I. Executive Summary

The Department of Management is a new department created within the College of Business and Public Administration (CBPA), when the original Department of Management and Marketing split into two departments in the summer of 2005. The department has 10 full-time faculty, 20 adjunct faculty and 700 students who can select from four options – Management, International Business, General Business or Operations and Information Management. In this academic year the department graduated 150 students.

In this 2005-2006 academic year the department has made significant progress towards the objectives outlined in the University Strategic Plan and, in particular, towards the CBPA’s overall objective to seek accreditation under AACSB. The department’s key achievements include:

- Revising the BS in Management program.
- Creating a new GE Capstone course which will be adopted by all business departments.
- Updating the course outlines of a majority of existing courses.
- Producing a substantial body of scholarship including 2 book chapters, 4 refereed journal articles, 1 journal submission, a white paper and 10 conference presentations.
- Receiving a Fulbright Scholar award and a TFRI award.
- Improving student advisement with all students now having an assigned full time faculty advisor, each with a minimum of 5 office hours per week.
- Reviewing 20 applications for a new faculty position and interviewing 3 candidates.
- Receiving 4 Kean Foundation Scholarships for AY 2005-06 and for AY 2006-07.

II. Updated Curriculum

In this 2005-2006 academic year, the Department of Management undertook a major initiative to revise the BS in Management program, including all the four options. The Management program’s content is being adjusted to align with accreditation standards for business education (e.g. Association to Advance Collegiate Schools of Business – AACSB). The changes are:
• Establish a common capstone course for all business majors.
• Establish the “business core” – a common set of business courses taken by all business majors.
• Emphasize global and technological aspects of management.
• Rename one option “Operations and Information Management.”
• Streamline two other options.

The program revision has been approved by the University Curriculum Committee and will be brought before the Senate in early fall 2006. The new capstone course was primarily developed and championed by Dr. Joseph McGill and is titled “MGS 4999: Integrative Business Strategy.” It will be offered for the first time in fall 2006 to both Management and Marketing students. All members of the department faculty contributed to updating course outlines for the following courses:

Business Statistics (Drs Marcel Fulop and Paul Fenster)
Principles of Management (Dr. Shangguen Rhee)
Human Resource Mgmt (Prof. Charles Kimmett )
International Business (Drs. Les Hiraoka and Gladys Torres-Baumgarten)
International Management (Dr. Gladys Torres-Baumgarten)
Small Business Management (Dr. Pat Coughlin)
Quantitative Methods (Drs. Paul Fenster and Kemal Gursoy and Marcel Fulop)
Operations Management (Drs Thomas Abraham and Kemal Gursoy)
MIS (Drs. Thomas Abraham and Robert Melworm)

III. Scholarly/Professional Accomplishments

Books/Chapters


Journal articles


Journal Submissions


White Papers


Presentations


• Shanggeun Rhee. "Internet based communication technologies and organizational culture on the effectiveness of inter-organizational collaborations" presented at the Pan-Pacific Conference XXIII (May 29-31, 2006) in Busan, South Korea.


• Torres-Baumgarten, G. “International franchise acquisitions and stakeholder interests: the Mail Boxes Etc. case”. To be presented in June 2006 at European Applied Business Research conference in Florence, Italy.

• Torres-Baumgarten, G. “Branding decisions in franchise acquisitions: Case of Mail Boxes Etc. and UPS”. Atlantic Marketing 2005 Conference in Salem, MA. (Published in proceedings).


- McCrea, E. and Torres-Baumgarten, G. Finished case and teaching notes for “The United States v. Timothy Lloyd” were presented by co-author at 2006 Eastern Academy of Management Meeting in Syracuse, NY. Currently under final review by president of Case Writing Association (Dr. Gina Vega), and will subsequently be sent to a case journal.

Awards

- McGill, J. Selected for 2007 Fulbright Traditional Scholar Award (research at the University of the Aegean on strategic alliances in the Greek shipping industry).

Other Scholarly Activities

- Hiraoka, L. Attended NJ CIO Conference at Rutgers, Newark on April 7, 2006.
- Coughlin, P. Two book reviews (Management and HR), Five Middle States Association financial reviews (of other universities and colleges outside NJ), Attended a professional meeting in Small Business Management at Pace University in NYC.
- McGill, J. Reviewer for Academy of Management 2006 conference (Business Policy & Strategy Division) and submitted grant application to NSF for research on technology alliances and innovation.
- Torres-Baumgarten, G. Reviewed chapter on “Cultural Differences” for new introductory international business text authored by James Neelankavil, Hofstra University. Reviewed papers for Academy of International Business 2005 (Quebec City, Canada) and 2006 (Beijing, China) conferences (International Marketing track). Attended symposium on local innovation systems and regional economic development at NJIT (March 2006). Attended Direct Marketing Association annual symposium for academics at Villanova University (November 2005). Nominated to run for Academy of International Business – Northeast Region (AIB-NE) Vice Chair 2006-2008. Received 45% of the votes and gained visibility for Kean University among the Academy of International Business and its member schools in the Northeast region.
- Rios, M. Received a Bachelor of Arts in Spanish from Kean University. Attended seminar ‘Time Management: Take Charge of Your Time, and Learn to Work Smarter, not Harder,’ Rockhurst University Continuing Education Center.
Attended seminar ‘How to Get More Organized,’ Rockhurst University Continuing Education Center.

IV. Student Accomplishments

Management department students are active in a variety of areas.

Scholarships

- Kean Foundation Scholarship recipients:

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<td>Stephen H. Horsch</td>
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