2007-2008 Annual Report

I. Executive Summary

The Management Department is part of the College of Business and Public Administration (CBPA). The department consists of 12 full-time faculty members, 20 adjunct faculty members, 2 administrative professionals and 2 student workers in support of 700 majors. In this academic year the department graduated 192 students between August, 2007 and May, 2008. 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:

- Produced very substantial scholarship in the form of 6 books and book chapters, 15 journal articles, 19 presentations, 7 journal submissions.
- Wrote several new courses in Supply Chain Management as a first step to developing a new program in this area.
- Established a very successful degree program at Kean@Ocean.
- Prepared to receive the first cohort of students from Wen Zhou this summer.
- Assigned advisors to all majors.
- Conducted several colloquia/ panel discussions featuring senior business executives.
- Established an honors society for Management majors and held a lunch for the first group of inductees.

II. Outcomes Assessment Plan

Attached as Appendix A

III. Scholarly/Professional Accomplishments

Books/Chapters

Journal Articles

Refereed Journal Articles Accepted in 2008 -- to be published at a later date

- **Hiraoka, L.** "Glocal knowledge networks in the development of India's outsourced software sector” accepted for publication in the *International Journal of Technology Management*

Journal Submissions Currently Under Review

- James, W., **Torres-Baumgarten, G.**, Petkovic, G., Havrylenko, T., and Thelen, T. “A Psychographic Profile of Internet Technology Users in Serbia and the Ukraine.” Currently being reviewed at *Internet Research*
- McCrea, E. & **Torres-Baumgarten, G.** “Return to Sender? How UPS Posed a Dilemma for Mail Boxes Etc. Franchisees.” Currently being revised for re-submission to the *Case Research Journal*

Presentations


Torres-Baumgarten, G. and Yucetepe, V. (June 2007). "Are Consumers’ Perceptions of Retailers Aligned with Retail Store Positioning?” Presented at European Applied Business Research Conference in Padua, Italy


Rhee, S. Organizational Culture on the Effectiveness of IT-enabled Inter-Firm Collaboration, Decision Science Institute Annual Meeting, Phoenix, AZ, Nov., 2007


Abraham T. presented “Green Business in NJ” at the Focus The Nation @ Kean teach-in held on January 31, 2008 in the Little Theater at Kean University.


Hiraoka, L. Supply Chain Management seminar, Kean University, March 5, 2008


IV. Awards

Abraham T. (along with Dr Christine Bullen from Stevens Institute of Technology) received the Bright Idea Award in Information Technology from the Stillman School of Business at Seton Hall University and the NJPRO Foundation. The award was for a paper titled “The Information Technology Workforce: Trends and Implications 2005-2008” which was judged as a top entry among 125 entries.

Gladys Torres-Baumgarten and Bin Zhou Received UFRI Awards for the 2008 -2009 academic year.
Kean University Foundation 2007-2008 Scholarship Awardees

Name:                    Award:
Barton, Zeina            International
Brendel, Sharon          KUF Annual General
Coloma, Stephanie        Wilf
Blue, Shannon            Student Org
Difiore, Jessica         Engelberg
Kroonkvist, Kaie         International
Otero Miranda, Glorivee  Rummell
Saint-Fleur, Marie       KUF Annual General
Zenginler, Mehmet        International

V. Curriculum and Program Development

- Bin Zhou and Jie Yang developed new courses in Supply Chain Management and 5-year BS/MS program including: Supply Chain Management, Total Quality Management, Global Logistics Management, and Supply Chain Purchasing and Procurement Management at both undergraduate and graduate levels
- Dr. Gladys Torres-Baumgarten chaired the Department Curriculum Committee and had the following changes implemented:
  1.) Ten MGS classes were approved for distance learning
  2.) Five new MGS courses were approved by the College Curriculum Committee

Seminars Conducted at Kean University and Guest Speakers

- March 5, 2008 Supply Chain Management Workshop
  Guest Speakers: Minh Nguyen, Head of Business & Analysis at Benjamin Moore & Co., Leslie Hiraoka, Professor, Kean University, Bin Zhou, Assistant Professor, Kean University
- April 7, 2008 CIO Panel Discussion
  Guest Speakers: Joseph L. DeSiena, President of Consulting Sevices at Bardess Group, Ltd., Leif G. Maiorini, CIO-Civic Development Group/Millennium Teleservices, Ken Saloway, MSIS Program and Director of Marketing for IS Programs at Stevens Institute of Technology, Kim Knight, Global CIO/Executive Vice President at Chubb and Son Insurance Company, Rick Carney, VP, General Manager & CIO for Melillo Consulting, Inc.

VI. Staff Accomplishments:

- Staff assigned all Management majors to a faculty advisor in the Datatel system
- Mayelin Rios and Collette Kennedy developed and implemented a Management Department Newsletter and a new brochure
- Mayelin Rios helped streamline the process and worked closely with Dr. Rhee to have the Management Department sworn in as a chapter of the Sigma Beta Delta and assisted with the first Sigma Beta Delta induction ceremony and luncheon
- Mayelin Rios served as an Undergraduate Commencement Marshall
- Mayelin Rios and Collette Kennedy attended the Managerial Awareness Seminars
- Mayelin Rios and Collette Kennedy attended FrontPage training class
Collette Kennedy completed a B.S. in Management Science, Magna Cum Laude
Collette Kennedy was inducted into the Phi Kappa Phi, Lambda Alpha Sigma, Alpha Lambda Sigma, and Sigma Beta Delta Honor Societies
Collette Kennedy served as a Undergraduate Commencement Speaker
Collette Kennedy was a member of the Council for Part-Time Students, the University Food Service Committee and attended two SAGE Workshops held at Kean University
Thomas Abraham developed a Management Blog for students and faculty to be informed of all updates and events in the department (http://keanmgs.blogspot.com/)
Student worker Kelly Wilson was inducted into the Mu Kappa Tau Honor Society
## Appendix A: Management Assessment Grid

<table>
<thead>
<tr>
<th>Expanded Statement of Institutional Purpose</th>
<th>Departmental/Program Intended Outcomes/Objectives</th>
<th>Assessment Criteria &amp; Procedures</th>
<th>Assessment Results</th>
<th>Use of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Departmental Mission: The Management program at KU seeks to provide a student-centered learning environment, designed to support the intellectual, cultural, and personal growth of our students. Our primary objective is to prepare students for leadership roles in local and global organizations.</td>
<td>1. To provide students with opportunities to understand and apply ethical and socially responsible principles to business decisions</td>
<td>1a. Incorporate discussions of real-world business ethics scenarios into all MGS courses, including MGS 4999 (Integrative Business Strategies) course.</td>
<td>1. Establish a faculty committee that will judge students’ case analyses relating to ethics and CSR.</td>
<td>1-5. Student progress on all objectives may also be evaluated by internship supervisors. Evaluation forms by on-the-job supervisors should incorporate these objectives into its assessment measures. Another performance measure to consider here is the percent of interns that are offered full-time jobs upon completion of their internship.</td>
</tr>
<tr>
<td>2. To provide students with opportunities to understand and apply a global perspective to business decisions.</td>
<td>2b. Invite guest speakers to discuss business ethics with Management students – either in class(es) or to the Management Club.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. To discuss and develop a strategic management perspective</td>
<td>1c. Incorporate discussions on CSR in courses such as MGS 2030, 3025, 3035, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. To develop communication skills</td>
<td>2. Incorporate int'l business topics across all MGS courses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. To understand and apply information technology competencies.</td>
<td>3. Introduce strategic management concepts starting with MGS 2030 on up to MGS 4999.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. To develop student skills in ethics/CSR, int'l bus., strat. mngt., communication &amp; information technology</td>
<td>4a. To standardize writing assignment(s) across all sections of MGS 2030 and 4999 and develop a rubric for grading written assignments.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4b. To standardize grading rubric for student presentations.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Test students’ basic knowledge of IT via a standardized test.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>