

Fall 2008 News

C.J. “Mike” Walter (IS) keynotes at multiple conferences

In June, Mike attended the International Association of Cities and Ports Conference in Stockholm Sweden. In July, he was the keynote speaker at the Overseas Korean Trade Association Conference in Los Angeles. In July, also, he attended the AACSB International Sustainability Conference in Salt Lake City. (Dean Solt also attended this conference.) And, in August, Mike was the Keynote Speaker at the International Section of the Academy of Legal Studies in Business Conference in Long Beach. Kathleen Lacey was the President of the Association that hosted the Conference and was its chief organizer.

Cindy Chen (Finance) attends China International Conference in Finance in Dalian

Cindy attended the China International Conference in Finance in Dalian, China. The conference is an annual event organized by the China Center for Financial Research (CCFR) Tsinghua University and MIT. The high highlight of the Conference for Cindy was being invited to attend a dinner for the organizers of the conference, some of the “biggest” names in her field.

Christopher Carr (IS) awarded “best paper” at AMCIS 2008

Chris and his co-authors were award “best paper” at one of the top conferences in the field, the 14th Americas Conference on Information Systems, AMCIS 2008 in Toronto, Ontario. The paper is entitled “They Call for Help, But Don’t Always Listen: The Development of the User-Help Desk Knowledge Application Model..” It was the top paper out of over 400 papers accepted. Chris says “That is my first best paper at a conference. I hope not my last.”

MBA Office gets face-lift

The offices of the MBA programs got a complete face-lift and Kathy, Paula, and marina couldn’t be happier. You’re all invited to come see their new and improved digs.

The role of Marketing in Defining the Organization’s “Sustainability” Goals

Ingrid Martin (Marketing) and Michael Kamins (State University of New York, Stony Brook) are co-chairing the 2009 Summer American Marketing Association Conference. The Conference is the largest of the annual marketing conferences where the field’s job market takes place. The

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theme of the conference is “The Role of Marketing in Defining the Organization’s ‘Sustainability’ Goals.” The theme is a response to the explosion of research activity in organizations and government related to sustainability and green initiatives. Researchers have the opportunity to bring more focus and scholarly attention to the marketing of organizations as sustainable products or services.

Lynn Dymally appointed to Long Beach Bar Association

Lynn Dymally, full-time lecturer in Business Law, has been elected to serve a two-year term on the Long Beach Bar Association Board of Governors beginning in 2009. Lynn has taught in the CBA since 1998 and has also taught in the CSULB Political Science Department, Long Beach Community College, CSU Fullerton, and the Fashion Institute of Design & Merchandising. Before coming to CSULB, she was the Legal Administrator of the Robbins Group for several years. Lynn is active in many civic and philanthropic organizations.