



Business Education Program Newsletter

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http://www.nyu.edu/education/alt/be_wel.html

Letter From Your Program Faculty

This newsletter is designed to summarize what your Business Education Community-- students, alumni, and faculty--has been doing this past year and our plans for 2000-2001. You'll see that it's full of news because we all have been very busy and very productive!

A plenary speaker at the spring 2000 OSRA Conference in New Orleans said that the au courant term for learning is "downloading." This is consistent with the metaphor of a mind as a hard disk--where we store content specialties and experiences and which we program to filter and recall what we have come to value as "truth."

Moreover, given that we live in a cross-temporal, global economy with diverse cultures and incredibly fast technological changes, we are never finished with learning, and what we've come to know, as "truth" will change. Thus, we all need to have erasable, expandable, re-programmable mental hard disk. Erasable because "what we know as truth" changes. Expandable because knowledge is forever being created. Re-programmable because our experiences continually help us make new meanings from what we know. We can not afford to have our mental hard disks write-protected!

So, let's continue our learning spree. The Business Education Community is fascinating. Let us hear what you are doing--and learning.

Bridget N. O'Connor, Ph.D.
Associate Professor & Director
Business Education Program

Michael Bronner, Ph.D.
Professor
Business Education Program

Remembering Elizabeth Van Deveer Tonne

It is with sadness that we report the death of Dr. Elizabeth Van Deveer Tonne, widow of Dr. Herbert A. Tonne, on January 19, 2000. She would have been 92 on March 19. 'Tish, as she was known, received her doctorate in business education from NYU in 1951. She was U.S. ISBE President in 1961-63 and the Editor of the *Journal of Business Education* for many years. Her contributions and her warm sense of humor will be missed.

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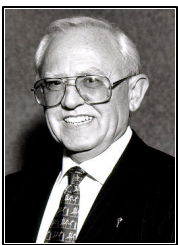
Faculty News



Associate Professor Bridget O'Connor is currently revising her two college-level textbooks. *Training for Organizations* (South-Western Publishing Co.) and *End-user Information Systems* (Prentice-Hall) are scheduled for publication in Fall 2000. She serves the Organizational Systems Research Association as editor of *Information Technology, Learning and Performance Journal*. The Spring 2000 issue is dedicated to end-user teaching and learning and can be accessed online at <http://osra.org>.

She attended the OSRA conference in Toronto where she and Professor Bronner both were members of a "Past President's Panel." She also attended the NBEA Conference in Anaheim where NYU doctoral graduate, Karl Soehnlein, received the DPE Research Award. She was Program Chair of the Special Interest Group Workplace Learning (SIG WL) for the American Educational Research Association, which met in New Orleans April 24-28, 2000. In addition to chairing the SIG paper presentation session, she was a panelist on needed research at its business meeting, where she was elected SIG Chair. She also presented a paper at the SIG Business Education/Information Systems related to her research on work-based learning.

At NYU she continues her service on the University Faculty Council, chairing its Administrative Issues Committee and active in the Educational Policies Committee, which hosted a day-long retreat on the topic of effective teaching. Prof. O'Connor is also active on several university committees related to policy development for information systems resources and faculty development.



Professor Michael Bronner has also been on a writing binge as his lengthy longitudinal research report covering perceptions of U.S. State Business Education Presidents since 1979 is featured in *NABTE Review*. His brief cover article in the *ASTD Lamplighter* concerning training payoff appeared in the Winter/Spring 2000 issue off press recently--complete with a picture! Bronner also serves as one of Professor O'Connor's co-authors on their training text, thus is deeply involved in the revision for the second edition.

On the conference and travel scene, Professor Bronner duplicates the map-wending way of Professor

O'Connor with meetings in Toronto (OSRA), Los Angeles (NBEA), and New Orleans (AERA) with presentations and session coordination activities along the route. He is also very pleased as four of his doctoral candidates have had successful dissertation proposal reviews, all scoring #1 ratings in the evaluation process: Tony Basile, Rogatus Mpeka, Concepcion (Conchi) Torres and Susan Shanok.

Tonne Scholarship Awardees

Four NYU students were awarded \$2500 scholarships from the Tonne Scholarship Fund for this Spring 2000. The awardees are:

Daphne Deane (MA Student)
Jacqueline Ferguson (MA Student)
Nicole Passeggio (Ph.D. Student)
Diane Persky (Ph.D. Student)

Daphne Deane received her BA in Business Administration from the University of the West Indies in 1994 as well as a post-graduate diploma in Business Education from the University of the West Indies. She is currently employed at the Drake Business School in the Bronx. Her goals are to teach computer education and coordinate an educational technology program at the community college level.

Jacqueline N. Ferguson holds a Bachelor's degree in Accounting from the University of Waterloo, School of Accountancy in Ontario, Canada as well as her CPA license. She is currently employed at Deltec Asset Management Corporation, and future plans include teaching at the college level in the field of accounting in her country of the Bahamas.

Nicole Passeggio is a full-time doctoral candidate. She holds a BA in Music and an Ed.M. in Human Resources from Boston University. Previously, Nicole was recognized for being the first woman at Lindenmeyer Paper in a commissioned sales position to exceed sales and profitability goals. In addition, she served as the Manager of Training and Quality Operations before being promoted to Operations Manager at the Alling and Cory Company. Upon completion of her Ph.D., Nicole intends to become a full-time college professor.

Diane Persky holds an MBA in marketing from Hofstra University and has worked in the field of advertising for over 30 years. Diane was also in an adjunct position at the Sy Syms School of Business of Yeshiva University and is currently in a full-time administrative position, which allows her to teach one course during the semester.

Her doctoral study will focus on the differences in ethical decision-making between male and female advertising executives, and how those differences may influence organizational behavior.

Congratulations to Recent MA Graduates!



August 1999
Cathy Sullivan

May 2000
Karen Chang
Sally Hanna

January 2000
Darin Hubbard
Donna Ojeda
Nicole Patte
Allison Schieli

Yu-Ching Hsiao
Courtney Kovacs
Michele Lulek
Hyunn Yang

Hsin-An Tung
Donna Flagg (CAS)

Summer 2000
Heather Osgood

Congratulations to Recent Ph.D. Graduates!

John Dobbins (Ph.D. 2000)

Dissertation: *A Marketing Analysis of Business Student Satisfaction in Terms of Academic and Social Integration and the Relationship of These Variables to Institutional and Goal Commitment*

Jacqueline Burke (Ph.D. 2000)

Dissertation: *A Comparison of Collaborative Accounting Problem Solving via Group Support Systems in a Face-to-Face Versus a Distant Learning Environment*

Helen McGowan (Ph.D. 2000)

Dissertation: *An Analysis of Selected Psychological and Demographic Variables and the Job Satisfaction of Certified Financial Planners*

Al Torressen (Ph.D. 2000)

Dissertation: *A Study to Examine Perceived Role Ambiguity, Role Conflict, Participation in Decision Making, Ability and Job Satisfaction Among Intellectual Property Licensing Professionals*



Ann Marcus, Dean

Dean Ann Marcus Delivered 1999 Agnew Lecture at NYU

Dr. Ann Marcus, Dean of the School of Education at NYU, delivered the 23rd Annual Peter L. Agnew Memorial Lecture.

Dean Marcus' presentation was "Reconceptualizing the Research University: NYU 1975-2000." In her remarks, Dean Marcus sketched the recent history of the School, bringing life to a heretofore largely unknown and unappreciated period in the School's move to the top of the national professional ladder. A delighted audience of more than 100 enjoyed the evening.

...And Now News From the Conference Circuit

Eastern Business Education Association

EBEA will be holding its annual conference during the second week of October in Atlantic City, New Jersey.

Delta Pi Epsilon

The National Graduate Honor Society, for professionals who support and promote scholarship, leadership, and cooperation toward the advancement of education for and about business, will be holding its National Conference on November 16-18, 2000 in Columbus, OH. The theme is *Focus on Innovation- Promoting Excellence in Research and Instruction for Business*. Sessions will include issues facing business education, high schools that work, developing employment-related to office technology skills, and others. For more details go to www.dpe.org

Organizational Systems Research Association

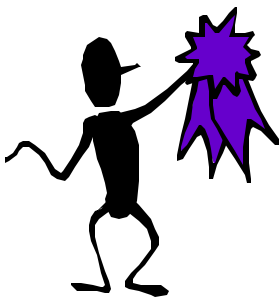
OSRA promotes research and application of information technology in the end-user environment to support work processes, improve employee performance, and enhance overall organizational effectiveness in direct support of goals and strategies. The 20th Annual Conference will be held on February 22-24, 2001 in Cleveland, OH. Events will be held for distance education, satellite communication, exploratory information technology, web-based learning, and much more! For more details go to www.osra.org.

American Educational Research Association

AERA helps improve the educational process by encouraging scholarly inquiry related to education and then disseminating and promoting practical application of research results. The Annual Meeting will be on April 10-14, 2001 in Seattle, Washington. It comprises of more than 1,300 sessions with 4,500 presentations on a board spectrum of topics. For more detail go to www.aera.net.

ASTD Lamplighter Features NYU Faculty

Those of you who are members of the American Society for Training and Development (ASTD) are seeing familiar names and faces on the cover and inside the New York Chapter's Newsletter, *The Lamplighter*. Adjunct Professor **Chet Delaney**, Professor **Michael Bronner**, and Associate Professor **Bridget O'Connor** have each authored cover articles. The articles are related to the role of the trainer as business partner, training assessment, and Web-based learning. And also in the Spring issue, Business Education alum **Margaret Woodward**, President of Woodward Communications, was featured in the "Focus on Us" section.



FYI, Congratulations and Kudos!

Pamela Bandyopadhyay (MA 1999) was recognized in the October 1999 *Business Education Forum*, as NYU's 1999 Award of Merit Winner.

Paul Barchitta (Ph.D. student) and his wife, announced the birth of their daughter, on December 30, 1999.

Ken Bigel (Ph.D. 1998) published "The Correlations of Professionalization and Compensation Sources with the Ethical Development of Personal Investment Planners," in *Financial Services Review* 7(4), 1999.

Judy Caouette (Ph.D. 1995) received tenure and was promoted to Associate Professor in the School of Computer Science and Information Systems at Pace University. Congratulations also to Judy and Bridget N.

O'Connor who were honored with the Alpha Award for the best article published in 1998, "The Impact of Group Support Systems on Corporate Teams' Stages of Development" in the *Journal of Organizational Computing and Electronic Commerce*, (8)1, 57-81.

John Dobbins (Ph.D. 2000) received tenure and has been promoted to Associate Professor in the School of Business at St. John's University.

Alpha's former President and current alternate national DPE delegate, **Yves Etienne**, is also the President of EBFA for 1999-2000.

Almerinda Forte (Ph.D. candidate) presented her paper "Business Ethics: A Comparative Study of the Moral Reasoning Ability of Selected Business Managers," at the Sixth Annual International Conference promoting Business Ethics in Buffalo in October 1999. Almerinda was also the recipient of the Faculty's Outstanding Achievement Award at St. John's University in May 1999.

Courteney Kovacs (MA 2000) 1998-2000 Business Education Graduate Assistant has accepted the position of Associate Product Manager at the New York Institute of Finance.

Bill McPherson (Ph.D. 1994) presented at NBEA and Allied Academies and recently published "What Are the Perceptions and Attitudes of Business Communication Students Towards Gays and Lesbians in the Workplace" in *The Journal for Managerial Communications*. He has stepped down as Vice President for Professional Studies for OSRA to assume the role of co-chair of the 2001 OSRA Conference in Cleveland, OH; and had his article "How Are Faculty Grading Those Student Oral Presentations," accepted for publication in the *Wisconsin Business Education Journal*.

Fred Palumbo (Ph.D. 1995) was awarded an AACBS faculty development grant for a program to Japan in June 2000. Fred was one of 10 business school deans and faculty members selected for this 10-day program, designed to stimulate curricular development to incorporate the study of Japan in business programs.

Congratulations to **Madelyn Schulman** (Ph.D. 1998) and **Bonnie Kowadlo** on the second edition of their South-Western text, [Working Smart](#).

Cordelia Twomey (Ph.D. 1989) is now an Associate Professor and Program Coordinator for the new Master of Arts Degree in Educational Technology at New Jersey City University (formerly Jersey State College). Cordelia

is actively recruiting graduates of the NYU doctoral program to be adjuncts in the rapidly growing program. You can reach her at 201-200-3078 or ctwomey27@cs.com.

Marc Wachtfogel (Ph.D. student) a consultant in the Strategic Change Practice at PricewaterhouseCoopers LLP, was recently a co-author of ASTD's *Issues and Trends Report* which was entitled, "International Forum: Challenges and Opportunities in Global Training and Development."

Nathalis Wamba (Ph.D. 1995 and Adjunct Assistant Professor) published "Internationalizing Business Education in the 21st Century," in the *Delaware Business Journal*, 1999.

Elizabeth White (Ph.D. 1998) was appointed Coordinator for the Business Management Department at Orange County Community College in January 1999.

Acceptances for the Fall 2000 Semester

Please join the Program in Business Education in welcoming the following new Master's students for the fall 2000 semester!

Leslie Baker-Bennett	CUNY
Dolan Basak	University of Texas
Nelleen Mulzac-Barrimond	York College
Christine Celenza	New York University
Chiung Chuin Chen	National Taiwan University
Sonia Contreras	Golden Gate University
Yuan-Lin Hwa	Long Island University
Mary Ignagni	Central Michigan University
Tamra Moore	Hampton University
Adeline Moorehead	New York University
Joy Rhoades	University of Queensland (Australia)
Juan Rodriquez	Texas A & M
Bonny Song	James Madison University
Denise Talarico	NY Institute of Technology
Chia-Chen Wu	National Taiwan University
Louise Zimmerman	Rutgers University
Genell Zink	Kent State University

DOCTORAL STUDENTS

Kathleen Boyle	Iona College
David Falk	St. John's University

CAS STUDENT

Julia Light	Fordham University
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New Graduate Assistant for the Business Education Program

The Business Education Program welcomes Dolan Basak as the Business Education Graduate Assistant for 2000-2001!!

Dolan was born in Calcutta, India. She holds a B.A. in Finance from the University of Texas at Austin. She comes to us from Houston, TX., where she has been working for four years with Andersen Consulting as a Process Consultant, Change Management Consultant, and as a Learning Coach.

This newsletter is a publication of the Business Education Program at NYU. The editors of this issue are Courtney Kovacs (MA 2000) who began on it in Spring 2000 and Dolan Basak, Graduate Assistant in the Business Education Program, who has put it to press.

INFORMATION PLEASE

Please use this form to keep us up-to-date with any address or employment changes. Thank you!

NAME:

ADDRESS:

HOME PHONE:

WORK PHONE:

TITLE:

We would also like to receive information regarding any *Recent Publications, Presentations or Awards* you may have received:

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