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A Message from the Dean



The University of Wisconsin-Parkside, like many other public universities in Wisconsin and elsewhere, has been tested by tough economic times and reduced state funding. Nonetheless, as is evident in this newsletter, we are still finding new and innovative ways to move forward and continuously improve. The tireless efforts of our faculty, staff, students, Advisory Board members, alumni, and friends continue to make the School of Business and Technology stand out as a developer of human talent for the region that we serve. Demand for the programs we offer remains strong with job placement upon graduation for our students very high.

As I begin my sixth year as dean of UW-Parkside's School of Business and Technology, one of my top priorities has been to enhance our curriculum and provide global experiences to the student body, faculty, and academic staff. Globalization is one of the school's strategic priorities, as it should be. Our students will participate in worldwide markets and will face challenges for jobs and opportunities by people from around the globe. It is therefore incumbent upon us to prepare our students to succeed in this increasingly competitive global environment.

Toward this end, we have been active in developing and implementing international exchange agreements with universities in China, India, and Germany. These agreements have brought to our campus over 40 students and visiting faculty from these and other countries within the past year. In turn, we have sent approximately 20 of our faculty and students to study and learn abroad. Learning in the classroom from our distinguished professors and lecturers is important, but also obtaining knowledge about other cultures and an understanding of different ways of conducting business from our international colleagues is necessary to thrive in the 21st century economy.

While we have a good start in internationalizing our campus, further work remains. Chancellor Deborah Ford, Dr. Zhemin (Jamie) Wang, director of the SBT Global Education Center, and I will be traveling to China later this month for nine days to continue exploring opportunities that will benefit our students in their educational endeavors. Beginning in Hong Kong and traveling to Shenzhen and Beijing on mainland China, we will be carrying the message that UW-Parkside's AACSB International accredited School of Business and Technology is an excellent place for their students to learn about the American free enterprise system and computer technology.

While we explore opportunities abroad, we remain committed to engaging with the regional business community. Interactions between the school's students, faculty, and business professionals enrich our curriculum and classroom activities, and serve the mutual benefit of both companies or organizations and our students and faculty. It also ensures that our educational and research focus remains relevant.

Thank you for your continued support of the School and University. As always, I invite you to share your thoughts on this issue of the newsletter by sending an e-mail message to ebeid@uwp.edu.

Fred Ebeid, Dean
School of Business & Technology

EXECUTIVE-IN-RESIDENCE

Michael Haubrich
Certified Financial Planner and President
Financial Service Group, Inc.

Tuesday, November 29, 2011

9:30-10:45 a.m. & 11:00 a.m.-12:15 p.m. – Two consecutive duplicate sessions open to the entire student body, faculty, staff, Advisory Board, and Foundation Board (Cinema, Student Center)

Special Events

Johnson Financial CEO brings candor to Executive-in-Residence program



Russ Weyers
Johnson Financial

When University of Wisconsin-Parkside students came to hear Russ Weyers' talk about the banking industry, they heard what they might have expected to hear. "The Great Recession that we've gone through is going to change us and the way we do business going forward; very similar to what happened during the Great Depression," said Weyers who serves as president and CEO of the Racine-based Johnson Financial Group.

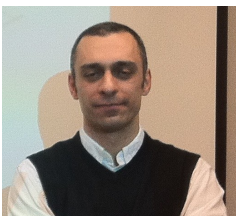
Because his Executive-in-Residence presentation was titled, "The Great Recession and the Impact on the Future of Industry," a statement like that was not surprising. What may have surprised students was how frank Weyers was when talking about the banking industry and its profitability. "How many of you have used your debit card in the last week?" Weyers asked his audience, raising a forest of arms in response. "Your debit card is one of the most profitable products we offer. We love when you use your debit card. Continue using your debit card as much as you can. I, personally, have never used my debit card. I always use my credit card on the theory: Why would I want to give someone the money today when I don't have to give it to them for 30 days? That's the difference between a debit and a credit card. We love the debit card. It's got great transaction fees."

Noting that 2010 was the first time since World War II that the amount of outstanding mortgage debt in America went down, Weyers predicted mortgage reform legislation now in Congress and the government's desire to get out of the mortgage business would mean the end of long-term mortgages. "What's going to happen if we move forward with mortgage reform and we restrict people's ability to borrow or the banks' ability to foreclose? The cost of borrowing money is going to go up and the terms you're going to be able to borrow it on will be less favorable. You will not be able to get a 30-year, fixed rate mortgage," Weyers said.

Weyers began his presentation by praising the large number of UW-Parkside alumni who work for Johnson Financial. He said the bank found that UW-Parkside grads were ready to "hit the ground running." UW-Parkside School of Business and Technology Dean Fred Ebeid thanked Weyers for his endorsement of the university's students and expressed his appreciation for the executive's candor. "These are the type of insights we want from our Executive-in-Residence program," Ebeid said. "Mr. Weyers gave our students a perspective on the recession, the recovery, and on the banking business that they couldn't have gotten anywhere else. I thought the program was fascinating both times I saw it."

Weyers spoke with students during two sessions in the Student Center Cinema on April 14, 2011. He also met with a select group of students during a breakfast session and with UW-Parkside faculty and administration for lunch.

Speaker Series



Hodayoun Taherian

Hodayoun Taherian, senior consultant with UTi's Supply Chain Design & Innovation group, was a guest speaker in Dr. Parag Dhumal's graduate Supply Chain Management class, February 22, 2011. The topic of his presentation was warehousing in the Supply Chain, where he discussed the latest trends in warehousing and changing role of warehousing in the global economy. Students were also briefed on different types of warehouses, storage systems, material handling equipment, and warehouse management systems (WMS). Mr. Taherian has considerable experience in supply chain management and manufacturing across various industries such as automotive, chemical, and fast moving consumer goods. He also has expertise in warehousing (design, operation, WMS implementation), lean and quick response manufacturing, transportation management, and freight forwarding.

Wally Rendon, President of the Racine Hispanic Business Professional Association (HBPA), spoke on the topic, "Reaching the Hispanic Consumer," in Professor Peter Knight's Multicultural Marketing class, Monday, March 28, 2011. Mr. Rendon gave a knowledgeable presentation on how to reach the Hispanic consumer; misconceptions and realities. Students appreciated his hands-on insights and found them invaluable. HBPA is a non-profit organization that strives to provide assistance and encouragement to those individuals that aspire to start, expand, or promote a business.



Wally Rendon



Alan Beaulieu

For a second year, we had the pleasure and opportunity to host Alan Beaulieu as a guest speaker on campus this fall. Mr. Beaulieu is from the Institute for Trend Research (ITR) where he serves as President. Returning to UW-Parkside's School of Business and Technology on September 7th, he spoke to a group of approximately 125 business and economic students on the topic of "Economic Trends Driving Management Decisions."

We again thank Tom Nelson, from the SBT Advisory Board and Racine Federated Inc., for arranging Alan's visit to campus. Tom commented on his firm's use of ITR, "as a management tool to guide our decisions in our business cycle, and they have been very valuable to us."

In Memoriam: Howard J. Brown



Howard J. Brown

Howard J. Brown, a member of the School of Business & Technology (SBT) Advisory Board since 2004, passed away on April 29, 2011. A public memorial service was held on May 4th in the Siebert Chapel at Carthage College in Kenosha, Wisconsin. He is survived by his wife, Elizabeth, daughters Lucy Minn, Sarah Russ, and Amy Tuchler; brother Roger; and grandchildren.

Howard was Kenosha News publisher emeritus and served as president of United Communications which owns daily newspapers in Attleboro, Massachusetts and Watertown, South Dakota. Brown came to Kenosha in 1961 as a seasoned newspaper reporter having worked for the Chicago Sun-Times and the Cleveland Plain Dealer. He stepped down as publisher of the Kenosha News in July 2001.

In addition to serving on the SBT Advisory Board, Howard served on the boards of Carthage College, the Kenosha Community Foundation, and the YMCA. He was also instrumental in the establishment of the University of Wisconsin-Parkside campus, and was especially fond of work with Goodfellows, officially known as Kenosha Christmas Charities, Inc., which provides toys and food for families at the holidays.

Brown was born in Chicago in 1923. He earned degrees from Princeton University, the graduate school of journalism at Columbia University, and the business school at Western Reserve University. He served with the U.S. Army during World War II, then as a foreign correspondent for the Chicago Sun-Times. He went on to work in promotions at the Cleveland Plain Dealer, and in administration with newspapers based in Middleton, New York.

UW-Parkside SBT Business Program Recognized at AACSB ICAM Conference

University of Wisconsin-Parkside School of Business and Technology Dean Fred Ebeid was back on the road again on the university's behalf. Little more than a month after embarking on a successful nine-day tour of China that took him to four campuses on the mainland, Ebeid traveled to New York City for "ICAM."

ICAM is the International Conference and Annual Meeting of the Association to Advance Collegiate Schools of Business (AACSB), the organization that accredits UW-Parkside's business program. Earlier this year, the university maintained its business accreditation from the AACSB, a certification earned by fewer than five percent of schools offering business programs worldwide. UW-Parkside is the only institution of higher education in the Kenosha/Racine area to have this important mark of excellence, a distinction our university shares with the likes of Harvard, UCLA, MIT, and the University of Pennsylvania.

During ICAM, our campus was recognized along with the other institutions that either maintained accreditation or received it for the first time this year. "This is a vitally important credential for the UW-Parkside School of Business and Technology to earn and maintain," Ebeid said at the time the maintenance of the accreditation was announced. "To have a prestigious organization certify the quality of our programs is a tremendous honor."

To maintain accreditation, the university's business program successfully demonstrated its continued commitment to the AACSB's 21 quality standards on faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in its degree programs.



Jerry Trapnell, AACSB Chief Accreditation Officer and Fred Ebeid, SBT Dean.

Faculty/Staff Highlights



Connie Wheeler

Connie Wheeler, Academic Department Associate in Computer Science/Business, has been selected as the recipient of the 2010-2011 Classified Staff Distinguished Service Award. The people she works with are more than willing to sing Connie Wheeler's praises, wrote one nominator. "Connie is knowledgeable, efficient, pleasant, cooperative, reliable, resourceful, and handles assignments from the department chair promptly, accurately, and competently," wrote another. Connie goes beyond simply supporting Computer Science and Business. She handles the details that make her departments function smoothly. "I developed complete confidence in her ability to get things done on time and with diligence," said a professor. New responsibilities? Connie takes them on without hesitation. Unexpected, last-minute tasks? Connie handles them. Away from the office, Connie has co-chaired the UW-Parkside Employee Alumni Group, serves on the Interdisciplinary Studies steering committee, and has served on more than a dozen search committees in the past 10 years. Further away, her community engagement includes the United Way of Kenosha County, the Lioness Club of Greater Kenosha, and the Kemper Center/Anderson Arts Center among others.

Knautz to lead UW-Parkside Ralph Jaeschke SEG Center



Timothy H. Knautz has been appointed the director of the Ralph Jaeschke Solutions for Economic Growth (SEG) Center in the School of Business and Technology (SBT). This appointment was effective September 19, 2011. Fred Ebeid, Dean of the SBT, said Knautz's strong ties to local commerce and his ongoing experience with the Center led to his new assignment.

"Tim has been involved with the SEG Center for several years and has forged many working relationships with area businesses and organizations, and as director is looking forward to having the opportunity to increase the level of involvement of our students with these groups," said Ebeid. "With the help and support of the faculty, I am confident that under Mr. Knautz's direction the SEG Center will continue to be highly successful."

Tim Knautz Tim is presently a lecturer in the Department of Computer Science and has served in that capacity since 2002. Previously, he held positions as a Software Engineer with GE Marquette Medical Systems (1998-2002), as Project Integration Engineer and Product Development Software Engineer with Merge Technologies (1994-1998), and as Programmer/Analyst with Fluid Dynamics International (1987-1994). Mr. Knautz earned a Master of Science in Computer and Information Systems degree from the University of Wisconsin-Parkside in 2003.

The Ralph Jaeschke Solutions for Economic Growth Center connects UW-Parkside students and faculty with area companies and non-profit organizations providing students with hands-on experience in solving business problems. Student teams are given selected assignments which are run using a strict project management approach.

Chalasanani receives grant to research wireless health technology

University of Wisconsin-Parkside Professor Suresh Chalasanani has received state funding for research that could ease the burden of people with chronic diseases like diabetes. The \$10,000 WiSys Technology Foundation matching grant funds Professor Chalasanani's "Wireless Technologies for Monitoring Chronic Diseases" project.

"Our goal is to develop technologies that enable cost-effective and continuous monitoring of chronic diseases. This project involves a hand-held wireless monitoring device and the intent is to build a prototype of the proposed technology," said Professor Chalasanani who teaches management information systems at UW-Parkside. In addition to continuous monitoring, Chalasanani said such a device allows feedback between the user and health care providers.

As part of the research, users receive a blood glucose measurement unit and enter blood glucose test data into a hand-held wireless device. That information is transmitted to specialized database servers and stored in the clinic's electronic health record system. The clinic's staff is alerted when a user's blood glucose information is submitted. Feedback on glucose levels is then transmitted back to the user's hand-held device. The user is complimented when glucose levels are normal or asked to come to the clinic when levels are outside the norm.



Suresh Chalasanani

In announcing the grant, WiSys Technology Foundation Associate Vice President for Academic, Faculty and Global Programs Stephen Kolison Jr., said, "In addition to the technical merit, quality of the research design, and likelihood of successful completion, a major criterion for selection [of Professor Chalasanani's project] was the potential impact of the project on Wisconsin's economy."

UW-Parkside Provost Terry Brown congratulated Professor Chalasanani on receiving the WiSys grant by saying, "You continue to make a significant contribution to this campus and our region through your research and service. Well done!" Professor Chalasanani replied by thanking School of Business and Technology Dean Fred Ebeid and university administration for its continuing encouragement and support of his research projects. A final report on the research is due later this year.

Michele Gee selected for the 2011 YWCA "Women of Distinction" award



UW-Parkside business professor and department chair, Dr. Michele Gee, received the 2011 YWCA "Women of Distinction" award in a ceremony held Friday, August 5th. Presented by Racine Mayor John Dickert, a card along with the award included the statement, "Dr. Gee has a proven record of training the next generation of highly successful business professionals and entrepreneurs by supplying students with a combination of community and business skill sets. She gets students engaged by giving them experiential learning and having them apply theories with hands-on experience, a hallmark of education that Dr. Gee fully advocates."

UW-Parkside graduate Eyad Museteif, a former student of Professor Gee, nominated her for this distinguished award and generated strong support from her colleagues.

Michele Gee

UW-Parkside Hosts Indian Economic and Financial Studies Conference



Roby Rajan

The University of Wisconsin-Parkside hosted the 19th biennial conference of the Association of Indian Economic and Financial Studies. This national association of economics and business academics and professionals working on India and other developing economies were on campus May 20-21, 2011.

UW-Parkside business Professor Roby Rajan and economics Professor Farida Khan served as conference co-chairs, and Jordania Leon-Jordan, Professor Parag Dhumal, and Susan Blust assisted in the organization of the event. Professor Rajan made the opening remarks Friday, May 20th, which was followed by a welcome address by UW-Parkside School of Business and Technology Dean Fred Ebeid. Later that evening, Provost Terry Brown addressed the conference during the reception and dinner.

Professor Rajan noted that several distinguished speakers spoke at the conference, including Dr. Arvind Virmani, executive director of the International Monetary Fund; Professor Madhu Vishwanathan, director of Subsistence Marketplaces Initiative at the University of Illinois-Urbana Champaign; and Dr. Parul Jain, president of MacroFin Analytics of New York.

In addition, scholarly sessions were held on a variety of topics relating to South Asia as well as East Africa, the Middle East/North Africa, China, and Russia. The sessions included presentations by Professor Khan, "Public Sector, Private Firms or NGOs: Where Do Women in Bangladesh prefer to Work?" and UW-Parkside Management Information Systems Professor Suresh Chalasani, "Wireless Technologies for Monitoring Chronic Diseases." The conference was co-sponsored by the UW-Parkside School of Business and Technology, the Center for International Studies, and the Office of the Provost.

Wagner accepts position at SC Johnson

Dr. Matt Wagner has resigned his position with the University of Wisconsin-Parkside as director of the Small Business Development Center and director of the Ralph Jaeschke Solutions for Economic Growth Center, to assume the position of Manager of Corporate Engagement at SC Johnson in Racine, Wisconsin. The change was effective August 25.

"I am saddened that we are losing the services of a valuable colleague," said Dr. Fred Ebeid, dean of the School of Business and Technology. "Dr. Wagner has played an important role in providing needed business services to the regional community. On the other hand, I am very pleased that Matt has been given a wonderful opportunity to join SC Johnson and lead the firm's efforts in community engagement."

Wagner will maintain his connection to the School of Business and Technology and UW-Parkside, continuing to teach the Entrepreneurship 250 class during the fall 2011 semester.



Matt Wagner

SBT and Department of Computer Science welcome Dr. Derek Riley



Derek Riley

The School of Business and Technology welcomes Dr. Derek Riley, Assistant Professor of Computer Science, to the Department of Computer Science this fall. Derek holds a Ph.D. in Computer Science from Vanderbilt University at Nashville, Tennessee, which he received in 2009. Since receiving his doctorate, Dr. Riley has taught classes in computer ethics and computing, operating systems, and graphics as an assistant professor in computer science at Middle Tennessee State University at Murfreesboro.

Riley's menu of courses include a broad range of topics such as software engineering, computer graphics, discrete math, operating systems, computing ethics, and more. The main focus of Derek's graduate school research was modeling, simulation, and computational analysis of biochemical processes using stochastic techniques. His current research continues this work and also includes interdisciplinary work in mobile/distributed computing, computational efficiency, computer ethics, and computer science education. Dr. Riley also started the Vanderbilt Biodiesel Initiative in 2006 and continues to advocate for and study biodiesel.

James McPhaul appointed Interim Director of SBDC

Jim McPhaul has been appointed as Interim Director of the Small Business Development Center (SBDC). This position is in addition to his existing associate lecturer teaching position in the Department of Business and was effective September 21, 2011. Jim also serves as a vice president and senior member of the management team at the Bank of Kenosha and has a wealth of experience dealing with small businesses in the region. Mr. McPhaul earned his MBA degree from the University of Wisconsin-Parkside in 2005 and has taught marketing and introduction to business classes in the SBT. He has also been involved in the new Sales Certificate program. As interim director, Jim is looking forward to having the opportunity to increase his level of involvement with our students and maintain the operations of the SBDC while we search for a permanent replacement for Dr. Matt Wagner, the previous director.



Jim McPhaul

Ebeid and Wang in China: Globalizing students' education



BISTU President Lin Du and UWP Dean Fred Ebeid sign 3+1+1 agreements in Beijing.

and Business University (BTBU) and with UW-Parkside's ongoing partner Beijing Information Science and Technology University (BISTU). At both universities, Ebeid signed accords covering the Master of Business Administration (MBA) and Master of Science in Computer and Information Systems (MSCIS). He also signed what he called "unique" 3+1+1 agreements.

"With the 3+1+1 agreement, a student studies in China for three years then comes here for one year," Ebeid explained. "While they are here, they improve their English language skills and complete foundation courses in business and/or computer science, then transfer the credits back to BTBU or BISTU for their undergraduate degree. The students will then return to UW-Parkside for their MBA or MSCIS graduate degree, which they can complete in one calendar year." Improving English skills is high on the list of priorities for Chinese students who study at UW-Parkside. Ebeid said BTBU and BISTU students read and write well in English, but many need work on oral communication. In the 3+1+1 agreements with both institutions, English classes are a requirement for graduation.

Since UW-Parkside began working with BISTU, 26 Chinese students have studied at the Kenosha campus, each reporting positive experiences here. Along with students, faculty from UW-Parkside and the Beijing universities will get the chance for some global education of their own. Additionally, Ebeid has been invited to serve as a guest lecturer at BTBU and both universities want to host UW-Parkside faculty. He has invited four Chinese faculty members to spend a month in Kenosha at the start of fall semester 2011. Ebeid said his trip puts the possibility of a global education a step closer.

IT fuels economic growth in China

More than 100 University of Wisconsin-Parkside students, faculty, and staff got a glimpse of the ever-increasing power of China as a heavyweight in the global economy. Professor Zhiheng Sun, part of a faculty delegation visiting UW-Parkside from Beijing Information Science and Technology University (BISTU), described the amazing growth of e-commerce and information technology throughout the country during a presentation Oct. 3.

As just one example, business-to-business e-commerce in China has increased 27 percent in the past year. And the monetary value of those transactions is measured in trillions. The strength of China's economy is found mostly in the southern and eastern portions of the country, centralized in cities such as Beijing, Hong Kong, and the special economic zone city of Shenzhen. In 1982, the population of Shenzhen was just over 350,000. Today it exceeds 10 million. It was the first of China's special economic zone cities. Professor Sun told the group that the Chinese government is currently paying close attention to the development of economic and business technologies in the western portion of the country.

This semester, more than 20 students from China are studying at UW-Parkside. In May 2012, Zheming Wang, accounting professor and director of the School of Business and Technology's Global Education Center, will lead a group of 15 UW-Parkside students on a three-week study trip to Beijing. At the end of October, Chancellor Deborah Ford, School of Business and Technology Dean Fred Ebeid, and Professor Wang will visit China to discuss further partnership opportunities with three universities: Shenzhen University, Beijing Technology and Business University, and Beijing Information Science and Technology University.

The faculty exchange group from BISTU was on the UW-Parkside campus for three weeks and included professors Sun, Xiaomin Wang, Kongyu Yang, and Chunhua Yin.

"For our students to be successful in the 21st century economy, they have to have a global education."

Fred Ebeid leaves no doubt about the value he places on international experiences for students who want careers in business. To lay the groundwork necessary for our students to gain these horizon-expanding experiences, the Dean of the University of Wisconsin-Parkside's School of Business and Technology recently spent nine days in China visiting current and potential educational partners.

Traveling with Jamie Wang, director of the School of Business and Technology's Global Education Center, Ebeid visited four universities, signing exchange agreements with two and holding preliminary talks with two others. "We visited Shenzhen University near Hong Kong and Guangdong University which is about two and half hours west of Hong Kong by train," Ebeid said. "I would characterize these as 'exploratory visits' and I would say we were very well received."

Ebeid's visits to universities in Beijing were anything but exploratory. While in the Chinese capital, he signed memoranda of understanding with Beijing Technology and Business University (BTBU) and with UW-Parkside's ongoing partner Beijing Information Science and Technology University (BISTU). At both universities, Ebeid signed accords covering the Master of Business Administration (MBA) and Master of Science in Computer and Information Systems (MSCIS). He also signed what he called "unique" 3+1+1 agreements.



Visiting Chinese Professor Zhiheng Sun

Faculty/Academic Staff Research

Published

Bhadrachalam, Lakshmi, **Suresh Chalasani**, Rajendra Boppana (2011), "Impact of RFID Technology on Economic Order Quantity Models," *International Journal of Productivity and Quality Management*, Vol. 7, No.3, pp. 325 – 357.

Chalasani, Suresh, Nilmini Wickramasinghe, Steve Goldberg & Sridevi Koritala (2011), "Business and IT Aspects of Wireless Enabled Healthcare Solutions," *Proceedings of the Americas Conference on Information Systems (AMCIS 2011)*, Detroit MI, August 2011.

Freeman, Ina, **Peter Knight**, Gerald Griggs, & Norman O'Reilly (2011), "Semiotic Representations of Olympic Mascots Revisited - Virtual Mascots of the Games - 2006-2012," *Administrative Studies Association of Canada Annual Proceedings*, Montreal, Canada, presented July 3.

Hansen, Stuart & Timothy Fossum, *Event Based Programming*, Lulu.com (online book publisher), July 2011.

Kuruville, Abey, Sue Norton, & Suresh Chalasani (2011), "Best Practices for Initiating and Sustaining Online Programs at Public Universities," *Proceedings of the Global Conference on Business and Finance*, Las Vegas NV, January 2-5. The presentation was selected for the *Best in Session Award* at the conference.

Kuruville, A. & T. Stout (2011), "Translating Thesis to Teaching – Its all about the calls!," *Proceedings of the 7th International Conference on Education, Volume A*, Samos, Greece, July 7-9.

Kuruville, A; P. Knight; D. Baldwin; & M.T. Manion (2011), "Student Perceptions of Community-Engaged Participatory Learning Projects in Business Classes," *Proceedings of the 7th International Conference on Education, Volume A*, Samos, Greece, July 7-9.

Kuruville, A; P. Moira; R. Jacob; D. Mylonopoulos; & R. Weng (2011), "Tourism Curriculum in Greece and India – A Comparative Analysis," *Proceedings of the 7th International Conference on Education, Volume A*, Samos, Greece, July 7-9.

Leon-Jordan, Jordania & Abey Kuruville (2011), "Improving Quality in the Medical Transcription Process" (Research Abstract), *Production and Operations Management Society 21st Annual Conference*, Reno NV, April 29-May 2.

Lincke, Susan (2011), "Service Learning in Security," *15th Colloquium for Information Systems Security Education (CISSE)*, Fairborn OH, June 13-15.

Lincke, Susan & Tim Dorr (2011), "Development of an Effective Security Awareness Presentation," *10th Annual Security Conference*, Las Vegas NV, May 4-6.

Manion, Michael T. & Peter Knight (2011), "SWAT" (Students with Academic Talent): A Community-Engaged Participatory Learning Project to Promote Marketing to Prospective Students," *Proceedings of the Marketing Management Association Educators Conference*, St. Louis MO, presented September 21.

Wickramasinghe, Nilmini, **Suresh Chalasani**, Steve Goldberg & Sridevi Koritala (2011), "Applying a Pervasive Technology Solution to Facilitate Better Healthcare Delivery to Native American Patients: The Example of DiaMonD," *Proceedings of the 44th Hawaii International Conference on Systems Science (HICSS-44)*, January 4-7, 2011, Koloa, Kauai HI.

Conference Presentations

Freeman, Ina, **Peter Knight**, & Irfan Butt (2011), "A Tri-Continental Collegiate Marketing Project-Reflections and Recommendations," *Administrative Studies Association of Canada Annual Proceedings*, Montreal, Canada, presented July 3.

Chawla, S. and **P. Dhumal** (2011), "Student Perceptions about Online Classes and its Relationship with Learning, Quality and Motivation," *Proceedings of the 11th International Conference of Decision Sciences Institute*, Taipei, Taiwan, July 12-16.

Dhumal, P. (2011), "Simple Solution to Logistics Problems for Microbusiness— A Case Study at Recycling R US", *Proceedings of Academic and Business Research Institute Conference*, Nashville TN, March 24-26.

Gee, Michele V. and Sue M. Norton (2011), "The Effectiveness of Unions in Resolving Gender Inequities in the Academy: Pros & Cons," paper presented at the Annual University of Wisconsin System Women's Studies Conference, Madison WI, March 25.

Knight Peter (2011), "Creating a Bridge Between Sales Employers Needs and Course Curriculum" (Position Paper), *Marketing Management Association Educators Conference*, St. Louis MO, presented September 21.

Kuruville, A; D. Baldwin; J. Leon-Jordan; & R. Weng (2011), "Best Practices in Online Instruction," paper presented at the *3rd International Conference on Educational Sciences*, Famagusta, North Cyprus, June 22-25.

Kuruville, A; P. Knight; M.T. Manion; S. Chalasani; & D. Baldwin (2011), "Faculty Perceptions of integrating community engagement projects in Business classes," paper presented at the *3rd International Conference on Educational Sciences*, Famagusta, North Cyprus, June 22-25.

Leon-Jordan, Jordania & Abey Kuruville (2011), "Home-made vs. Factory-made: Emerging Implications on the Supply Chain of the DIY Industry," *Production and Operations Management Society 21st Annual Conference*, Reno NV, April 29-May 2.

Quevedo, Ubaldo (2011), "Future of Social Networks," (*invited speaker*) *1st international symposium of social networks*, Tapachula, Chiapas, México, presented September 23.

Students Excel

Business students find sales success in Atlanta



The sales team (L-R) of Andrew Loosen, Jessica Pawlowski, Amanda Frank, Jeremy Schreirer and Kyle Hagemann earned four major awards at the prestigious National Collegiate Sales Competition.

Business students from the University of Wisconsin-Parkside collected four major awards including three of five first-place honors in the graduate division at the prestigious National Collegiate Sales Competition (NCSC) in Atlanta, Georgia. Led by business professors Peter Knight and Jim McPhaul, the team of Kyle Hagemann, Amanda Frank, Andrew Loosen, Jeremy Schreirer, and student ambassador Jessica Pawlowski continued the university's three-year hot streak at national sales competitions, this one at Atlanta's Kennesaw State University and held March 4-7, 2011.

Through three days of intense competition, UW-Parkside battled students from 60 top-ranked Sales Education programs to earn top awards.

"This is the fifth consecutive national sales event that students from the University of Wisconsin-Parkside School of Business and Technology have returned with awards," said Professor Knight. "It's gotten to the point that the other schools know who we are and have to plan for us during these competitions. And, more importantly, major employers know the UW-Parkside program and are interested in our students."

During what Knight described as several "roller coaster" days, UW-Parkside MBA student Amanda Frank won the individual needs assessment call competition while Frank and Andrew Loosen won the team sell competition. Each received a first place award. The UW-Parkside team captured two of the competition's three rounds and narrowly missed unseating three-time national champion Texas State for the overall team award.

Hagemann missed advancing to the NCSC's semi-final round in the undergraduate competition by what Knight called "a razor thin margin" bringing home a quarter finalist plaque. Hagemann has earned seven team and individual awards at national competitions in Atlanta and New York City over the past two years. Kyle graduated in May 2011, and is nearing completion of his medical sales training program with Johnson and Johnson's Life Scan division, located in San Jose, California.

"Through these competitions, I've learned invaluable skills that will have lasting effects on my future career," Hagemann said. "Working with faculty including Dr. Peter Knight and Professor Jim McPhaul has shown me how truly dedicated the university's staff is to the success of students, both inside and outside the classroom."

Knight said Schreirer "acquitted himself very well against exceptionally tough competition" and is now prepared for future competitions. Pawlowski, a senior majoring in marketing, did an exceptional job, he added, as student ambassador representing the university to the 30 major employers who were hiring at the National Collegiate Sales Competition's career fair.

During fall semester 2010, the Knight-led UW-Parkside undergraduate sales team of Hagemann and Mike Rosales scored a top three finish for the second consecutive year at the Russ Berrie Institute National Sales Competition in New York.

Computer Science students compete at Midwest Computing Symposium



The Midwest Instructional Computing Symposium (MICS) was held at the College of St. Scholastica in Duluth, Minnesota, on April 8-9, 2011. UW-Parkside's Department of Computer Science entered two teams each in the robotics and programming contests. For the robotics event, the teams were to have a robot solve a maze, finding a red square and return it to its starting location, all in seven minutes or less. The programming teams had to try and solve seven problems in an allotted time period.

On the left, Parkside's Programming Team 2 of Jake Zolakar and John Tritten solved two of the seven problems in the allowed time leaving them tied for 10th. Parkside's Team 1 of Todd Wierzchowski, Christopher Elliott, and Mark Koski also solved two of the seven problems in the allowed time and tied for the 10th spot as well.

Jake Zalokar and John Tritten (Team 1) and Mark Koski, Todd Wierzchowski, and Christopher Elliott (Team 2), competed in the robotics contest. Shown on the right, Team 2 members observe as their bot does not complete the task. They were not alone, however, as only three of the 28 teams entered successfully solved the maze. The main problem seemed to have been the stage lighting, which was so bright that it interfered with the robots' sensors.



Marketing students take UW-Parkside on the road



SBT marketing students (L-R), Jason Wolfe, Mishall Raza, Lauren Keller, and Cristine Cristiano, addressing Tremper High School students.

It was a marketer's dream come true: a captive audience, plenty of time to build relationships, and a great "product" to highlight. And in at least one stop, there were even free donuts.

When University of Wisconsin-Parkside Marketing Professor Michael T. Manion and Academic Advisor Trudy Biehn offered area teachers the chance to have university business students visit their classrooms, numerous area high schools and a pair of two-year institutions jumped at the opportunity. Teams of students hit the road beginning March 21 at Racine's Case High School with additional stops in Cudahy, Greendale, Elkhorn, Kenosha, Milwaukee, Salem, Union Grove, and Wilmot among others. Students at Gateway Technical College's Kenosha campus and at the College of Lake County in Grayslake, Illinois, also hosted the UW-Parkside marketing road show.

"We contacted the teachers directly and said, 'if a marketing session would add value for your students, we will provide an educational presentation and a panel discussion in your classroom,'" said Professor Manion. "The response was a bit overwhelming. We scheduled 22 on-site sessions during March and April." Manion said Shannon McGuire of the Center for Community Partnership's K-12 Outreach Program and DeAnn Possehl of Enrollment Management collaborated by providing teacher connections and admissions support.

Seven teams of Professor Manion's marketing students, most of whom graduated from area high schools and two-year colleges, made presentations on promotion management topics, conducted panel discussions on their college experiences, and took students' questions. A UW-Parkside admissions counselor attended each session to provide students with more information about attending the university.

On the first of two stops at Kenosha's Tremper High School, marketing students Mishall Raza, Lauren Keller, Jason Wolfe, and Cristine Cristiano spoke with students in teacher Sara Skowronski's class. Skowronski, who holds a UW-Parkside MBA, not only provided the students with an audience she also provided donuts for the occasion. After presenting a business profile of the entertainment service Netflix as an example of marketing's "4 Ps"-- product, price, place, and promotion, the UW-Parkside students opened the program for a panel discussion about their college experiences. That's when things get a bit scary as the college students shared specifics about their high school and college experiences and information about personal choices that allowed the high school students to see them as real people.

"I think sharing our personal information is probably the most nerve-wracking; being judged on your personal choices," said Cristine Cristiano, the marketing team leader and a Tremper graduate. "They want something to relate to," added Kenosha Bradford graduate Lauren Keller, "so when you tell them a [personal] story, that same thing might have occurred to someone they know or they're going through the same thing."

As for the message they hoped Tremper students took away from their presentation, the college students wanted them to consider a high quality education choice right in their neighborhood. "I think they have the mindset that they've heard of Parkside all their lives," said Jason Wolfe, a Wausau native. "I hadn't. They might have the impression 'Oh, it's the next-door college; everybody goes there; why should I go there, too? But I'm from three-and-a-half hours north and I chose to come here. I didn't have a four-year college so I'd kill to have the opportunity they have."

Mishall Raza, whose parents wanted her to stay close to their Kenosha home, said along with being nearby, UW-Parkside was where she could be among students with backgrounds like her own. "I had a lot of older friends that were at Parkside," she said. "And there are a lot of international students coming from all across the globe just because Parkside offers the programs it does."

Biehn, who accompanied Manion and his students to Tremper, said this was an excellent opportunity to take the message about the breadth and quality of the university's business program directly to high school students. "This is one of the first times an academic department at UW-Parkside has connected directly with local high schools on such a large scale. We let high school students hear about the importance of a college education from people who recently sat in the same high school classrooms they are in now," Biehn said.

The UW-Parkside road show continued at area high schools through April 2011.

Students from China and Germany study Computer Science at UW-Parkside



Pictured (L-R): Fupeng Song, Xiaowei "Lulu" Zhang, Weiwei Song, and Fangdi Quan.

The School of Business and Technology and the Computer Science Department welcomes four international students from Beijing Information Science and Technology University (BISTU). The students, pictured on the left, are studying computer science and are enrolled in the new 3+1+1 program, leading to a Master of Science in Computer and Information Systems (MSCIS) degree.

will spend the semester studying computer science and enjoying campus life at UW-Parkside. They all live in the International House, a special wing of the new residence hall, where international students room with American students who have interests in learning about different cultures.

The department is also hosting three students from our sister institution, Ostfalia University of Applied Sciences in Germany. These students, shown to the right,



Pictured (L-R): Thomas Will, Fabien Viertel, and Fabian Kortum.



Pictured (L-R): Tobias Sell and Anthony Dare.

Anthony Dare spent the Spring Semester 2011 studying at our sister institution, Ostfalia University of Applied Science in Wolfenbuettel, Germany. Tony is the first computer science student to take advantage of our exchange agreement with Ostfalia. Pictured with Tony is Tobias Sell, one of the five Ostfalia computer science students who has spent a semester at UW-Parkside.

In May, Tony was joined by four additional UW-Parkside students, Heather Miles, Allie Pipitone, Jaclyn Rosner, and Ryan Vlach, when they traveled to Germany to spend two weeks studying computer science and German language and culture.

Professor Ubaldo Quevedo, assistant professor of computer science, taught Artificial Intelligence Programming at Ostfalia University in Wolfenbuttel, Germany, during the 2011 International Summer University. Different searches and their outcomes, including strengths, weaknesses, and applications were discussed. Object recognition with machine vision and image processing were part of the lab exercises.



Dr. Ubaldo Quevedo

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