

## Spring 2011 News

### **Department of Finance to host a group of 9th grade students from the LBUSD**

The California State University, Long Beach Department of Finance is working in conjunction with Valerie Bordeaux, the Director of University Outreach and Corion Lucas, the University Outreach Specialist to host a group of 30-50 9th grade students from the Long Beach Unified School District for a field trip in March to the College of Business Administration (CBA).

This event will consist of Dean Michael Solt and Associate Dean Ömer Benli meeting with the students to discuss educational opportunities in CBA. Dr. Steven Le, the Chair of the Finance Department will give a presentation about the Finance major and career opportunities. Carol Grutzmacher, the Director of CBA Advising Center will discuss how the CBA Advising Center is there to assist students with the selection of a major and courses needed for a degree in Finance.

---

### **Marketing and Economics faculty win a 2011 Multidisciplinary Research Award**

Professors David Horne and Ingrid Martin (Marketing) and Wade Martin (Economics) were awarded one of five, 2011/2012 CSULB Multidisciplinary Research Awards. Over 50 applications from across the University were submitted for these highly competitive grants. According to A.V.P. Yih (Research and Sponsored Programs), "... this is a distinguishable accomplishment to be selected for [their] multidisciplinary collaboration, innovation, student involvement and overall research merit".

The title of their Project is "*Threats from Wildfire & Climate Change: Modeling Risk Mitigation Behaviors of Homeowners*". The research will focus on how individuals living in high risk areas for natural disasters learn to cope with and mitigate these risks. In California, the specter of wildfires is a constant threat to millions who live in the forested and interface communities across the entire state. Their individual and collective beliefs and behaviors about mitigation effectiveness and climate change may well be the link between effective or wasted communication strategies to reduce this life-threatening hazard. This research proposal is based on a stream of funded and published research in risk communication and natural disasters by all three researchers.

---

### **Marketing Department wins 2011 Alumni Grant**

Dean's Update  
College of Business Administration  
California State University, Long Beach

The Department of Marketing developed and received funding for an Experimental Research Laboratory to be used to run studies for both students and faculty. The funding has come from two sources: CBA and the CSULB Alumni Association. Drs. Pamela Homer, Risto Moisio, and Ingrid Martin submitted a grant proposal, with the help and guidance of Alexandra Jordan, to the Alumni Grant Association. These funds, along with matching funds from the CBA, will be used to buy furniture and computers for eleven workstations and a printer for the Lab. The department hopes to unveil the Lab before the end of Spring semester. We will be running a naming contest to come up with a suitable name for our new Lab. So if anyone has any ideas, please submit them to [imartin@csulb.edu](mailto:imartin@csulb.edu).

The Lab is designed to be used by CBA researchers and students who do behavioral studies either in an online environment or as online studies. On April 14, the Alumni Association will be holding the annual Alumni Recognition Reception where we will be doing a short presentation on how the Alumni grant will benefit students and faculty in the CBA.

---

## **Terry Witkowski, Marketing, has won an *Emerald Literati Network Award for Excellence***

Terry Witkowski, Marketing, has won an *Emerald Literati Network Award for Excellence*. His article, "The Marketing Discipline Comes of Age, 1934-1936," has been selected as the outstanding article out of 17 published in the *Journal of Historical Research in Marketing* in 2010.