



**Department of Management  
College of Business and Public Administration**

## **2006-2007 Annual Report**

### **I. Executive Summary**

The Department of Management is part of the College of Business and Public Administration (CBPA). The department has 11 full-time faculty (not including 2 new hires), 20 adjunct faculty and 669 students who can select from four options – Management, International Business, General Business and Operations and Information Management. In this academic year the department graduated 202 students. In the 2006-2007 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 included:

- Initiated an outcomes assessment plan for the department.
- Implemented the new 124 credit BS in Management program including offering the new GE Capstone course, MGS 4999 Integrative Business Strategy.
- Developed and implemented a joint BS in Management degree with Ocean County Community College. Our first cohort will begin classes in Fall 2007.
- Worked in conjunction with the Spanish Speaking Program to offer classes in Spanish. Will offer our first Management course taught in Spanish in Fall 2007.
- Dr. Rhee developed a new course titled "Organizational Behavior for Managers", updated the MGS 2030 course and renamed it "Principles of Management".
- Produced a substantial body of scholarship including 2 book chapters, 6 refereed journal articles, 7 journal submissions and 14 conference presentations.
- Received a TFRI award (Dr Hiraoka); a Best Paper Award, and a Best Case Award (Dr Torres-Baumgarten).
- Implemented the student advisement plan with all students now having an assigned full time faculty advisor.
- Reviewed 34 applications for two new faculty positions, interviewed 8 candidates and successfully hired two very well qualified faculty members.
- Dr. Fulop served on the University Promotions Committee for 2006-2007. Dr. Abraham was promoted to Professor effective September 2007.
- Dr. Torres-Baumgarten served as the Management Department representative on the AACSB Accreditation Committee charged with establishing scholarly productivity norms for all faculty.
- Received 8 Kean Foundation Scholarships for AY 2007-08.

## II. Outcomes Assessment Plan

The Department of Management initiated an outcomes assessment plan. As a first step, the department chair and the curriculum committee, consisting of Drs. Torres-Baumgarten (Chair), Paul Fenster, Shangguen Rhee and Kemal Gursoy, identified the learning objectives for the BS in Management program, as well as for the four options. The program learning objectives are as follows:

- Develop and apply ethical, sustainable and socially responsible principles to business decisions
- Develop and apply a global perspective to business decisions
- Discuss and develop a strategic management perspective
- Develop and apply oral and written communication skills
- Develop and apply Information Technology competences

We also developed a series of learning outcomes matrices mapping course requirements against learning outcomes to audit our curriculum and ensure that the courses address the outcomes.

We initiated a course assessment procedure. We decided to measure outcomes in each course by mapping course objectives against evaluation methods and by tracking student performance over time. Faculty members were asked to pick one course in the Spring 2007 semester and to document their assessment and to outline steps to improve the outcomes in the future. A copy of the assessments will be kept in the department office.

## III. Scholarly/Professional Accomplishments

### Books/Chapters

- McGill, J., (published March 2007). "Strategic transformations in selected productive sectors", in Handbook of Information Technology in Selected Organizations and Electronic Markets, A. Salazar, Ed. 323-339. World Scientific Press: London.
- Torres-Baumgarten, G. (2007). "Multinational Advertising Agencies in Latin America: From Historical Development to Present Practices." Chapter contribution in book entitled Advertising in Emerging Markets. Publisher: Marquette Books; Emmanuel Alozie (ed). \*

### Journal articles

- Bullen, C.V., Abraham, T., Gallagher, K., Kaiser, K., and Simon, J., "Changing It Skills: The Impact of Sourcing Strategies on In-House Capability Requirements," *Journal of Electronic Commerce in Organizations*, special issue "Offshoring and Outsourcing: The Innovation and its impact on Electronic Commerce in Organizations," Volume 5 Number 2, April-June 2007, pp. 24-46.

- Gursoy, K. "Semi-Markov Decision Processes: Nonstandard Criteria," to be published in *Probability in Engineering and Information Sciences*.
- McGill, J. "Technological knowledge and governance in alliances among competitors," *International Journal of Technology Management*, Volume 38 issue 1./2, pp. 69-89, 2007
- Rausch, E. "The Critical Need for Coverage of Quality Decisions Making in Professional and Management Education," *Journal of Enterprise Management*, Volume 20, No. 2007.
- Rhee, S. 2007. "Information Technology and Organizational Justice in Knowledge Management," *Journal of Management Awareness*, Volume 10, No. 2.
- Torres-Baumgarten, G. (2007). "International Franchise Acquisitions and Stakeholder Interests: the Mail Boxes Etc. Case." *Journal of Business Case Studies*, Volume 3, No. 2: 49-52.\*

#### Journal Submissions

- Hiraoka, L. "Global knowledge networks in the development of India's outsourced software sector" to the *International Journal of Technology Management*.
- McGill, J., Santoro, M. "Alliance configurations and firm performance in the biotechnology industry" under review at the British Journal of Management - Blackwell Publishing.
- Rhee, S. "Impact of Incentive Motivators on Employees in a Korean Internet Firm," submitted to Asia Pacific Journal of Management, 2007
- Torres-Baumgarten, G. & McCrea, E. (2007). "When Deviant Behavior in the Workplace Gets Technical". Currently under review at *Journal of Information Systems*. \*
- McCrea, E. & Torres-Baumgarten, G. (2007). "Beyond a Reasonable Doubt: the Case of Insider Sabotage at Omega Engineering". Currently under review at *Business Case Journal*. \*
- McCrea, E. & Torres-Baumgarten, G. (2007). "Return to Sender? How UPS Posed a Dilemma for Mail Boxes Etc. Franchisees". Currently under review at the *Case Research Journal*.
- Torres-Baumgarten, G. & Yucetepe, V. (2007). "Are Consumers' Perceptions of Retailers Aligned with Retail Store Positioning?" Currently under review at the *Journal of Business and Economics Research*. \*

#### Presentations

- Gursoy, K. "Random Graphs and Restricted Second Order Logic," at the Fall 2006 INFORMS Conference in Pittsburg, PA.
- Hiraoka, L. "Development of India's Outsourced Software Industry," at the Kean Faculty Research Forum, April 19<sup>th</sup>, 2007.
- Hiraoka, L. "Reconfiguring Supply Chains in the Automotive Industry" at the Hawaii International Conference on Business, Honolulu, May 26<sup>th</sup>.

- Hiraoka, L. "Supply Chain Management," session chaired at the Hawaii International Business Conference, Honolulu, May 26th.
- McGill, J., Santoro, M. "Aligning uncertainty and governance in biotechnology alliances: effects on firm performance," paper accepted for presentation at the 2007 Academy of Management Annual Meeting, Philadelphia, August 3-8.
- McGill, J. Fulbright Scholar activities in Greece, presented research summaries and future research plans to students and faculty from - The Aristotle University of Thessaloniki, University of Macedonia, American College of Thessaloniki, University of the Aegean (Chios).
- McGill, J. Presented an overview of the U.S. MBA program at the International Education Expo program in Athens (jointly sponsored by the Fulbright Foundation in Greece, the U.S. Consulate, and participating US MBA programs).
- Rhee, S. (with Dr. Trimi) "Culture, Technology and Inter-firm Collaboration" at the DSI Conference, San Antonio, TX, 2006
- Rhee, S. (with Dr. Trimi) (2006). "Internet-based Communication Technologies and Organizational Culture on the Effectiveness of Inter-Organizational Collaborations" at the Pan Pacific Conference, Busan, South Korea.
- Rhee, S. (with Prof. Boutros). (2006). "Anime and Anime Fandom in the United States" at the Pan Pacific Conference, Busan, South Korea.
- James, W., Torres-Baumgarten, G., Petkovic, G., Havrilenko, T. & Thelen, T. (2006). "A Psychographic Profile of Internet Technology Users in Serbia and the Ukraine" in Gail Arch (ed), Proceedings of the 2007 Chapter Meeting of the Academy of International Business – NorthEast in Boston, MA.\*
- McCrea, E. & Torres-Baumgarten, G. (2007). "Return to Sender? How UPS Posed a Dilemma for Mail Boxes Etc. Franchisees" in Proceedings of the 44th Meeting of the Eastern Academy of Management in New Brunswick, NJ. \*Case was also named as a "2007 Fellows Best Case Finalist".
- Torres-Baumgarten, G. & Yucetepe, V. (2007). "Are Consumers' Perceptions of Retailers Aligned with Retail Store Positioning?" in Proceedings of the 5th European Applied Business Research Conference in Padua, Italy.\*
- Torres-Baumgarten, G. & McCrea, E. (2007). "When Deviant Behavior in the Workplace Gets Technical" in Proceedings of the 5th European Applied Business Research Conference in Padua, Italy.\*

#### Awards

- Hiraoka, L. TFRI Award for 2006-2007.
- Torres-Baumgarten, G. Paper entitled "Branding Decisions in Franchise Acquisitions: Case of Mail Boxes Etc. and UPS" won Best Paper Award in International Marketing track at the European Applied Business Conference in 2006.
- Torres-Baumgarten, G. & McCrea, E. Case entitled "Return to Sender? How UPS Posed a Dilemma for Mail Boxes Etc. Franchisees" named as a "2007 Fellows Best Case Finalist" at the 44<sup>th</sup> Meeting of the Eastern Academy of Management in New Brunswick, NJ in May 2007.

### Other Scholarly Activities

- Abraham, T. Attended NJ CIO Conference at Summit, NJ on April 7, 2007.
- Gursoy, K. Invited to be a People to People Ambassador Programs' Operations Research and Management Sciences Delegation to South Africa, October 2007, to represent the Institute for Operations Research and Management Sciences. External Committee Member on the Ph.D. Dissertation for Dr. Bin Zhou, May 2007.
- McGill, J. Initiated relationship with University of the Aegean Department of Shipping for possible exchange of course content and teaching to support our future M.S. in Transportation/Logistics.

## **IV. Student Accomplishments**

### Scholarships

- 2007-2008 Kean Foundation Scholarship recipients:

<b>Student</b>	<b>Award</b>
Coloma, Stephanie	Wilf
Blue, Shannon	Student Org
Brendel, Sharon	KUF Annual General
Saint-Fleur, Marie	KUF Annual General
Barton, Zeina	International
Kroonkvist, Kaie	International
Zenginler, Mehmet	International
Difiore, Jessica	Engelberg

- Andre Turner, Junior, KFT Scholarship Award: Special Essay Award in Memory of Karen Stern.
- Yasmine El Harmouly, Senior, Who's Who Among Students in American Universities and Colleges

## **V. Other**

### Guest Speakers

- Kean alumnus and assistant vice president for R&D information services, L'Oréal USA, Fred Weisenbacher revisited his *alma mater* on March 26, 2007. In a lecture to students in Dr. Thomas Abraham's operation-management class, Weisenbacher presented two case studies in project management.
- Rich Hettinger, Chief Executive Officer of InfoWerx Software, Inc., spoke at Dr. Thomas Abraham's MIS class on April 12, 2007. InfoWerx is a global software development company with offices located in the United States, India, and Africa.
- Society for the Advancement of Management/Kean University Chapter workshop on Entrepreneurship (K. Gursoy, moderator), October 2006.
- Society for the Advancement of Management/Kean University Chapter seminar on Supply-Chain Management (K. Gursoy, organizer), May 2007.

### Staff Accomplishments

- Rios, Mayelin was reclassified from Clerk Typist to Senior Clerk Typist.