



IN THE KNOW

MARCH-APRIL 2011

ANNOUNCEMENTS

- The Student Advisory Board has initiated a **recycling program** for the Commerce & Finance building. Containers for recyclables have been located throughout the building to collect bottles and cans, which the students then take to a nearby recycling facility.

- The College of Business Administration will host numerous guest lecturers throughout **Alumni Week**, March 21-25. We are pleased to announce that the keynote address will be delivered by CBA alumna **Laura Soave**, Head of Fiat Brand for North America, at 1:00pm on March 22 in the Fountain Lounge.

- The annual **Honors Convocation** will take place Sunday, March 27, beginning with Mass in the St. Ignatius Chapel and concluding with the presenting of awards in the Ballroom. A new addition this year is the **Patrick Wirtz Accounting Award**, to be given to an outstanding Accounting student in memory of the late Professor Pat Wirtz. A teacher, scholar, and practitioner, Pat served as Discipline Coordinator of Accounting until his untimely death last August. The award is being funded by the Wirtz family, colleagues, and friends.

COLLEGE OF BUSINESS ADMINISTRATION



The College of Business Administration is pleased to welcome students, staff, and internship employers from Loyola High School's Work Experience Program for their annual appreciation banquet on March 15. The event is sponsored by **Cathy Schmitt**, a CBA alumna who currently serves as the Executive in Residence for the College.



Dr. Mary Ann Hazen, Professor of Management, has been awarded a sabbatical for the Fall 2011 semester. Her sabbatical project will examine mechanisms for converting teaching experiences into pedagogical research.

Fr. Gerald Cavanagh of the College of Business Administration, and Eric Hespeneheide, of Deloitte & Touche, and a UDM alum, will be presenting "Millennium Development Goals, Business Planning and the UN Global Compact Management Model" at Notre Dame University, March 20-22, 2011.



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Faculty Spotlight



On Monday, February 7, The College of Business Administration welcomed some 250 high school students from around metropolitan Detroit to the 25th annual **Super Bowl "Ad Nauseam"**, hosted by **Dr. Michael Bernacchi**, Professor of Marketing. As in previous years, Dr. Bernacchi polled students from around the U.S. for their opinions of the commercial advertisements that ran during the Super Bowl. The ads were ranked for their effectiveness, and the students' rankings were compared to those of *USA Today's Ad Meter*. In presenting the results, Bernacchi offered insight into the qualities of the best advertisements. For the past several years, the Ad Nauseam has been part of America's Marketing High School, which Bernacchi cofounded to provide free course content to secondary schools in the field of Marketing. An added feature of this year's Ad Nauseam was the collection of canned goods by participating students for distribution to food banks in Detroit.

Congratulations to the Global Entrepreneurial MBA students from Fu Jen University in Taiwan! Cohort VI will be studying here May 2nd through May 14th, and will be participating in our Commencement May 14th.

Honor Society Brunch will be held April 10th.

Mass 10:00 am
Brunch at Detroit Golf Club 11:15 am

After brunch the Business students will be inducted into Beta Gamma Sigma, Beta Alpha Psi, and Alpha Iota Delta.

The Graduate Salute will be held March 16 and 17th in the Fountain Lounge 11:00 - 2:00 and 4:00 - 6:00. You may order your caps and gowns, rings, invitations, and most importantly **turn in your RSVP cards** if you are planning on participating in the Commencement Ceremony.

Remember that you are not allowed to participate in the ceremony if you do not turn in a RSVP card.

Baccalaureate Mass is May 14th at 9:30 in Gesu Church.

Commencement Ceremony is May 14th 1:00 to 4:00 in Calihan Hall.



BRUCE BRORBY



Bruce Brorby, Senior Associate Dean for the College of Business Administration, has announced that he will be stepping down from that post over the summer to return to his first love, teaching Economics.

Bruce is among the most well-respected administrators at the University of Detroit Mercy, and

with good reason: he has devoted an entire lifetime to the University, and always with the highest levels of competence, professionalism, and dedication to its mission and identity.

He was appointed Assistant Professor of Economics in 1971, became tenured in 1976, and soon thereafter entered administration. He served briefly as Assistant Dean for the College of Business Administration before becoming director of the MBA Program in the late 1970s. From 1984 to 1988 he was Director of the University's Clarkston Campus, and since 1988 he has served as Assistant Dean, Associate Dean, and

Senior Associate Dean in the College of Business Administration. In those capacities, Bruce has seen the institution through the consolidation of Mercy College and the University of Detroit, and assisted a series of seven deans in keeping the College accredited while moving it into the 21st century.

With sincere gratitude for his many years of outstanding service, the College of Business Administration bestowed its highest recognition on Bruce Brorby in 2009, by inducting him into its Hall of Honor. The College has been conducting a national search for his successor.

IN THE
KNOW
NEWSLETTER

VOLUME 9
ISSUE 4

DETROIT ECONOMIC CLUB



A group of **UDM business students**, accompanied by Dr. Omid Sabbaghi, attended the Detroit Economic Club meeting on January 24, 2011. The DEC meeting focused on investing in environmentally friendly infrastructure.

Charles G. McClure of Arvin-Meritor, Inc. Bryan Walsh of TIME Magazine moderated a panel discussion with the CEOs. The panelists spoke about the importance of Nature's role in developing long-term sustainable business strategies and decisions.



College of Business Administration undergraduate student Anthony Nardone stands to ask a question of the

The students, sponsored by the Dow Chemical Company, had the opportunity to discuss real-world economic and financial issues with several CEOs, including Andrew N. Liveris of The Dow Chemical Company, Mark Tercek of The Nature Conservancy, and

At the DEC meeting, Dow Chemical Company and The Nature Conservancy announced a new strategic partnership in growing global and domestic economies while conserving the environment.



HELPING THOSE IN NEED

Last semester, as part of the course Business as a Profession, taught by **Dr. Mary Higby**, Professor of Marketing and **Mary Ann Hazen**, Professor of Management, freshmen business students were given the opportunity to develop a product or a service to raise money for charity.

The class divided into 5 teams. The teams developed business plans and applied for seed money. Each team performed a different activity and together they raised \$732.00. The money was donated to the Ruth Ellis Center, one of the charities

associated with UDM's Institute for Leadership and Service.

Accepting the donation was University of Detroit alumna and Ruth Ellis Center Board Member, Ms. Karen Brown. Ms. Brown spoke to the class and explained the great work going on at the Center. The Ruth Ellis Center is 1 of 2 homeless centers in the country that help gay, lesbian, bisexual, transgender and questioning youth.

The Center is one of 21 organizations selected by the Community Foundation for

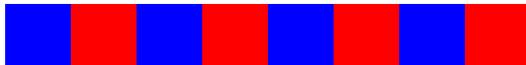
Southeastern Michigan (CFSEM) for its emergency food and shelter program. The program is being funded by CFSEM and the Max M. and Marjory Fisher Foundation. For every \$2 the center raises, it receives \$1 from the foundations. Right now \$20,000 in matching funds is available to them, so if they raise \$40,000, they will have a total of \$60,000 to use toward their operations. The \$732 raised by the business students qualifies for the match, as will other contributions that are received from individual donors.

IN THE KNOW NEWSLETTER

VOLUME 9 ISSUE 4



Karen Brown, of the Ruth Ellis Center, speaks to UDM students about her work.



RECENT CBA FACULTY PUBLICATIONS:

Shahram Taj, Cyrus K. Motlagh, Mary Ann Hazen and Cristian Morosan, "Dependencies within Dimensions of Lean Manufacturing: Evidence from the Chinese Manufacturing Plants" *International Journal of Operations and Quantitative Management*, 17(3) 2011: 101-124.

Omid Sabbaghi, "The Behavior of Green Exchange Traded Funds" *Managerial Finance*, 2011.

Navid Sabbaghi and **Omid Sabbaghi**, "Sustainable Supply Chain Management" in N.R. Khalili (ed.). *Practical Sustainability: From Grounded Theory to Emerging Strategies*. Palgrave Macmillan, 2011: 101-119.

Joseph G. Eisenhauer, Doris Geide-Stevenson, and David L. Ferro, "Experimental Estimates of Taxpayer Ethics" *Review of Social Economy*, 69(1), 2011: 29-53.

DO YOU REMEMBER WHEN?



This photo was taken on April 22nd, 1976 at the corner of McNichols & Livernois. As you can see, the cost of gasoline was only .54 cents per gallon, my how times have changed.