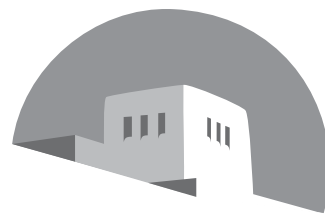


UNM

ANDERSON SCHOOL  
of MANAGEMENT



# BUSINESS FACULTY MEDIA GUIDE 2009-2010

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## ABOUT THE ANDERSON SCHOOL OF MANAGEMENT

The Anderson School of Management at the University of New Mexico is dedicated to excellence in professional management education. At Anderson, faculty, staff, and students are committed to shaping the intellect and character of the next generation of business leaders, advancing the knowledge and practice of management, promoting economic development, and building a vibrant intellectual community that serves the highest and best interests of all our stakeholders.

The School was founded in 1947, and named for New Mexico oil man and longtime ARCO/Atlantic Richfield CEO, Robert O. Anderson in 1974. Anderson offers more than a dozen concentrations at the BBA and MBA levels and is accredited by the Association to Advance Collegiate Schools of Business International (AACSB) - only 20 percent of the nation's top business schools have earned this prestigious designation. The School is funded by the State of New Mexico and further support is generated by Anderson School of Management Foundation.

Faculty contact information is available online at <http://www.mgt.unm.edu/faculty/directoryAlpha.asp>. For more information, the public can call 505-277-6471 or email [info@mgt.unm.edu](mailto:info@mgt.unm.edu).

**Photos, interviews, and further information are always available on request.**

### ANDERSON DEAN'S OFFICE

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Dean

**DR. MICHELLE ARTHUR**

Associate Dean for Enrollment Management

**DR. DOUGLAS THOMAS**

Associate Dean for Accreditation

**DR. JACQUELINE HOOD**

Faculty Supervisor for Management Development Center



# SUBJECT EXPERTISE

## ACCOUNTING

Philip Bougen, PhD  
Richard G. Brody, PhD, CPA, CFE  
Ann Brooks, MBA  
Stephen Burd, PhD, CPA  
Michele Chwastiak, PhD  
Robert F. Gary, PhD, CPA  
Leslie Oakes, PhD  
Alistair Preston, PhD (On Sabbatical)  
Dennis Togo, PhD  
Craig White, PhD

## ADVERTISING

John Benavidez, MBA  
Linda Ferrell, PhD  
Dimitri Kapelianis, PhD

## ARTS MANAGEMENT

Leslie Oakes, PhD

## AUDITING

Richard G. Brody, PhD, CPA, CFE  
Ann Brooks, MBA

## AUTO INDUSTRY

Doug Stewart, PhD  
Steve Walsh, PhD

## AVIATION

Doug Thomas, PhD  
Steve Walsh, PhD

## BANKING

Allen Parkman, PhD, JD  
Doug Stewart, PhD  
Gautam Vora, PhD

## BANKRUPTCY

Richard G. Brody, PhD, CPA, CFE

## BIOTECH

Sul Kassicieh, PhD  
Steve Walsh, PhD

## BLOGGING

Nick Flor, PhD

## BUSINESS COMMUNICATIONS

John Benavidez, MBA  
Linda Ferrell, PhD

## BUSINESS EDUCATION

Robert DelCampo, PhD  
Jacqueline Hood, PhD  
Howard Kraye, MBA  
Doug Thomas, PhD  
Gautam Vora, PhD  
Steven Yourstone, PhD

## BUSINESS ETHICS

Linda Ferrell, PhD  
OC Ferrell, PhD  
Jacqueline Hood, PhD  
Howard Kraye, MBA  
Jeanne Logsdon, PhD  
Sarah Smith, JD  
Harry Van Buren, PhD

## BUSINESS LAW

Allen Parkman, PhD, JD  
Amelia Nelson, JD  
Sarah Smith, JD

## BUSINESS PLANS

Sul Kassicieh, PhD  
Steve Walsh, PhD

## BUSINESS & THE FAMILY

Robert DelCampo, PhD  
Allen Parkman, PhD, JD

## BUSINESS & POLITICS

Howard Kraye, MBA  
Jeanne Logsdon, PhD  
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## **CAREERS**

Karin Kase, MEd

## **CASINOS & GAMING**

Sul Kassicieh, PhD  
Howard Kraye, MBA  
Gautam Vora, PhD

## **CONSTRUCTION**

Philip Bougen, PhD

## **CONSUMER BEHAVIOR**

Gerald Albaum, PhD  
John Benavidez, MBA  
Linda Ferrell, PhD  
OC Ferrell, PhD  
Dimitri Kapelianis, PhD  
Howard Kraye, MBA

## **CORPORATE GOVERNANCE**

Shawn Berman, PhD

## **CORPORATE SOCIAL RESPONSIBILITY**

Shawn Berman, PhD  
Linda Ferrell, PhD  
OC Ferrell, PhD  
Howard Kraye, MBA  
Jeanne Logsdon, PhD  
Harry Van Buren, PhD

## **DECISION MAKING**

Richard G. Brody, PhD, CPA, CFE  
Jacqueline Hood, PhD  
Howard Kraye, MBA

## **DIVERSITY**

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Jacqueline Hood, PhD

## **E-BUSINESS/E-COMMERCE**

Ranjit Bose, PhD  
Nick Flor, PhD  
Sul Kassicieh, PhD

Howard Kraye, MBA  
Doug Thomas, PhD

## **ECONOMY**

Allen Parkman, PhD, JD  
Doug Thomas, PhD  
Gautam Vora, PhD  
Steve Walsh, PhD

## **ECONOMIC DEVELOPMENT**

Dante DiGregorio, PhD  
Jacqueline Hood, PhD  
Sul Kassicieh, PhD  
Howard Kraye, MBA  
Jeanne Logsdon, PhD  
Allen Parkman, PhD, JD  
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Steve Walsh, PhD

## **EDUCATION**

Robert DelCampo, PhD  
Jacqueline Hood, PhD  
Howard Kraye, MBA  
Doug Thomas, PhD  
Gautam Vora, PhD  
Steven Yourstone, PhD

## **EMPLOYEE RECRUITING**

Karin Kase, MEd

## **ENVIRONMENTAL ISSUES**

Jeanne Logsdon, PhD  
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## **ETHICS**

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OC Ferrell, PhD  
Jacqueline Hood, PhD  
Howard Kraye, MBA  
Jeanne Logsdon, PhD  
Sarah Smith, JD  
Harry Van Buren, PhD

## **FILM, NEW MEDIA, GAMES**

Nick Flor, PhD  
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## **FINANCE**

Emmanuel Morales-Camargo, PhD  
Hsuan-Chi Chen, PhD  
John Schatzberg, PhD  
Gautam Vora, PhD

## **FORENSIC ACCOUNTING**

Richard G. Brody, PhD, CPA, CFE

## **FRAUD**

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## **GOVERNMENT**

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## **HEALTH CARE**

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Leslie Oakes, PhD  
Allen Parkman, PhD, JD

## **HEALTH INFORMATION TECHNOLOGY**

Stephen Burd, PhD, CPA

## **HIRING**

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## **HISPANICS IN BUSINESS**

Robert DelCampo, PhD

## **HUMAN RESOURCES**

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Jacqueline Hood, PhD

## **INFORMATION ASSURANCE**

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## **INFORMATION SYSTEMS**

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Stephen Burd, PhD, CPA  
Nick Flor, PhD  
Xin Luo, PhD  
Josh Saiz, MBA  
Alex Seazzu, MBA

## **INSTITUTIONAL ENTREPRENEURSHIP**

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## **INTERNAL ACCOUNTING**

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Ann Brooks, MBA

## **INTERNATIONAL BUSINESS**

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Raul de Gouvea, PhD  
Dante DiGregorio, PhD  
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## **INTERNET FRAUD**

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## **INTERNET-BASED BUSINESS**

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## **INTERVIEWING SKILLS**

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## **INVESTING**

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Gautam Vora, PhD

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## **LAW**

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## **LEADERSHIP**

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Jacqueline Hood, PhD  
Kathryn Jacobson, PhD  
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## **MARKETING**

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OC Ferrell, PhD  
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Howard Krayer, MBA  
Mary Margaret Rogers, PhD

## **MEDIA**

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## **MEXICO/US TRADE**

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## **NATIVE AMERICANS IN BUSINESS**

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Dante DiGregorio, PhD  
Leslie Oakes, PhD  
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## **NETWORKING**

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## **NEW MEXICO ECONOMY**

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Doug Thomas, PhD  
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## **NON-PROFITS**

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Jeanne Logsdon, PhD  
Leslie Oakes, PhD  
Doug Stewart, PhD

## **ORGANIZATIONAL CHANGE MANAGEMENT**

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Kathryn Jacobson, PhD

## **PERSONAL FINANCE**

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## **RETAIL**

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## **REAL ESTATE**

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## **RISK MANAGEMENT**

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## **SMALL BUSINESS /ENTREPRENEURSHIP**

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Sul Kassicieh, PhD  
Howard Kraye, MBA  
Raj Mahto, PhD  
Doug Stewart, PhD  
Doug Thomas, PhD  
Steve Walsh, PhD

## **SOCIAL NETWORKING**

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## **SOCIAL RESPONSIBILITY**

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## **SPANISH-LANGUAGE INTERVIEWS**

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## **SPORTS MARKETING**

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## **START-UPS**

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Howard Kraye, MBA  
Raj Mahto, PhD  
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## **STATISTICS**

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Karen Patterson, PhD

## **STOCK MARKET**

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John Schatzberg, PhD  
Gautam Vora, PhD

## **SUPPLY CHAIN MANAGEMENT**

Howard Kraye, MBA  
Mary Margaret Rogers, PhD

## **TAXES**

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## **TAX ACCOUNTING**

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Craig White, PhD

## **TECHNOLOGY**

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Stephen Burd, PhD, CPA  
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Howard Kraye, MBA  
Doug Thomas, PhD  
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## **TECHNOLOGY MANAGEMENT**

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Howard Kraye, MBA  
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## **TELECOMMUNICATIONS**

Stephen Burd, PhD  
Doug Thomas, PhD

## **TELEHEALTH**

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## **TOURISM**

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## **UTILITIES**

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## **VENTURE CAPITAL**

Sul Kassicieh, PhD  
Howard Kraye, MBA  
Gautam Vora, PhD  
Steve Walsh, PhD

## **WEB-BASED BUSINESS**

Ranjit Bose, PhD  
Nick Flor, PhD

## **WOMEN IN BUSINESS**

Robert DelCampo, PhD  
Jacqueline Hood, PhD  
Leslie Oakes, PhD

## **WORK/LIFE BALANCE**

Robert DelCampo, PhD

## **WORKPLACE BEHAVIOR**

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Jacqueline Hood, PhD

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# FACULTY INFORMATION

Please note that this is not a complete list of Anderson faculty

## **GERALD ALBAUM, PhD**

**Research Professor, Marketing**

Member:

American Marketing Association, Academy of Marketing Science; Academy of International Business, Association for Consumer Research

Publications include:

“Classroom Questioning with Immediate Electronic Response: Do Clickers Improve learning?,” “Multi-level Marketing and Pyramid Schemes,” “Enhancing Survey Response Rates: Lessons From A Field Experiment,” “Consumer Perceptions of Extended Warranties and Service Providers”

## **MICHELLE ARTHUR, PhD**

**Assistant Professor, Organizational Behavior**

Member:

The Academy of Management, Industrial Relations Research Association

Publications include:

“The Relationship Between Work-Family Human Resource Practices and Firm Profitability: a Multi-Theoretical Perspective” and “Share Price Reactions to Work-Family Human Resource Decisions: an Institutional Perspective”

## **JOHN BENAVIDEZ, MBA**

**Lecturer, Marketing**

President of ABQ Direct Marketing Inc.

Past President, New Mexico Chapter of the American Marketing Association

## **SHAWN BERMAN, PhD**

**Associate Professor of Business & Society**

Member:

International Association of Business & Society, Society for Business Ethics, Academy of Management

Publications include:

“Stakeholder Theory And Managerial Discretion,” “Measurement of Corporate Social Action: Discovering Taxonomy,” “Resource Dependence, Managerial Discretion, and Stakeholder Performance,” “The Effects of Context on Trust in Firm-Stakeholder Relationships: The Institutional Environment, Trust Creation, and Firm Performance,” “Ethics and Incentives: An Inductive Development of Stakeholder Theory,” “Tacit Knowledge As A Source Of Competitive Advantage.”

## **RANJIT BOSE, PhD**

**Regents' Professor of Management, Management Information Systems**

Member:

Editorial Review Boards for the Journal of International Technology and Information Management and the Journal of Computer Information Systems

Publications include:

"E-Government: Infrastructure and Technologies for Education and Training" and "Knowledge Management Metrics"

## **RICHARD G. BRODY, PhD, CPA, CFE, FCPA**

**Professor, Accounting**

Member:

Association of Certified Fraud Examiners, Institute of Internal Auditors, American Psychological Society

Publications include:

"Counterfeit Education Credentials: Diploma Mills Cost Companies Millions"; "Identity Theft and Consumers' Reactions to Preventive Technological Innovations"; "Divorce and the Role of the Forensic Accountant"

## **ANN BROOKS, Master of Accounting**

**Lecturer, Accounting**

Member:

Board of Directors for New Mexico Educators Federal Credit Union, Board of Directors for SW Women's Law Center, Board of Directors for the Institute of Management Accountants

## **STEPHEN BURD, PhD, CPA**

**Associate Professor, Management Information Systems**

Member:

Board of Directors New Mexico Telehealth Alliance (Secretary and Treasurer), Board of Directors New Mexico Regional Health Information Exchange

Publications include:

"Systems Analysis and Design in a Changing World" and Systems Architecture

## **HSUAN-CHI CHEN, PhD**

**Assistant Professor, Finance**

## **MICHELE CHWASTIAK, PhD**

**REDW Professor of Accounting**

Member:

American Accounting Association, Board of Directors: New Mexico Teen Pregnancy Coalition

Publications include:

"Rendering Death and Destruction Visible: Counting the Costs of War", "Rationality, Performance Measures and Representations of Reality: Planning, Programming and Budgeting and the Vietnam War" "The Wrong Stuff: The Accounting Review's Forum for Defense Clients" and "Deconstructing the Principal-Agent Model: A View from the Bottom"

**NORMAN COLTER, MBA****Lecturer, Accounting**

Serves as a financial consultant for Academia de Lengua y Cultura Charter School and as Treasurer for Amigos de la Lengua y Cultura Charter School

Member:

American Institute of Certified Public Accountants, Association of Latino Professionals Finance and Accounting

**JIM CORMIER, MBA****Lecturer/Adjunct Professor, Finance**

Served as an Operations and Training Director for the US Army

Publications include:

“Applying the Theory of Constraints Thinking Process: A Case Study in the Service Sector”

**ANN L. CUNLIFFE, PhD****Associate Professor**

Member:

Division Chair Critical Management Studies Interest Group, Academy of Management, 2009-2010, Editor-in-Chief, Management Learning, Associate Editor, International Journal of Qualitative Research in Organizations and Management

Publications include:

“Applying the Theory of Constraints Thinking Process: A Case Study in the Service Sector”

**RAUL DE GOUVEA, PhD****Lobo Center Endowed Professor of International Business**

Serves as a consultant to Sebrae, the World Bank and IDORT

Publications include:

“Using Resources in R&D Planning: Brazil, the Amazon and Biotechnology” and “Drivers of E-Business Activity in Developed and Emerging Markets”

**ROBERT DELCAMPO, PhD****Assistant Professor, Organizational Behavior & Human Resources**

Member:

Academy of Management, American Psychological Association

Publications include:

“Latinos in the Workplace: Experiences with Mentoring and Perceived Discrimination” and “Latinos in Corporate America”

## **DANTE DIGREGORIO, PhD**

**Albert & Mary Jane Black Associate Professor of International Management,**  
Director of the Anderson School's International Student Exchange Programs

Member:

Board of Directors, KNME-TV, Editorial Board, Journal of Management Studies,  
Executive Committee, UNM Latin American and Iberian Institute Chair, UNM Study  
Abroad Advisory Committee

Publications include:

"Offshore Outsourcing as a Source of International Competitiveness for SMEs",  
"International New Ventures: The cross-border nexus of individuals and opportunities",  
"Why do some universities generate more start-ups than others?", and "New Mexico  
Export Recap"

## **LINDA FERRELL, PhD**

**Associate Professor, Marketing**

Member:

American Marketing Association, Society for Marketing Advances, Academy of  
Marketing Science, Academy of Management, Marketing Management Association,  
and on the Cutco/Vector College Advisory Board.

Publications include:

"Investigating the Relationship Between Corporate Values and Practices of Marketing  
Organizations and Internet Ethics", "A Stakeholder Model for Implementing Social  
Responsibility in Marketing," and "Business Ethics: Ethical Decision Making and Cases"

## **OC FERRELL, PhD**

**Professor, Marketing**

Editorial Boards include:

Journal of Business Ethics, Journal of Marketing Education, Journal of Strategic  
Marketing, Journal of Marketing Management, Marketing Education Review, Journal  
of the Academy of Marketing Science

Publications include:

"Business Ethics: New Challenges for Business Schools," and "Corporate Leaders,  
Foundations of Marketing, and Marketing: Concepts and Strategies"

## **NICK FLOR, PhD**

**Associate Professor, Information Systems**

Member:

Association of Computing Machines and Institute of Electrical and Electronics Engineers  
Society

Publications include:

"Web Business Engineering", "Pair Programming & Globally Distributed Software  
Development"

**ROBERT F. GARY, PhD, CPA****Assistant Professor, Accounting**

Member:

American Accounting Association, National Taxation Association

Publications include:

“The Effects of the Capital Gains Tax Rate and Expectations of Subsequent Firm Performance on CEO Stock Ownership,” “College Student Perceptions of AICPA and State Association Accounting Career Information Websites.”

**MARIA B. GONDO, PhD, MBA****Assistant Professor, Department of Organizational Studies****DAVID HARRIS, PhD****Lecturer, Information Systems and Project Management**

Information Technology Consultant, Harris and Associates Online Community: “YesNoMaybe.com” and Web Business Engineering

**H.J. (WARD) HICKEY JR.****Lecturer, Banking****JACQUELINE HOOD, PhD****Albert & Mary Jane Black Associate Professor of Organizational Behavior Chair, Department of Organizational Studies**

Publications include:

“The Relationship of Leadership Style and CEO Values to Ethical Practices in Organizations” and “Corporate Culture: A Missing Piece of the Healthcare Puzzle”

**KATHRYN JACOBSON, PhD****Assistant Professor, Department of Organizational Management**

Member:

Academy of Management, Organizational Behavior Division, Human Resource Management Division, Society for Industrial and Organizational Psychologists, American Psychological Association

**DIMITRI KAPELIANIS, PhD****Assistant Professor, Marketing**

Board of Advisors:

Sales Management Association, Sales Leadership Forum

Member:

American Marketing Association, Academy of Marketing Science

Publications include:

“Successful solution selling: Magic or management?”, “A Socio-cognitive Analysis of Account Manager Performance” and “Competitive Cognition”

## **SULEIMAN 'SUL' KASSICIEH, PhD**

### **Distinguished Professor of Management**

Member:

Anderson School Endowed Chair in Economic Development

Serves as a consultant for Sandia National Laboratories, Los Alamos National Laboratory and Grant Thornton, Institute of Management Science and Operations Research Society of America, Technology Transfer Society, IEEE Engineering Management Society

Publications include:

“From Lab to Market: Commercialization of Public-Sector Technology,” and “An Empirical Analysis of Differences between Sustaining and Disruptive Technology Innovations”

## **HOWARD KRAYE, MBA**

### **Lecturer, Management of Operations**

President of Santa Fe Technologies, Inc

Member:

Quality New Mexico, the Decision Science Institute, ASTM (American Society of Testing and Materials), TRB (Transportation Research Board ), The Air Force Academy Sabre Society, and Liaison Officer for the US Air Force Academy.

Publications include:

“Classroom Questioning with Immediate Electronic Response: Do “Clickers” Improve Learning?”

## **JEANNE LOGSDON, PhD**

### **Rust Professor of Business Ethics**

Editorial Boards:

Journal of Public Affairs and Teaching Business Ethics

Publications include:

“Executive Influence on Ethical Culture: Self Transcendence

## **XIN 'ROBERT' LUO, PhD**

### **Assistant Professor, Information Assurance, Management Information Systems**

Member:

Association for Information Systems (AIS), Association for Computing Machinery (ACM) Decision Sciences Institute (DSI)

Publications include:

“Consumer Motivations in Taking Action against Spyware: An Empirical Investigation,” “Fraud and white collar crime: A Chinese perspective,” “Rebuilding Post-Violation Trust in B2C Electronic Commerce,” “An Empirical Investigation on Customer’s Privacy Perceptions, Trust and Security Awareness in E-commerce Environment,” “A Scientometric Investigation into the Quality of IS Journal Quality Measures,” “Awareness Education as the Key to Ransomware Prevention”

**RAJ V. MAHTO, PhD****Assistant Professor, Entrepreneurship**

Member:

Academy of Management, Strategic Management Society, FERC, Small Business Institute

Publications Include:

“Satisfaction with firm performance in family businesses,” “Disruptive Technology and Interdependence: The relationship of BioMEMS technology and pharmaceutical firms”

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Assistant Professor, Accounting

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Lecturer, Organizational Studies

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Publications include:

“Performance Measures and the Rationalization of Organizations,” and “The Navajo Documents: A Study of the Economic Representation and Construction of the Navajo”

**ALLEN PARKMAN, PhD, JD****Regents’ Professor Emeritus of Management, Economics**

Publications include:

Smart Marriage: Using Your Head as Well as Your Heart to Find Wedded Bliss; The Importance of Gifts in Marriage; and Bargaining Over Housework: The Frustrating Situation of Secondary Wage Earners.

**ALISTAIR PRESTON, PhD (On Sabbatical)****Associate Dean for Faculty & Academic Programs, Professor of Accounting**

Publications include:

“Telehealth in the Trenches: Reporting Back from the Frontlines in Rural America” and “Constructing the Global Corporation and Corporate Constructions of the Global Accounting, Organizations and Society”

**MARY MARGARET ROGERS, PhD****Associate Professor, Marketing**

Member:

Society for Marketing Advances, Council of Logistics Management

Publications include:

“Factors Underlying Use of Point-of-Sale and Electronic DataInterchange in Retailing Logistics” and “Managing Human Resources at Midwest International Tileworks”

## **CATHERINE ROSTER, PhD**

**Associate Professor, Marketing**

Member:

Association for Consumer Research (ACR), American Marketing Association (AMA), Society for Consumer Psychology (SCP), The National Study Group on Chronic Disorganization (NSGCD)

Publications include:

“Making the Transition to Retirement: Appraisals, Post-transition Lifestyle, and Changes in Consumption Patterns,” “Management of Marketing Research Projects: Does Delivery Method Matter Anymore in Survey Research?,” “Letting Go: The Process and Meaning of Dispossession in the Lives of Consumers,” and “Moments of Truth in Gift Exchanges: A Critical Incident Analysis of Communication Indicators Used to Detect Gift Failure“

## **JOHN SCHATZBERG, PhD**

**Sandia Federal Professor of Finance**

Member:

American Finance Association

Publications include:

“Security Choice, Information Effects and Firm Characteristics: A Factor Analytic Approach” and “Evaluating a New Model of Software Piracy”

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**Associate Professor, Management Information Systems**

Member:

Association for Computing Machinery (ACM), Association for Information Systems (AIS), IEEE

Publications include:

“Incorporating Reusability Concepts into Systems Analysis & Design” and “R. J. Thompson Data Systems, Inc.”

## **ALESSANDRO ‘ALEX’ SEAZZU, MBA**

**Director of the University of New Mexico Center for Information Assurance Research and Education (CIARE)**

Areas of research include:

Information Assurance and Security, Virtualization and Information Security Training and Education.

## **SARAH SMITH, JD**

**Lecturer, Organizational Studies**

Research interests:

Business Ethics “Best Practices” in New Mexico, by industry; tools for assessing ethics and compliance “Best Practices” in New Mexico

**DOUGLAS STEWART, PhD****Rutledge Assistant Professor of Operations Management**

Member:

Productions and Operations Society, American Society for Quality Control

Publications include:

“Mistake-proofing: Designing Errors Out and Piecing Together Service Quality”

**SCOTT N. TAYLOR, PhD****Assistant Professor, Organizational Behavior**

Member:

Academy of Management, Divisions: Organizational Behavior, Human Resources, Management, Education &amp; Development, American Psychological Association, Society for Industrial and Organizational Psychology, Consortium for Research on Emotional Intelligence in Organizations, Cross Cultural Management Network, Certified Executive Coach, HayGroup: Emotional and Social Competence Inventory (ESCI)

Publications:

“Coaching for Sustainable Change,” “Why the real self is fundamental to intentional change,” “Values and leadership in organizational crisis,” “Developing emotional intelligence in executive and graduate management education,” “Learning cognitive and emotional intelligence competencies”

**DOUG THOMAS, PhD****Anderson Alumni Endowed Associate Professor of Management**

Member:

Academy of Management, Academy of International Business

Publications include:

“Offshoring as a source of international competitive advantage for SMEs,” “Knee Deep in the Big Muddy: The Survival of Emerging Market Firms in Developed Markets,” “International New Ventures: The Cross-Border Nexus of Individuals and Opportunities,” “International diversification and firm performance in Mexican firms: A curvilinear relationship?”

**DENNIS TOGO, PhD****Professor, Accounting**

Publications include:

“Topical Sequencing of Questions and Advance Organizers Impacting of Students’ Examination Performance” and “Risk Analysis for Accounting Models: A Spreadsheet Simulation Approach”

## **HARRY VAN BUREN, PhD**

**Assistant Professor, Business Ethics**

Member:

The Environmental Justice Working Group, Interfaith Center on Corporate Responsibility (Chair)

Publications include:

“Corporate Involvement in Community Economic Development: The Role of U.S. Business Involvement, Organizational Social Capital and Religious Institutions” and “An Employee-Centered Model of Corporate Social Performance”

## **GAUTAM VORA, PhD**

**Sandia Federal Associate Professor of Finance**

Member:

New Mexico Chapter of the American Association of Individual Investors (President), The American Economic Association

Publications include:

“Analytical Implementation of the Ho and Lee Model of the Spot Interest” and “The Hull and White Model of the Short Rate: An Alternative Analytical Representation”

## **STEVE WALSH, PhD**

**Albert & Mary Jane Black and Ed Chevrolet Associate Professor of Management of Technology**

Member:

Organizing panel for the Southwest Region of Innovation series of conferences, Micro and Nano Technology Commercialization Educations Foundation (president)

Publications include:

“The Commercialization of Micro and Nano Systems 2002” and “International Roadmap on MEMS, Microsystems, Micromachining and Top Down Nanotechnology”

## **CRAIG WHITE, PhD**

**Grant Thornton Professor of Accounting**

Member:

Board of Directors for Easter Seals New Mexico, American Accounting Association

Publications include: “Disruptive Technologies and the Tax Law” and “Simplified Child Definitions Don’t Go Far Enough”

## **JONI YOUNG, PhD**

**Professor, Accounting**

Member:

Academy of Accounting Historians

New Mexico Society of Certified Public Accountants

Publications include:

“Accountability Re-examined: Evidence from Hull House,” “Cultivating Imagination: Ethics, Education and Literature,” “Critical Perspectives on Accounting” (forthcoming), “Good Options, Bad Options: Metaphors and Accounting for Stock Options”

## **STEVEN YOURSTONE, PhD**

**Associate Professor, Operations Management**

Member:

Serves as a statistical consultant to Blue Cross Blue Shield of New Mexico, Chair of Marketing, Information Systems, and Decision Sciences, Track Chair for national meetings of the Decision Sciences Institute

Reviewer for publications:

The Decision Sciences Journal and the Decision Sciences Journal of Innovative Education

# DEGREES, CENTERS, AND SERVICES

## BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration (BBA) Program builds upon a strong grounding in the liberal arts and subsequent in-depth exposure to functional areas in business including accounting, marketing, finance, operations, management, leadership, and computer applications. Students gain advanced preparation in global management, social issues management, team-building, managing diversity, business strategy, instilling innovation, and responding to the changing environment of business. The curriculum cultivates written and oral communication skills and the use of leading technology.

## CENTER FOR SUPPORT OF ECONOMIC DEVELOPMENT (CSED)

The Center for Support of Economic Development (CSED) at the Anderson School of Management is dedicated to New Mexico's economic development through wealth generation and high-paying job creation. Lead by Dr. Sul Kassiech, Distinguished Professor and Anderson School Endowed Chair in Economic Development, CSED partners with business leaders and entrepreneurs to assist them in meeting their goals while at the same time preparing our students to be our state's next generation of business visionaries. Areas of study and outreach activities fostered by CSED provide rewarding opportunities for students, faculty, policy makers, and business community members to come together in mutual partnership. These include the Small Business Institute (SBI), the Small Business Assistance Program, the Management of Technology Program, Entrepreneurial Studies, and the UNM Technology Business Plan Competition.

## CUSTOMIZED TRAINING

Anderson Customized Training Programs are dynamic, flexible and shaped around unique organizational needs; these are not "one-size-fits-all" or packaged programs. Our targeted programs foster continuous improvement at the executive, supervisory and operational levels.

## EXECUTIVE & PROFESSIONAL MBA PROGRAMS

### **Executive MBA Program Manager: Mickey Byrd, MBA**

The Executive MBA program is an intensive, two-year program offering a master's degree in business administration designed for high-potential managers with an undergraduate degree in any field and significant work experience. The Executive program is offered weekends on the UNM campus.

## GMAT PREP PROGRAM

### **Director: Sophie Martin, MBA**

The Anderson School's six-week prep program for the Graduate Management Admission Test is designed to give MBA and Master of Accounting candidates an intensive, effective prep experience. The classes are open to the public and are offered twice a year. In addition, Anderson offers free, three-hour GMAT workshops throughout the year.

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Courses in the Management Certificate Programs address important job-related issues, ranging from communication skills and leadership styles to quality principles and human resource management. Through a variety of instructional methods and assessment instruments, students will be challenged to confront their own strengths and weaknesses as employees and to seek new ways to improve their personal effectiveness in the workplace.

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The Anderson Master of Accounting program is a challenging and rewarding educational experience specially designed for people who are reentering the workforce, interested in changing careers, or seeking to upgrade their qualifications. It's also a useful complement for tax attorneys who need additional knowledge of accounting transactions.

## **MASTER OF BUSINESS ADMINISTRATION**

Anderson is well recognized for delivering first-rate graduate education in our accredited programs to those interested in extraordinary quality and affordable cost. Our programs are designed for students from a wide variety of backgrounds including the liberal arts, sciences, education, law, business and other fields. The core curricula in our graduate programs emphasize functional skills in business and public administration. In addition to the core, students gain advanced knowledge in salient perspectives such as managing diversity, innovation, responding to changing environments, team building, social issues management and global issues.





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