Richard M. Hodgetts—A Tribute
--------------------------------------------------------------------------------

Dr. Richard M. Hodgetts was a professor loved and respected by all who knew him and especially by his students, his colleagues, and his family. Indeed, he touched many, many lives over the years—in person and through his impressive body of work.

Hodgetts earned his B.S. in Management at New York University in 1963, his M.B.A. at Indiana University in 1964, and his Ph.D. at the University of Oklahoma in 1968. He then taught at the University of Nebraska, spent a year as a visiting professor at Texas Tech University, and, in 1976, joined the FIU College of Business Administration. This year marked his twenty-fifth year of service to the College.

Hodgetts was a prolific scholar, author, and editor. During his career, he authored or co-authored more than 45 books, including *International Management*, 4th edition (Irwin/McGraw, 2000), which remains a leading work in its field. Most recently, Hodgetts published *Effective Small Business Management*, 7th edition (Dryden Press, 2001) and *Entrepreneurship: A Contemporary Approach*, 5th edition (Dryden Press, 2001). He also published more than 60 articles and presented more than 70 papers.

Hodgetts also was an outstanding teacher. He won FIU’s Excellence in Teaching Award in 2000, 1995, and 1988. He was given the National Academy of Management’s Outstanding Educator Award in 1999. He received FIU’s Professional Excellence Program Award in 1997 and a Teaching Improvement Program Award in 1996. In 2001, he was appointed to the SunTrust Professorship, which promotes excellence in the teaching of undergraduate courses. Also this year, the Jamaica EMBA students voted Hodgetts Outstanding Professor.

In addition, through his work on CBA committees, the FIU Faculty Senate, and with the Academy of Management (of which he was a Fellow) Hodgetts provided invaluable service to the College, to the University and to the profession.

Management and International Business Department Chair Galen Kroecck is planning a gathering in January to pay tribute to Hodgetts. More details will be released as they become available.

Hodgetts' family has asked that contributions be sent to the Richard M. Hodgetts Scholarship Fund. Please make checks payable to the "FIU Foundation." A short letter, specifying the following, should accompany the check:
- The contribution is for the Richard M. Hodgetts Scholarship Fund, and
- The donor's name, contact information, and phone number.
Please mail contributions to:
Richard M. Hodgetts Scholarship Fund
FIU - College of Business Administration,
11200 SW 8th Street, BA 310,
Miami, FL 33199
Attn: Annabelle Rojas

Contact Annabelle (x3339) if you would like more details.

--------------------------------------------------------------------------------

Faculty Kudos
--------------------------------------------------------------------------------

• In August, Doria Bonham-Yeaman, retired, presented a paper titled "Legal Considerations in Electronic Day Trading" to the Academy of Legal Studies in Business’s Annual Conference in Albuquerque.

• Tiger Li currently is serving as the guest editor of Advances in International Marketing. Over the last two decades, Advances in International Marketing has published original essays that address various aspects of export and multinational marketing. "Charting New Directions for International Market Entry" is the theme of the new volume.

• FIU is featured on Centra's "User Stories" webpage (http://www.centra.com/corporate/customers/userstories.asp#22) and Yair Levy is quoted as saying, "Centra Symposium is the ideal tool to accommodate FIU's existing online learning systems."

--------------------------------------------------------------------------------

CBA in the News
--------------------------------------------------------------------------------

"Tracing a trail of money," The Sun-Sentinel, November 22, 2001

"An Excellent Role Model," The Miami Herald, November 5, 2001

For a complete review of media coverage of the Pak/Zdanowicz grant and of the naming of the Alvah H. Chapman, Jr. Graduate School of Business, please visit www.fiu.edu/~cba/news.htm
WELCOME ... Say hello to our new faculty & staff!

Leiana Kourany-Alvarez - Assistant Director of Academic Support Services, CIBER

Mercedes Kuper – Secretary, Dean’s Office (Although she is not new to the CBA, she is new to the University Park campus.)

If we forgot to mention your name in last month’s E-CBA This Month and you have joined the College since the end of October 2001, we apologize. Please let us know...email us at gallions@fiu.edu.

Extra! Extra!

Call for Nominations: CBA Entrepreneurship Hall of Fame

The CBA is now accepting nominations for potential inductees into the Entrepreneurship Hall of Fame. Nominees must be graduates of the CBA and not only be successful entrepreneurs, but also have contributed significantly to the entrepreneurial business community. Visit the Entrepreneurship Hall of Fame website at http://www.fiu.edu/~cbalumni/ehof-index.htm for more information and to nominate a candidate online.

Extra! Extra!

EBI Exit Surveys to go out via FIU E-Mail

Attention Faculty: Please encourage all of your students, especially those undergraduate students graduating this December, to use/check their FIU e-mail accounts regularly. This year, the EBI Student Exit Survey will be sent to graduating seniors only in electronic format via FIU e-mail. This is the first year that the survey will go out in an electronic format and it is vital that all seniors about to graduate complete it.

Heads Up!

Dec 4 - Business Partners Luncheon

Dec 4 - Dean's Coffee Club, DSIS Department

Dec 6 - BEA Holiday Party

Dec. 10 - CBA Administrative Council Retreat
Dec. 11 – Simon Pak Farewell Reception

Dec. 14 - Dean's Coffee Club, Mgmt & IB Department

Dec. 14 – Marketing Ph.D. student presentations

Dec. 15 - CBA Employees’ Holiday Party

For more details and a listing of other upcoming events, visit the December CBA calendar at http://cba.fiu.edu/dirtec/calendar/calendar3.htm.

Did you know...

... that the **CBA Undergraduate Advisors** could handle only 12 students every 3 hours in person, but with the new “e-advising” system, they can handle, on average, 20 students in 3 hours? The most they have advised online during a three-hour time period is 37 – a tripling of their productivity.

...that the new Director of the School of Accounting, **Dana Forgione**, authored a mystery novel that teaches accounting principles and techniques—*Costly Reflections in a Midas Mirror?*

**Pak and Zdanowicz awarded a $2 Million Grant**

President Bush recently signed the 2002 Treasury-General Government Appropriations bill, which designates Professors Simon J. Pak, Ph.D. and John S. Zdanowicz, Ph.D. as principal investigators and awards them a $2 million grant to continue their work in uncovering abnormal international pricing schemes.

The practice of abnormal international trade pricing shifts profits and enables individuals and firms to avoid or reduce their U.S. tax liability. These schemes are estimated to have cost the U.S. Treasury $45 billion in lost income tax revenues in 2000.

Although Pak is leaving FIU to accept a position at Penn State early next year, he and Zdanowicz will continue to work together, as they have for the last 10 years, investigating money laundering and pricing schemes. In March 2002, they will launch a web site through their consulting firm, Trade Research Institute, Inc., which will provide price range analysis for all commodities traded by the U.S. with every country.

The allocation of this impressive grant clearly emphasizes the effectiveness and relevancy of Pak and Zdanowicz's work.

For more information, see our Pak/Zdanowicz media release at http://www.fiu.edu/~cba/pdf/112101-PakZdan.pdf and the CBA's online collection of media coverage about it at http://www.fiu.edu/~cba/pakzdannews.htm.
FYI...Here are some recent happenings in the CBA.

- The Office of Executive and Professional Education has changed its name. The new name is the **Office of Professional Education**.

- The Office of Professional Education has just announced the establishment of the **IMBA Study Abroad Program—France**, which will begin in October, 2002. The program will be offered in conjunction with Groupe Ecole Supérieure de Commerce de Saint-Étienne (Group ESC) and will be taught by faculty from both the CBA and from Group ESC. For more information, visit [http://www.fiu.edu/~gpo/france.htm](http://www.fiu.edu/~gpo/france.htm).

- The Marketing Department is offering a new class, "**Brand Management**" in January. Spread the word to your students!

- The latest **CBA News Online**, the College's newsletter for key constituents outside of the College, will be online Monday, December 3. Check it out at [www.fiu.edu/~cbanews](http://www.fiu.edu/~cbanews).

- Attention Faculty: Please send a list of your **Business Partners** to Monique Catoggio (catoggio@fiu.edu). These contacts in the business community should include any business person whom you invite to speak to your class(es), who provides feedback on your curriculum, who provides internships for and/or hires your students, who works with you/your students on joint research projects, who is a case-study partner, for whom you consult, and so on.

- Attention Faculty and Staff: Don’t forget to sign up for a time slot to have your professional photo taken for the **CBA Faculty and Staff Directory**. The sign-up list is at the receptionist’s desk in the Dean's Office. The deadline to sign up is Monday, December 3.

- On November 29, students from Professor Kranendonk’s class will be making a formal presentation of their marketing plan to executives of the **Pontiac Division of General Motors (GM)** and to members of the public relations agency that represents GM. Pontiac is introducing a new car model next year and the students were asked to develop a marketing plan to introduce the car to the consuming public, in particular to the South Florida market. They conducted focus groups and surveys in researching and developing their plan.
Vincent Daniels is teaching a new certificate program called “Business Development for Professionals: Sales Strategies and Techniques” to a small group of United Airlines managers to help them develop new business. The program consists of four half-day classes tailored to meet the company’s needs. He hopes to offer the program about four times per year to professionals such as bankers, lawyers, accountants, and others.

On November 19, more than 125 people attended the Wertheim Lecture Series Symposium, "E-Transformation: Getting It Right and Getting It Done." In addition to FIU students and faculty, many of the attendees were business executives. This highly successful symposium was the first of several that Chuck Newman will be organizing for the CBA. The next one will be titled "Our E-Future: A Peek at the Next Five Years."

E-CBA This Month: Our mission is to bring CBA employees timely and useful information about the College of Business Administration—its purpose, direction, and activities—so that they can be aware, understand, and explain it to others.

E-CBA This Month is a publication of the Marketing, Communications and Publications Department, Dean’s Office, College of Business Administration at FIU.

Editor-in-Chief: Sally Gallion
News Editor & Creative Director: Jill Reilly

Have you got news you’d like to see in the January edition of E-CBA This Month? Please email us at gallions@fiu.edu to send it our way. [Note: Jill Reilly will be leaving the CBA in mid-December to join her husband, who has been transferred to Germany.]

Copyright © 2001 College of Business Administration at FIU. All rights reserved.