

## Department of Marketing & Business Communication

**Chiranjeev Kohli**, professor of marketing, is the recipient of the fall 2007 Scholar Award for the article he co-authored, "The Effects of Perceived Scarcity on Consumers' Processing of Price Information," published in the *Journal of the Academy of Marketing Science*; 2007 (35), Number 1 (March). Professor Kohli received a \$1,000 award and a personalized plaque.



Chiranjeev Kohli

**Grady D. Bruce**, professor emeritus of marketing, presented "Ethics Education in Business: Effectiveness and Effects" at the Global Conference on Business and Finance in San Jose, Costa Rica. The paper won a conference Outstanding Research Award and was published in the March 2008 issue of the *International Journal of Management and Marketing Research*. He also co-authored "Organization Culture: Preference and Realities," which was published in the February 2008 issue of *Global Journal of Business Research*.

**John Bradley Jackson**, lecturer in entrepreneurial marketing, authored the book *First, Best, or Different, What Every Entrepreneur Needs to Know about Niche Marketing*, published by Dog Ear Publishing. He was also interviewed on "Imus in the Morning" on MSNBC.



## IN MEMORIAM

### *Mary Joyce Succumbs After Long Fight With Cancer*

Mary Joyce, Cal State Fullerton's Gianneschi Professor of Nonprofit Marketing, died December 12, following a long battle with cancer. She was 56. A distinguished marketing expert and educator, Joyce joined the campus in 2002 and was tasked with working with both the community and the campus in the development of a nonprofit marketing curriculum.



Mary Joyce

"Mary had a passion for service learning," says Irene Lange, chair and professor of marketing. "She wanted to instill in students an appreciation for corporate social responsibility, social entrepreneurship and sustainable growth."

Joyce wrote numerous articles about integrated marketing, entrepreneurial behavior and not-for-profit organizations. She was a pro bono consultant to many organizations and served on the board of directors for Goodwill Industries of Orange County and the Council on Aging of Orange County.

Joyce is survived by her husband, David Lambert, and three siblings. Donations in her name may be made to Planned Parenthood.

### *Long-Time Management Lecturer Steven Delbridge Dies at 74*



Steven Delbridge

Steven Delbridge, lecturer in management, died December 9 of a heart attack. Delbridge joined the campus in 1978 and taught management and law for 29 years. He learned the value of a college education early, dropping out of high school but later earning his GED. He went on to earn a bachelor's degree in physics from American International College, a Juris Doctorate from Western State University College of Law and a Master of Science in taxation from Golden Gate University.

Prior to joining Cal State Fullerton, he worked in aerospace as an engineering instructor on the ATLAS ICBM for General Dynamics and as an engineer on the Boeing's Minuteman missile guidance and control systems. He practiced law for more than 30 years.

He is survived by his wife, Hazel, and eight children.