

Marketing & Decision Science Department Newsletter

MAY 2007

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Comings and Goings...

In the coming semester, the Marketing Department will be welcoming back some old friends. Sak Onkvisit and Aharon Hibshoosh will be returning from their Difference-In-Pay leaves this fall. Both professors have been very busy working on specialized projects during their departure.

While on leave Aharon worked as a visiting professor at the Hebrew University in Jerusalem. Located on top of Mount Scopus, Aharon said the university views were "beautiful and impressive." Aharon said due to the demanding research atmosphere, he had to quickly brush up on his literary knowledge.

In Israel, Aharon studied the evolution of the ATC technological incubator in Dimona.

In his examination, Aharon interviewed representatives from dozens of firms who have passed through the ATC.

Aharon also studied the extension and welfare conclusion of the modern price promotion. He fo-

cused his examination on "the revision of classical results of price discrimination theory due to leakage."

Sak spent a lot of time at Tomsk State University in Tomsk, Russia. At the university, Sak gave almost 50 lectures to economics, interna-



tional relations and management students. He also gave numerous seminars to train managers for the national economy for the Tomsk Regional Resource Center. During his leave, Sak also attended conferences in India and Thailand where he presented his work.

New Additions...

The department will soon be welcoming new members to its family. Dan Lynch will be coming aboard

as a new tenure-track associate professor in the 2008 spring semester. He is from Michigan State University where he taught in the Department of Marketing and Supply Chain Management. Dan has a PhD in Marketing and Logistics from the University of Arkansas.

Julia Taylor will be joining us in the Fall semester as a new part time lecturer. Julia has taught at Golden Gate and Marylhurst Universities. She has a Masters in Business Administration in International Finance. Julia also is currently working at Cisco Systems.

Taking Leave...

Therese Louie will begin her DIP leave for the 2007 - 2008 academic year. She plans on working on several research projects, including a collaborative study with John Yi that examines international data. Therese said she is excited to be given the chance to research an official SJSU SOTE's database. In her study, Therese will explore "factors that influence teaching evaluations." Finally, Therese will enjoy revising her teaching materials so that her "courses do not become obsolete."



Birthdays



May:

Richard Werbel	19th
Miki Donoho	22nd
Martin Kandes	25th

July:

Oliver Yu	8th
Therese Louie	11th
Virginia Larsen	31st



June:

Mary Lynn Wilson	2nd
Jeff Kallis	6th
Dan Evans	28th

August:

Steven Corio	5th
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Graduation

Commencement Info

The 11th annual Marketing Commencement ceremony will take place on Friday, May 25th at the Parkside Hall in downtown San Jose. Parkside Hall is located at 180 Park Ave. The ceremony will take place from 3 pm - 5 pm. Refreshments and hor'dourves will be served at the reception.



Farewell Virginia...

At the close of the Spring semester Virginia Larsen will be saying her goodbyes to the Marketing Department and San Jose State University as she embarks into retirement.

Dr. Larsen has taught Business Communications courses at the University for 30 years.

During her time at SJSU, Virginia earned her Ph.D from the University of California, created a new communications course and taught in China, according to Nancie Fimbel.

SJSU honored Virginia with the Outstanding Undergraduate Professor Award in 1992. She said winning that accolade is a vivid and glorious memory for her.

Virginia hopes to be remembered as a good, caring teacher who had compassion for her students.

Nancie Fimbel has been Virginia's colleague and friend for the past 20 years. Nancie said her workmate will leave behind a "wonderful

legacy," and hopes that she will come back to visit "regularly."

"Virginia's care for and support of students, her love of ideas, her expertise in business communication, and her friendship with many of her marketing colleagues have never wavered," Fimbel said.

Virginia said she will miss the people at SJSU the most, including her friends, colleagues and students.



As an instructor, she said that she really enjoyed the students and the various cultures to which they've introduced her. Virginia said the diverse make-up of the student body and the University has made for an enriching experience.

Long time officemate Jim Stull remembers Virginia as the "best audience for my crude jokes."

Stull and Larsen have been colleagues since 1977 - the year Virginia came to SJSU. They also shared an office for 12 years. Stull said he is still waiting for his former office partner to e-mail him and to give her "a big hug."

Virginia said besides teaching Shakespeare, she has mostly accomplished all she has set out to achieve.

"There really hasn't been too many omissions from my career," Virginia said.

Virginia said she couldn't have earned her Ph.D with out the support of her colleagues.

"The thing that meant the most to me was the fact that when I decided to go back for the doctorate, I got all the support and help from both the Marketing Department and the College of Business," Virginia said. "I think that was the most memorable thing."

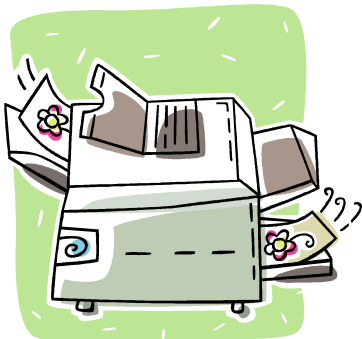
Shannon Amidon will remember Virginia as one of the coolest and most stylish members of the Marketing Department. Shannon also noted that Virginia could always make her smile with her "wonderful sense of humor."

Dr. Larsen plans on using her new free time to travel, volunteer, write non-fiction and visit with family and friends. Virginia said she might volunteer her 100W and resume-writing expertise at a women's correctional facility.

New Office Equipment

The department received some exciting, new equipment this semester, including a Konica copier, a conference room projection screen and two portable mini-LCD projectors for classroom usage.

The new matte white projection screen provides superior image resolution and accurate color reproduction. It has been mounted in the Marketing Department conference room and is available for various types of presentations.



The ultra portable light-weight projectors have 1,400 powerful lumens and weigh only 2.44 pounds.

The projector integrates audio, video and data to make a multimedia presentation seem larger than life. The two projectors are available for check out and will be located in the exam closet inside the Marketing Department.

Information on how to operate the new Konica copy machine is posted on the wall above the copier. If you need any assistance, please don't hesitate to ask.

We'll be back...

The Marketing and Decision Sciences department is excited to announce the creation of our new department newsletter.

The newsletter will showcase our instructors, so we'll be asking for your input in the future.

Rachel Hill will be creating the newsletter, so if you have any ideas, please contact her.

The newsletter will return in the fall semester, so make sure to check it out.