

School of Business and Economics

Impact

Fall/Winter 2011



The Future of Business



Dean Radson pictured with 2009–2010 women's basketball team members: all business students. Left to right: Katie Zimmerman '10, Lucy Dernovsek '11, Lindsey Lindstrom '12, Darrell Radson, Kim Cameron '05, Katie Wysocky '10, and Maria Kasza '10.



FROM THE DEAN

Homecoming celebrations, marvelous fall color, and unseasonably warm weather welcome this issue of *Impact*. It has been just over a year since our first publication, and we're rapidly moving forward on our plans for growth as we emphasize innovation, entrepreneurship, and strategic development.

In this issue, you'll learn how our Business Development Experiences provide a unique experiential learning curriculum for business education. In this pilot year, our business students developed business plans and commercialization plans for newly developed technologies that emerged from engineering (p. 4). Our students are learning to "create the future."

Find out which two faculty members are now coediting an influential economics policy journal aimed at decision makers in academia, government, and industry (p. 8). You will also hear from three alums who have made significant contributions to their fields and now play a vital role in leading Michigan Tech forward (p. 10).

Meet Michigan Tech's Head Women's Basketball Coach Kim Cameron as she shares her journey from student to 2010–2011 GLIAC Coach of the Year, after she led the Huskies to the NCAA Division II runner-up position in her first season (p. 16).

We feel that each story in this issue confirms our progress. The Association to Advance Collegiate Schools of Business (AACSB) agrees, as it extended our accreditation after a rigorous review of our curricula and research in early spring (p. 20).

We are very happy to announce the Rick and Jo Berquist Professorship in Entrepreneurship and Innovation, the first individually funded endowed professorship in our School's history (p. 21).

With a heavy heart we announce that Professor of Practice Bob Mark passed away unexpectedly early this summer. His impact on students, Michigan Tech, and the community will live on. We feature the Silicon Valley trip that Bob organized this past spring (p. 24) and celebrate his life (p. 26).

Some of our great students are featured in articles on pages 28 and 30.

A powerful conclusion of this issue includes presentations and travel of our faculty (p. 32) and the welcoming of four new assistant professors, including the first Rick and Jo Berquist Professor (p. 34).

Enjoy this issue. The past few months have been truly remarkable. But, stay tuned, it's only getting better.

Darrell Radson, PhD



On the Cover

Inset: Dave House '65 talks with students during their Silicon Valley journey (p. 24).

We would like to recognize and thank our Dean's Advisory Council members:

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Kimberly-Clark

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Students Learn to Create the Future of Business

“One of the most valuable skills I am taking away from the experience is the ability to communicate effectively with varied audiences. We figured out pretty quickly how to get the necessary information from each group.”

—Dan Raisanen

The Business Development Experience, which finished its pilot year in spring 2011, unites business and engineering students in a collaborative, hands-on atmosphere to work toward a common goal: bringing a product from an idea to market. With this new program, the School of Business and Economics is integrating the development of new technologies and new businesses into the undergraduate curriculum.

Created by a team of faculty with entrepreneurship experience and industry expertise, the Business Development Experience goes beyond traditional business education. This capstone two-course sequence provides students with the opportunity not only to learn business but also experience it by developing the business side of a new technology over the course of their senior year.

“Innovation is the fusion of proper business implementation with a creative idea,” said Darrell Radson, dean of the School of Business and Economics. “Michigan Tech’s engineering students specialize in developing creative ideas or creative solutions to problems, but much of the research never makes it out of the lab or the classroom. Our business

students add value by developing business plans to move the creative ideas or solutions forward to create potential, viable businesses. The Business Development Experience gives meaning to the Michigan Tech tag line, ‘Create the Future,’ for our business students.”

Beginning with the class of 2010, students have three tracks to complete the Business Development Experience capstone project. Two of those tracks require spending a full year with a Senior Design or Enterprise team, acting as consultants and writing a business plan. The experience mimics an industry situation: students are required to seek out information, come up to speed on technical specifications, communicate with the team, identify potential markets, find funding sources, and make profitable business recommendations to suit the current market needs. At the end of the year, teams present their written plan in a format that is similar to those used by start-up businesses to secure funding.

The third track involves completing the Applied Portfolio Management Program, featured in the previous *Impact*.

Jonathan Leinonen, an instructor for the Business Development

Experience, believes that the real-world involvement offered by the program is crucial for graduates entering a tough job market. “Job applicants who have never worked within realistic limitations are at a disadvantage,” he said. “Michigan Tech is known for sending out graduates who have the practical knowledge to hit the ground running—the same should be true for business students.”

Leinonen, who is the program director for the local MTEC Smart Zone Business Accelerator, lent his entrepreneurial expertise to the curriculum development and project identification.

Collaborative Explorations

In addition to giving students the opportunity to apply their theoretical knowledge and improve the application of their newly attained skills, the Business Development Experience also promotes cross-disciplinary partnership. Michigan Tech is uniquely suited to prepare graduates for the reality of a collaborative professional environment, with its strong technological tradition and a student body that is more than 50 percent engineering and science students.

“It’s an eye-opening experience for



Roger Woods, left, and Jonathon Leinonen in the new LSGI Trading Room in the Academic Office Building.

students on both sides,” said the late Bob Mark (see story on page 26), who coordinated projects and handled communication with participating departments. “Each group sees a problem from a different perspective, so there is a process of learning how to work together effectively to get the job done. When students have the chance to see the complexities and limitations on the other half of the equation, everyone comes away with more respect for the process,” Mark said.

Real-World Challenges

Students in the pilot program learned firsthand about the challenges of working with subject experts. For business professionals who work in a technological environment, it will come as no surprise that the most commonly cited challenge among participants was communication with the engineering team.

Dan Raisanen, whose team developed an advanced braking system, learned early on how to successfully navigate conversations with different stakeholders. “One of the most

valuable skills I am taking away from the experience is the ability to communicate effectively with varied audiences. We figured out pretty quickly how to get the necessary information from each group.” Raisanen expects that this capacity for agile communication will serve him well in industry.

Once students learned how to adapt their communication styles, they encountered another challenge that is common for industry professionals: learning how to find the information that is required to move forward. “Often, students know what data they need but not how to get it,” said instructor Roger Woods. “The program teaches the art of being inquisitive. It encourages students to make the intuitive leap to more creative research, to look for unexpected indicators when published data is not available—like the number of portable toilets at a construction site, for example, or the number of pizzas delivered to the Pentagon.”

The instructional staff believes that this process of learning how to learn

will serve participants well in their professional lives. Leanna VanSlooten, whose group worked to bring educational microscope kits to market, agrees. “We had to get up to speed on the technology, find the right people to talk to, and figure out where to find the information we needed. It really required initiative to get things done, which is tough when you have a full load of classes,” she said.

Looking Forward

The Business Development Experience heads into its second year with new, emerging technologies from across campus. Participants will get involved with the engineering teams earlier in the semester to gain ground-level knowledge of the technology as it is developed. To encourage regular, gradual progress throughout the year, program instructors are developing a new set of intermediate deliverables. “By setting specific expectations, we can help students understand what is expected of them in a professional environment, giving them a basic framework of steps they will be able to

Advanced Braking System

The TrailTrac Senior Design team, working in partnership with sponsor HB Performance Systems, designed and developed an advanced electric braking system. Business Development Experience students Dan Raisanen and Bennett Royer worked with the engineering team and the sponsor to write a business plan and identify new markets for the brake system. They also employed creative research methods to develop a marketing strategy that focused on the product's benefits over competitors and identified potential vehicles for product placement. The brake system, which will be used initially on three-wheeled motorcycles, went into production in summer 2011.



Bennett Royer and Dan Raisanen



use after graduation,” said Woods.

The Business Development Experience, mandatory for all students enrolling now, will make graduates more competitive for jobs. “With the advanced communication, research, and negotiation skills paired with portfolio pieces that demonstrate their ability to sell and the ability to develop a business plan, our students will stand out,” said Leinonen. “Companies that recruit here tend to have an engineering focus, and we now are able to give them business applicants with a strong technical background.”

The program will also make the School of Business and Economics more attractive to prospective students who are interested in engineering but prefer to handle the business side of the equation. “We have a unique engineering resource here at Michigan Tech and great business students,” said Dean Radson. “The Business Development Experience gives our business students a real competitive advantage that will help them to create the future.” ■

Microscope Sample Kits

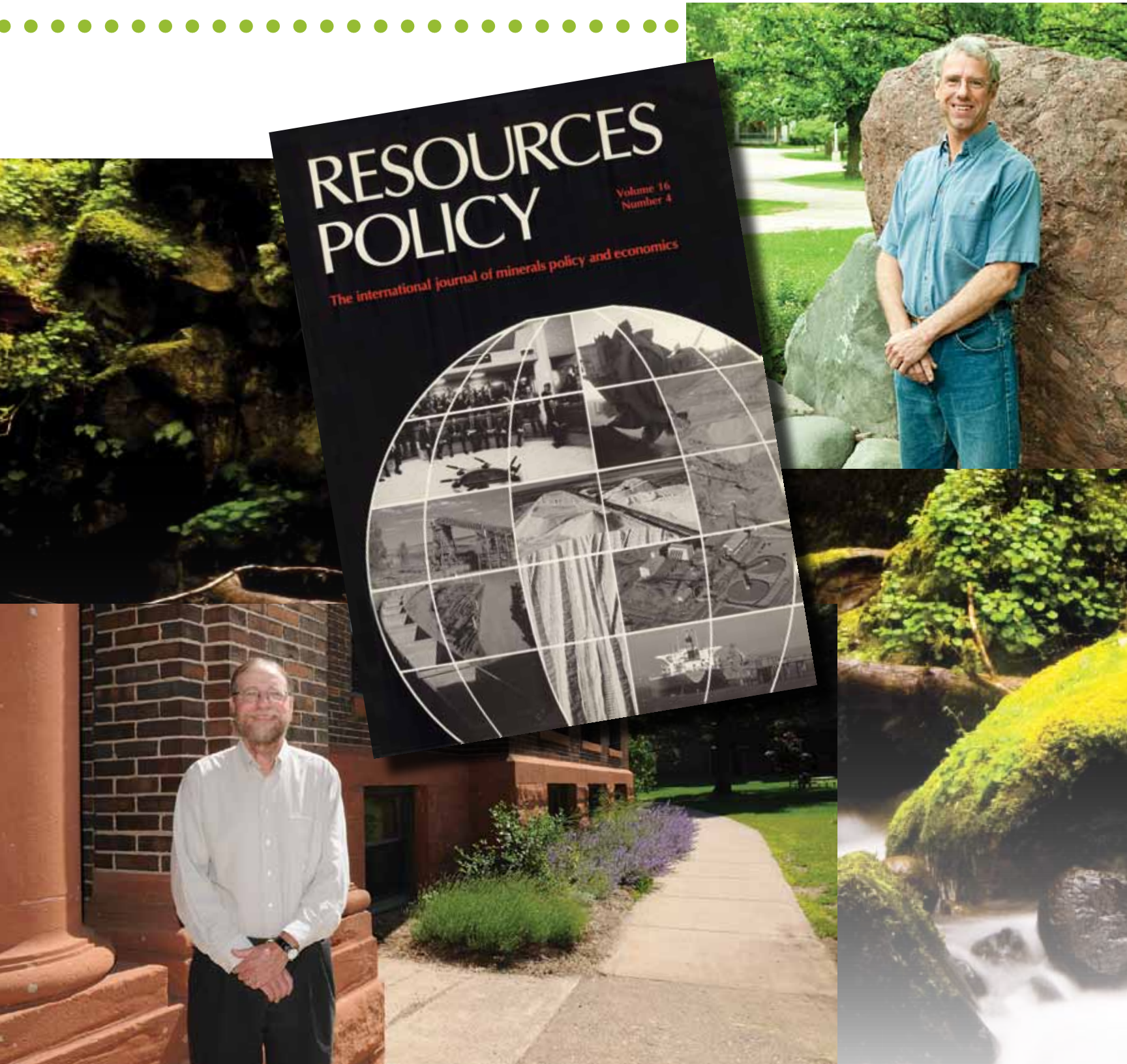
Business Development Experience students Leanna VanSlooten and Joe Fitzhugh partnered with the Nanotech Innovation Enterprise to explore the business possibilities for an educational, atomic-force, microscope sample kit. In addition to developing a business plan that included recommendations for consistent management, Van Slooten and Fitzhugh wrote a white paper about the possibilities of a spin-off business. With an eye toward the enterprise's goal of becoming self sufficient through direct sales of its products and educational services, the team defined the competitive advantage and identified a core market based on educational spending.



Joe Fitzhugh and Leanna VanSlooten



Duo Takes on Resources Policy



Professor of Natural Resource Economics Gary Campbell

“We’ve been working together for more than twenty-five years, and, as coeditors, we will be able to exchange ideas and dedicate our combined energies to continue *Resources Policy*’s contributions to the field.”

—Gary Campbell

Professor of Economics Mark Roberts

With a prestigious new coeditorship, two professors in the School of Business and Economics will have the opportunity to impact the analysis and public understanding of resources and mineral economics policies around the world.

Gary Campbell and Mark Roberts have been named coeditors of *Resources Policy*, *The International Journal of Minerals Policy and Economics*. Established in 1974, the journal is published by Elsevier and is aimed at economists and decision makers in academia, government, and industry. Campbell and Roberts, who are currently acting as associate editors, will take over the position in January 2012 from Philip Maxwell, professor emeritus in mineral economics in the Western Australian School of Mines at Curtin University.

“We are proud to be a part of a strong editorial tradition,” said Campbell. “We’ve been working together for more than twenty-five years, and, as coeditors, we will be able to exchange ideas and dedicate our combined energies to continue *Resources Policy*’s contributions to the field.”

The coeditorship is an honor that recognizes Campbell and Roberts’ service to the profession and their expertise in minerals policy and economics. Campbell, whose research focuses on metal markets and the urbanization and sustainability of mining, helped establish and now coordinates the master’s program in applied natural resource

economics at Michigan Tech and the associated Peace Corps Master’s International program. He is also an adjunct professor with the Department of Geological and Mining Engineering and Sciences. Roberts, who is also involved in the Master’s International program, analyzes cycles of metal, energy, and commodity prices and studies the environmental issues and impacts of mining. Both maintain full teaching schedules.

Campbell and Roberts have a long history with *Resources Policy* as regular contributors and reviewers. Roberts was a member of the editorial board for twenty years. As coeditors, Campbell and Roberts will solicit papers, assign reviewers, communicate with authors, and send papers through the editorial system.

The greatest challenge of the position, said Roberts, will be finding qualified reviewers for each piece. “One of the benefits of working together will be the chance to pool our contacts to find reviewers who have expertise in the topic of each article,” he said.

“We are honored to accept the position,” said Roberts, “and we look forward to the challenge.”

Campbell and Roberts’ first coedited issue of *Resources Policy* will be published in March 2012. ■

Marty Richardson '79

Marketing Maverick and Sailing Enthusiast

“[Starting my own business] was the most difficult thing I’ve ever done. But, I’m proud of it and really wouldn’t change a thing.”

—Marty Richardson

Anchors aweigh, steady as she goes, and full speed ahead! These have been the hallmarks of Martha (Marty) Kresnak Richardson’s career. An expert in marketing and a sailing enthusiast, Richardson’s connection with Michigan Tech came about in a less traditional way. “I was actually the first professional that Michigan Tech ever hired to serve in a marketing capacity,” recalls Richardson, who first arrived at Tech in 1976 with a bachelor’s in communication arts from Michigan State. Her commitment to Tech remains strong, now as chair of the Board of Control.

While employed by Tech, Richardson pursued a master’s degree in the School of Business and Economics with a specialty in marketing. “Most of the students were engineers wanting to get more of a business acumen. So, I was a bit different from the usual student at that time. I worked full time and still managed a pretty heavy course load.” After graduating, Richardson found that women with a master’s in business were rare commodities. She was offered a number of great opportunities and chose to work for the international accounting and consulting firm Coopers & Lybrand (now PricewaterhouseCoopers) in the Detroit area.

This began a ten-year career with a variety of positions of ever-increasing responsibility. From marketing supervisor to marketing manager to marketing director, Richardson saw many different facets of the company. “I traveled across the country, working with top management for their ninety-eight offices. I really learned a lot—certainly a big expansion of my master’s education.”

While enjoying her work with Coopers & Lybrand, Richardson dreamed of starting her own business. The best advice she received was from another woman entrepreneur in New York where Richardson had an office at the time. Richardson recalls, “She said, ‘Are you sure you want to do this? This is going to be the most difficult thing you’ve

ever done.’ And she was right. It was the most difficult thing I’ve ever done. But, I’m proud of it and really wouldn’t change a thing.”

Richardson’s business, founded in 1989, was Services Marketing Specialists (SMS), a consulting firm providing full-service marketing and communications support to professional service firms and business-to-business organizations. Ironically, her first client was Coopers & Lybrand. Her portfolio grew into several hundred clients across the US and Canada, including those specializing in accounting, architecture, engineering, law, and health care.

However, another dream was waiting in the wings, or rather at the dock, for Richardson and her husband, Jerry, a former engineering manager for General Motors. Since leaving Detroit in September 2007, the Richardsons have logged nearly 12,000 nautical miles on a fifty-two foot trawler they named *Monarch*. They have traveled up and down the Atlantic Coast, to the Florida Keys, and the Bahamas. “We named our boat *Monarch* because she goes from Ontario and northern Michigan all the way down to the Gulf of Mexico just like the monarch butterfly,” says Richardson.

According to Richardson, after college it is important to find the right job, save prudently, and never give up on your dreams. “It’s surprising we’ve become so successful with such simple advice. Although not always easy, you just have to keep your eye on your vision and persevere. I can look back and say, ‘If it hadn’t been for my company and the good salaries our employees made, where would they be now?’ It feels good to know we made a difference.”





Making a difference continues to be a part of Richardson's life. She has been a board member or officer of numerous professional and community organizations, including the Greater Detroit Foreign Trade Zone, Lutheran Social Services of Michigan, Women's Economic Club of Detroit, International Institute of Detroit, Leadership Detroit, and the National Association of Women Business Owners. In 2002, she was named to the *Crain's Detroit* "Most Influential Women" list.

Governor Jennifer Granholm appointed her to the Michigan Tech Board of Control in 2005. In July 2010, she took over the leadership of the Board.

"It was a real honor to be appointed to the Board of Control, and serving on it is a wonderful experience," says Richardson. "The board is populated by extraordinarily intelligent and savvy people. They are all so competent in their areas and have such a deep love for the University and commitment to its interests."

Richardson is also enthusiastic about the new MBA programs, especially the Tech MBA Online. "Who among our alums would not want an MBA from Tech? And if you can do it online around your schedule, it's a real draw. It's great knowing you can take the program at a set cost that you can budget for. And the quality—well, that just can't be beat!"

Richardson is positive about the current goals for Tech. "Having a University-wide strategic plan is key. And, the School of Business and Economics plays an important part in the accomplishment of a number of University goals. The Board and administration are always focusing on how we can provide a world view for the students. Not only how to invent the technology but how to apply it to bettering mankind. The business school provides the critical link between technology and real-world applications." ■





Steve Hicks '83

Building a Successful Career in the UP, Naturally

“I think it’s just a matter of working harder and working smarter. And having fun at what you do.”

—Steve Hicks

Pure Michigan” is the slogan being used by the state to entice visitors to enjoy Michigan’s many treasures. “Pure UP” is the slogan that could easily be used to describe Steve Hicks and his meteoric rise through a UP company with global impact.

Hicks grew up in Iron Mountain. Always interested in the business world, he came to the School of Business and Economics in 1979 because “Tech was a regional school with an excellent reputation.”

Majoring in accounting, Hicks encountered many memorable experiences, including Professor Sam Tidwell of the red tie accounting fame. “He was an interesting and engaging man and it was always fun to be in his class.”

In addition to Tidwell, Hicks was impressed with the overall quality of all the professors and his business education. “The courses were serious, thorough, and solid. I graduated knowing I had a well-grounded foundation not only in accounting but in finance and economics as well.”

This foundation and his own talent and drive soon landed Hicks a job with J. M. Longyear LLC in Marquette. Longyear is a natural resources company with 165,000 acres of commercial timberlands and a large portfolio of iron ore and other mineral rights in the upper Midwest and Ontario.

Hicks began in the accounting department of Longyear, then became vice president of finance, followed by chief operating officer. In 1999, he attended a concentrated residency program for global executives at the University of Michigan School of Business. In that same year, he became CEO of Longyear.

In the past five years, Hicks has led Longyear in more than \$2 billion worth of projects, including a \$1.5 billion steel mill and a \$350 million cellulosic ethanol facility. Cellulosic ethanol is a biofuel produced from wood, grasses, and other plant materials. The steel mill, Essar Steel Minnesota, is expected to be operational in 2012 and is North America’s first iron mining through steel processing facility.

According to Hicks, Longyear is successful in a modern, global marketplace because the company continues to follow the principles that have guided the Longyear companies for more than a century: creating value, maximizing performance, leveraging opportunities, and encouraging sustainability.

Hick’s own personal strategy for success is simple. “In anybody’s career, you’re going to encounter adversity. I think it’s just a matter of working harder and working smarter. And having fun at what you do. I also had good mentors earlier in my career, people who ran global operations and were senior people in law firms.”

Hick’s long career at Longyear has allowed him to remain in the UP. He has been married to his wife, Shelly, for fifteen years. They have two children: Ellie, age eleven, and Collin, age eight. Living in Marquette, the family has been able to be involved in all the outdoor “Pure UP” things that Hicks loves, including hunting and downhill skiing.

Having an impact in the business world has not been enough for Hicks. He has also been a dedicated alum of Michigan Tech. Currently, he is serving on the Michigan Tech Board of Control and on the Board of Trustees of the Michigan Tech Fund, and, in the past, he was involved with the School of Forest Resources and Environmental Science advisory board.

According to Hicks, “I wanted to serve on the Boards to give back and share my experiences and knowledge to assist the University in implementing its vision and strategy. It has been rewarding working with the dedicated men and women who serve on the Board. Clearly everyone whom I’ve been associated with in this tenure has had Michigan Tech’s best short-term and long-term interests in mind.”

Looking ahead, Hicks feels very positive about Michigan Tech’s future and the future of the School of Business and Economics.

“I’m very comfortable with Michigan Tech’s strategy. I think it’s the right strategy for the right time. Michigan Tech is involved with a lot of research and science that, given the current state of the world, will reach emerging markets. The School of Business and Economics has made strategic alignments across the University, taking an integral part in leading innovation to the next step of commercialization. Whether it is in freshwater studies or alternative energy or any other engineering or science disciplines, I’m confident that Tech will be able to help solve the world’s problems and make it better.” ■

Jim Trethewey '67

A Different Route to Success

“A really good education is your ticket to opening up opportunities. When opportunities struck, I was well prepared to take advantage of them.”

—Jim Trethewey



Photo courtesy of Cliffs Natural Resources.



Taking “the road less traveled” takes courage, especially for a college student. Many students come to Michigan Tech for engineering, but an elective can lead to a different career path. Such is the story of Jim Trethewey.

Trethewey, from Ironwood, began as a mechanical engineering major. Then he took an accounting elective from Professor Sam Tidwell. Because he did well in the course, Tidwell encouraged him to change majors. After some soul-searching, Trethewey switched to accounting.

As an undergraduate, Trethewey was involved in Theta Tau fraternity and intramural sports. His academic achievements led to the honorary accounting fraternity Kappa Sigma Iota. “I made many good friends and liked the students’ work ethic,” says Trethewey. “And, in my career, it turned out to be a very good thing to have a mix of business and technical courses.”

After graduating, Trethewey accepted a position as an auditor for Copper Range, a copper mining concern. He next joined Cleveland-Cliffs (now Cliffs Natural Resources), an iron ore mining company in an exciting growth period, as a financial analyst in its Ishpeming office.

Cleveland-Cliffs offered Trethewey a wide variety of opportunities. From Ishpeming to Ontario to Cleveland, Trethewey worked in positions of increasing responsibility and became vice president-controller and chief accounting officer. Along the way, he also earned his MBA from Baldwin-Wallace College.

In his final years with Cliffs, Trethewey was senior vice president of business development and worked with the senior corporate team in reshaping the company, adding international experience to his career. He retired in 2007.

Looking back, Trethewey says, “A really good education is your ticket to opening up opportunities. When opportunities struck, I was well prepared to take advantage of them.”

Being open to different types of jobs within a company is helpful, as many newly learned skills could be transferred to other areas, he says. “Mobility is also important. Don’t tie yourself down to one location.”

Being involved in both professional and community organizations has also been important to Trethewey. He networked with professionals in the American Mining Association, the Society of Mining Engineers, and other industry groups that gave him a broader understanding of his field.

“I worked with community organizations such as United Way and currently serve on the boards of two charities,” says Trethewey. “I was always looking for ways to give back to society. It’s important to stay active in other things besides work so you can expand yourself.”

Trethewey credits a lot of his success to family support, especially from his wife, Dee. The couple divides their time among a winter home in Florida, a summer home in Chautauqua, New York, and a townhouse in Cleveland, where three of their five children and five of their eight grandchildren live.

Trethewey has found time in his busy retirement to continue giving back to Tech. In 1994, he began serving on the School of Business and Economics advisory board, and since 2009 he has served as a trustee of the Michigan Tech Fund.

Trethewey reflects, “My newer role as a trustee lets me deal with the entire University. It gives me an opportunity to participate in activities with other devoted graduates who care where the University is going. We help raise funds for the University, network, and work to form corporate partnerships. These activities are important to maintain sound financial footing and ensure the University continues to advance.”

As an advisor to the School of Business and Economics, he has been involved in AACSB accreditation, which has been particularly gratifying for Trethewey. Providing input on curriculum and meeting with students and faculty have been valuable for him. He is excited about many School and University programs including the Applied Portfolio Management Program (APMP) and Enterprise.

“I like that the School is getting involved directly with corporations and the hands-on nature of these programs,” he says. In addition, Trethewey has started two endowed scholarships for business students from Gogebic County. Other possible contributions are in the planning stages.

“The School of Business and Economics was my foundation, my beginning on the road to success,” he says. “So it’s really important for me to have a part in its growth. The current direction of the School is right on track. Being involved has given me the opportunity to have a voice in where the School is going and ensure it’s constantly getting better. And that’s very fulfilling.” ■

National Attention

*Rookie Head Coach
Makes it to the Finals*



“Give yourself a chance to do what you love. I’m living proof that anything is possible.”

—Kim Cameron

In March 2011, the Michigan Tech community around the world watched as the Huskies women’s basketball team worked steadily toward an unprecedented second-place finish in the NCAA Division II national championships. Leading the way was a School of Business and Economics alumna, head coach Kim Cameron ’05. At only 27, Cameron became the first basketball coach in Michigan Tech history to take a team to a national championship game—an exciting end to her first year on the job.

The youngest head coach at Michigan Tech, Cameron led her team to a record-breaking 31 wins and was named the Great Lakes Intercollegiate Athletic Conference and Women’s Basketball Coaches Association Region 4 Coach of the Year.

For Cameron, the path to success has been relatively short and somewhat chaotic. The Alpena, Michigan, native played on the Huskies women’s basketball team from 2001 to 2005 and accepted the position of assistant coach immediately after graduation. Five years later, head coach John Barnes left Michigan Tech and Cameron was offered the position. “My career has been a dream come true,” she said. “Things have fallen into place perfectly. It was intimidating to move up so quickly, but I learned under a successful head coach, and I’ve been part of Michigan Tech’s winning tradition for many years. My goal was simply to continue on that path.”

While university-level coaches often come from backgrounds in exercise science and physical education,

Cameron has a BS in Business Administration, focused in marketing and management, and a psychology minor. This nontraditional educational path, says Cameron, ended up being an advantage in her coaching position.

“We recruit heavily, and my experience in marketing helps me sell Michigan Tech, which many people see as a difficult product,” says Cameron. “There was a steep learning curve, but my course work in marketing and psychology gave me the tools I needed.” She also cites a foundation in business as helpful for the extensive planning, budgeting, logistics, and organizational duties required of Michigan Tech coaches.

As the new head coach, Cameron found herself drawing upon her knowledge of management principles when she assumed control of the team. She made strategic changes to allow her players to work to their strengths, giving her offensive team more freedom to be creative and use their emotions on the court.

“Before I came on as head coach, we graduated five strong seniors,” she said. “I started with a team of younger players who had been working hard out of the spotlight for years. 2010-11 was their time to shine. We pulled together and trusted each other, with incredible results.”

Cameron cites the work ethic of her team, which included three School of Business and Economics students, and their ability to balance school and sports as major factors in the successful season. “Our athletes are students first, and I find that players who take pride



“I started with a team of younger players who had been working hard out of the spotlight for several years. 2010-11 was their time to shine.”

—Kim Cameron

in academics succeed on the floor,” she said. They finished the season twentieth in the nation with an overall GPA of 3.459.

The team’s success at the NCAA national championship had a unifying impact on the Michigan Tech community, both locally and across the world.

“The support was unbelievable. Everywhere we went, our fans turned out in the thousands,” she says. “I was getting countless good-luck messages and calls from former athletes and alumni from all over. Our success got them thinking about Michigan Tech again. There’s a great connection between athletes, alumni, and the community.”

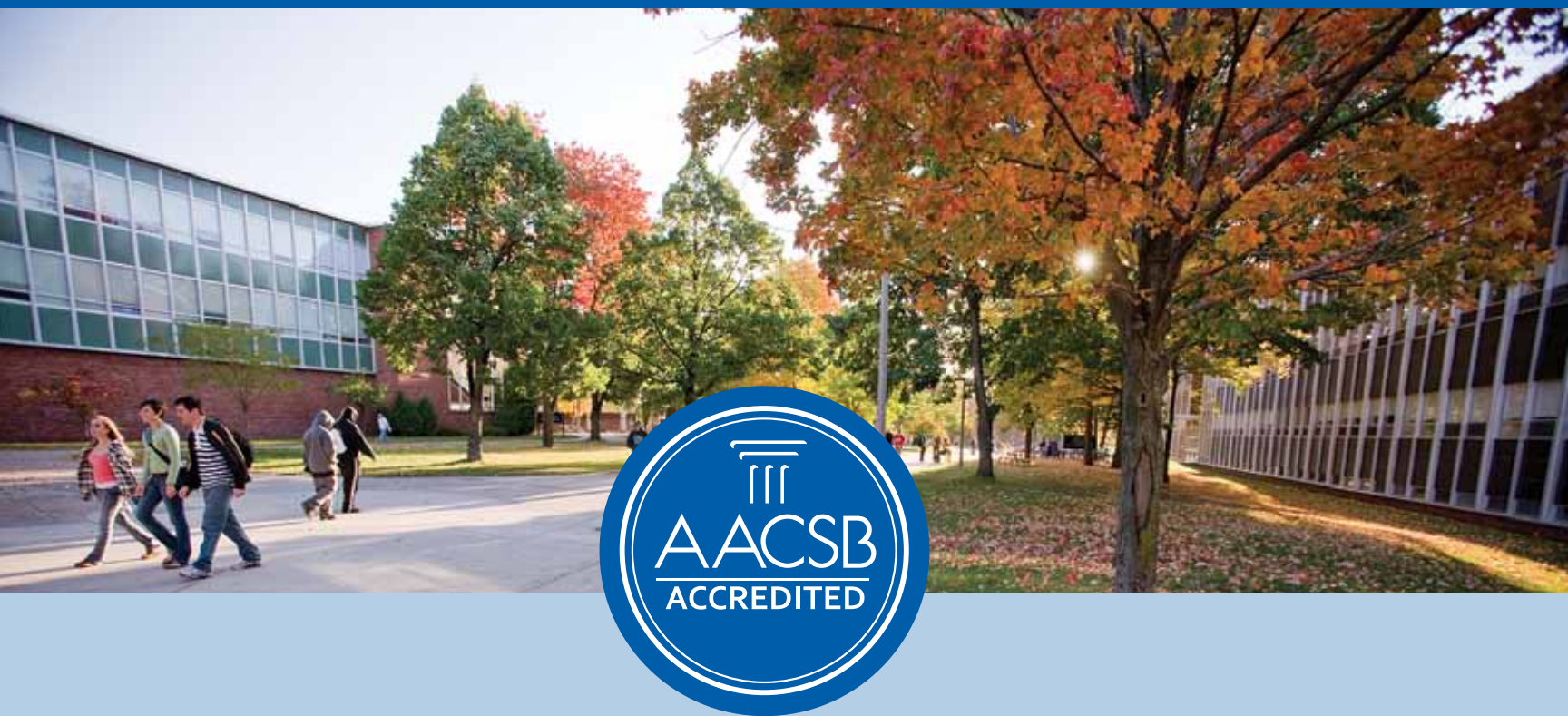
A devoted Michigan Tech fan herself, Cameron says, “I love the school, I loved my education, I love the area, I love the community. It’s easy to sell a product that you believe in so wholeheartedly. I felt safe here. I felt happy and loved. I want to bring other people here to have the same positive experience.”

When asked for advice for business graduates who want to pursue nontraditional careers, Cameron advises students to put themselves out there and to find a way to work personal passions into a career that uses their business skills. “Give yourself a chance to do what you love,” she said. “I’m living proof that anything is possible.” ■



2011 NCAA Division II National Runners-up with three consecutive trips to the Elite Eight. Of course, they are winners academically, too.

*You can relive the incredible 2010–11 season
and keep track of this year’s edition.
www.michigantechhuskies.com*



Accreditation Stamps School “World Class”

“This accreditation extension affirms the high regard that academic leaders have for Michigan Tech.”

—President Glenn Mroz

On April 6, it was announced that Michigan Tech’s School of Business and Economics maintained its accreditation from AACSB International—The Association to Advance Collegiate Schools of Business.

“This was our first accreditation review since receiving the prestigious recognition in 2001,” said Tom Merz, associate dean of the School of Business and Economics, who was instrumental in coordinating and preparing for the review. “We’re proud to uphold our quality standards with regard to teaching and research, and demonstrating our commitment to improving education.”

AACSB accreditation is the hallmark of excellence in business education. It has been earned by less than five percent of the world’s business schools. Today, there are 620 business schools in thirty-eight nations that maintain AACSB accreditation.

“This accreditation extension affirms the high regard that academic leaders have for Michigan Tech,” said President Glenn Mroz. “The School of Business and Economics has worked hard to achieve this level of quality instruction, scholarship, and research.”

To maintain accreditation, a school is put through a rigorous review every five years, demonstrating

twenty-one quality standards relating to faculty qualification, strategic use of resources, interactions of faculty and students, and a commitment to continuous improvement and achievement of learning goals in degree programs.

“Our faculty work hard to provide a quality education,” said Dean Darrell Radson. “This extension of our accreditation confirms this and also our commitment to continuous improvement. We don’t settle into a teaching or research rhythm, we are pushing the envelope for business education.”

“It takes a great deal of self-evaluation and determination to earn and maintain AACSB accreditation,” said Jerry Trapnell, vice president and chief accreditation officer of AACSB International. “Schools not only must meet specific standards of excellence, but their deans, faculty, and staff must make a commitment to ongoing improvement to ensure continued delivery of high-quality education to students.”

The accreditation extension for the School of Business and Economics was recognized at the AACSB International Conference and Annual Meeting in New York City. ■

Rick and Jo Berquist

Endow a Professorship in Entrepreneurship and Innovation

“I put my money where my mouth is, and we get a great deal of satisfaction by doing this.”

—Rick Berquist



Rick Berquist has been associated with four universities in his life: He studied at Michigan State, the Colorado School of Mines, and Georgia Tech; and he has been a leader at Michigan Tech for twenty years.

“I learned more at Michigan Tech than the other three universities combined,” he says now. “I work with a lot of good people making good decisions. Being associated with people of that caliber has been rewarding.” And, although he’s not a business alum, the chemical engineering major says he gained his business acumen through the school of hard knocks.

Berquist served more than ten years on the Michigan Tech Board of Control and another ten years as a trustee of the Michigan Tech Fund. “I developed a taste for Michigan Tech,” he says. “It has become very special.”

One of the things he learned at Tech was fundraising. “I learned that anytime you lead a fundraising effort, you give mightily.” He says that with both conviction and a chuckle.

That realization led Berquist and his wife, Joan (Jo), to establish an endowed

professorship in the School of Business and Economics with a \$1 million estate gift and to fund the position during their lifetimes with annual giving. “I put my money where my mouth is,” he says, “and we get a great deal of satisfaction by doing this.”

They support the School of Business and Economics because it’s Berquist’s belief that engineers need to be well versed in technical issues and business skills. “Engineers need to get businesses going,” Berquist avows. “They need to bring forth products and services that help the country. Also, Michigan Tech does a great job of promoting teamwork, and that’s a big part of any success—create teams that make things happen.”

“This is a major gift in our School—not simply in the amount donated, but in the impact this endowment will have on our academic programs and our research,” says Dean Darrell Radson. “This gift will help us continue our mission to integrate the experience-based learning that will develop leaders in global business and innovation.”

Berquist says he emulates his father, who was a businessman known for his persistence

and his product. “He pushed forward and established something for the good of the people. That’s important. You need them as customers.” His father started a propane distribution service in Carney, Michigan, in 1945, and he grew the business into home heating and propane transportation. Rick worked for his father and learned about entrepreneurship from him.


The Berquist professorship will also help the School build a core team of faculty in the areas of entrepreneurship, innovation, and business strategy. The professor will also be directly involved in teaching entrepreneurship classes and advising the Business Development Experience (p. 4), where business students write and present business plans for new technologies being developed in engineering Senior Design courses and the Enterprise program. Saurav Pathak has been announced as the new Berquist professor (p. 34). ■

MAJOR GIFTS:

Generations of Discovery Campaign Benefits Students, Faculty, and Staff

“When I sit up on the platform at commencement and I look out at the sea of faces of the students who are graduating, I think to myself, ‘Out there are the solutions to so many world problems. And solutions to problems we don’t know we even have yet!’ It makes me feel really good to know that we are sending people out into the world to make it a better place. At those moments, I am so proud of Tech and proud to be a part of such an amazing institution.”

—Marty Richardson '79
Chair, Michigan Tech
Board of Control



Support for Student and Faculty Programs Exceeds \$4,000,000

Applied Portfolio Management Program

- Thomas A. Coleman '57
- Joseph '76 and Vickey Dancy
- A. Marshall '59 and Janis Forsberg
- Stanford and Elizabeth Phelps
- Rebecca M. Sandretto (dec.)
- Jeffrey '74 and Connie Smolek
- James '67 and Dolores Trethewey

Dean's Fund for Supporting Academic Excellence

- Albert '49 (dec.) and Rosella (dec.) Mickus

Endowed Professorship of Entrepreneurship and Innovation

- Rick and Jo Berquist

Tidwell Student Center

- Eighty-one donors have contributed more than \$400,000

Michigan Tech MBA

- David '72 and Elsa Brule
- David '74 and Marilyn '76 Bernard

Institute for Leadership and Innovation (formerly CenTILE)

- Robert D. and Marilyn Carnahan '53
- Charles C. '04 (dec.) and John G. '11 (dec.) Gates and Gates Family Foundation

ITOxygen Enterprise

- Terrence '64 and Sandra La Fleur
- John '70 and Eileen Benaglio
- Herbert H. and Grace A. Dow Foundation
- IBM Corporation

Scholarship Distributions Total Over \$3,000,000

- 545 students have received scholarships from generous donors since 1993

By the Numbers

- 2,632 alums have given to Tech
- 1,325 donors have contributed from \$5 to \$5,000 to provide the School with more than \$438,000 to use where it is most needed
- First donation was \$5 given on June 10, 1952

You can join the campaign
www.mtu.edu/business/school/giving-opportunities

Silicon Valley Visit

Students See the Future



In spring 2011, students from across Michigan Tech had the opportunity to glimpse the professional possibilities that await them, thanks to a special spring break trip organized by the late School of Business and Economics Professor Bob Mark.

"While attending a conference in Silicon Valley a few years ago, I toured a high-tech business and saw technology that blew my mind," said Mark. "It hit me that Michigan Tech students would really benefit from seeing what's out there."

To expose students to businesses that hire technologically savvy graduates, Mark organized tours of Silicon Valley

companies, including Google, the Porter Family Vineyards, Plug n' Play, the Stanford Research Institute, and Brocade Networks.

"Each and every site visit was a huge success," he said. "The students asked great questions, and the company representatives were thrilled to have in-depth discussions. This type of technical expertise is not something they see in standard student groups—but then, Michigan Tech students are a cut above the rest."

Participating students came from departments across campus, creating an interdisciplinary experience that Mark saw as beneficial for the entire group. Of the fifteen students, there were undergraduates

and graduate students from business, computer science, mechanical engineering, and physics. Four were from China, one was from India, and one was from West Africa.

Michigan Tech alumni played a large role in the success of the trip, lending their time and expertise to enhance the students' experience. Dave House '65 led a presentation and data center tour at Brocade Networks, Tom Porter's '68 son, Tim, gave an in-depth tour of his family's Napa winery, and Danielle VanDyke '06 acted as a tour guide at Google's Mountain View campus.

To wrap up the week, the Michigan Tech Alumni Association set up a reception at



“While attending a conference in Silicon Valley a few years ago, I toured a high-tech business and saw technology that blew my mind. It hit me that Michigan Tech students would really benefit from seeing what’s out there.”

—Bob Mark

the Computer History Museum, which was attended by more than thirty alumni. Shankar Mukherjee '86 and Dale Luck '79 gave testimonials and entrepreneurial words of wisdom to the students at the reception.

“Our alumni love to talk to current students,” said Mark. “They went above and beyond to get us unique access, and we were treated like royalty everywhere we went.”

The spring break trip received positive feedback from both students and participating businesses—so much, in fact, that it will be offered as a one-credit class through Michigan Tech starting in spring 2012. The new structure will allow students to use their financial aid to cover the expenses. Mark expressed hope that the class

will expand in the future to include faculty and students from all across campus. “We have great, smart students here at Michigan Tech, and it’s great to get them out into the world.”

The hard work, planning, and logistics that went into the trip were well worth the effort, said Mark. “The students’ reactions were unbelievable. When I was dropping off the last student, I asked what he thought. What he said summed it up perfectly: ‘It was life-changing.’” ■

Editor’s note: Bob Mark passed away after this article was written; we have included it to showcase his dedication to his students and his interest in their futures. Please see page 26 to read about Bob’s numerous contributions to Michigan Tech.

Bob Mark

(1949–2011)



Remembering a Great Man, Magician, Teacher, Mentor, and Friend

The School of Business and Economics suffered a great loss in May 2011, with the unexpected death of our friend and colleague, Robert “Bob” Mark. It is with sorrow for his passing and gratitude for his service that we celebrate his influence at Michigan Tech.

Bob came to Michigan Tech in 2006 as a Professor of Practice after a long and successful career in industry and public service. Previously serving for five years as a captain in the US Army, he went on to own Pentabs, a computer software company, and Rowe Professional Services, a civil engineering consulting firm.

Not one to tout his own professional success, Bob was quick to focus on the accomplishments of his students and colleagues. He took great pleasure in their triumphs and was generous with praise and encouragement. Bob had the ability to find a genuine connection with people, making them feel capable and ready to meet the next challenge.

With his charisma, sense of humor, and entrepreneurial expertise, Bob was a natural teacher. He was famous for in-class magic tricks and wild personal stories, which he used as unforgettable instructional tools. Students remember his genuine interest in their academic success and personal lives. “Bob inspired us, and Bob cared about us,” said Maria Kasza ’10.

Both in and out of the classroom, Bob was a champion for his students. So great was his belief in their abilities that he didn’t hesitate to use his considerable professional power for their benefit. In an interview shortly before his death, he confessed proudly to “bullying” an engineering company at the Michigan Tech career fair into granting interviews to business students.

“Bob had a great impact on our School, through his teaching, his work with the Institute for Leadership and Innovation, and his direct involvement with students with dreams of being entrepreneurs,” said Dean Darrell Radson. “To say that he will be missed is a huge understatement.”

A tireless supporter of entrepreneurial efforts, Bob gave generously of his knowledge and enthusiasm. “He helped

me start my first business and then ensured it was a success by becoming my first customer. He was my biggest advocate,” said Travis White ’11.

In recognition of his excellence in teaching, Bob was awarded the Distinguished Teaching Award in 2008, just two years after joining the faculty.

In his five years at Michigan Tech, Bob made an indelible impression on the School of Business and Economics. Determined to expose students to entrepreneurial opportunities, he became the codirector of Michigan Tech’s Institute for Leadership and Innovation and brought the Business Plan Competition and the Elevator Pitch Competition to campus. He acted as advisor for the Entrepreneurs Club, drove the commercialization of many undergraduate research projects, and was instrumental in implementing the Business Development Experience (p. 4). His alternative spring break trip to Silicon Valley was a success and will be instituted as a for-credit class (p. 24).

A man of many and varied interests, Bob was an active member of the community. He was the president of the Keweenaw Economic Development Alliance and the incoming president of the hockey booster Blue Line Club. Throughout his life, Bob was a sports fan, hockey coach, school board member, professional magician and hypnotist, community theater actor, and public speaker. He pursued photography, bicycling, skiing, and golf.

Even with his extensive academic and social involvement, Bob’s family was the center of his life. He was a loving husband and father, a proud grandfather, and a loyal brother and brother-in-law.

We will remember Bob as an untiring enthusiast, a wise mentor, and a great friend. Our halls will be emptier without his energy, his frank opinions, and his love of mischief and laughter. It was a privilege and an honor to be associated with Bob, and we will miss him. ■

A fund has been set up to support the Bob Mark Memorial Elevator Pitch Competition. Use the mailing envelope in this magazine to help us continue his legacy.





Danielle Linna '11 and Theresa Laubrick '11.

Class of '11 Rocks Deloitte

In a time when graduates are struggling to find jobs, two recent School of Business and Economics alumni have secured positions at the world's largest accounting company, Deloitte LLP. Danielle Linna and Theresa Laubrick, who graduated this spring, earned Bachelor of Science degrees in Accounting, double majored in finance, and graduated summa cum laude. While some time off from their impressive academic accomplishments would be expected, instead they studied for the Certified Public Accountant (CPA) exam and started positions with the company in fall 2011.

Danielle Linna: Passion for Accounting

Danielle Linna found her passion for accounting in high school. "I took an accounting class my junior year and fell in love with it. Since then, I've known it's what I want to do with my life."

As a student, Linna was heavily involved in organizations across campus. She furthered her business experience in organizations such as the International Business Ventures enterprise and the accounting club Kappa Sigma Iota, and she also completed the Applied Portfolio Management Program (APMP). As a member of the Delta Zeta sorority, the First Year Experience, and the Michigan Tech Dance Team, Linna rounded out her education and built connections across campus.

Linna believes that her wide range of experience and work with engineers and technology students gave her a competitive advantage over other applicants for her position. "Working with people from different backgrounds allowed me to develop a flexible communication skill set, which will be helpful when dealing with clients."

This fall, Linna started her position as a staff auditor in Deloitte's Accounting and Auditing Group in Milwaukee. With a minor in German and an interest in international accounting, she hopes to participate in a program at

Deloitte that will allow her to work for two years at one of the company's international branches. "I want to make an impact on national and international accounting standards and financial procedures," she said.

Theresa Laubrick: Hard Work Pays Off

With a double major in accounting and finance and a minor in music and the Enterprise program, Theresa Laubrick shouldered an undergraduate course load that would make a less motivated student collapse. Far from being overwhelmed, she added on as many extracurricular activities as possible. "Students can use the experience they gain from campus involvement and apply it to their futures and careers," she said.

During her years at Michigan Tech, Laubrick was a member of Kappa Sigma Iota, participated in Concordia Student Ministries, and served as the CFO for the Aerospace Enterprise. She also worked as a writing coach and teaching assistant in the Michigan Tech Multiliteracies Center, citing the experience as an important factor in her personal and professional development.

In her position with Deloitte, Laubrick blends her love of working with people and her technical interests. At the company's Detroit branch, she works in the Tax Department's Research and Development Credit Group, where she is responsible for data analysis, write-ups, and generating the tax credit for clients with large R&D programs, including engineering firms.

In the coming years, Laubrick hopes to shape her career according to words of wisdom from Stephen W. Gilman, the founder of the business honor society Beta Gamma Sigma: "Success is not to be measured by income but by influence, not by power but by personality, not by capital but by character." ■

Breaking News—Hats off to Danielle for passing the CPA and to Theresa, who is on her way!

MichiganTech

Study 1: Field Survey

Findings



Note: * means the difference between students and non-students sample is statistically significant.

And the Survey Says . . . Or Does It?

Assistant Professor Junhong Min
and Tao Guo '11.



“The research suggests to the practitioners that they should interpret their results with caution when student samples are involved.”

—Tao Guo

As part of our modern culture, people are inundated with questions regarding their personal opinions and experiences. College students, in particular, often experience the brunt of these inquiries. During their college careers, students may fill out countless surveys regarding their personal interests, classes, professors, and even some for their educational institution.

What if the information collected during these surveys isn't always reliable? Should college students be surveyed in the same manner as nonstudents?

Last year, as a Michigan Tech MBA student, Tao Guo asked these questions while working as a research assistant. This inquiry led to a research project and a refereed paper presentation at the 2010 Marketing Management Association Fall Educators' Conference in Indianapolis.

The paper, “The Effect of Rating Scales on Systematic Differences Between Students and Nonstudents in Survey Research,” was written with help from Junhong Min, assistant professor of marketing, and the late Bob Mark, professor of practice.

“Tao came to me with a question about using surveys in consumer research that kept leading to more questions. His enthusiasm and dedication to this project led to the honor of presenting at the conference. We're very pleased with his work,” notes Min.

Guo's initial research found two divergent views exist about the usefulness of college students as subjects. One stream of research questions the use of student samples, while the other shows no difference between student samples and nonstudent samples. Guo tried to fill this gap by examining when the differences between student samples and nonstudent samples occur.

Tackling a common practice found in consumer research studies that survey college students, Guo took a closer look at the use of scales. When examining data from student assessment surveys, he found that either a five-point scale or a seven-point scale was typically used. Both of these scales are employed to measure how strongly the subject agrees with a survey statement. His results empirically illustrate how the five-point scale is more effective at capturing the differences between student and nonstudent samples. In addition, Guo discovered that behavior-related questions (e.g., frequency,

the number of purchases) are more sensitive to differences between students and nonstudents than attitude questions (e.g., willingness to purchase, perceived importance).

“The research suggests to the practitioners that they should interpret their results with caution when student samples are involved,” says Guo.

Guo researched the subject for five months. The opportunity to present his paper was a notable achievement for a student, since most presenters at the conference were professional business educators from universities across the nation.

“The professor hosting my section was very excited about my findings and gave me a lot of suggestions for further research,” he said. “I learned a lot by listening to others' presentations and established several new connections with MBA students and faculty from other universities.”

Guo is from Zhoukou, a small town in Henan Province in central China. He attended Northeastern University in Shenyang, China, where he majored in English and minored in finance. Before coming to the US, he worked for four years at Northeastern University, including a position as deputy director of the Engineer Training Center.

“I came to realize the value of higher education and overseas experience after I interacted with several very successful scholars and corporate executives,” says Guo. “That's why I made up my mind to switch my career and pursue an MBA degree in America.”

Support from faculty was important to Guo. “I have really appreciated the broad range and depth of interests of the faculty in the School of Business and Economics. Other than professors Min and Mark, I also worked on an independent study with Assistant Professor Maria Schutte. Every time you feel like you have a question or you want to learn something, you can always find the right professor. And they are all willing to help.”

Because of Guo's research and his successful student career at Tech, he has been accepted into the PhD program in Personal Financial Planning at Texas Tech University. “I am very grateful to Michigan Tech for the opportunity to do research as an MBA student and for my educational experience in general. It was an overall great learning experience and will be very beneficial to me in my future endeavors.” ■

Faculty Globe Trekkers



2010-2011 Faculty Travel/Presentations

Mari Buche

Saint Louis

International Conference on Information Systems
Panel for Social Inclusion Special Interest Group

Omaha

6th Annual Midwest AIS Conference
MWAIS Treasurer, Participant Panel on Professional Development
and Research Productivity

Kalamazoo

Computer and Info Systems Leaders Council and Workshop in Healthcare IT
at WMU

William Breffle

Denver

Pathways to Success Conference
"Improving Estimates of Consumer Surplus by Purging Income Effects for the Less
Wealthy: Indirect Measures of Willingness to Accept"

Sonia Goltz

Milwaukee

Organizational Behavior Teaching Conference
"Teaching Across Management Disciplines with Board Games"

Montreal

Academy of Management Meetings
"Considering Implications of Spiritual Power for Organizational Behavior"

Gregory Graman

Portland, Ore.

International Conference of Business Sustainability
"A Proposed Closed-Loop Supply Chain Model for Cellulosic Ethanol from
Woody Biomass."

Soonkwan Hong

Evanston, Ill.

Consumer Culture Theory Conference
"Skating Dialectics and Flipping Genealogy"

Coral Gables, Fla.

Academy of Marketing Science Conference
"Consumption of Extremity: Cultural Proliferation of Hyper-Authenticity and the
Corollary"

Jacksonville, Fla.

Association for Consumer Research Conference
"Iconoclasm, Autotelicity, Narcissism, and Cool beyond Distinction" and "Forget
Negotiation: The Non-dialectical Model of Identity Project by Extreme Sports
Participants"

Haiyan Huang

Saint Louis

International Conference on Information Systems
"Identity and Cross-Cultural Management in Global Distributed Information
Technology Work"

Dana Johnson

Reno

International Production and Operations Management Society Conference
"Comparative Analysis of Life-Cycle Greenhouse Gas Emissions of Supply Chains
for Biofuel" and "Integrating Sustainability Through Application and Research in a
Graduate OM Course"

Reno

International Industrial Engineering Research Conference—Institute of
Industrial Engineers
"Sustainable Mobility via a Biomass Supply Chain for Biofuel"

Pittsburgh

Sloan Industry Studies Conference
"Woody Biomass Supply Chain and Infrastructure for the Biofuels Industries"

Dean Johnson

Chicago

Academic Finance Conference
"Top Income Tax Rates and Economic Growth"


Becky Lafrancois

Calgary

North American Meetings for the International Association of Energy Economics
"A Loft Left Over? Reducing Emissions Through the Use of Natural Gas"

Cape Town, South Africa

Department of Economics Seminar
"Investment in Intermittent Renewables: Modeling Optimal Compliance under a
Renewable Portfolio Standard with Varying Penalty Structures"



In 2011, faculty members in the School of Business and Economics presented their research and shared their expertise across the nation and around the world.

The dot colors correspond with the presentation locations.

Andre Laplume

Montreal

Administrative Sciences Association of Canada
“Simultaneous and Sequential Ambidexterity: Which Performs Better with Product Diversification”

Gothenburg, Sweden

European Group for Organizational Studies Colloquium
“Heuristics for Strategic Ambidexterity: Balancing Exploration and Exploitation over Time in Varying Environments”

San Antonio

Academy of Management
“Effectiveness of Strategic Ambidexterity Heuristics: The Role of Product Diversification and Rule Change Environments”

Junhong Min

Chicago

MBA Association Conference
“Trivial Attributes in Service Context: Preliminary Findings” and
“Marketing Research in an Emerging Economy: Preliminary Observation on Vietnam”

Memphis

Society for Marketing Advances Conference
“Promoting the Provider Performance in Service B2B Relationships”

San Diego

Decision Sciences Institute 2010 Annual Meeting
“Supplier Opportunism and Relationship Performance in Marketing Research Outsourcing Relationships”

Karol Pelc

Miami

International Association for Management of Technology Conference
“Multiple Perspectives on Innovation Networks”

Latha Poonamallee

Montreal

Academy of Management
“A Comparative Analysis of Societal Level Compassion in the Asian Tsunami and Hurricane Katrina” and “Is Indigenous Knowledge Property?”

Bangalore, India

Eastern Academy of Management International Meeting
“Corporate Citizenship: Panacea or Problem?—The Complicated Case of Hindustan Unilever”

Glasgow, Scotland

Multiple Organizational Partnerships and Networks (MOPAN) Conference

“Leader, Participant, Beneficiary, or Partner? Examination of Leadership Dynamics in a Collaborative Inter-organizational Initiative”

Howard Qi

New York

Financial Management Association International Conference
“Inferring Default Correlation from Equity Return Correlation,” “Duration, Taxes, and Bond Yield Spread,” and “Executives’ Characteristics and Capital Structure”

Maria Schutte

Beijing, China

China International Conference in Finance
“Investor Diversification: The Pricing of Idiosyncratic Risk”

Singapore

Finance Management Association Asian Conference
“Investor Diversification: The Pricing of Idiosyncratic Risk”

Waterloo, Ont.

Wilfrid Laurier University
“A Test of the GCAPM with Unbiased Idiosyncratic Risk Estimators”

Manish Strivastava

Rome

Strategic Management Society Conference
“Making the Most of What you Have: Impact of Alliance Portfolio Characteristics on Technological Innovation”

Joel Tuoriniemi

Newport Beach, Calif.

American Accounting Association Western Region Conference
“The Not-So-Innocent Spouse: The Failure to Adopt an Appropriate Valuation Methodology in Levy Claims.”

Learn more about current teaching
and research of faculty
on our website:
www.mtu.edu/business/school/faculty-staff



New Faculty



Josh Filzen
Assistant Professor of Accounting

Filzen earned his PhD in Accounting from the University of Oregon. He previously worked as a senior accountant at Moss Adams, specializing in audits of financial institutions. His current research focus is accounting complexity and regulation, corporate disclosure, and earnings management. He also worked at Eide Bailly and as the concessions manager for the Spokane Indians minor league baseball team.



Haiyan Huang
Assistant Professor of
Management Information Systems

Huang earned her PhD in Information Sciences and Technology from Pennsylvania State University. Before coming to Michigan Tech, she taught at Purdue University, Calumet. Huang's research and teaching interests include globally distributed IS development, IT offshore outsourcing, project management, virtual teams, and global IT workforce development.



Saurav Pathak
Berquist Assistant Professor in
Entrepreneurship and Innovation

After having completed his PhD in Mechanical Engineering from the University of Florida in 2007, Pathak returned to India and was associated with a technology start-up. That experience led him to pursue a PhD in Entrepreneurship from Imperial College Business School in London. His research examines an individual's propensity to engage in entrepreneurship across cultures, social references, and organizations.



Liang Song
Assistant Professor of Accounting

Song graduated from Rensselaer Polytechnic Institute with a PhD in Finance, and a minor in accounting. His research interests include earnings management, audit quality, and corporate governance. Because of his research achievements, he was invited to work as a visiting scholar at the research department of European Central Bank to conduct research related to policy issues in March 2010.



In 1975-76, Michigan Tech's first women's basketball team compiled an 8-6 record and included co-MVP (and business student) Patty Sullivan '80, number 10 above. A Hancock native, Sullivan would go on to a career in management and was inducted into the Michigan Tech Huskies Hall of Fame in 2002.

Others on the team were, back row, left to right: Coach Cheryl DePuydt, Karin Dode, Sue Grosvenor, Anne Eslinger, Barbara Phillips, and Mary Blake; front row: Lynn Dupuis, Mary Watz, Mary Jo Harwood, and Sullivan.



Do you have photos or memories that you would like to share? Please contact us at business@mtu.edu, visit our website at www.mtu.edu/business/contact, or call us at 906-487-2668.

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Join the conversation on Facebook, LinkedIn, Twitter, and YouTube to stay up to date with the School of Business and Economics. Find out what alumni are doing, where current students are finding jobs, and much, much more.