

# Marketing & Decision Sciences Department Newsletter

Designed by Rachel Hill and Shannon Amidon

Vol. 2

## Behind the scenes.....

**A**lthough the halls were bare around the Marketing Department, faculty members were busy working away on their summer projects.

During his summer break, Yudhi Ahuja has been researching topics concerning Faculty Motivation and Effectiveness in a Competitive Environment.

Yudhi said the focus of his research will study “the overall challenges, industry demands, challenges of business schools, student concerns and feasible solutions including the CEO’s perception about Perfect Manager and the skills valued by recruiters globally.”

To establish parameters for his faculty motivation project, Yudhi said he compared the perceptions of students at SJSU and the University of Delphi, India.

Yudhi determined in his research that “the teaching methodology, faculty blend - AQ vs. PQ -, integration of various program elements and mutual consultations among peers, are some strategies for faculty motivation and effectiveness in a competitive environment.”

## Foreign Visitors

On behalf of the College of

Business, Oliver Yu organized in July two special courses: one on Entrepreneurship Development for 30 business students from the National Chi-Nan University of Taiwan and the other on Investment Portfolio Management for 36 business students of the National Chiao-Tung University also from Taiwan.



At the end of their coursework, Oliver said the students “formed teams to give English presentations of the results of their studies to a panel of judges from the local business community.” The student groups competed to see who had the most effective business plan and the most profitable investment portfolio.

Oliver said the courses were developed and managed by the COB’s Silicon Valley Business Stars Program, for which he is the director, in collaboration with the Studies for American Language

Program in the International and Extended Studies at San Jose State University.

## Study Abroad

The College of Business now has the most students it has ever had studying abroad, according to Howard Combs. The three most popular sites for our business majors currently are Great Britain’s Nottingham Business School, City University of Hong Kong and Chulalongkorn University in Thailand.

This summer Howard taught at Chulalongkorn University and visited City University in Hong Kong. At each university he worked with study abroad coordinators to expand the existing relationship for student exchange.

At each institution Howard said he met with students from SJSU and encouraged others to come to San Jose. He reports that our exchange students were very happy with their decision to study abroad. In June the COB sponsored its first honors study abroad experience in China. Both students and faculty report that this class was very successful. Howard also presented a paper at an international conference in Hong Kong and had a journal article accepted for publication. Howard also traveled to the Philippines, Cambodia, Taiwan and China.

# Family Giving Tree



By Shannon Amidon

**N**ow that the fall semester is upon us, it is hard not to think about the upcoming holiday season. With this I would like to remind everyone of the Family Giving Tree.

The Family Giving Tree has been a COB tradition since 1990, created by MBA student Jennifer Cullenbine. It has grown into a

program that works with 180 Bay Area social services agencies and last year distributed gifts to more than 68,000 children. For the past 10 years the staff in the Marketing Department have been the ones to initiate and organize The Family Giving Tree program for the COB.

This year I would really like to urge you to be aware of how fortunate we all are. There are so many children and people who are less fortunate and need our help. Last year the COB donated 111 gifts and \$589 to the Family Giving Tree.

This holiday season I am sure we can do better and break our previous record. If each person in our department fulfilled just one wish we would be providing gifts for almost 40 children.

The wish cards will be available in the department copy room around Thanksgiving. I encourage everyone to take a card early and create a happy memory for a person who is less fortunate than you.

# Recipes

## Raspberry Lime Pie

- 1 14oz. can condensed sweetened milk
  - 1/2 Cup lime juice {3 limes}
  - 1 {8 oz. }container frozen whipped topping
  - 1 Cup fresh raspberries
  - 1 9in. graham cracker crust {baked and cooled} or store bought
- More raspberries & mint leaves can be used for garnish.



In a mixing bowl, beat together condensed milk & lime juice. Mixture will begin to thicken. Mix in whipped topping. Gently fold in raspberries. Spoon into pie crust. Chill. Garnish if you desire with additional raspberries & mint. Thanks Shannon for contributing her Grandmother's recipe.

### Sept.:

Howard Combs 4th  
Michael Cherry 11th  
Ron Davis 24th

### Dec.:

Ken Gehrt 7th  
Jerry Thomas 10th  
Jeffrey Fadiman 13th  
David Smith 14th  
David Mills 27th

### Oct.:

Aharon Hibshoosh 2nd  
Yudhi Ahuja 2nd  
Monica Chavarria 15th  
Steven Silver 20th

## Birthdays

### Nov.:

David Mease 1st  
Bryon McIntyre 4th  
Joe Giglierano 10th  
Mahesh Rajan 23rd

### Jan.:

Marilyn Easter 6th

# University News

The Western Association of Schools and Colleges has renewed San Jose State University's accreditation. According to the SJSU Web site, WASC said SJSU's final report "was clearly organized, well written, and extensively documented."

Negotiations on the CSU faculty contract were finalized earlier this year, sparking many new changes around campus. As a result, we have broken down some of the new, basic ratifications that will be taking place. All info was furnished by the official CFA Web site.

- A 20.7% General Salary Increase that will be retroactive back to July 2006 and will be in effect until 2010. Over the life of the contract, EVERYONE will get a minimum of 20.7%.
- Four guaranteed 2.65% Service Step Increases for faculty who are eligible for them - all are effective

on the eligible faculty member's anniversary date. This is also retroactive to 2006 / 2007.



- Per Article 10: Provides Arbitrators with full, unrestricted authority to award promotion, tenure, appointment and any other remedies thought necessary. Establishes an expedited, "umpire" arbitration system for use in time-sensitive lecturer employment and assignment cases.
- Per article 12: Requires renewal of 3-year appointments except in instances of documented, unsatisfactory performance. Establishes a "recall" list for lecturers displaced

from their appointments because of lack of work. Requires the establishment of deadlines for range elevation procedures and removes limits on the amount of money available for range elevation appeals and allows CFA representation at hearing. Allows part-time lecturers to accumulate new or additional work up to 1.0 (full time).

- Per Article 14: Eliminates "lack of funds" as a legitimate basis for the denial of promotion.
- Per Article 15: Increase rebuttal time & clarifies timelines for notification of evaluation criteria; Requires prior notice & consultation for classroom observation; Reduces required periodic evaluation for 3-year lecturers to once every 3 years.
- Per Article 23: Improves flexibility of maternity / paternity leave by increasing to 75 days the period of time during which the leave must commence.
- Per Article 26: Differentiates faculty fee waiver terms from those of faculty dependents. Expands eligibility to 3-year lecturers.
- Per Article 29: The FERP program will maintain its current form with 5 years of participation.

## CONTRACT TABLE

	GSI	SSI	EQUITY	PPI
06-07	3.0% retro to 7/1/06 1.0% 6/30/07 – paid July 07	2.65% on anniversary		
07-08	3.7% 7/1/07 2.0% 6/30/08 – paid July 08	2.65% on anniversary	\$7 million ( = approx 0.5%)	
08-09	3.0% 7/1/08 2.0% 6/30/09 – paid July 09	2.65% on anniversary	\$7 million	\$7 million
09-10	4.0% 7/1/09 2.0% 6/30/10 – paid July 10	2.65% on anniversary		\$7 million
<b>TOTAL</b>	<b>20.7%</b>	<b>4 SSIs = 10.6%</b>	<b>\$14 million</b>	<b>\$14 million</b>

\*\*\*Another 3% could be added to the settlement: 1% in 07/08, 08/09, and 09/10 if the CSU receives a 1% augmentation for salary (above the compact) in any of these years.

**If you would like to contribute to our newsletter, please contact Rachel at 924 - 3505 or e-mail. [hill\\_r@cob.sjsu.edu](mailto:hill_r@cob.sjsu.edu)**

# Calendar of Events

## September:

Sept. 3rd - Campus Closed, Labor Day Holiday.

Sept. 5th - Last day for students to drop classes.

Sept. 12th - Last day for students to add classes.

## November:

Nov. 12th - Campus closed, Veteran's Day.

November 22nd - 23rd - Campus closed, Thanksgiving Holiday.

## December:

Dec. 7th - Department holiday party.

Dec. 10th - Last day of class

Dec. 12th - Finals

Dec. 21st - Fall grades are due.

## January:

Jan. 21st - Department Welcome Back Meeting.

Jan. 22nd - Spring semester begins.

## Tips & Tricks

Email is one of the most frequently used forms of communication for our students. It is important to check your email regularly and respond to students in a timely manner.

You can access your COB email from office campus. Simply go to:

<http://www.cob.sjsu.edu/faculty/connectivity/>,

Click on Web Email Access and enter your user name and password. You will be able to view, send and receive email from this web mail page.

## Congratulations



Joe received a 4-year appointment as the chair of the Marketing and Decision Sciences Department.



Marilyn earned early tenure



Mahesh received promotion to Associate Professor



Richard will begin his FERP.

## Our Students

The Marketing Department has chosen to take a more active role in collaborating with the Marketing Association on related projects and events. Although we will miss our former MA President Desire Malinao and Vice-President Helen Do, the department is happy to welcome the club's new officers.

**MA President:**

**Michael Kwong**

**MA Vice President:**

**Ben Moon**

**MA Promotions Director:**

**Denny Le**

**MA Event Coordinator:**

**Saldy Suriben**

Marketing Department alumni Corey Cabral is the first Spartan athlete to receive WAC's Stan Bates Award for 2006 - 2007. The accolade recognizes "the top individual male & female scholar-athletes in the conference based on academic records, athletic performance, character, sportsmanship, leadership & community service." Awardees receive a trophy & a \$2,000 post-graduate scholarship. Cabral pitched for the Spartans from 2003 - 2007. The pitcher was a 3-time Academic All-WAC selection in 2003, 2004 & 2007.