Message from the President

Dear Alpha Chapter Members,

Earlier this year after reading the Winter, 2010 DPE newsletter, I reflected upon the history, current state, and future state of both Delta Pi Epsilon and our local chapter. On a national level, DPE’s affiliation with NBEA could be interpreted as an organization retiring into “survival mode” rather than actively adapting to the “new” millennium, itself already 10 years old. However, anyone who was at DPE Alpha’s 2009 Holiday Celebration and Initiation can attest to the vibrant and interconnected nature of the founding Alpha chapter here at NYU, Steinhardt. It was wonderful to see so many former classmates, friends, and the newest flock of Business Education students and leaders. To me, DPE Alpha felt reinvigorated, positive, and current. From this experience one question came to mind: Is DPE 74 years old or 74 years young? I feel this is a question we can decide through our own continued and active participation in both local chapter and national events and activities.

I want to echo the call to action (and “enthusiasm”) coming from the 2010-2011 DPE National President, Beryl C. McEwen in her inaugural address at the 2009 DPE National Conference “Building on our Strong Legacy of Professionalism.” We currently are faced with the opportunity to build and strengthen both this chapter and the national organization through our own research, scholarship, leadership, and cooperation. These are the core values, which led us to join DPE in the first place, and these values will be the cornerstone on which the future of the organization is built. This spring Alpha chapter hosted and participated in three successful, informative, and exciting events:

1. Inter-University Symposium on April 8th with perspectives on Transformative Learning by a renowned panel of international experts
2. Service Event: Revlon Walk/Run on May 1st to support research and treatment of cancers affecting women
3. Commencement Celebration on May 7th where nineteen 2010 graduates were honored by family, friends, classmates, faculty, and alumni

I am personally committed to the future of this organization and have witnessed a vibrant DPE chapter at each of these events. I now ask for your support and welcome your suggestions for how to strengthen and build DPE Alpha Chapter into the future. This robust network of Business Education practitioners and researchers is ours alone and we fully control its destiny. Let’s make the 2010-2011 academic year our most productive, informative, and enthusiastic semester to date.

Sincerely,
Tadd Wamester
Alpha Chapter President
AERA 2009 Conference  
“Disciplined Inquiry: Education Research in the Circle of Knowledge”

Sunny San Diego, California played host to the 2009 annual meeting for the American Educational Research Association (AERA). The aim of the conference was to provide opportunities for renewed discussion on the role of education research as a hub of interdisciplinary scholarship. Presenters and research papers were generally focused on reinforcing links between research, policy, and practice.

Two of our Alpha chapter members, Dr. Bridget N. O’Connor and Robert Cordova, M.A., had the opportunity to present their research paper in the division session titled, “Exploration of Change, Transition, and Transfer in Work-Related Learning.” The session showcased a variety of topics ranging from skill formation in the workplace to knowledge accessibility. The presenters themselves showed quite a geographical range with presentation coming from our international colleagues in Australia and England.

O’Connor and Cordova’s research, “Factors Affecting the Transfer of Learning to the Workplace,” presented a qualitative look at graduate students’ perspective on their ability to learn and apply the content from their Business Education studies while simultaneously working full time. The authors presented several themes that evolved from their numerous candidate interviews suggesting that the journey to a graduate degree has many potholes and roadblocks that influence the learning of the student. The research is slotted for publication in August 2010 in the Journal of Education for Business.

DPE NATIONAL CONFERENCE

NYU Alpha Chapter had its presence at the 2009 DPE National Conference held in San Francisco from November 19 to November 21, 2009. The conference theme was “Challenges Today and Strategies for Tomorrow.”

Chaired by Prof. O’Connor, several doctoral candidates presented their work related to their dissertation. The topics of their presentation are as follows:

- **Christine Janssen**: On Becoming: The Lived Learning Experiences of Female Entrepreneurs
- **Chunhui Ma**: Self-Directed Learning and Cross-Cultural Adaptability
- **Kevin McEvoy**: How New Marketing Employees Learn on the Job: The Interaction of Organizational Affordance and Individual Learner Characteristics in Early Workplace Experience
- **Lisa Ponti**: The Relationships among Instructor Leadership Style, Student Attitude toward Economics, Gender, and Retention of Basic Economic Knowledge

NEW YORK UNIVERSITY, FORDHAM UNIVERSITY, COLUMBIA UNIVERSITY
INTER-UNIVERSITY SYMPOSIUM IN ADULT EDUCATION

RECENT DEVELOPMENTS IN THE FIELD OF TRANSFORMATIVE LEARNING THEORY AN INTERNATIONAL PANEL

PRESENTATIONS [http://vimeo.com/10899069](http://vimeo.com/10899069)  

The Business Education Program and DPE hosted the Inter-university symposium in adult education, offering a panel on Transformational Learning Theory. Moderated by Columbia University Professor Michael Alhadef-Jones, the aim of this international panel was to discuss current issues and offer reflections around transformational learning and its contemporary implications. Visit the links above to view the videos of the panel presentations and the questions and answers session that followed.

Panelists included:

- **Prof. John M. Dirkx** (Michigan State University)  
  **Romancing tales from the dark side: A Jungian perspective on transformative learning**

- **Prof. Alexis Kokkos** (Hellenic Open University, Greece)  
  **Transformative learning through aesthetic experience**

- **Prof. Victoria J. Marsick** ( Teachers College, Columbia University)  
  **Transformative learning in organizations**

- **Prof. Edward W. Taylor** (Penn State University-Harrisburg)  
  **Reflecting on transformative learning as a practice**

2010 DPE National Conference  
Philadelphia, PA  
November 18-20  
[www.dpe.org](http://www.dpe.org)
Letter from your Sponsor
Professor Bridget O’Connor

First, my congratulations to the fourteen MA graduates and five PhD graduates who were honored at this year’s DPE/Business Education Graduation Gala! What a terrific group of scholars you are. We expect grand things from all of you in the years to come, and expect you to keep us up-to-date on your activities as you continue to come back to your academic home, NYU!

The theme of my note to you is “home.” The term home connotes a feeling of warmth and welcoming, and a place where you’re safe to be yourself as you learn and share with others. You have NYU as your academic home; consider identifying DPE as your home for professional business education, the American Educational Research Association (AERA), as your professional education home, and American Society for Training and Development (ASTD) as your professional learning and development home.

DPE has a long history here at NYU, where it began in 1936. NYU faculty founded the organization, and through the years, we’ve had one of the biggest (if not THE biggest) national chapter. DPE will officially affiliate with the National Business Education Association (NBEA) this year. While NBEA is closely aligned with secondary level business education, you will find opportunities to learn and share your ideas as DPE national works to define itself in a new structure. You’ll find opportunities to participate in upcoming DPE conferences elsewhere in this newsletter. Do your best to attend the November 2010 meeting in Philadelphia (which is just down the road!). And continue to support Alpha Chapter by volunteering for committees and attending professional and social events!

AERA met in Denver, Colorado, April 30-May 7, 2010. One highlight of the conference (for me, anyway!) was participating in an international panel discussing current trends in workplace learning research throughout Europe, Australia, and the United States. Professor Emeritus Michael Bronner chaired this session. I also chaired a roundtable session where scholars from North Carolina, Singapore, and Germany presented work they are developing to address a myriad of issues related to workplace learning. By the way, Professor Bronner and I were also interviewed by a local television station (Channel 31, Denver); ask us about it! In 2011, AERA will meet in New Orleans; I urge all of you who are looking for a professional education home to consider AERA. In particular, I recommend becoming active in the Special Interest Group (SIG) Workplace Learning. Last year, Amy T. Lui-Abel (PhD 2008) won the SIG’s “Best Dissertation of the Year Award.” Contact: http://www.aera.net

ASTD national is a huge organization of learning and development professionals (it sponsors T+D Magazine), and its local chapter, ASTD-NY has interesting, informed, and approachable leaders and members. With monthly speakers, networking events, and service projects, you can easily find a way to participate in this active, vibrant organization! Contact: http://www.astdny.org

So, identify with several professional homes—your professional life will be richer for having done so! We all have so much to learn….and to share.
Alpha Chapter Service Project

On Saturday, May 1st, DPE members participated in the Revlon Run/Walk in support of women and families battling cancer. It was a wonderful day and very rewarding to take part in such a great cause. If you were not able to join us, it is not too late to make a pledge on behalf of the DPE Team for the EIF Revlon Run/Walk For Women in New York. Your help and consideration for the cause is greatly appreciated and will go towards supporting cutting edge research, diagnostic treatment and emotional support services for women and their families battling cancer. Use the link below to visit our team page:

www.revlonrunwalk.com/ny/secure/teamwebpage.cfm?pid=50708

Thanks for all your support. We are looking forward to next year’s service project. Many thanks!

NOTABLE ALUMNI NEWS

- Lynn Bacon-Keane (PhD 2007) was awarded the Outstanding University Level Business Educator Award from the South Carolina Business Education Association.


- Christine Janssen-Selvadurai (PhD 2010) has been offered a full-time teaching position at the Fordham University College of Business Administration beginning Fall 2010. Chris is also the proud mother of Samantha Antonia Selvadurai born on 04/22/10.

- Wolf Levenson (MA Candidate) is now the Manager of Training and Education at TAG Heuer, LVMH Watch and Jewelry.

- Sultana Mustafa (Certificate of Adv. Studies 2009) has been admitted into Columbia University’s Ed.D. Program.

- Jennifer G. Viera Hanson (MA 2010) received a promotion to Training Manager at FactSet Research Systems.

- Veronika Shiroka is the proud mother of Madeline Antonia Micewicz born on 05/05/2010.

- Jennifer Vavala (MA 2010) is now an Account Supervisor at Cline, Davis, and Mann.
Business Education/DPE Graduation Gala

President Tadd Waminster was not only the emcee for this event which took place on Friday, May 7, but also shared bartending duties with Professor Bronner! Over 60 alumni, graduates, current students, and their friends and family celebrated the end of the academic year. Special awards went to the individuals listed below who have made significant contributions to the program, to Business Education scholarship, to DPE, and to our community. Please take time to congratulate these individuals on their remarkable accomplishments! Following are Professor O’Connor’s introductory words on May 7:

Business Education Lifetime Service Award
Dr. Joel D. Levy

I met the winner of this year’s lifetime service award in 1983 while completing my own dissertation at Indiana U. He was on the executive board of OSRA when my colleagues and I went to our very first meeting. He got us both involved in the organization right away, and I eventually because president (as well as holding nearly every other board office over the years....kinda like some of you and Alpha Chapter!!). At any rate, he and his wife moved from PA to NYC, and I moved from TX to NYC, and when I went to set up a program advisory council, he was my first choice! He has chaired the council AND for decades (when we specialized more in information systems), was a frequent guest lecturer. Dr. Joel D. Levy is currently retiring from The Segal Co., moving to GA with his wife, Janet, where he’ll be near numerous other family members. Joel, we just want to say thank you!

Herbert A. Tonne Award (Master’s) for Highest GPA
Jie (Jane) Zuo, MA 2010

A 4.0 GPA. Wonderful, no?! The graduate with the highest GPA eeked out two of her colleagues by .33 of a point. An international student, I first ‘met’ her though a video she sent that included a piece about her on a Chinese news station. Her program recommenders described her as “brilliant and knowledgeable.” Prior to coming to NYU, she worked at the Peking University Culture Development Company. We expect to hear great things from this year’s winner of the Herbert A. Tonne Award, Jane Zuo!

Peter L. Agnew Award (Master’s) for Scholarship and Leadership
Melissa Bonaparte, MA 2010

In her program application letter, this year’s Peter L. Agnew awardee stated that she wanted ‘to develop into a great leader who can create programs as a workplace learning specialist that make the workplace a more productive community.’ AND she has worked to make the BEHE program and DPE a learning community, too. She has been active in DPE as our newsletter editor (thank you, Melissa) and has a GPA of 3.967. Amazing! A Steinhardt employee, she serves the Department of Teaching and Learning. This year’s Peter L. Agnew Award goes to Melissa Bonaparte!

Business Education Alumni Award
Preston Lathrop (MA, 1997)

This year’s Alumni of the Year just happens to also work at The Segal Co. He was the Business Education Graduate Assistant from 1994-1995, working to create a community within the business education program through program and DPE events. He was also the first male in the department to be given a baby shower! He and his wife had their first son while he was a student in the program. He had worked in adult education for years when Joel Levy quite smartly hired him to work at The Segal Co. Every year, he donates his bonus check from Segal to support the Business Education Program. Some of you here may have met him at previous DPE events or when he guest lectured in my curriculum class last semester. This year’s 2010 Alumni of the Year is Preston Lathrop!

Paul S. Lomax Award (Doctoral) for Scholarship and Leadership
Lisa S. Ponti, PhD 2010

With education as her ‘second career,’ the winner of this year’s Paul Lomax Award was previously a banker, working as a credit analyst, manager, and corporate lender. But even then she was a business educator, volunteering in an FDIC financial literacy program in which she taught personal banking, budgeting, and financial skills to middle and high school students. Here at NYU, she has served DPE as its president TWICE (the reward for good work is more work!). She has recently been appointed to the NBEA/DPE/ACT Policies Commission for Business and Economic Education. She earned nearly straight As in both her Stern MBA and Steinhardt PhD. She is currently teaching finance and economics at Ramapo University in New Jersey. This year’s Paul S. Lomax Award goes to Lisa Ponti!

Business Education Service Award
Chunhui Ma, Doctoral Candidate

This year’s Service Award goes to the person who has worked these past three years to ensure that Business Education and DPE events run smoothly. She keeps all of us on our toes and any event you’ve been to here recently has her imprint on it—from the decorations to the food to the efforts she puts forth in ensuring that everyone has a good time....and the facility is put back together afterward! Currently completing her dissertation proposal, this year’s service award goes to Chunhui Ma!
Christine H. Janssen-Selvadurai

ON BECOMING: THE LIVED LEARNING EXPERIENCES OF FEMALE ENTREPRENEURS

In this phenomenological study, I explored the lived learning experiences of eleven female entrepreneurs in the New York City area. Data were gathered through questionnaires and in-depth interviews, then analyzed to identify themes that represented the essence of their experiences.

The number of female entrepreneurs in the United States has increased substantially over the last 15-20 years. The purpose of this study was to understand what enabled women to become entrepreneurs and to discover why these women launched their own businesses, and how their lived experiences in doing so, particularly from a learning perspective, have impacted them both professionally and personally. Findings present a modern day picture of women who have embraced changes in career development and choice and wanted to craft a life that suits their own personal desires.

Their stories about previous work experiences, personality characteristics, relationships, motivation, identity, learning, and becoming led to seven major themes, which included: 1) I’m looking for more meaningful work that accommodates my life; 2) Relationships are paramount to the success of my business; 3) I want to live my life my way; 4) I wear a lot of hats and I’m a lot of things, but sometimes I struggle calling myself an entrepreneur; 5) Lifestyle trumps the greenback; 6) I really don’t know how to run a business from A to Z, but I’ll figure it out as I go along; and 7) I am evolving as a person. I aspire to reach my full potential.

This study concludes with recommendations for business professionals, instructors, and researchers for the advancement, education, and further understanding of female entrepreneurs and working women in general. Business managers may benefit from knowing more about the needs of women in the workforce. Instructors are encouraged to offer opportunities for students to learn more about entrepreneurship as a career and the skills needed to succeed. Researchers could extend this study by utilizing different methods (both quantitative and qualitative) and studying different populations (i.e., male entrepreneurs, female entrepreneurs in other industries or geographic locations).

Kevin E. McEvoy

CREATING A LEARNING ENVIRONMENT: A CASE STUDY OF AN INNOVATIVE MARKETING INTERNSHIP PROGRAM

In this case study I explored the workplace learning environment of a major global organization’s project development subsidiary, located on the campus of a major university in the Northeast. Data were collected over a thirteen-week period through in-depth interviews and observations of two teams of marketing interns and their managers. Data were then analyzed to identify themes that represented the essence of how the subsidiary’s environment and culture created workplace learning for these interns.

Business has become more globally competitive than ever, and the need for rapid productivity of new employees has become acute. Workplace learning has been used to extend the education of new business professionals to support their quick learning, and much research has been done on various business disciplines. Marketing has thus far not been among those disciplines studied. The purpose of this study was to investigate how workplace learning for marketing interns can be supported within a unique environment for both learning and project completion. These themes provided insights into how interns in this organization were able to learn marketing and industry information within a very short timeframe and successfully complete complex marketing projects.

The study revealed a number of intern learning episodes from which five major themes emerged: 1) An organization can provide a unique combination of affordances creating a culture suited for relevant intern learning; 2) Collaborative integration of university and corporate resources supports intern learning; 3) Select interns with the same diligence and care as full-time employees; 4) Organizational approaches can provide a safe environment for intern creativity and risk-taking; and 5) Teamwork is an important element in creating an environment for both learning and project completion. These themes provided insights into how internships in this organization were able to learn marketing and industry information within a very short timeframe and successfully complete complex marketing projects.

Lisa S. Ponti

THE RELATIONSHIPS BETWEEN AND AMONG INSTRUCTOR LEADERSHIP STYLE, STUDENT ATTITUDE TOWARD ECONOMICS, AND RETENTION OF BASIC ECONOMIC KNOWLEDGE

A general level of economic knowledge is known to be important for an individual to function in today’s increasingly complex environment. Current literature reveals, however, that students who take economics courses as undergraduates perform no better than students who have not taken such courses on a test of general economic knowledge.

In this study, I examined the relationships between instructors’ leadership styles in the classroom, students’ gender and attitude toward economics, and their retention of basic economic knowledge to determine if an instructor’s leadership style in the classroom or gender was related to short- and long-term retention of economic literacy as well as his or her general attitude toward economics. The sample for this study was undergraduate business students at a small suburban public four-year institution located in the Northeast who had taken at least one course in either macroeconomics or microeconomics.

Perception by a student of transformational or transactional leadership behaviors in an instructor was positively correlated with a student’s attitude toward economics. Perception of a passive/avoidant leadership style in an instructor was negatively correlated with a student’s attitude toward economics. Findings showed that gender had an impact on a student’s attitude toward economics; male students had a more positive attitude toward economics than female students.

Results also showed a significant positive correlation between perception of transformational leadership behaviors and retention of basic economic knowledge. Further, the perception of passive/avoidant leadership behaviors in an instructor was negatively correlated with a student’s retention of basic economic knowledge. A gender effect was found; male students demonstrated greater retention of basic economic concepts.

Using regression analysis, the research variables examined explained 44.5% of the variance in a student’s attitude toward economics and 33.5% of the variance in a student’s retention of basic economic knowledge. In short, findings suggest that while instructor leadership style, the student’s interest in economics, and gender may be related to retention of basic economic knowledge other factors explain why students do not score well on a test of economic concepts. Recommendations for future research would include a qualitative study to perhaps discover what these other factors may be.
FROM THE EMERITUS SPONSOR/PROFESSOR’S DESK
PROFESSOR MICHAEL BRONNER

doctoral candidates who will be coming up for their final orals this spring and early summer. This is in addition to saying ‘yes’ to her asking me to be a guest speaker in her two spring classes (I can’t turn down such a great invitation) following the forthcoming spring break.

NYU’s retirement offerings also allow me to continue my Coles workouts MWF (and no, it does NOT get any easier with time!) as well as take courses at SCPS on a discounted basis. So far, I’ve enjoyed art at the Met, 20th century literature, NYC history, and currently, the second round of Global Politics. . .all have been great fun and mentally stimulating, to boot.

The option of ‘free time’ also serves to enhance my return to philately (stamp collection for you all), focusing on Ireland and selected U.S. commemoratives. My piano efforts, however, have dimmed somewhat, since I can only practice when my spouse is away—far away, she says.

Finally, on the ‘fun side’ of the coin I’ll be off to test my rusty skiing skills in Vail, CO with friends, just before the spring break. Keep your fingers crossed for the rust to be removed and the ‘break’ doesn’t refer to anything important. And following spring, of course, is golf. In retirement, I’ve learned, there’s always something to do—and enjoy.

Thanks for asking!

Adrienne Gloria Frosch Scholars

For those contemplating retirement, one of the burning questions is ‘what will you do with all that free time’ comes to mind. For those IN retirement, the questions always involve ‘what do you DO with all your new-found free time’? For everyone facing these questions—not to worry! You’ll have a GREAT time no matter what!

For me, I haven’t wandered too far from the old haunts of the office and NYU. I have one remaining doctoral candidate (out of my original list of nearly a dozen) who will have her final oral this spring! And then, Professor O’Connor has asked me to serve as an outside reader on two of her

Education (pictured). We are proud that Adrienne, Audrey, and Arthur are also esteemed alumni of the Business Education Program. We want to extend our sincere thanks to them, and to our many scholarship donors, for their generosity and wonderful continued participation with students in the Program.

Note: The Newsletter Editor asked recently-retired Professor Michael Bronner to give us an update on his activities. Here is what he said:

At a luncheon in April, Steinhardt School scholarship donors, Adrienne Frosch and Audrey and Arthur Rubin, had an opportunity to meet scholars from Business Education in Higher Education (pictured). We are proud that Adrienne, Audrey, and Arthur are also esteemed alumni of the Business Education Program. We want to extend our sincere thanks to them, and to our many scholarship donors, for their generosity and wonderful continued participation with students in the Program.

Pictured (L to R): Sumeet Khemani, Arthur Rubin, Wolf Levenson, Adrienne Frosch, Audrey Rubin, Kate Paxson

Pictured (L to R): Liz Walker, Lily Abdulina, Adrienne Frosch, Fran Guzman
This publication is the production of Alpha Chapter, Delta Pi Epsilon

Editor: Melissa Bonaparte
Share your news with us!!! Send your achievements to mb3532@nyu.edu