be presenting a paper at the International Conference on Knowledge, Culture and Change in Organizations in Greenwich, London on August 3-6.

Fred DeCasperis will be presenting a paper at the Case/Eastern Academy of Management in Providence, RI from May 12-14.

Financial Management Association students are from the Siena College Student Chapter recently attended the Finance Leaders' Conference held in Chicago from March 22-26. Open only to students, this is the only international conference of its type held specifically to address the needs and concerns of finance students.

Peggy Garnsey will be presenting a paper at the AAA Mid-Atlantic Region Meeting in Arlington, VA from April 15-17.

Tom Kopp and **Joe Rosetti** will be presenting papers at the Regional NACADA (National Academic Advising Association) on March 24-26, the International Conference on Knowledge, Culture and Change in Organizations in Greenwich, London on August 3-6, and the International Literacy and Education Research Network Conference on Learning on June 27-30.

Anthony Pondillo, *Visiting Assistant Professor of Finance*, will be presenting a paper at The Fourth Annual Global Student Investment Strategy Symposium at the University of Dayton, Ohio from April 1-3.

Stephanie Yates Rauterkus and her colleague, Carlos Slawson of Louisiana State University will be attending the American Real Estate Society conference. It is in Captiva Island, Florida from April 23rd to April 26th.

Charles Seifert and **Jim Nolan** will be presenting a paper at the upcoming Academy of Business Administration National Conference in Las Vegas, Nevada.

Brett Stone will be presenting a paper at the Fourth Annual Hawaii International Conference on Business in Honolulu Hawaii from June 21 - 24, 2004.

Katherine Sylvester will be presenting a paper at the Institute of Management Accountants Northeast Regional Conference in Albany, New York on April 29-30. She will also be serving as a Moderator/Discussant at one of the academic paper presentations dealing with Managerial Accounting. The AAA is the primary academic association worldwide for accounting researchers and educators. This particular meeting is being hosted by Marist College at the Marriott.