

# KEEPING UP WITH Faculty

## Department of Accounting

Three accounting faculty members were each honored with \$25,000 fellowships at the fall Accounting Awards Banquet in November, hosted by the Accounting Society and student accounting fraternity, Beta Alpha Psi.

Two of the fellowships awarded were new this year: **Vivek Mande**, professor of accounting, received the Pricewaterhouse Coopers Faculty Fellowship, and **Fatima Alali**, associate professor of accounting, received the Ernst & Young Faculty Fellowship. The Moss Adams Research Fellowship, in its sixth consecutive year, was awarded to **Myungsoo Son**, associate professor of accounting.

The recipients were selected for this honor based on their excellent records of teaching and research, according to Betty Chavis, chair of the department of accounting. Mande teaches graduate accounting classes as well as intermediate financial reporting. He is the director of the Center for Corporate Reporting and Governance (CCRG), which organizes SEC financial reporting training conferences, and he has provided training to foreign private issuers on



Vivek Mande



Fatima Alali



Myungsoo Son

US-GAAP (generally accepted accounting principles) issues. His research interests include auditor independence and earnings quality issues.

Alali teaches auditing, and her research interests include financial accounting and reporting. She has published an article on the association between earnings and returns in different U.S. stock exchanges.

Son, who teaches courses in intermediate financial reporting, performs research in the areas of capital markets, audit quality and international accounting and has been published in the well-regarded *Auditing Journal*.

## Department of Finance

**Michael Lacour-Little**, professor of finance, was featured in an interview in *DSNews* discussing nonprime lending and real estate marketplace issues. He was also the featured speaker at the Real Estate Research Council of Southern California meeting in



Michael Lacour-Little

Pomona and at the Orange County Appraisal Society's Real Estate Conference 2008 in February.

**Don Valachi**, professor of clinical real estate, has been appointed to a three-year term on the advisory board of the Real Estate Endowment Fund, which disburses scholarship funds for students.

## Department of Economics

"Do Community Colleges Respond to Local Needs? Evidence for California" by **Andrew Gill**, professor of economics, was published by the W.E. Upjohn Institute. Gill's research was supported through a grant from the W.E. Upjohn Institute for Employment Research.

**Robert Michaels**, professor of economics authored "Hot Air and Wind: A Natural Renewable Power Requirement" posted on *National Review Online*, December 20, 2007.

## Department of ISDS

**Ofir Turel**, associate professor of management information systems, presented "User Acceptance of Hedonic Information Technologies: A Perceived Value Perspective" at the 13th Americas Conference on Information Systems held in August in Keystone, Colorado. The paper was co-authored by Alexander Serenko of Lakehead University, and Nick Bontis of McMaster University.



Ofir Turel

## Department of Management

**Philip E. Quigley**, CFPIM, PMP, part-time lecturer in management and operations, was the guest speaker at the SCQAA-Inland Empire Chapter monthly meeting. The topic was "Telling Your Boss Bad News and Surviving."

## 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.