



Business Education Program Newsletter

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Letter from the Program Director



Fall is a time of reflection and renewal for all of us. One of the best things about academe is that we have beginnings and endings in our teaching roles. A semester is a timetable that has a definite start and finish. As we reflect on what we did last year, we make plans for the next.

Given the high expectations of our master's students, faculty continues to examine MA level courses and curricula. The Business Education Program is distinguishing itself at the MA level as THE place to study for a career as a training professional. To this end, you'll see a brand new course offered in Spring 1998. *Workplace Learning* was two years in development—it includes ideas from many of you as well as our distinguished Advisory Council. Comprehensive internships are available for MA students as we have direct ties to a number of NYC-based organizations, including Morgan Stanley, Prudential Securities, Merrill Lynch, and SONY.

Given the high expectations of our doctoral students, we continue to provide extremely rich course offerings that make our students skilled researchers and excellent educators. As evidence, Business Education students have been awarded "Dean's Grants" from the School of Education for the past four years. This year, Lynn Bacon won an award to do some pilot work investigating the task/technology fit of a number of WWW group communications tools to specific learning tasks. And Susan Feather Quinn, last year's winner, shared her research results at a special School of Education symposium on October 27.

The State of New York requires that doctoral programs be evaluated every ten years. Our year is 1999. This external review is in addition to our own internal on-going reviews.

And, just in case you didn't know, I will be on sabbatical during the Spring 1998 semester working on a number of research projects and special assignments. But I'll still be around—and look forward to hearing from you!

Bridget N. O'Connor
Associate Professor and Director
Business Education Program



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Welcome New Students!

They are smart. They are dedicated. They are excited about their first semester here at NYU! Check out whom is new in the MA and PhD Business Education programs. We are so very glad these individuals chose to study with us at New York University, and we hope all of you (returning students & alums) make an effort to welcome these new scholars to YOUR Business Education Program.

Spring 1997 – MA Students

Chih-Chang Chiuwei
 Jeanette Flores
 Rhoden A. France
 Mesha O. Jackson
 So-Jin Kim
 Grace C. Ledda
 Steven Longo
 Catherine Sullivan
 Marjorie R. Udelf

Summer 1997 – MA Student

Nicole M. Patte

Fall 1997 – MA Students

Josephine N. Cacace
 Tanja J. Carter
 Amelia A. Erickson
 Christina R. Ferrante
 Peng-Yuan (Robert) Huang
 Jacqueline A. Jenkins
 Amy T. Lui
 Michele M. Lulek
 Allison Schieli

Fall 1997 – CAS Student

Lourdes Guarda

Fall 1997 – PhD Students

Frank Paliotta
 Howard Poppel

Undergraduate College

California State University
 Marymount Manhattan College
 Medgar Evers College
 University of Pennsylvania
 Pace University
 Maryknoll College
 John Jay College
 SUNY, Plattsburgh
 New York University

Temple University

Hofstra University
 Jersey City State College
 Lawrence University
 Pace University
 Tamkang University
 Lehman College
 New York University
 Marist College
 Montclair State University

Seton Hall University, BA
 New York University, MA

Manhattan College, BBA, MBA
 Rider College, BS
 Montclair State University, MA

**Faculty News**

Associate Professor **Bridget N. O'Connor** was given TWO awards last May for distinguished teaching. First, the Business Education Association of Metropolitan New York named her its "Educator of the Year." Professor O'Connor accepted the award at the BEA's spring conference and delivered an address at the luncheon. Second, New York University's School of Education named her "1997 Professor of the Year" at its end-of-the-year awards brunch. Professor O'Connor was nominated by Business Education students and selected by a School-wide committee of faculty and students.

Professor **Michael Bronner** continues the second year of his presidency of The New York Academy of Public Education. At the 1997 Spring Dinner Meeting of the Academy, The Honorable Richard W. Riley, U.S. Secretary of Education, was presented with the Award for Distinguished Service to Public Education.



Dean Ann Marcus presenting Professor O'Connor with the "1997 Professor of the Year Award"

Dr. Bronner also presided over the Fall Academy Dinner with Dr. Richard P. Mills, New York State Commissioner of Education, as the featured speaker. Also on his appointment calendar was a college accreditation visit in Oak Park, Michigan from October 27-29.



Professors Bronner and O'Connor with Secretary Riley at the Academy for Public Education

Adjunct Assistant Professor Dr. **Nathalis Wamba** (Ph.D., 1991) taught E32.2090 Measurement and Evaluation in Business Education during the Spring semester. Dr. Wamba, a graduate of this program, works at the NYU MetroCenter as a project director and evaluation specialist. He brought new ideas and insights to a large class of master's and doctoral-level students. About his class, one student said, "I believe this is the best course I have had since grade school. You (Dr. Wamba) let us debate our opinions; it became our class."

Adjunct Faculty Lecturer **Karl Soehnlein** taught E32.2070 Colloquium in Workplace Education again this past summer. Karl, a former training director for NYNEX, merged the "real world" with academe in this very popular summer course. Here's a sampling of what students said about this course: "There were a lot of significant areas I never considered before." "Discussions about application of workplace education were helpful and informative."



New Course Approved! E32.2010 Workplace Learning

This course was in development for two years, and we're sure you will find it a very exciting new addition to the Program. Professor Bronner will be teaching this course in the Spring, 1998 semester on Tuesday evenings from 6:10 p.m. until 7:50 p.m.

Course Description

The integration of concepts related to understanding the development and evaluation of workplace learning practices. Students combine business management and adult learning concepts as a framework to plan for and evaluate a wide range of training approaches in organizations.

Course Objectives

Upon completion of this course, you should be able to:

- Recognize how our assumptions about effective business management influence training practices
- Recognize how our assumptions about how adults learn influence the design and implementation of training programs
- Examine the wide range of formal and informal ways that workers learn to perform their jobs, including self-directed learning, networking, coaching, mentoring, and trial and error
- Analyze a variety of benchmark training practices in organizations
- Identify existing research related to workplace learning practices
- Identify needed research in workplace learning



Agnew Scholarship Awardees Lynn Bacon (Ph.D. candidate) Amy Lui (M.A. student)

The Program in Business Education announces the awarding of two \$2500 scholarships from the Peter L. Agnew Foundation. The awards honor Business Education Professor Emeritus Peter L. Agnew.

Lynn Bacon is currently a full-time doctoral candidate and the current graduate assistant in the Business Education Program. She has authored four books about software applications, including Microsoft Office, PowerPoint 4.0 and 7.0, and Windows 95. Prior to becoming a full-time student, Lynn taught workshops and created presentations for the Pace Computer Learning Center and taught as an adjunct instructor for Pace University's Office Information Systems Department. She is currently interested in researching collaboration using Internet-based technology tools.

Amy Lui, an alumnus of the NYU School of Education, returned in Fall 1997 to begin her Master's degree in Business Education. Currently, she is an Application Engineer for Adobe Systems and supports corporate accounts in the New York metro area. Her interests focus on the integration of education and technology in higher education and in the corporate world.



Tonne Scholarship Awardees Pamela Bandyopadhyay (M.A. student) Jacqueline Burke (Ph.D. student) Rodney Montreuil (M.A. student) Clare Pennino (Ph.D. candidate)

The Program in Business Education announces the awarding of four \$2500 scholarships from the Herbert A. Tonne Scholarship Fund. The awards honor Business Education Professor Emeritus Herbert A. Tonne.

Pamela Bandyopadhyay is working as a Tutorial Coordinator at Hudson County Community College in Jersey City, New Jersey where she also teaches economics and mathematics. She is also an adjunct instructor at Jersey City State College. She is enrolled in the MA Program in Business Education, and her future goal is to complete a doctoral program and continue her career in higher education.

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Jacqueline Burke is pursuing her Ph.D. in Business Education with a specialization in accounting. She has been teaching as a full-time instructor of accounting at Hofstra University since 1993. Jacqueline is a member of the Board of Directors to the Institute of Management Accountants, and she has co-authored an accounting textbook entitled *Product Costing*, published by McGraw-Hill (1998). Her article, "Disclosure Effectiveness," appeared in the May 1997 *CPA Journal*, and she has prepared instructional material for Kaplan CPA Review, a national CPA review program. Jacqueline will be researching fraudulent financial reporting and achievement issues associated with the CPA exam.

Rodney Montreuil, originally from Haiti, earned his bachelor's degree in International Economics from Florida Atlantic University. He taught math at the high school level for two years and is currently working on his MA in Business Education. Rodney is interested in teaching economics in a community college and also in doing research in integrated teaching and training designed for third-world countries. He was married last October to Margaret Laneau.

Clare Pennino is a doctoral candidate who spent fifteen years as both a manager and a marketing practitioner before entering NYU's doctoral program in Business Education. For ten years, she has been an adjunct professor with the State University of New York, at Purchase, teaching management and marketing courses. Clare will be investigating managerial decision making and ethical reasoning in selected business organizations.



Faculty Update: Padmakar M. Sapre, Ph.D. Professor Emeritus



Dr. Padmakar M. Sapre, with a decade of retirement under his belt, keeps himself meaningfully occupied in India with a combination of professional, spiritual, and social activities. Prominent in the first category are: conducting faculty development programs in colleges and universities across the country and service to professional organizations. He serves as Director of the Bureau of Inservice Education of the Council for Teacher Education and as Editor of its quarterly newsletter. He is currently involved in the production of a Yearbook on Teacher Education to be published by the CTE. Internationally, he is an active member of the Commonwealth Council for Educational Administration and Management. As a regional representative for India and the Indian

Ocean Realm, he serves on the Board of Directors and is also a member of the Editorial Advisory Board of its refereed journal, *International Studies in Educational Administration*. Among his newer pursuits is the study of ancient Indian scriptures such as the Bhagavad Gita and the Upanisads. At the 8th International Conference of the CCEAM in Malaysia, he presented a paper on Education Management: A Vedantic Perspective. One of his students recently obtained her Ph.D. degree at the SNTD Women's University in Bombay for her dissertation on "The Impact of International Cooperation on Selected Fields of Indian Education." The three fields investigated were teacher education, science education, and population education. He comes to the U.S. once or twice a year for visits with his daughter and family in New Jersey. Dr. Sapre has generously contributed to the Bronner Doctoral Support Fund. Thank you, Dr. Sapre!

To contact Dr. Sapre:

His address: Samada Apartments
98/1 Ketkar Marg
Pune – 411 044

His phone number:
(91-212-338604)

His email:
sapre@giaspn01.vsn1.net.in

Congratulation to Our Latest Graduates!



Ph.D.

Jill D'Aquila
Dissertation Title: *Internal Control Environment Forces and Financial Reporting Decisions Made by Financial Accountants*

Julie Morrison
Dissertation Title: *Managerial Job Satisfaction: An Examination of the Impact of Selected Psychological, Personal and Industrial Variables on the Job Satisfaction of Executive and Managerial Corporate Women*

Certificate of Advanced Study

Robert Lawrence
Leticia Pagan-Vargas

M.A.

Margaret Atkins	Ya-ling Hung
Gregory Bittar	Preston Lathrop
June Chang	Vanessa Scro
Jeannine Francis	Heather Stephan
Kazuo Hori	Chi-Hua Tseng

Spring 1998 Business Education and Recommended Courses

E32.2010 Workplace Learning

Tuesdays, 6:10 p.m. -7:50 p.m., Professor Bronner

E32.2004 Evaluation of Current Literature in Business and Business Education

Wednesdays, 6:10 p.m. -7:50 p.m., Adjunct Assistant Professor Wamba

E32.3004 Directed Readings in Business and Business Education

Mondays, 4:20 p.m. -6:00 p.m., Professor Bronner

E95.2080 Introduction to Information Systems

Thursdays, 6:10 p.m. -7:50 p.m., Adjunct Professor Levy

E20.2090 Planned Change in Organizational Settings

Mondays, 6:10 p.m. -7:50 p.m., Professor Giacquinta



FYI, Congratulations and Kudos!

Jacqueline Burke (Doctoral student) has co-authored a new textbook in Accounting entitled, *Product Costing: Concepts and Applications*, published by McGraw-Hill. Jackie has also published an article entitled, "Disclosure Effectiveness," in *The CPA Journal*, May 1997.

Congratulations to Dr. **Judy Caouette** (Ph.D., 1995) for her innovative use of the Computer Science and Information Systems Group Systems lab at Pace University. This semester Professor Caouette is using the lab for collaborative technical writing. Next semester, she plans on using the lab to do needs assessment and peer review for a training course.

Dr. **Dick Deluca** (Ph.D., 1993) is developing an Internship Manual for faculty and students. He is interested in obtaining any materials you may be using for your intern programs. If you have any questions, you can call Dick at (973) 720-2789. His fax number is (973) 720-2809. His address is William Paterson University, 300 Pompton Road, Wayne, NJ 07470.

Dr. **Jerry Engholm** (Ph.D., 1996) has received high visibility from the flattering photo and positive narrative on a recent series of advertisements sponsored by Memorial Sloan-Kettering Cancer Center. Advertisements have appeared in both the New York Times magazine and the Daily News.



Good luck to **Yves Etienne** (1997 DPE Executive Board) who has been nominated for DPE National Treasurer for 1998-1999. Elections will take place at the DPE National Council meeting in Chicago between November 13-15. Yves, you have our vote!

Dr. **Blanche Ettinger** (Ph.D., 1980) co-authored a text entitled, *Medical Transcription*, published by EMC/Paradigm, 1997.

Sheila Handy (Doctoral candidate) has been named as the 1997-1998 Accounting Editor of *Business Education Forum*. Her paper, "The 150 Hour Requirement for Admission to the CPA Exam – A Business Educator's Perspective," was accepted for presentation at the EBEA Conference held in Nashua, NH from October 17-19.

Frimette Kass (M.A., 1996 and Doctoral student) has moved to the American Institute of Certified Public Accountants (AICPA) where she is a project manager in their Continuing Professional Education division.

Dr. **Myrna Fischman** CPA (Ph.D., 1976) received a Lifetime Achievement Award from the Soroptimist International of Brooklyn for her astute leadership and significant achievement in her professional career. Dr. Fischman serves on the Borough of Manhattan Community College President's Advisory Board for the Accounting Department. Myrna also serves as the Chair of the Department of Accounting, Taxation & Law at the Brooklyn campus of Long Island University.

Dr. **Anne Fosbre** (Ph.D., 1984) has been appointed to the New Jersey State Board of Accountancy. For the past two years she has been an Academic Advisor to the Board in writing new regulations for the 150 hour requirement for CPA's. Anne is a full-time Professor of Accounting at Georgian Court College at Lakewood, NJ, a Professor Emeritus at Pace University, NY and on the Board of Editors of Seton Hall University's *Mid Atlantic Journal of Business*.

Junn-Junn Lathrop was born on July 10, 1997 to Lynn Cheung and **Preston Lathrop** (M.A., 1997). Preston has taken a position as a Program Manager in Information Technology and Operations (IT&O) Training at Chase

Manhattan Bank. He is located at the MetroTech Center in Brooklyn, NY. His job responsibilities include technology training needs assessment, program planning, and evaluation.

Dr. **Daniel Marrone** (Ph.D., 1988) has been promoted to Full Professor of Business at the State University of New York at Farmingdale.

Dr. **Bill McPherson** (Ph.D., 1994) published three articles for the *Business Communication Quarterly* (Fall, 1997), entitled "An analysis of business communication students' future roles in business communication"; "The business etiquette dinners in business communications"; and "An analysis of business communication students' personality types and preferences for business communication topics."

Palesa Motloenya (M.A., 1996) has returned to South Africa and taken a position as Deputy Directory General for the South African Communication Service (SACS). His job responsibilities include managing the dissemination of government information to parliamentarians and the public. As head of the Information Resource Centre (IRC), he is overseeing the actual distribution of government news, such as press releases and departmental programs both in text and electronic form. To contact Palesa email him at: pmotloenya@SACS.ORG.ZA

Dr. **Fred Palumbo** (Ph.D., 1995) co-authored "Emerging Marketing Tool: The Internet," published in the *Journal of the American Telemarketing Association*. Fred also contributed the chapter entitled, "International Promotion" for *The Handbook of Cross-Cultural Marketing* to be published by Haworth. Fred is an Associate Professor of Management/Marketing at the Sy Syms School of Business at Yeshiva University.

Dr. **George Petrello** (Ph.D., 1969) has retired from the 'Deanery' of the School of Business at Long Island University.

Yong-ho Roh (M.A., 1993) is a Lecturer at a Community College in Korea, teaching classes in Human Resource Development, Distributive Education, and English for Sales. He is married and has a 6-month old daughter.

Becky Sobelman-Stern (B.A., 1983) has been promoted to the position of Regional Director of United Jewish Appeal's Western Regional Office in Los Angeles.

Kudos to **Margaret Woodward** (M.A., 1997). In addition to winning the NBEA Award, she was recognized at the University level with the OASIS Dubois/Mandela

Award for Scholarship & Leadership and at the School level with the Samuel Esborn Service Award.

Congratulations to Dr. **Myriam Burgos** (Ph.D., 1991) on the publication of her latest book, *Explorando la Internet*.

Congratulations to **Marta Quinjano** (M.A., 1984) (Inter-American University, Metropolitan Campus); **Hilda Morales** (M.A., 1984) (University of Puerto Rico, Rio Piedras); and **Myrtelina Corujo** (M.A., 1985) (University of Puerto Rico) for their promotions to Associate Professor.

Arnaldo Rodriquez (M.A., 1992) has been granted tenure in the Office Systems Department of Colegio Universitario Tecnológico de Bayamon.

Annie Román (M.A., 1981) has been named the Interim Director of Secretarial Science at Inter-American University.

A new transcription methods textbook has been written by Dr. **Aida Santiago-Perez** (Ph.D., 1977) and Professor **Zoraida Morales** (M.A., 1975) and published by McGraw-Hill.



Joel Levy Delivers the Twenty-First Peter L. Agnew Memorial Lecture

The Twenty-First Annual Peter L. Agnew Memorial Lecture was delivered on October 7, 1997 in the John Ben Snow Memorial Room at New York University. The speaker was Dr. Joel D. Levy. Dr. Levy is Director of Information Technology at



Cravath, Swaine & Moore, a premiere Wall Street law firm. He has been involved with computers and their use for over 17 years. Joel has served on the Office Systems Research Association's Executive Board, and for the past ten years has served the Business Education Program as Chair of our Program Advisory Committee.

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The topic of this year's lecture was "Information Systems on the Desktop: New Trends Empowering the End-user." The audience, consisting of graduate students, alumni, and industry professionals, responded with appreciation to Joel's entertaining and educating lecture and dazzling multimedia presentation. While no one can accurately predict what the future holds, Joel described some of the current trends. Users have more than they can efficiently use on their desktops. Training end users to use the tools they currently have will be a key challenge for educators in the 21st century.



Business Education Funds Update

When donating to New York University, you may choose to target your donation to accounts that directly support your Business Education Program. Following is a list of Business Education-related accounts that can benefit from your support:

Peter L. Agnew Business Education Fund
 Peter L. Agnew Scholarship Fund
 Herbert A. Tonne Scholarship Fund
 Herbert A. Tonne Research Abstract Fund
 Paul S. Lomax Fund
 Karen Gillespie Scholarship Fund
 Michael Bronner Doctoral Student Support Fund
 Office Systems Fund

To make a contribution to any of these funds, make your check payable to NYU and send it to the Business Education office. Please indicate which fund you would like targeted. For more information, contact Professor Bridget O'Connor at (212) 998-5490.



Letter from the Editor

Lynn Bacon

*Business Education
 Doctoral candidate*



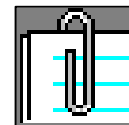
Have you noticed our new look? Let us know what you think. In addition to our new look, you will also be able to read the newsletter online from our web page, http://www.nyu.edu/education/alt/be_wel.html. Initially, you will see the newsletter in HTML format; you will be able to read the articles, but the formatting of the newsletter will be different. Eventually, you will also be able to read the newsletter in Adobe's PDF (portable document) format. The PDF format keeps the formatting and will allow you to print the formatted file. All you will

need to do is download the latest version of Adobe's Acrobat reader from the Adobe web site.

As you can see, the fall semester has gotten quite busy. On October 17, 1997, Joel Levy presented the 21st Agnew Memorial Lecture. He spoke about one of my favorite topics, "Technology on the Desktop." We are also busy in the Department getting ready for Doctoral Service Day, which will be held on Saturday, November 15th this year. We have a great day of activities and networking planned for our doctoral students.

Finally, I would like to ask for your participation in a research project I am conducting for a School of Education Dean's Grant. I am designing a web site, which will teach and support the use of Microsoft PowerPoint, the popular presentation graphics program. Please call me at (212) 998-5499 or email me at lqb0313@is.nyu.edu if you would like to volunteer to participate.

Have a wonderful and restful holiday season and please keep us up to date on your activities.



Favorite Bookmarks!

Here are a few useful web sites. Send us some of your favorite bookmarks!

Delta Pi Epsilon: <http://www.dpe.org/>

ASCD: Association for Supervision and Curriculum Development: <http://www.ascd.org/>

Communications of the ACM:
<http://www.acm.org/cacm/>

Adobe Systems Incorporated:
<http://www.adobe.com/>

GSO: School of Education's Graduate Student Organization:
<http://pages.nyu.edu/clubs/sedgso/>

ASTD: American Society for Training and Development: <http://www.astd.org/>

OSRA: Office Systems Research Association: <http://Walden.MVP.Net/~osra/>



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:

SEND TO: Lynn Bacon, New York University, 300 East Building, New York, NY 10003
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