Dean William Moore: Leadership For Perdue School’s Future

Dr. William M. Moore officially assumed the helm of the Perdue School of Business on July 1, 2002. Moore comes to the Perdue School from Valparaiso University in Indiana, where he was dean of the College of Business Administration for four years.

“Dean Moore brings a very broad background to the Perdue School,” said Provost David H. Buchanan, “including experience in private industry, as well as increasingly responsible positions in higher education at several excellent institutions.”

“He has excellent experience in the AACSB International–The Association to Advance Collegiate Schools of Business–reaffirmation process, which we will be undertaking soon, as well as in building international programs,” Buchanan said. “The entire University welcomes Dean Moore’s arrival. He is coming into a strong school that has wonderful opportunities in the near future.”

Moore obtained his Ph.D. in business administration from Ohio State University, an M.B.A. from Case Western Reserve University and a Bachelor of Science from West Virginia State College.

“Dean Moore brings a wealth of experience to the Perdue School. He was both dean and professor of management at Valparaiso University. He has also taught at Yang-En University in China and worked at Drake University in Iowa. In addition to his many academic achievements, Moore has a rich background in private industry and worked with TRW, Inc. in human resources and labor relations positions.

“A key to a dean’s success is the capacity to lead a school or college in accomplishing strategic goals,” Moore said. “My leadership style encompasses the ability to create a positive academic environment for teaching and learning, provide support for faculty and staff, engage in successful fundraising, promote cultural diversity, encourage student achievement and faculty development, and commit to excellence.”

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Great Leader Lecture Series
Fall 2002
Check the Web site www.salisbury.edu for Date and Time!
New Challenges And Future Directions

Interview With Dr. William Moore
Dean, Perdue School Of Business

In the following interview, Dr. Moore outlined his vision for the Perdue School with Ginie Lynch, the editor of Connections.

Q: Why did you accept the position of dean of the Perdue School of Business?

A: It was not one or two things that motivated me to come here, but the total picture. There is a renewed dynamism when you look at what President Janet Dudley-Eshbach and Provost David Buchanan want to accomplish. The University, of course, has a strong academic reputation. The Perdue School has a solid foundation. The reaffirmation of its accreditation is important and I have been involved with accreditations. Other reasons include: the curriculum pursuits of the Perdue School, the international programs, the interest to do more community outreach and the Perdue School faculty—not only their commitment to the mission of the School but also to the University.

Q: What are you looking forward to about working at the School?

A: Making a very positive difference. If you look at what was done in the past, you get a great appreciation for what the faculty and staff have accomplished, and what the University has done to support the Perdue School. You cannot help but see a solid foundation. I want to be a part of the Perdue’s School’s mission. As an endowed school, thanks to the benevolence of Frank Perdue, we are in an excellent position to achieve the next level. I want to add my experiences, vision and skills, and try to bring it all together.

Q: How do you think the Perdue School can maintain its reputation for academic excellence?

A: Exciting challenges confront today’s business schools. We are facing many of the same issues that existed in the past: the recruitment of good students, the education of and placement of students, the recruitment and retention of quality faculty, and resource scarcity. Business schools now must continue to do traditional things well while also embracing continuous change and interacting with the external environment. Business schools must participate as members of the business community and contribute to community economic development. We must ensure that our curriculum provides the foundation for students to succeed in a globally competitive environment. Let us not overlook the vital role of our alumni. They provide a number of resources vital to a school’s success. Alums, for example, play a significant role in helping us remain on course, in terms of providing feedback to make sure that academic programs stay dynamic and challenging. Having alumni input, be it formal connections or informal channels developed by faculty, is extremely important for our students and the schools as a whole. I encourage and look forward to hearing from all of our alumni.

Q: Is the AACSB International accreditation a vital part of maintaining a business school’s reputation?

A: AACSB’s accreditation is extremely important for us. In sum, it is seen as a key external validation of a business program’s quality. The Perdue School must maintain its AACSB status and has made great strides in preparing for the reaffirmation of our accreditation. I have been a member of peer review teams and have gone through reaffirmation of accreditation at a couple of universities. It is important that we steadily maintain quality in all areas that support our mission, as standards are changing—even as we speak. As of July 1, I will be a member of the AACSB Blue Ribbon Committee, the body charged with reviewing the standards and processes for accreditation.

Q: Why did you accept the position of dean of the Perdue School of Business?

A: As an incoming dean, I expect that many people are interested in various things, such as: What changes will he make? What is his vision? What kind of structure does he seek to incorporate? What are his goals? Keep in mind that I need to develop a deeper understanding of a number of issues through input from faculty, students, administrators, business community and alumni. I would like for the “challenges” not be my challenges, but the challenges we will face as a school. I cannot do much alone. It is certainly going to involve we (Perdue School of Business), rather than I. So it is a matter of collectively meeting our challenges and how much of a facilitator, catalyst, leader and follower I will have to be. Certainly, many of the challenges relate to my earlier comments about today’s business schools. Our issues will be moving targets; obviously, reaffirmation of our accreditation is paramount for us all. Greater involvement in the external environment is another challenge. Clearly, we must ensure that our curriculum is continuously improving. In essence, we must simultaneously do many things very well. Our prime obligation is to provide students with academic excellence, including strong communication skills and a proper foundation in ethics and values.
Q: How important do you think it is for today's business schools to send students to study abroad?
A: I think it is tremendously important. You will not find a stronger advocate for internationalization than I. We live in a much smaller world with less than “six degrees of separation” between many local dealings and international impact. What takes place now in another country is very meaningful for what we do here in Salisbury or in this region. Our students are going into organizations that will do a great deal of work with companies abroad. The bottom line is that pretty soon almost all businesses will be international. Of course internationalization also deals with understanding other cultures. As we interact with other cultures, we discover wholesome similarities and differences. Such discoveries can lead to wonderful opportunities for our students, faculty and the business community. I believe that international programs, be they internships or study abroad, should be emphasized and promoted to the highest degree possible.

Q: What would you like to say to the faculty?
A: I am eager to work with them. I have heard many very positive comments about the Perdue School’s faculty and staff. I look forward to being a part of what they have already accomplished and enhancing the Perdue School’s reputation. We will work together to examine challenges and opportunities and then formulate and implement that which will get us there. Business schools have the opportunity to pull together multiple constituencies and not only educate but help universities and communities grow. Together, we can do so much.

Q: What advice can you offer students?
A: What pearls can a dean give a student? Enjoy college life! Take advantage of the opportunities for personal and professional growth. We, as faculty, are always eager to work with you as teachers, mentors and advisors. We want you to succeed in college and beyond. I ask each student to make a commitment to continuous education and development, as well as service to their community. Remember, long-term success comes to those with a firm foundation in ethics and values. Each of us has our own professional calling, be it an entrepreneur, a leader, or an excellent follower. Try to establish what is best for you and give it your all. By doing so, you will do yourselves, the Perdue School and Salisbury University proud.

Q: How will you maintain strong bonds with the SU faculty, the Eastern Shore business community, fellow University administrators and students?
A: How do you become a good leader and maintain leadership bonds? Obviously, there is no universal formula for guaranteeing success; there are too many uncontrollable variables. But you start with doing the simple things, well. For example, communicating effectively, working closely with faculty and administrators, and reaching out to the external community. None of the entities a dean interacts with is a monolith. Thus, [there is a] need to build relationships with individuals and groups, to adjust to changing situations, and to support and promote multiple goals. I am looking forward to getting to know our students, faculty, administration, Salisbury’s business community and residents. The Perdue School of Business has much to offer our stakeholders and they, in turn, have much that is of benefit to us.

“There is a special something about education for which I have a strong attraction; you can call it a passion. ... Being a part of students’ lives is truly a rewarding opportunity.”

Q: You taught a year at Yang-En University in China. What did you bring back from this experience?
A: I have a greater appreciation for globalization. It is crucial that we recognize how our development is enhanced through knowledge about other cultures. I also brought back an appreciation for emphasizing a second language in American schools—throughout our educational system. By high school, many Chinese students have a proficiency in a second language, and English is the foreign language of choice. Students at Yang-En University, a private university near Quanzhou City in Fujian Province, attend class from 8 a.m. to 5 p.m., five days a week, plus a half-day on Saturday. They have a true zeal for education, particularly international business. Of course, I was able to develop a greater understanding of the Chinese people. I was fascinated not only by the people but also the enormous potential China has to impact global economic and financial markets. Let me add a somewhat related note. This past April, a number of mid-level managers from Petro China, the second largest employer in China, invited me to give a lecture on business ethics. It was interesting how much they knew about the Enron Corporation and Arthur Andersen. They were particularly interested in knowing how not to get into similar situations. This underscores their keen interest in global business, especially what happens in the United States.
BEACON Group Puts Shore Transit On The Map

The Business, Economic and Community Outreach Network (BEACON), the Perdue School’s main outreach group, continues to play a leadership role in the development of Shore Transit, the Lower Eastern Shore’s first regional public transportation system.

Now in its third year, this project has connected the major areas of Somerset, Wicomico and Worcester counties (combined population 156,000). It also runs feeder routes into the region’s more remote areas and reaches across state lines to connect with public transit services in Virginia and, soon, Delaware.

The Shore Transit initiative started with transportation studies conducted by BEACON in 1998 for Somerset and Wicomico counties. Through this research, BEACON discovered the Lower Shore’s public transportation services were very limited. For residents without regular access to a car, it was extremely difficult to get to work, make medical appointments or reach other vital destinations.

The BEACON team knew transportation challenges were a regional issue that needed a regional solution. Working with area stakeholders, BEACON initiated the creation of a tri-county transportation coalition. In 1999, this group obtained funds from the state and federal governments to carry out a regional transportation master planning process.

During the planning year, BEACON teamed with the SU’s Mapping Science Group (Department of Geography and Geosciences) to conduct an extensive study of transportation goals, needs and resources. BEACON also sponsored three large public forums and 12 working group meetings. For these efforts, BEACON’s Director Memo Diriker and Managing Director Ruth Baker each received a Governor’s Citation Award.

In 2000, the coalition received funds to begin implementing the regional connections that were recommended by the master plan. Shore Transit has succeeded in dramatically increasing mobility for Lower Shore residents, particularly the low-income, elderly and disabled. The number of passengers using the regional network is rising from 150,000 in FY 2001 to a projected 350,000 by the end of FY 2002. Departments of social services and other human services agencies report that this network has helped remove transportation barriers for their clients.

BEACON helps the Perdue School fulfill its regional service mission by providing business, economic and community development consulting services to private businesses, government agencies, non-profit and community organizations. BEACON also supports the Perdue School’s academic mission by providing students and faculty with applied business learning experience opportunities.

The Shore Transit effort continues to attract recognition. In 2001, Shore Transit received the Outstanding Rural Community Development Award from the FORVM for Rural Maryland. In addition, BEACON was awarded the Evie Cutler Public Service Award from the Governor’s Committee on Employment of People with Disabilities for its leadership of the Shore Transit initiative.

With BEACON’s support, the original transportation coalition has grown into a 30-member Shore Transit Association, a private non-profit. This group meets monthly to guide the continued development of the regional network. BEACON remains a critical player in the coalition. Baker serves as secretary of the association, and both BEACON and the Mapping Science Group provide technical assistance to the regional transportation network.

For more information about BEACON, please contact Dr. Memo Diriker, director, or Ruth Baker, managing director, at 410-548-5353 (phone); 410-219-2848 (fax); beacon@salisbury.edu; or http://beacon.salisbury.edu on the Web.
Alumni Spotlight

Alumnus Marty Neat Takes Community Involvement To New Heights

Perdue School alum Martin “Marty” Neat has a career most people only dream of—a banker, an engaged civic leader, a political strategist, and part-time professor. Neat has done all this and much more.

In appreciation for Neat’s tireless work for the betterment of Salisbury and his unwavering commitment to the Perdue School, Neat was selected as the honoree at Beta Gamma Sigma’s spring awards ceremony. “Marty Neat was chosen to be an honoree because of the professional level of excellence he has achieved in his business career,” said Interim Dean George Rubenson. “He is an exemplar of Beta-Honor, Gamma-Wisdom and Sigma-Earnestness, and he is a good friend of the Perdue School.”

Neat’s civic duties are numerous. From 1998 to 2002, Neat served as a member of the Salisbury University Board of Visitors. He is chairman of the Community Foundation of the Eastern Shore, chairman of the Maryland Trial Courts Judicial Nominating Commission and an immediate past chairman of the Greater Salisbury Committee. “The Community Foundation is one of Salisbury’s real success stories, especially with the Perdue-Kresge Challenge,” Neat said. “The number of nonprofits with roles here truly enriches the community.”

When Neat is asked how he has participated in so many community groups, while also serving as the president and CEO of First Shore Federal Savings and Loan Association since 1991, he said serving the community is the basic tenet of First Shore, an institution with over $200 million in assets.

Under Neat’s direction, First Shore Federal’s reputation as a leader in the Salisbury business community has grown dramatically. In 2000, the Maryland Chamber of Commerce awarded First Shore its Inaugural Maryland Business Philanthropy Award. In 1996, First Shore Federal was named in the prestigious Kiplinger’s Personal Finance Magazine as one of 30 national thrifts that would be a good investment in a public offering.

“First Shore Federal Savings and Loan was started by individuals in the business community committed to serving Salisbury with the core belief that being involved makes good business sense,” Neat said. “It’s why I fell in love with Salisbury as a community when I first moved here from Western Maryland. I saw leaders in the business community who were involved, even when at times it was not in their own self interest to do so.”

Neat said his community outreach stems from his undergraduate days at Frostburg State College where he was active in political campaigns and involved in Jaycees well before he moved to Salisbury. “It is my nature to get involved,” Neat said with a smile.

A five-year stint as a staffer in former U.S. Congressman Roy Dyson’s district office is what brought Neat across the Bay Bridge, but his love of this area is what has kept him in Salisbury. Neat said that Salisbury leaders whose commitment to service inspired him in his own career include: Dick Henson (founder of Henson Aviation), Frank Morris, a former mayor and president of Shore Distributors, and Dave Rodgers, his predecessor at First Shore.

Neat said it is never too early to make a life-long commitment to service. He urges Perdue School students to participate in community service right away. “It is a win/win for students, because civic involvement can help students network along the way and get jobs after graduation.”

Neat was charter president and served four terms as president of the Salisbury Neighborhood Housing Service (SNHS). “I believe very deeply in the importance of affordable housing,” Neat said. “Homeowners make better neighbors and citizens, and better communities for us all.”

As a citizen, Neat has had his share of honors. U.S. Senator Paul Sarbanes appointed him as a delegate to the White House Conference on Small Business in 1995. The Atlanta Olympic Committee honored Neat by selecting him as a “community hero” to carry the Olympic Torch in 1996 for the Torch Relay through Maryland.

Neat also earned a master’s degree in history and business administration from Salisbury University. Despite his work as a banker and a community leader, Neat has found time to teach as a part-time professor at the Perdue School, instructing students on financial institutions and markets. It is a role he has relished.

“I am impressed with the students: their positive outlook, ambition and idealism.” In his classes, Neat said he stresses the need for students to stay informed on current issues and learn about what goes on in the financial markets.

Matt Hunter, a Perdue School graduate, interned at First Shore through the ABLE (Applied Business Learning Experience) program this past spring and worked directly with Neat. “Marty Neat has a tremendous sense of responsibility to his community; it is evident in the time he devotes to community groups of which he is a member,” said Hunter. “It is amazing how many charities First Shore helps in a given year.”

Neat said the Perdue School’s internship program is one of its best successes. “The internship program is terrific,” he said. “I have used it at First Shore and employed Perdue School graduates.”

His advice to students? “There is something to be said for doing what you want to do and following your dreams.” Neat said.
The Perdue School is pleased to welcome five new faculty members. Our new colleagues have outstanding qualifications that strengthen our ability to offer cutting-edge programs to Perdue School students.

**Management**

**DR. STEPHEN B. ADAMS**
joins the Management and Marketing Department as an assistant professor of management from Rutgers University. He earned his doctorate in history at Johns Hopkins University, his M.B.A. at the University of Michigan and his Bachelor of Arts in economics at the University of California. Adam’s research interest centers on the relationship between business enterprise and its socio-political environment exploring the public sector as a source of opportunity and resources for entrepreneurship, and corporations as a delivery device for public policy.

**RONALDO C. PARENTE**
is a Ph.D. candidate at Temple University and joins the Management and Marketing Department in the fall as an instructor. He earned his M.B.A. from the University of Tampa and his Bachelor of Science in civil engineering from the Universidade de Fortaleza in Brazil. His doctoral dissertation research is titled, “Determinants of Modular Production and Performance Implications: Conceptual Framework and Empirical Analysis.” His research interest focuses on strategic modularization and outsourcing, performance implications of supplier parks and modular consortia, global management of the extended enterprise and global networks.

**Economics And Finance**

**DR. E. TYLOR CLAGGETT JR.**
comes to the Perdue School from Winston-Salem State University. He will be an associate professor of finance in the Economics and Finance Department. Claggett earned his Ph.D. at the University of Houston, an M.B.A. at the University of West Florida and a Bachelor of Science in mechanical engineering at the University of Southwestern Louisiana. His research interests are financial planning, corporate finance and investments. Claggett is very involved in the Chartered Financial Analyst (CFA) examination process.

**Information Systems**

**DR. CATHERIN E. M. BEISE**
joins the Information and Decision Sciences Department as an associate professor of management information systems from Florida Gulf Coast University. She earned her Ph.D. in computer science in library science from Florida State University and a Bachelor of Arts in religion from Carleton College.

**DR. EUGENE D. HAHN**
joins the Information and Decision Sciences Department as an assistant professor of management information systems. He comes to the Perdue School from the George Washington University where he was on the faculty and earned his Ph.D. His dissertation is titled, “Bayesian Multivariate Binary Response Models and their Application to Multiple Response Data.” He received his Master of Arts in psychology from the University of Texas at Austin and his Bachelor of Arts in psychology from Boston College.

**ALUMNI CONNECT**

*What’s your news?*

“Let us not overlook the vital role of our alumni ... (they are) extremely important for our students and the school as a whole.”

— William M. Moore, Dean

Please keep in touch. Any significant events? Any comments? Please let me know. Contact me at wmmoore@salisbury.edu.
While many people may know that tropical deforestation is a major environmental dilemma for the 21st century, Dr. Jill L. Caviglia-Harris, an assistant professor of economics at the Perdue School, is conducting research to address this problem in Brazil.

Caviglia-Harris is currently the principal investigator of a National Science Foundation (NSF) grant to investigate the diffusion of sustainable agriculture in the Brazilian Amazon and how different agricultural techniques impact deforestation in the region. Over the past six years, she has returned to the Amazon to interview local farmers in Brazil and gather data on their farming practices.

Caviglia-Harris has also included SU students in her activities. In April 2002, Perdue School senior Elaine Frey presented a paper based on data collected by Caviglia-Harris at the National Conference for Undergraduate Research (NCUR) held at the University of Wisconsin-Whitewater. The title of Frey's presentation was "Tropical Deforestation in the Brazilian Amazon: An Economic Analysis."

Senior Adam Peno snagged the coveted first place award and $5,000 in the 15th annual Richard Bernstein Achievement Award in May. Peno presented ideas for "The Hitch Man, Inc.," a trailer sales, truck accessory and towing operation. Senior Jason Kogok took home second place and $1,000 for his "Innovative Home Creations, Inc.," a custom home building business.

The annual competition is made possible through a generous endowment by Salisbury University alumnus and entrepreneur Richard Bernstein, founder of K&L Microwave, Inc. in Salisbury and current CEO of BAI Aerosystems in Easton, MD.

The goal of the competition is to encourage young entrepreneurs to create actual business plans by researching, preparing and defending plans that can be—and often are—put into action. Over the past 15 years, students have developed such diverse projects as restaurants, marinas, child care centers, fish farms and tech-based dot.coms.
FALL 2002 Calendar

SEPTEMBER
2  Labor Day - Campus Closed
3  Classes Begin
   Drop/Add and Late Registration Begin
      (End September 9)
10  Convocation
    3:30 p.m., Holloway Hall Auditorium

NOVEMBER
1-3  Family/Parents and Homecoming Weekend
28-29  Thanksgiving Vacation

DECEMBER
13  Classes End
    Reading Day
16-20  Final Examinations
21  Perdue School Graduation Brunch and Pinning
    11 a.m.-1 p.m., Commons Bistro
    December Commencement
    2 p.m., Wicomico Youth and Civic Center
23-Jan. 1  Campus Closed for Holidays

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