



Business Education Program Newsletter



SPECIAL NEWSLETTER ISSUE: THE YEAR IN REVIEW

Letter from your Program Faculty
Bridget O'Connor & Michael Bronner

It's a time of change at NYU! Perhaps you've met NYU President John Sexton at one of his many town hall meetings. And perhaps you've heard that the Steinhardt School of Education is doing a Search for a new Dean (yes, Dean Ann Marcus will be stepping down this year, after 14 years of service to the School; we will miss her!). Professor O'Connor is one of 13 faculty members on the Search Committee, which will be national in its outreach. At the same time, President Sexton has appointed a Strategic Assessment Committee that will be working with all faculty to examine the School's Programs and goals.

And, in the Department of Administration, Leadership, and Technology, Professor Terry Astuto is stepping down as our Department Chair at the end of the academic year, and we are in the throes of beginning a national search for a new Chair. The Program is well represented on the Search Committee for a new Department Chair as Professor Bronner is a member, and Doctoral student Amy Lui is representing departmental students on the Committee. Please let either of them know what you're thinking about this important post.

And the newly constructed Kimmel Center is scheduled to be open this semester. We are all looking forward to having this wonderful space for student activities open!

Professor Bronner is also looking forward to another busy semester with classes, OSRA in Las Vegas in February (chairs sessions); NBEA in Dallas in April (presenting a paper); and AERA in Chicago later in April (SIG Treasurer). He also continues to develop the outline for the updated edition of the *Early Leaders in Business Education*, and two possible international conferences in the summer for Prof. O'Connor and him will test his scheduling skills to the utmost. An additional couple of Bronner family weddings in Idaho will also hone this talent, to be sure.

Professor O'Connor seems to spend much of her time in her many service roles at NYU. In addition to serving on the Dean's Search Committee, she's Vice Chair of the NYU Faculty Senators Council, Chair of the NYU Senate's Academic Affairs Committee, and on several task forces and committees on issues ranging from student life to intellectual property. She will be a panelist at several upcoming conferences, and has had several publications this past year.

The Spring semester is a time of conferences and paper presentations. Check "On the Conference Circuit" to see when and where some important meetings related to our discipline are being held, and make plans to join us at these events. One or both of us will be attending--and we'd like to see you there, too!

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25th Diamond Jubilee Celebration

With 75 years of service to the field, the Business Education Program celebrated its Diamond Jubilee at the New York University Torch Club on Friday, April 26, 2002 with more than 130 students, faculty, staff, administrators, and alumni in attendance. The recognized home of Business Education in the United States is NYU, where Dr. Paul Lomax first began the Department in 1926-27 upon the encouragement and urging of the 'Father of Business Education,' Frederick Nichols. With 75 years of rich and highly successful history behind us, it was only fitting to celebrate the event with a gala cocktail reception, musical entertainment, honors, and awards. And it was, indeed, a wonderful party!

Graduating students at the Master's degree, Certificate of Advanced Study, and Doctoral levels were honored, and presented with NYU 'soon-to-be-alumni' coffee mugs. In addition, recognition was accorded to the following Business Education Students:

2002 Peter L. Agnew Scholars: *Jeffrey Keefer, Rhoden France, Antonia Sanin, Susan Watters*

2002 Herbert A. Tonne Scholars: *Guy Adamo, Desmond Davy, Frederic Eyzat, Margaret Jannucci, Howard Poppel, Joy Rhoades*

2002 Karen R. Gillespie Scholars: *Guy Adamo, Nelleen Mulzac-Barrimond, Dolan Basak*



The apex of the Gala, and capping the honors of the event, was the presentation of the first Business Education Distinguished Alumni Award to *Arthur Rubin*, BS '50 and MA '51, who worked with Professor Agnew in his early career in Business Education. Arthur Rubin has given more than 50 years of service to NYU. Arthur Rubin is currently the Trustee of the Peter L. Agnew Business Education Foundation, and has served as interim Executive Director of NBEA, as Director of Alumni Relations of both NYU's Dental and Medical Schools, and as NYU's Vice President of Public Occasions.

Of course there was music provided by the NYU Musical Theatre Ensemble with special lyrics provided by alumni *Dr. Burt Kaliski*, of Southern New Hampshire University. The singers were fabulous and treated our honoree, Arthur Rubin, to a delicious musical array and dance, as well. They absolutely wowed the crowd, as usual.

The Gala was supported by the Peter L. Agnew Business Education Foundation and the ALT Department. Everyone 'partied hearty' and all toasted the 'home of business education' for another 75 years!

Dr. Burt Kaliski, 2002 Peter L. Agnew Lecturer



Over 100 people showed up for the 26th Peter L. Agnew Memorial Lecture held at the King Juan Carlos I of Spain Center at NYU. The lecture topic "Business Education in the 21st Century" was delivered by Dr. Burt Kaliski, Professor of Business Education at Southern New Hampshire University.

Greetings and introductions were also presented by Professor Michael Bronner (Business Education), Professor Terry Astuto (Chair, Department of Administration, Leadership, and Technology), Professor Carl Lebowitz (Faculty Senators Council), and Professor Bridget O'Connor (Director, Business Education Program).

In his engaging lecture (mixed with 8 "planned" puns and an accounting rap song), Dr. Kaliski delivered a poignant speech about the future of business education. To view a copy of Dr. Kaliski's speech, go to:
http://www.nyu.edu/education/alt/beprogram/Kaliski_speech.pdf.

Welcome New Business Education Students!

A warm hello to our new Business Education students!

Spring 2003 MA

Jaime Bauchner	NYU (Stern, MBA)
April Chiu	SUNY, Buffalo
Josephine Gonzales	CUNY, Baruch
Lindsey Hudacko	Univ. of Mass, Amherst
Keisha Mindley	Florida International
John Murphy	Iona College
Lisa Anne Schumann	NYU (Stern, MBA)
Robyn Wright	Lehman College

Workplace Learning Certificate

Denise Gamba	George Washington (MBA)
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Congratulations, Master's Graduates!

Congratulations to our graduates, and best of luck in your personal and professional endeavors!

Spring 2002 MA

Jennifer Barton	Mellen Mulzac-Barrimond
Dolon Basak	Joy Rhoades
Chuing Chuin Chen	Juan Rodriguez
Yenhsi Nancy Chen	Bonny Song
Steve Cohen	Dana Verdino
Frederic Eyzat	Judaea Yarde
Mary Ignagni	Shirley Choy Zaragoza (CAS)
Margi Jannucci	Genell Zink

Fall 2002 MA

Katie Hedge	Antonia Sanin
Koji Hirobata	Julie Steinberg
Hi-Won Lee	Denise Talarico

Congratulations, Doctoral Candidates!!

So far this calendar year, two Business Education doctoral candidates successfully defended their doctoral dissertations:

Sheila Handy
Rogatus Mpeka

2001 John Robert Gregg Award Recipients



Glencoe/McGraw-Hill, a division of The McGraw-Hill Companies, recognized the achievements of Dr. Bridget O'Connor and Dr. Michael Bronner as the 2001 John Robert Gregg

Award recipients at the National Business Education Association (NBEA) Annual Convention held March 27-30, 2002.

The John Robert Gregg Award is presented each year to an individual who has been widely recognized by colleagues and students as having made outstanding contributions to the advancement of business education. The award is named in honor of John Robert Gregg, a business educator, researcher, and publisher. At the 2002 conference, both professors accepted the honor while receiving two standing ovations from the crowd!

Business Education Buddy Program

This Fall, the Business Education program piloted a buddy program for new students and a mentoring program for continuing students.

The buddy program serves to provide academic and university support to new full-time and part-time students in the Business Education program. Buddies can introduce new students to university services, as well as share personal insight and experiences about the Business Education program. Buddy pairs last for one semester.

The mentoring program pairs current students with Delta Pi Epsilon, Alpha Chapter members who are alumni of the program. Mentors provide job and career development advice to current full-time and part-time students in the Business Education program. Matches are made for the 2002-2003 academic year.

Current students interested in be matched with a DPE mentor should contact Salena Chiang (sec255@nyu.edu) for more information.

ACCOMPLISHMENTS BY BUSINESS EDUCATION STUDENTS AND ALUMNI

Here's an update on awards and professional achievements of our students and faculty.

2002 EBEA Senior University Educator-of-the-Year



Eastern Business Education Association (EBEA) recognized the achievements of Dr. William McPherson of Indiana University of Pennsylvania as the 2002 Senior University Educator-of-the-Year at the 105th Annual

Convention held October 17-19, 2002 in Portland, Maine. Dr. McPherson received his PhD in Business and Marketing Education from New York University in 1994. His current position in the Department of Technology Support and Training is teaching future business educators. He is the recipient of many awards for teaching excellence including the IUP Faculty Senate Award for Outstanding Teaching, the Eberly College of Business and Information Technology Teacher of the Year for the Technology Support and Training Department, and the Reflective Practices Award for Innovative Teaching.

Past EBEA Educator-of-the-Year recipients have included NYU alumni and faculty:

- Susan Feather, Pace University (2001)
- Bridget O'Connor, New York University (1995)
- Michael Bronner, New York University (1992)
- Burton Kaliski, Southern New Hampshire University (1989)
- Blanche Ettinger, Bronx Community College, CUNY (1987)
- Isabelle Krey, Kingsborough Community College (1982)
- Elizabeth Iannizzi, New York City Technical College (1980)

Spring 2003 Scholarships Awarded

The Program in Business Education is delighted to announce that four current students were awarded scholarships for the Spring 2003 semester.

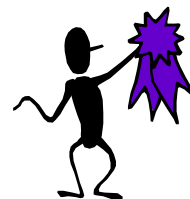
The scholarships were supported by the Peter L. Agnew Foundation. Students were awarded the monies based on their scholarship and leadership potential in Business Education. Our congratulations to the Agnew Scholars!

M.A. Students

Jaime Bauchner
Jennifer Heindel
Keisha Mindley

Doctoral Student

Amy Lui



2002 Business Education Program Awards

Awards were presented at the Business Education Diamond Jubilee Celebration on April 26, 2002.

Paul S. Lomax Award: Ira Teich, Ph.D.

The Lomax award is given to a graduating doctoral student in recognition of scholarship as well as service to the profession and the program.

Peter L. Agnew Award: Dolon Basak

The Peter L. Agnew award is given to a graduating Master's student in recognition of scholarship as well as service to the profession and the program.

Herbert A. Tonne Award:

Margi Jannucci and Joy Rhoades

The Herbert A. Tonne award is given to a graduating Master's student in recognition of academic achievement.

Business Education Program Service Award:

Salena Chiang

The Program Service award is given in recognition of service contributions to the Business Education program.

NBEA Award: Jennifer Barton

The NBEA award is given to an outstanding student in the Business Education program.

More Student and Alumni Updates

- Jacqueline Burke (PhD, 2000) was recognized for Outstanding Independent Research in Business Education from Delta Pi Epsilon for her article "*Collaborative Accounting Problem Solving Via Group Support Systems in a Face-to-Face Versus Distant Learning Environment.*"
- Israel Blumenfrucht (PhD, CPA) was quoted in TIAA CREF Investment Forum in December 2002 (Volume 6, No.4) in an article titled "The Alternative Minimum Tax: A Tax Trap for the Unwary." Professor Blumenfrucht received his PhD in Business Education in 1981 and is currently Chairperson of the Department of Accounting and Information Systems at Queens College (CUNY).
- Ira Teich (PhD, 2001) has joined Touro College as a full time faculty member teaching management and marketing
- Anthony Basile (PhD, 2001) and Jill D'Aquila (PhD, 1997) published an article "*An Experimental Analysis of Computer-Mediated Instruction and Student Attitudes in a Principles of Finance Accounting Course*" in the Jan/Feb 2002 edition of the Journal of Education for Business.
- Edward Aldarondo (MA, 1979) is currently the Director of the Workforce Development Institute, which teaches computer applications to the office force. WDI is a for-profit organization that is currently being funded by the Department of Employment through the Workforce Investment Act.
- John Okpara (PhD, 1996) presented his paper "*The Influence of Organizational Ethical Climate Types on Job Satisfaction of IT Managers in a Developing Economy: Implications for Management Practice and Development in a Developing Economy*" at the 7th International Conference for the Academy of Business and Administrative Science (ABAS) this past July.
- John Conte (MA, 2000) is the Corporate Training Coordinator at Nautica and also teaches at Berkeley College, Katherine Gibbs, and Laboratory Institute of Merchandising.

Recent Faculty Publications

Bronner, M.B. (2002). Conducting longitudinal research: An action research guide. *DPE Edited Book of Readings on line*. Cleveland, OH, November 22.

Bronner, M.B. (in press). Conducting longitudinal research. *DPE Journal*.

O'Connor, B. N. (2002). Qualitative case study research in business education. *DPE Journal*. XLIV:2, 80-90.

O'Connor, B. N. (2002). Work-based initiatives, anticipated benefits, and stakeholder involvement: A survey of state school administrators. *NABTE Review*, 29, 43-51.

On the Conference Circuit

- February 20-23, 2003 Organizational Systems Research Association Las Vegas, NV
- April 10-12, 2003 "Building an Inclusive Model for Integrating Learning and Work," Northeastern University, Boston, MA
<http://www.poe.neu.edu/activities.htm#intlconf>
- April 15-19, 2003 National Business Education Association, Dallas, TX
- April 21-25, 2003 American Educational Research Association, Chicago, IL
- July 25-July 27, 2003 University of Tampere (Finland) Researching Work and Learning
<http://www.uta.fi/conference/rwl/overwiev.html>
- July 28 International Society for Business Education, Stockholm, Sweden

In Memory

Nathan Ende, Esq., who lived in Manhattan with his wife, Vera, passed away Saturday, January 18, 2003, at the age of 94. Mr. Ende was a Trustee of the Peter L. Agnew Foundation and a good friend of Business Education at NYU. He was also a founding Board Member of the NYU Alumni Association, a Board Member of the NYU Town Hall Association, and of the New York University Law School, where he received his Law Degree in 1931. His undergraduate degree was received in 1929, also at NYU at Washington Square College. Mr. Ende continued his active participation in the Agnew Lecture Series, last attending the 25th Lecture and dinner in 2002. His loyal and enthusiastic support of the Business Education Program will be missed.

This newsletter is a publication of the Business Education Program at NYU. The editor is Salena Chiang, Graduate Assistant in the Business Education Program.

INFORMATION PLEASE

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

NAME:

TITLE:

ADDRESS:

HOME PHONE:

WORK PHONE:

EMAIL:

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

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