From the Dean’s Office:
Perdue Departments Contributing To National Distinction

During the year, this column will focus on some of our departments and units in the Perdue School. This month we offer highlights from two of our academic departments: Management and Marketing, and Information and Decision Sciences departments.

The Information and Decision Sciences Department is at the forefront of information systems and decision sciences education and research. It offers a newly enhanced major and a minor in Information Systems (IS). Only decades ago, computers were enormous in size and used only by large organizations. Now they are used by many millions of people and by organizations of all sizes. This wide-ranging diffusion of innovation has resulted in career opportunities that continually increase in depth, breadth, scope as well as in number. IS graduates take positions as analysts or consultants in business systems, business intelligence, information resources and network technology. This year, the department has launched its new “flex curriculum.” Two courses serve as the foundation: Business Applications Development and Business Systems Analysis. Then, students select a combination of four IT elective courses to form a “soft track” that best meets their career goals. The new flexibility also improves the fit between the IS major and other Perdue School majors.

Similar to all business majors, IS majors take part in an internship in their field. Recently, two IS majors helped install a complete IT system for Kids of Honor, a non-profit, including groupware and software installation, Web site enhancements, user manuals, and training.

IS faculty are fully engaged in research and consulting. For example, in the past five years, over 30 percent of the journal publications in the Perdue School were authored by department faculty. Among the IS faculty recognitions include: Gene Hahn, inducted into the International Statistical Institute, Jim Quan recipient of an ESPRIT Grant, Karen Papke-Shields’s research recognized by the Academy of Management and Kathie Wright’s hybrid course model accredited by Quality Matters. Most recently, Cathy Beise has been awarded a prestigious fellowship at the National Science Foundation, where she is spending the year doing research into innovative uses of information technology.

The Management and Marketing Department is the largest department in the school and has the two largest majors. However, the department is more about quality than quantity. Examples of student achievements include fifth place in a new product competition and receiving a faculty recognition include: Gene Hahn, inducted into the International Statistical Institute, Jim Quan recipient of an ESPRIT Grant, Karen Papke-Shields’s research recognized by the Academy of Management and Kathie Wright’s hybrid course model accredited by Quality Matters. Most recently, Cathy Beise has been awarded a prestigious fellowship at the National Science Foundation, where she is spending the year doing research into innovative uses of information technology.

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Fieldwork was conducted by Jill Caviglia-Harris and Daniel Harris of Salisbury University and a research team comprising 23 individuals in July. The National Science Foundation-sponsored project titled “Living with Deforestation: Analyzing Transformations in Welfare and Land Use on an Old Amazonian Frontier National Science Foundation Grant” includes faculty and students from Salisbury University, North Carolina State University and the University of California at Santa Barbara.

This project addresses the long-term impacts of forest conversion on the socio-economic welfare of frontier inhabitants along with the reciprocal effects of income and wealth on land-use decisions. Recent field work added a fourth sampling round to panel of farm households in Ouro Preto do Oeste, Rondónia, Brazil. Primary data collected in previous rounds were obtained at the respondent household using paper and pencil interviewing (PAPI). Touch screen laptops were employed in this recent round of data collection to address the drawbacks of the PAPI approach. The use of these computers changed survey methodology in several aspects, inducing the maintenance of data by the team and use of the laptops as GPS navigation tools allowing the teams to more easily locate each household.

Surveys were conducted by 12 trained interviewers. At the completion of each work day, these teams returned to headquarters to return equipment, debrief about the day, map the lots and receive input about data collected the previous day. The research team, including SU undergraduate students Simon Hall, Jeffrey Dawson and Brain Klitch, was involved in downloading all data, preparing daily assignments of the research teams and running daily reports of the data to detect errors. We plan to use this new data to investigate the conversion of tropical forests and subsequent land use by combining primary household survey data in the core study area with new sources of data that cover an expanded study region including cadastral maps matched with satellite imagery; spatial data on biophysical factors, markets and public infrastructure; and secondary data at multiple scales from official sources.

The Perdue News

Fall ’09 Junior Orientation

The Perdue School’s commitment to serving students is made evident by educational events such as Junior Orientation. Junior Orientation provides students information about the opportunities and requirements associated with admittance to the Perdue School of Business. For those of you reading this that are not yet admitted to the business school, this is a mandatory event that you will attend during your first semester after passing through the GATE into the upper-division program.

It is a great opportunity for juniors to get questions answered as well as to get important information about mandatory requirements for graduation. This event provides students with information about clubs to join, organizations that students should utilize such as Career Services, graduation requirements including BUAD 400—a new initiative to assist seniors, ABLE internship, studying abroad and more.

Business students who went to Junior Orientation this semester were privileged to hear a Salisbury University alumna speak. Sarah Bunch, our honored guest, attended SU for her undergraduate degree and M.B.A. and was one of the original set of Student Business Leaders for the Perdue School. She now works with BEACON, an important part of the business development and outreach program here at SU. The organizers of Junior Orientation brought Bunch in to enlighten the juniors with a former student’s perspective on the importance of getting involved and establishing relationships with faculty and staff members among other things.

This new addition to the traditional open-table conversation atmosphere of Junior Orientation was started with the hope that students will take more way from the experience if they are given the opportunity to hear a successful student testimonial. Overall, we feel that Junior Orientation was more successful with this addition, and we feel that it was also successful because those who had questions had the opportunity to have them answered. As I am chair of the event, I would be glad to hear of any ideas you may have toward making the event more enjoyable and informative. Please feel free to e-mail me at studentbusinessleaders@salisbury.edu.

Live Perdue School Webcam

Keep up to date on the progress of the new Perdue School Building by visiting the Live Perdue School Webcam.

www.salisbury.edu/webcam/webcam2.html
2010 Summer Program in Estonia and Russia

This summer study program offers students a chance to experience one of the European Union’s newest and fastest growing economies, Estonia. The host university is in the heart of the city of Tartu, and nearby housing make it accessible. A sister city of Salisbury, Tartu is a highly suited place for study, research and recreation. This three-week Summer I program runs May 25-June 12, 2010, and it includes classes in the University of Tartu, sightseeing in Tartu, a visit to Tallinn—the capital city and home to many multinational subsidiaries—and an overnight visit to St. Petersburg, Russia. Estonia is listed in the top 25 most competitive/business friendly economy in the world.

Course: All students will be enrolled in the three-credit BUAD 396 Business Studies Abroad that examines issues in business administration in an international setting. This year’s special topic is Economic Integration. Trip directors are Dr. Richard Hoffman and Dr. Hong Yao.

Expenses: Costs of the program range $4,600-4,900, depending on number of participants; this includes the course fee. The application form was sent to all sophomores, juniors and seniors on September 28 and interest meeting is scheduled for 3:30 p.m. on Tuesday, October 20. For more information, contact Dr. Hong Yao, Global Program administrator, Perdue School of Business, at 410-543-6327 or hxyao@salisbury.edu.

Thermoskin Wetsuits USA

Thermoskin Wetsuits is proud to announce the arrival of the brand into the North American market after nearly two decades of supplying South American surfers with the highest quality wetsuits and accessories. A longtime friend of the Thermoskin Wetsuits family, Zeke Silvani had the idea of bringing the brand to the states after moving to the East Coast from Argentina.

With years of experience in corporate finance and in investments, Silvani teamed up with longtime friend Carlos Roncajolo, who currently is in his senior year at Salisbury University studying international business and marketing. Both Silvani and Roncajolo are originally from South America but have been living on the East Coast since the 1990s. Together they formed Thermoskin Wetsuits USA, LLC.

Thermoskin Wetsuits USA reinforces the brand’s philosophy as a grassroots company that contributes to the surf community by supporting local surfers and supplying high-quality gear. The brand will focus solely on the East Coast, which has historically been under-represented in the surf industry. Thermoskin Wetsuits has been welcomed with open arms throughout the Right Coast, and we are excited to break the mold that traditional surf companies have made for the surfers of our waters. Look for us in select surf shops throughout the East Coast!

BGS Receives National Award

Salisbury University’s Beta Gamma Sigma Sigma, the international business honor society, has been named a “Premier Chapter” for the first time. To qualify for the national award, a chapter must submit a survey of membership acceptance and chapter promotional activities. It also must indicate an acceptance rate of 85 percent or greater. A Premier Chapter qualifies for consideration as an “Outstanding Chapter” as well as $500 in matching funds for the society’s Scholarship Program. The mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business, personal and professional excellence in the practice of business.

The 2009 inductee list can be found on www.salisbury.edu/perdue/BGS.html.

Program Planning Reminder

As this month closes and the next starts, it is important to spotlight Program Planning. Pre-professional students may sign up for Group Scheduling as early as October 1 and the first session is October 14. Professional students must sign up on their advisor’s door between October 12-16 for advising appointments that start October 19.

Faculty also need to prepare for Program Planning by completing the MyClasses training modules and reviewing the Web site.

Student Information:
www.salisbury.edu/perdueadvising/Students

Faculty Information:
www.salisbury.edu/perdueadvising/faculty/programplan.html

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Community Service Award at the American Marketing Association Conference. Another team of marketing students achieved a top 30 percent placement in the Google Challenge, while a third team was a semi-finalist in the ECHO marketing plan competition. Two groups of students competed in an international strategy simulation and finished in the top 10 percent among 1,600 entrants. Successes in these competitions demonstrate that Perdue School students have the skills to make immediate contributions to the global economy.

Behind successful students are successful faculty. Examples include Pat McDermott, a recent Fulbright Fellow and a co-principal investigator on a Transportation Security Agency grant. Steve Adams earned fellowships at Johns Hopkins and Stanford Universities in support of his research. Recent book publications include Taking Sides: Clashing Views in Management by Marc and Vera Street and Corporate Governance and Organizational Life Cycle by Olivier Roche. Paula Morris was selected as one of Maryland’s Top 100 Women and Frank Shipper received a “Best Paper” Award at the Academy of Management’s Annual Meeting.

It is clear that the students and faculty in these departments are building a reputation consistent with A Maryland University of National Distinction,
**In the Spotlight …**


- Beta Alpha Psi has been recognized internationally as a “Superior Chapter” for the 2008-2009 academic year. Congratulations to faculty advisor Bob Dombrowski and the Iota Pi chapter.

- Bill Burke submitted three workshop proposals and all were accepted for this year’s ISECON conference in Washington, D.C., on November 5-6.


- Jeff Kottmann and Katie Wright’s paper “Socioeconomic Foundations Enabling Nations’ Modernization Through Information Technology” has been accepted for publication in the journal *Information Technology for Development.*

- Shekar Shetty spoke about “My Visit to Our Sister City, Tartu, Estonia” on September 22 at the Salisbury Area Chamber of Commerce.


- Darrell Wilson recently was one of a team of academics and professionals who wrote and submitted the 2009 Delaware Energy Plan to Governor Jack Markell of Delaware. The Energy Advisory Council, who wrote and submitted the plan, focused on energy efficiency and recommended a series of policies and programs that will accelerate our efforts to protect our environment.

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**October 2009 Perdue School Calendar**

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- Advising Sign-ups Begin
- Group Scheduling Begins
- MACPA Town Hall Meeting 12:30 p.m. • Nanticoke Room

**Salisbury University**