College of Business & Public Administration

Writing Workshop – April 17, 11:30 – 1:30, Riverpoint Campus, Phase 1 rm 118
The College Assessment Committee is sponsoring a writing workshop titled, "How to Make Students More Responsible for Their Writing Improvement." The agenda will cover two items: (1) A review/refresher of professional employees' most common writing errors (those in attendance will receive a copy of a reference manual with ALL the answers), and (2) a review of a draft proposal for writing improvement across the CBPA curriculum with little faculty effort. All CBPA faculty and staff are invited but must RSVP to Pam Weigand: dopamw@mindspring.com.

Drive for Excellence – June 5
Join us this year for the annual Drive for Excellence golf tournament at the Creek at Qualchan. Funds earned from this tournament help the college meet the demands of student scholarships and faculty development. As many of you know, this event was first founded as a memorial tournament for Peter Bozanich and Arnie Carlson, professors in the college who passed away during their tenure at Eastern. This tournament has grown annually and funds from the event have helped many students to receive an education. If you’re not a golfer but would like to participate in the day’s events, volunteer workers are needed to help with registration, sell raffle tickets, and lots of other “fun” duties. For more details on the tournament, please contact Sharlene Bozanich.

Awards Celebration – June 11
Celebrating achievements is one of the aspects of higher education that we always look forward to at this time of year. The annual Awards Celebration for 2009 will honor students receiving awards in the college, scholarships, Beta Gamma Sigma inductees, as well as faculty awards in teaching, service, and research. The event will take place in the Riverpoint Academic Center, room 20 at 4 p.m. followed by a reception.

Commencement – June 13
One of the big changes this year to the Commencement Exercises is that both undergraduate and graduate ceremonies will be outside at Woodward Stadium. Additionally, students will be seated in two sections rather than the three that has been used the last couple of years. Hopefully this will lead to less confusion on where students need to go on and off the stage. As always, faculty are encouraged to attend to show support for our students and their accomplishments.

News from the Northwest Tribal Technical Assistance Program

EWU’s Northwest Tribal Technical Assistance Program (TTAP) Creates Posters for Tribal Safety Programs at the National Transportation Research Board (TRB) Conference, January 2009
Two Posters were presented by Michele Siedenburg and Richard Rolland through the
NW TTAP at the National TRB Conference organized by the Safety Subcommittee of the Native American Transportation Issues Committee, and both can be viewed at: http://ewutribalsafetyposters.pbwiki.com/ The poster sessions were developed by URP student Chamisa Bird, Richard Rolland, Director NW TTAP and Dr. Dick Winchell. Additional information on this project is also available in the NW Tribal Transportation News at http://www.ewu.edu/groups/cbpanwattap/newsletter/Fall2008NW.pdf

Richard Rolland, Director NW TTAP, facilitated a panel on Indigenous Response to Global Warming at the 2009 Annual Transportation Research Board Conference. He and Michele Siedenburg, NW TTAP Program Specialist, also participated in meetings and sessions of the Native American Transportation Issues Committee and the Safety Subcommittee, the Disadvantaged Business Enterprise Committee and Technology Transfer Committee.

Eastern Washington University has been selected to continue operation of the NW Tribal Technical Assistance Program under a new cooperative agreement with the Federal Highway Administration. The agreement is for $280,000 annually for two years with a possible three one-year extensions.

EWU - Tribal Services under the direction of Richard Rolland just completed development of a model GIS program integrating road inventory data from multiple sources for use in collaborative project identification, funding and development. Funded by the Western Federal Lands Office and the Washington Department of Transportation this project worked collaboratively with four counties, the Forest Service, the Park Service, the Confederated Tribes of the Colville Reservation and utilized technical support from Spokane County GIS and WSU GIS Departments.

Faculty Achievements

Business Ethics and the Credit Crisis was the title of a conference attended by Sandra Christensen in April where she presented her paper, “The Role of Moral Hazard in the Evolving Global Financial Crisis.”

Joe Dowd and Beth Murff co-authored an article, “Utility Accounting System Change During Increasing Competition: An Application of Discriminant Analysis,” that was published in the November 2008 issue of the American Journal of Business Research a publication of the American Institute of Higher Education.

“An Exploratory Study of the Extent of Information Technology Adoption in SMEs: An Application of Upper Echelon Theory,” an article co-authored by Duanning Zhou, Ta-Tao Chuang and Kazuo Nakatani, was published in the 2009 issue of the Journal of Enterprise Information Management.

Duanning and Wayne Wei Huang, had their article, Using Fuzzy Classification Approach to Assess E-Commerce Websites: An Empirical Investigation (in press 2008), in the ACM Transaction on Internet Technology.
In addition, **Duanning, Bill McGonigle**, and Robert Sarikas’ article, “Impact of In-depth Exposure of Database Knowledge to Accounting Students: An Empirical Study,” was published in the 2009 issue of *Global Education Journal*.

“Power Sellers as an Intervening Variable of the E-Commerce Consumer Behavior Model,” was the title of a paper presented and published in the proceedings at the recent Western Decision Sciences Institute, authored by David Olsen, Myles Powell, Robert Mills and **Vance Cooney**, this month in Hawaii.

**Vance** made two Health Informatics presentations to the Health Services Administration Advisory Board. He made a presentation on this topic at the February Women in Healthcare conference that was hosted by the CBPA and EWU. **Vance** also has developed a new course in Health Informatics that he is teaching this quarter. This is the first step in developing a new Health Informatics option for students.


A paper co-authored by Charles Zeis, Agnieszka Waronska, and **Dean Rex Fuller**, “Value-added Program Assessment Using Nationally Standardized Tests: Insights into Internal Validity Issues,” has been accepted for presentation at the June 2009 *International Academy of Business and Economics* (Greece). The paper has also been accepted for publication in their journal and proceedings.

**Dee Martin** recently attended the New Mexico Mediation Association 2009 Winter Convocation as a representative of the Washington Mediation Association where she is currently serving as President-elect.

**Marty Johnston** was this year’s coordinator of the Women in Health Care conference held on the Riverpoint campus in February. Faculty from the College who made presentations included **Wendy Eager, Vance Cooney**, and **Marty**. Other University faculty and staff who participated were Maria Hernandez Peck, Robin Pickering, Karen Wanjico and Kenra Selle.

**Bob McGinty**’s paper, “The Plight of Women on Campus,” was presented at the Western Decision Sciences Institute conference and published in the proceedings, held this month in Hawaii.
Larry Luton was notified that his article, “Administrative ‘Interpretation’ as Policymaking: An Abuse of Discretion by Presidential Administrations,” has been accepted for publication in the December 2009 edition of *Administrative Theory and Praxis*.

“Strategic Responses Arising from Divergent Foreign Policy and Trade Perspectives,” authored by Patricia Nemetz-Mills is currently in press for publication in the *Journal of Executive Education*.

Patricia and an MBA student, Teresa Smith, were co-authors on a paper being presented at the Western Decision Science Conference in Hawaii this month. The paper’s title is, “An Exploratory Study of Perceptions Comparing Social Entrepreneurship to Government Foreign Aid in an East African Village.”


Goitom and Dawit Zerom have had their article “Agent’s Quest for Reputation and Referrals from Past and Present Customers as the Agent’s Source of Business,” accepted for publication in the *International Journal of Services, Economics and Management* 2009, Vol. 1, #3.

**Faculty/Student Projects**

Students in Bob McGinty’s Management 490 course completed the following projects during the Winter quarter term:

- Sports Management: Rebuilding Team Red (EWU Athletics)
- Memorabilia: Increasing Awareness & Sales Revenue (EWU Bookstore)
- Going Green: Field Application Consulting (Cheney Safeway store)

Students in Jeff Buxton’s marketing classes completed several projects during Winter quarter:

- Marketing/Sales Plans for VCare Health Care Solutions (MKTG 416). VCare is a new venture start-up medical equipment company and plans were presented for captive and manufacturers representative sales forces.
- Retail Marketing Plans for Yuppy Puppy (MKTG 414), a dog grooming/pet store. Plans will be used to help the business double their size and sales, and to secure financing with a local Spokane bank.