

# Spreadsheets



NEWSLETTER OF THE SCHOOL OF BUSINESS, PUBLIC ADMINISTRATION & INFORMATION SCIENCES  
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## MPA PROGRAM RECEIVES NASPPA ACCREDITATION

The Master of Public Administration (MPA) Program became accredited in June by the National Association of Schools of Public Affairs and Administration (NASPAA). The MPA degree is a management degree focused on public policy impacts on government, not-for-profit and health sectors and is the degree of choice for public service professionals. NASPAA is an institutional membership organization with a mission of promoting excellence in public service education. The membership includes 248 U.S. university programs in public affairs, public policy, public administration and nonprofit management at undergraduate, master's and doctoral levels. Fifty-seven percent of member institutions have achieved accreditation and member institutions routinely initiate peer review to facilitate the continuing development and quality of public service education.

NASPAA commended the LIU program for the level of dedication to teaching demonstrated by the MPA Program faculty. They were also impressed by the enthusiasm of the professors and the positive reviews given by students and alumni, who praised the faculty's knowledge of their subject areas and ability to provide "real world" examples from their own work experiences. NASPAA also noted that students

spoke positively about the faculty members' openness to new ideas in class, as well as faculty availability outside the classroom.

Accreditation by NASPAA provides students with the assurance that they receive an education meeting national standards of quality for the specific program of study. The MPA Program at the School of Business serves a diverse student body of 150 early- and mid-career public service professionals from NYC government agencies, private health care and non-profit services who have risen to supervisory and management positions or aspire to management careers. Both full-time and adjunct faculty combine academic qualifications with practical experience, and all full-time faculty members hold doctoral degrees.

Students in the 48 credit MPA program come from a variety of undergraduate backgrounds, and the program seeks to provide both the foundations and advanced knowledge of public sector policy and regulatory processes, general and functional management skills, and competencies demanded in career markets and indicative of graduate education. Courses are offered exclusively at night and on weekends, often in condensed seven or eight week formats, to accommodate working students.

For more information about the MPA program, visit our web site at:

<http://www.brooklyn.liunet.edu/cwis/bklyn/sbpais/public/public.html>



Three LIU Accounting majors, **Tashiema McKenzie, Stephanie McMahon and Veronica Beltran**, were interviewed by the **British Broadcasting Corporation (BBC)** about their career paths. The women were asked by BBC reporter Angela Garvey about their opinion of the corporate accounting scandals in the news. The students spoke of their confidence in their choice of profession and how they hope to make a positive difference in the field of accounting. They also spoke of how they feel the stereotype of accounting being a conservative and male-dominated profession is changing, with many young people, including women and minorities, choosing it as a career. All three women serve as officers in the Accounting Society.

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- Two New Scholarships Established
- Recent Graduates Find Jobs in Tough Economy
- New Faculty Hires for Fall 2002
- Fall Calendar of Events

## Spring 2002 DEAN'S LIST

Melvin Anderson	Micheal Mei
Bernice Ayala	Ruth Molina
Zarina Badalova	Mahbuba Mosleh
Evelyn Bajana	Mariya Munarova
Sujeily Bajana	Nick Muzika
Scott Baker	Louis Norwood III
Daniel Barrios	Zaida Ogando
Paul Black	Olubunkanla Osinowo
Haji Bonitto	Agron Perviza
Barry Bourne	Yvette Phillip
Antonette Broadbelt-Meade	Deborah Phillips
Corinne Broadhead	Maricruz Pimentel
Idell Brown	Antonios Prassos
Karen Carter	David Price
Michael Charles	Tamekia Price
Jason Chin	Marcia Prince-Cuffe
Jannelle Clarke	Kareem Proctor
Lucille Clyne	Yelena Radulova
David Cross	Marina Rodina
Ogredy Cruz	Rafael Roett
Alberonys Cuevas	Zbigniew Rogalski
Yevgeniya Danilova	Yomilka Rosario
Ebony Debrow	Soe San
Marieta Deo	Nathaniel Sanders
Allison Dixon	Frank Santiago
Tatyana Dorogan	Eveline Shimonov
Roland Duncan	Andrew Skuratov
Barbara Fernandez	Smith Michelle
Jacqueline Fernandez	Soian Smith
Theodosia Fields	Kenyatta Solomon
Elias Flessas	Nalinie Sookhai
Maline Florvil	Lena Sookram
Eric Garcia	Monique St John
Eleftherios Georgalas	Yun-chul Sung
Jessica Gerena	Tanya Sweetie
Georgette Goldson	Travis Sylvester
Carla Harris	Yelena Tarnavskaya
Marc Heron	Gabrielle Tasevich
Chin Pang Ho	Shireen Taylor
Kayon Jagganarine	Bruce Thomas
Anita Jones	Lydia Thomas
Shaun Keebler	Oneka Thomas
Samuel Kesler	Sheena Tolson
Bereket Kidane	Carol Tomlinson
Keisha King	Ruben Torres
Alfreda Kulah	Osamudiam Uwa
Luenda Langley	Jana Vehbi
Irene Lau	Judith Vernet
Justin Lau	Christopher Walker
Christopher Lawrence	Trenika Washington
Ronette Layne	Eliana Watson
Susan Le	Louis Williams
Hyun Lee	Tracy Williams
Yung Ming Leung	Kinanda Williams-Murray
Youheng Liang	Murray
Cheuk Liu	Taraje Willams-Murray
Sherilyn Losado	Svetlana Wise
Nhu Ly	Damien Witter
Althea Maison	Stella Wong
Dalasha Marbury	Maurice Yearwood
Onika Mcqueen	Hei Kit Yueng

## DR. JUDITH KIRCHHOFF RECEIVES FELLOWSHIP



*Dr. Judith Kirchhoff*

**Dr. Judith Kirchhoff**, Program Director of the Master's in Public Administration Program, is the recipient of an Academy Partners Services-Learning Fellowship for the 2002-2003 academic year. Dr. Kirchhoff was selected by the Academy of Management Task Force on Service-Learning in Management Education, as well as the American Society for Public Administration and the National Association of Schools of Public Affairs and Administration. The \$5000 Fellowship award will allow Dr. Kirchhoff to develop a community-based service learning model in the capstone courses of the Masters in Public Administration program, relating management education to public policy. Dr. Kirchhoff has redesigned the MPA Capstone Courses over the past year, working with students on a project with the Myrtle Avenue Redevelopment Association. The Fellowship will also help Dr. Kirchhoff to continue the development of a service-learning model for the MPA Program.

## LIU STUDENTS FIND GREAT JOBS AND INTERNSHIPS IN TOUGH MARKET

Despite the difficult job market this year, graduates of the School of Business, Public Administration and Information Sciences continued to find promising positions in a variety of fields. The starting salaries are highly competitive and many of the positions are in training programs that will lead to future career advancement and success.

Recent graduates began careers with companies such as Bloomberg, Citigroup, Morgan Stanley, the American Stock Exchange, Philip Morris, Gray Advertising, Panasonic and the Brooklyn Hospital Center. The average starting salary for graduating seniors was \$40,000, and for graduate students, it was \$62,000.

Current students are also finding excellent internship opportunities, which

provide valuable learning opportunities and often lead to full-time employment after graduation. Two Junior Accounting majors, **Jason Chin** and **Frank Santiago**, were selected to be interns at PriceWaterhouseCoopers, one of the world's top accounting firms. They competed against many students from around the country to obtain these highly coveted internships.

The School would like to congratulate Jason and Frank on this outstanding accomplishment that will provide them with important foundations for careers in accounting.

Please contact the Career Development Office on the 5<sup>th</sup> floor of the Pratt Building to learn about upcoming Career Fair and Interviewing Schedules.

### Graduate Career Services – Fall 2002 Calendar of Events

**Open House** – Thurs., Oct. 3 and Wed., Oct. 30, 4pm-6pm

Office of Career Services, Pratt 5th Floor

Drop in and speak with a counselor, have your resume critiqued, and discuss employment opportunities.

#### Career Forums

Human Resources Professionals Panel

Nov. 4, HS 107, 5pm-6:30pm

Hear HR professionals speak about recruiting trends and traits they look for in prospective employees.

#### The Art of Networking

Nov. 6, HS 107, 5pm-6:30pm

#### Gearing Up for Internships

Nov. 7, TBA, 5pm-6:30pm

#### On-Campus Recruitment (OCR) Awareness Night

Nov. 12, Pratt Center, 3rd Floor and LLC 3rd Floor, 5pm-6:30pm

Counselors will explain the process graduate students will follow in order to take part in OCR activities scheduled for the Spring 2003 semester.

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# JOINING US THIS YEAR...

The School is pleased to welcome the following new faculty hires and appointments:

**Dr. Frederic M. Stiner** joins the Brooklyn Campus as the Chair of the Accounting Program, and as a full professor of accounting. He comes to Long Island University from the University of Delaware where he was an associate professor of accounting since 1982. Prior to his experience there, he was an assistant professor at the University of Maryland. He has worked for both public accounting firms and trust companies. Dr. Stiner holds a Ph.D. in Accounting from the University of Nebraska, an MBA from Marshall University and a MS from the University of Delaware. He is a Certified Public Accountant and served five years on the editorial advisory board of the Journal of Accountancy.

Dr. Stiner has published numerous articles on financial accounting, accounting education and international accounting, with a particular emphasis on Japan. His publications have appeared in both scholarly journals, such as *Financial Review* and *The Accounting Historians Journal*, as well as practitioner journals, such as *The Journal of Accountancy* and *Practical Accountant*.

**Dr. Omar Ait-Hellal** begins this fall as an assistant professor of Computer Science. Dr. Ait-Hellal holds a Ph.D. from INRIA Sophia Antipolis in France (French National Institute for Research in Computer Science and Control) and a master's degree in industrial systems from Versailles-Saint Quentin-en-Yvelines University in France. He also holds a degree of Engineering in Computer Science from the University of Sciences and Technologies in Algiers.

Prior to joining LIU, Dr. Ait-Hellal worked as a lead engineer at Xbind, Inc. where he optimized a delivery multimedia integration framework and supervised porting software to different hardware platforms. He also held a post-doctoral position at Liege University in Belgium where he taught networking. His area of expertise is on flow and congestion control in high speed networks, specifically the Internet and ATM (Asynchronous Transfer Mode).

**Kuan-Pin Chiang** joins the School of Business as an Assistant Professor of Marketing. Professor Chiang holds a master's degree from St. John's University in Pharmaceutical Marketing; a B. S. cum laude from Long Island University C.W. Post Campus in Health Care Management, and a B.S. in Pharmacy from Chia Nan University in Taiwan, and is completing his doctorate at the University of Rhode Island.

His areas of research are e-commerce, consumer behavior, and human-computer interaction. Prof. Chiang received the University of Rhode Island Dissertation Fellowship Award for the Outstanding Doctoral Proposal. He is the co-author of "Building Loyalties to On-Line Stores through Design of Store Attributes" in *International Perspectives on E-Commerce and Online Marketing*, to be published by Quorum Books, and has presented over 10 papers at academic conferences in the past three years. His work in progress includes an article on consumer choice in shopping medium and predictions of monetary donation.

**David Hossain** joins the faculty of the Department of Accounting, Taxation and Law as an Assistant Professor of Accounting. Mr. Hossain holds a B.S. in Petroleum Engineering, an M.S. in Accounting from Texas A&M University and an M.S. in Taxation from Rutgers University. He is completing his Ph.D. in Accounting from Rutgers University. He is a Certified Public Accountant and has corporate accounting experience. He worked as a senior accountant at Fred Fishkin & Co, in New York from 1990 to 1993, and as a Supervising Senior Tax Specialist at KPMG in 2000-2001.

**Christopher League**, a new assistant professor of Computer Science, holds a Ph.D. from Yale University, a master's degree from University of Maryland and a bachelor's degree from Johns Hopkins, all in Computer Science. While completing his education, Dr. League held a teaching and research fellowship at Yale where he investigated the role of types in compilers for modern programming languages, especially in the context of secure mobile codes. He also was an intern at Sun Microsystems in their Java Software Division and was a software developer for the Neuristics Corporation.

Dr. League received the 1996 Award for Teaching Excellence at the University of Maryland and the IBM Outstanding Undergraduate Award at Johns Hopkins. He is a member of the Association for Computing Machinery and the IEEE Computer Society.

**Elisa Rinastiti Muresan** has been appointed as an instructor of finance. She holds a master's in investment management from City University Business School in London and a bachelor's in financial accounting from the STIE Malangku in Indonesia. Ms. Muresan also has business experience working for American Express, Citibank and PT Bank in Indonesia. She has made eight presentations at professional meetings in the last three years and has submitted papers to the *Global Economy Quarterly* and the *Journal of Economics and Finance*. She is completing her doctorate in finance at Robert Gordon University in the U.K.

**Dr. Pamela Ransom** begins as an assistant professor of Public Administration at Long Island University's Brooklyn Campus after serving as a visiting professor last year. Dr. Ransom holds a Ph.D. in Urban Planning from the Massachusetts Institute of Technology and a B.A. from Radcliffe College, Harvard University. From 1995 to 2001, she was Director of the Women's Environment and Development Organization, responsible for managing projects on environment and health for an international women's advocacy organization. Between 1990 and 1994, she was special assistant for environmental affairs for the Office of the Mayor in New York City and between 1987 and 1990, she held a similar position in the Office of the Manhattan Borough President. Dr. Ransom has experience in international business, having worked in Egypt, Jamaica and other countries.  
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**Hatice Uzun** joins the faculty as an instructor of finance. Ms. Uzun is researching the effects of corporate fraud on shareholder wealth of fraud firms and rival firms and also studies corporate governance. She has presented papers at the Pennsylvania Economic Association meeting, the 2001 Southern Finance Association Meeting and has a paper accepted at the 2002 Eastern Finance Association Meeting. Ms Uzun is originally from Turkey and has taught financial analysis, corporate finance and risk management at Drexel University, where she will receive her PhD.

**Frances Viggiani** has accepted an appointment as a visiting

associate professor of management for the academic year 2002-2003. Dr. Viggiani is a tenured professor of management at Alfred University on academic leave. She holds a PHD in Organizational behavior from Cornell University and a M.A. in City and Regional Planning from Cornell.

Dr. Viggiani has presented numerous papers and presentations at professional meetings over the years. She has papers on democratic hierarchies and rituals in management theory submitted to several journals. Dr. Viggiani is an experienced teacher who has won awards for her innovation in the classroom.

## TWO NEW SCHOLARSHIPS ESTABLISHED

**The Hughes Foundation**, a long time donor and friend of the University, recently established a \$25,000 scholarship in perpetuity to be awarded to an undergraduate student of the School of Business at the Brooklyn Campus. The Scholarship will be named The Hughes Foundation/Provost Scholarship and was officially launched on September 1<sup>st</sup> 2002.

A scholarship has been established by one of the School's most successful alumni, **Frank Ross**. Mr. Ross received his BS in Accounting in 1966 and his MBA in 1968. He is the first African-American to hold the position of Area Managing Partner at KPMG, one of the world's largest and most distinguished accounting firms. Shortly after graduating from LIU, Mr. Ross helped form the National Association of Black Accountants, at a time when African-Americans were few in number in the major US accounting firms. Today, the organization has 3,000 members and is a driving force in promoting the careers of African-Americans in the field of accountancy. Mr. Ross is donating \$25,000 to the scholarship fund and KPMG will provide a matching contribution.

Frank Ross will be speaking at LIU Brooklyn on October 31<sup>st</sup> from noon to 1pm on the topic, "The Future of Accounting in the U.S."

## UPCOMING SCHOOL OF BUSINESS EVENTS

October 2	5:30-6:30pm – Dessert with the Deans, Graduate students – H700
October 10	6pm-8pm – MPA Career Night Special Guest: Gil Allison of Empower Group
October 17	2-3pm – Public Lecture: Joseph Sitt, "Retail Store Development in the Inner Cities," location TBA
October 30	Career Day for Computer Science Majors
October 31	Noon to 1pm – Public Lecture: Frank Ross "The Future of Accounting in the U.S."
November 4	2-3pm – Dessert with the Deans, Undergraduates – H700
November 11	2-3pm – Dessert with the Deans – Graduate Students – H700

## RECENT EVENTS ON CAMPUS...

In June of this year, the School of Business hosted the **Career Opportunities in the Accounting Profession (COAP)** summer accounting program at the Brooklyn Campus. The program ran the week of June 24th through the 28<sup>th</sup> and was sponsored by the New York State Society of CPAs. COAP is a learning experience for high school students interested in pursuing an accounting degree. The event involved 5 days of programs at the Brooklyn Campus, and gave the School of Business an opportunity to highlight its accounting program to prospective students at the high school level. The 30 students who attended the event listened to a group of speakers, teachers and accounting professionals from companies and organizations such as KeySpan, PriceWaterhouseCoopers, and the NYSSCPA. Several representatives from LIU also spoke to the students on a number of topics ranging from career opportunities in accounting to financial aid issues. The successful program may become an annual event at the Brooklyn campus.

The Public Advocate of New York City, **Betsy Gotbaum**, made a presentation to the LIU community last May. Her speech was a part of the Lehman Lecture Series, which is sponsored by the MPA Program. Ms. Gotbaum spoke of her role as someone who helps ordinary citizens get help for problems they are having with city government and proposes solutions that make government more efficient. About 75 students, staff and faculty of the Brooklyn Campus attended the event.

On May 29th and 30th, the School co-sponsored a **first-time homebuyer's seminar with CitiMortgage**. The event was widely publicized in Brooklyn papers by Citigroup and was attended by 90 families. Speakers at the event included Professor Philip Wolitzer of the School of Business, as well as representatives from Citibank and CitiMortgage. The event gave potential first-time homeowners an introduction to the many factors and considerations that are important in the real estate market.

## 2002 SCHOOL OF BUSINESS AWARDS CEREMONY AND COMMENCEMENT

The School of Business held its third annual Awards Ceremony on May 8th. The ceremony honored outstanding graduating students of the School who have distinguished themselves in their academic endeavors.

Among the awards presented were the Undergraduate and Graduate Symbolic Recipients. The Symbolic Recipients are selected annually by all the Schools of Long Island University to recognize the most outstanding graduating senior and the most outstanding graduate student of the School. The faculty chose students for the highest honor of the School based upon academic achievement and contribution to the School and Community. Symbolic Recipients attend the commencement ceremony in May and march with the deans and the faculty in procession. When the class is awarded its degree, the Symbolic Recipient stands on the commencement platform and represents all graduating students from his/her class.

The Undergraduates for the Class of 2002 were represented by **Kristoffer Engdahl**, a Finance major. Kristoffer was born in Sweden and was also a member of LIU's soccer team, where he was named the most outstanding international student athlete. He spoke at the graduation ceremony of how he found a welcoming community at LIU and has many warm memories of his time here. He advised his fellow graduates that they should "embrace our future with the knowledge that whatever we do and whatever happens, we will always have this place to come back to."



*Dalkeith Facey, Symbolic Graduate Recipient*

LIU for their dedication to students and for providing individual guidance. He encouraged his fellow graduates to remember their LIU experience when dealing with the real world. "When you encounter those in need, inspire them," he said. "Reach out as your classmates did to you."

The School of Business was also honored by having one of

**Dalkeith Facey**, who completed his MBA in Management at LIU, represented the Graduate students. He was a member of Sigma Beta Delta, the national honor society for business, management and administration, and earned a perfect 4.0 GPA. Born in Jamaica, Dalkeith plans to continue his studies at the College of Osteopathic Medicine. At commencement, he thanked the faculty of



*Class of 2002 graduates Damien Witter (left) and Maurice Yearwood flank Dean Kathy Waldron at the School of Business Awards Ceremony. Both students received awards for Excellence in Managerial Sciences.*

its students, **Ruth Molina**, chosen as Valedictorian for the entire Brooklyn Campus. Ruth received her BS in Finance and graduated with a 3.9 GPA. At LIU, she was very involved with campus life. She was a member of the Accounting Society, treasurer of the Honors club, tutored students in advanced accounting and math, and participated in the Volunteer Income Tax Assistance program, where she prepared income tax returns for underprivileged members of the community. As a student, she interned at the Securities Industry Automation Corporation and Goldman Sachs, and plans to pursue a career in investment banking.

### SHRM CHAPTER NEWS

The student chapter of the Society for Human Resources Management (SHRM) was recently honored with a prestigious Merit Award for the 2001-2002 school year. The award, given by the national association of the SHRM, recognizes excellence in chapter operations and commitment to providing meaningful programs and services to its members.

Of the 390 active student chapters, 116 chapters submitted applications. Eighty-nine chapters earned the Superior Merit Award, and nineteen chapters achieved Merit Award status.

Throughout the year the chapter sponsored a variety of activities that contributed to the students' professional knowledge and preparation as they prepare to enter the field of Human Resources Management. In addition to on-campus activities, the chapter sponsored the attendance of President Sowanee Dowarko and Vice-President Angela Hicks at the Annual SHRM Convention in June. Winning this award demonstrates that the chapter has done an outstanding job of providing opportunities for growth and development to its members.

# FACULTY NOTES

**Dr. Sam Chung** presented a paper on alternative financial investments at the Asian Finance Seminar held in Tokyo this summer.

**Dr. John Evans** presented a paper on Trade Performance and Employment in US Manufacturing at the Eastern Economic Association in March 2002. He also chaired a session on foreign trade at the Allied Social Science Associations Conference in Atlanta in January 2002.

**Dr. Myrna L. Fischman** was re-elected President of the Brooklyn Chapter of the New York State Society of Certified Public Accountants (NYSSCPA) for a second term. She was also elected President-Elect of the Manhattan Chapter of the Institute of Management Accountants. Dr. Fischman taught a class for journalists through the NYSSCPA on Understanding Financial Statements on June 2nd & 4th 2002.

**Dr. Kemal Gursoy** co-authored an article, titled "Alignment of Mammogram Pairs," which was accepted by a peer review for presentation at the 2nd Joint IEEE EMBS-BMES conference to be held in Houston, Texas, October 22-26, 2002. Dr. Gursoy also served as a visiting professor of statistics during the summer 2002 session in the Mathematics department of Bosphorus University, in Istanbul, Turkey.

**Dr. Jordan Kaplan** was quoted by the Boston Globe for an article on consumer confidence. He noted that the decline of confidence could lead to less consumer spending.

**Dr. Jim Lyttle** presented "The Ethics of Humor: Preliminary Thoughts" at the Congress of Social Sciences and Humanities in Toronto. He chaired a session called "Ethical Decision-Making from the Classroom to the Boardroom" at the annual meeting of the Eastern Academy of Management in New Haven, and served as the Discussant for a session on "How to Foster Knowledge-Based Firms" at the annual meeting of the Academy of Management in Denver. In addition, he performed stand-up comedy at Caroline's Comedy Club in Times Square.

**Professor Elisa Muresan** has been appointed a Chairperson and a discussant at the Financial Management Association Annual Meeting from October 16-19, 2002 at San Antonio, TX. She has also been chosen as a Program Committee member for the Midwest Finance Association's 52nd Annual Meeting on March 27-29, 2003 in St. Louis.

**Dr. Jose Rodriguez** was the invited keynote speaker at the N.J. Institute of Technology conference last May.

**Dr. Robert Shick** presented a paper, "The Role of the Public Administrator in the Privatization of Public

Services" at the American Society of Public Administration's conference in Phoenix, Arizona. He also presented research in progress, "Government and Contractors can Partner and Innovate" at Discovery 2002 here at LIU.

**Dr. Frederic M. Stiner, Jr.**, the new Chair of the Accounting Department, presented a paper, "Bankruptcy of an Accounting Firm: Causes and Consequences of the Laventhol & Horwath Failure," at the annual meeting of the American Accounting Association in San Antonio in August.

**Dean Kathy Waldron** spoke to over 200 business leaders at the Rockland Business Association's Educational Forum on Business Ethics on June 6th. Also in June, Dean Waldron appeared on Fox television where she spoke about the Worldcom collapse. In July, she was interviewed on Bloomberg TV as an expert on how people can best utilize their 401Ks in today's volatile stock market. She later spoke to reporters from Newsweek, the Associated Press, and UPI about current business affairs.

**Professor Emeritus Philip Wolitzer** served as co-chair of the Tax Cluster held August 19-23, 2002 under the auspices of the Foundation for Accounting Education. He also had a short article published in the August issue of the CPA Journal entitled "Accounting's Place in Tree of Knowledge."



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