A Letter
From the Department Chair:

Welcome to our department. We are pleased to issue this first newsletter as a means of informing you about important occurrences in our department. It is not my style to write about myself as I believe the purpose of a newsletter is to put you, our students, front and center. However, you might find it useful to know who I am, so here goes:

I am a native of South Africa where I completed my undergraduate studies at the University of Cape Town and Rhodes University. Growing up under Apartheid inspired me to become active in student politics and led to my engagement in the Anti-Apartheid Movement. This was a seminal experience and issues of social justice, democracy and development have therefore always been leitmotifs in my life, leading to my involvement with FDU’s Office of Global Learning initiatives. Supported by this office I have taken on the role of FDU’s UN Committee on Status of Women – Professor Joan Desilets at the College of Florham and I serve as co-representatives to this committee.

My tenure at FDU started in 2000 and currently I serve as Associate Professor and Chair of the Marketing and Entrepreneurship Department in the Silberman College of Business. My doctoral studies were completed at the Manchester School of Management, UMIST, in Manchester, U.K. I continue to collaborate with colleagues in the UK and am proud that the second edition of a book that I co-author with colleagues in Leicester and Liverpool, UK, was published in December 2009. Entitled, “Business Continuity: A Crisis Management Approach” the text is very popular with graduate students concerned at how organizations should respond to crises in an increasingly interconnected and digital world. My publications have appeared in • Long Range Planning • Risk Management: An International Journal • Journal of Applied Management Studies • Leadership and Organisational Development Journal • Business Horizons • International Journal of Entrepreneurial Behavior and Research • Facilities • Education and Training; ET&P.

External service with professional organizations has taken the form of serving with the United States Association for Small Business and Entrepreneurship (USASBE). I am a member of the executive board and currently serve as the Vice President of Conferences. My corporate career includes experience with The Economist Group, General Motors (South African), and Kodak (South African).

Finally, and most importantly, I want to thank the three graduate assistants without whom this newsletter would not have materialized: Mayur Gandhi, Tolulope Malik and Rachel Parks have worked very hard to create this first edition of our newsletter. We thank them for their hard work and good humor throughout!

The Marketing Mix Wants YOU as a Member!

Do you find yourself watching the Super Bowl just for the commercials? Can you name at least five characters featured on General Mills cereal boxes? Are you creative, motivated, and enjoy a challenge? If so, the Marketing Mix is just for you!

The Marketing Mix unites ambitious students who have an interest in both business and marketing. Through speaker events and trips, members have the opportunity to meet with marketing professionals from a variety of interesting fields such as sports, fashion, and food. We have hosted numerous events featuring speakers from distinguished companies such as the Jets, Mercedes Benz, Kraft Foods, and Ciao Bella gelato. In fact, such events have even helped some of our former members to attain internship and career opportunities! In addition, we have sponsored trips to the corporate offices of Ralph Lauren, Six Flags, and to the Direct Marketing Educational Foundation Student Conference held annually in New York City.

Besides networking opportunities, The Marketing Mix is a fun way to get involved on campus. We participate in the annual Homecoming Charity Carnival, club fairs, and we join in on the sacred FDU tradition of painting the rock. In addition, we hold fundraising events such as our annual parking spot fundraiser, spring carnation sales, Mountain Creek season pass sale, and our Cartridge World fundraiser.

Students from all majors are welcome, and there are executive board positions available to suit a variety of student interests such as recruiting, event coordinating, and advertising, among many others.

To find out more, come check us out! The club meets every other Tuesday at 5pm in the Sammartino Room in the Student Center. Join our mailing list & Facebook page for updates on upcoming events. We hope to see you soon!
Dr. James G. Almeida, Associate Professor of Entrepreneurship (almeida@fdu.edu)

Dr. Almeida is an Associate Professor of Entrepreneurship and the Associate Dean for Graduate Programs and the College at Florham campus in the Silberman College of Business at Fairleigh Dickinson University in New Jersey. He has a Ph.D. in strategic management and entrepreneurship from the University of South Carolina. He also holds an MBA from the University of Louisiana at Monroe, and a graduate degree in marketing as well as an undergraduate degree in Pharmacy from the University of Bombay.

Prior to moving to the United States, Dr. Almeida worked in the Indian pharmaceutical industry in sales, marketing, and product management positions. He spent a year as a visiting researcher in entrepreneurship at the London Business School. As the Associate Dean of the Silberman College, Dr. Almeida has overseen the revision of the MBA curriculum, and is presently engaged in revising the curriculum in the MBA program for Executives. He has recently been appointed as the Accreditation Maintenance Coordinator to oversee the tasks associated with the maintenance of Silberman College’s accreditation by AACSB International. Dr. Almeida’s research focuses on a broad range of issues pertaining to small and medium sized enterprises, including technology-based new ventures. He is currently researching entrepreneurial decision-making under conditions of uncertainty.

Richard T. Archambault, Lecturer in Entrepreneurship (richard_archambault@fdu.edu)

Dick Archambault teaches courses such as “Business Planning Forum” and “Entrepreneurship and Business Strategy”. In addition he is President of Archambault, Young & Assoc. and specializes in strategic planning, business plan analysis, supply chain management, and business process reengineering for communications and consumer electronic companies, both international and domestic.

Before coming to FDU as a full time lecturer in 2003, Mr. Archambault began his career in Network Engineering at Western Electric Company but quickly was recruited by AT&T Headquarters for various management positions. In his most recent assignment as Global Engineering Vice President before leaving Lucent Technologies, he was responsible for providing in-house supply line management capabilities to achieve the AT&T/Lucent $7 billion revenue goal. First by addressing technologies critical to future successes (Displays, Cameras, Radio Frequency and Interconnect technologies) and second by introducing new product introduction paradigms, most notably by creating Product Realization Centers which integrate design and manufacturing responsibilities under a single decision maker. Mr. Archambault is regarded as an innovator with strong interpersonal and communications skills who gets things done. He has BS and MS degrees in Engineering and an MBA.

Dr. Rajesh Chandrashekaran, Lecturer in Marketing (rajeshc@fdu.edu)

Rajesh Chandrashekaran has a BS degree in Electrical-Electronics Engineering from India; and an MBA and PhD in Marketing from Rutgers University. He is currently Professor of Marketing at the Silberman College of Business. His teaching experience includes Marketing Management, Buyer Behavior, Advertising Management and Marketing Research. In recognition of his excellence in teaching, the Student Government elected him as Teacher of the Year in 2002.

Dr. Chandrashekaran’s research interests are primarily in the area of pricing. Particularly, he is interested in investigating the psychological effects of various pricing strategies and tactics. Dr. Chandrashekaran’s recent research examines the exact nature of brain activity that is associated with the processing of pricing and other related marketing cues. His research has been published in several leading academic journals in the field including The Journal of Marketing Research, Journal of Retailing, Advances in Consumer Research, Journal of Product and Brand Management and Journal of Consumer Affairs. In addition, his research has received awards at both national and international conferences.

Dr. Burçak Ertimur, Assistant Professor of Marketing (bertimur@fdu.edu)

Burçak Ertimur teaches Principles of Marketing. Before coming to FDU in 2009, Dr. Ertimur was pursuing her Ph.D. degree in Marketing at the University of California, Irvine, where she also served as an instructor, teaching assistant, and a Pedagogical Fellow. She holds an M.S. degree in Marketing and a B.S. degree in Business Administration from Bilkent University, Turkey. Dr. Ertimur’s research interests center on value co-creation and its marketing implications. Her research on “consumer-generated advertising” has been supported by the Marketing Science Institute and received recognition by the Society for Marketing Advances and the Academy of Marketing Science.

Dr. James G. Hutton, Professor of Marketing (hutton@fdu.edu)

Jim Hutton teaches courses such as Marketing Communication, Consumer Behavior and Public Relations. Before coming to FDU in 1997, Dr. Hutton taught at the University of Hawaii, the University of St. Thomas (Minnesota's largest private university), and the Carlson School of Management at the University of Minnesota. He has served as a consultant to numerous organizations, including 3M, the American Red Cross and Financial Executives International. His research has been supported by the University of Minnesota Medical Foundation and the Council of Public Relations Firms, among others.

Prior to his academic and consulting career, Dr. Hutton was a director of corporate and financial communications for three major multinational corporations, including the largest company in Hong Kong. Hutton’s Ph.D. in marketing is from the University of Texas at Austin, where he was a University Fellow and Dean’s Doctoral Fellow in Business. He also has an MBA and a B.S. in mass communication. Dr. Hutton is the author of three books and dozens of academic and professional articles and book chapters, and has lectured in both Europe and Asia.
Ann Huser, Lecturer in Marketing (ahuser1@gmail.com)

Professor Huser started teaching at FDU in 1999 and is currently teaching marketing courses in the BS program (Advanced Marketing Management) and MBA program (Marketing Concepts and Management of Advertising). She has been awarded Teacher of the Year twice, recognizing her creative approach to teaching, in which she stresses experiential and cooperative learning. She has published in the areas of business pedagogy and entrepreneurship/strategy. During this time, she has also led marketing seminars in a corporate setting and done marketing consulting.

Prior to 1999, she worked primarily in brand management on brands such as Jell-O (gelatin and pudding) and new snack products for the company currently called Kraft Foods, Inc. Her "specialty" was new product development. She also worked in advertising, strategic planning and consulting for a variety of organizations.

Her education credentials include a B.A. and Master’s degree from Duke University, doctoral coursework at Boston University, and a Master of Science in Management from the Sloan School at M.I.T.

Dr. Ronald Heim, Professor of Marketing (heim@fdu.edu)

Dr. Ronald Heim joined Fairleigh Dickinson University in September 1981. He teaches Marketing Principles, Consumer Behavior, Advertising, and Marketing Research. He has corporate experience working as an Econometrician, Connell Rice and Sugar Westfield, NJ; Manager of Marketing Information Systems, Avon NYC, NY; Director of Information Systems, Cook Industries, to mention a few. His scholarly activities include "Promotion Response Measurement is a Quality Control Function" 2009, Alan Fask and Ronald Heim, Review of Business Research, Nov 2009.

Dr. Heim has an educational background comprising of: BS Engineering, Rutgers; MS Agricultural Economics, Rutgers; MS Statistics, Rutgers, and PhD Marketing, Cornell. He likes to Travel to National Parks, Memorials, and Monuments (304 visited – 93 to go – 58 after this spring), Photography, Cabinet Making (woodworking), Landscaping.

Dr. Caroline Munoz, Associate Professor of Marketing (munoz@fdu.edu)

Dr. Caroline Muñoz, Associate Professor of Marketing, teaches Principles of Marketing, Consumer Behavior, Marketing Research and Buyer Behavior and Motivation. She employs innovative teaching techniques and technologies, such as social networking sites, wikis, and experiential projects, in her classes. Dr. Munoz’s research specialization is consumer behavior. Specifically her research interests include social network sites, themed environments, marketing pedagogies, and cross-cultural consumer issues. Her research has been published in Journal of Consumer Behavior, International Journal of Culture, Tourism and Hospitality Research, Journal of Research for Consumers, Tourism and Hospitality Research, Journal of Foodservice Business Research, Marketing Education Review, Journal of Advertising Education, and Journal of Business Education. Dr. Munoz earned a B.A. from Coe College and a M.A. and Ph.D. from Auburn University.

Dr. Arthur Dolinsky, Associate Professor of Marketing (adolinsky@fastermac.net)

Dr. Dolinsky has been teaching Marketing Research and Buyer Behavior since joining the university in 1986. He has published many papers in a variety of journals. Relevant journals have included the Journal of Consumer Affairs, Journal of Health Care Marketing, Journal of Services Marketing, and Entrepreneurship Theory & Practice.

On occasion, his research has been funded by external organizations, including the AARP and National Institute on Aging. He earned an M.B.A. and Ph.D. from the University of Pennsylvania.

Upcoming Events

Silberman College of Business is hosting a marketing plan competition on World Entrepreneurship Day (April 16th). The competition will be held at Teaneck Campus. Prof. Archambault will ask his students to “brainstorm” a marketing plan for a real company which is run by an alumnus of FDU.

For more information on WED please log on to: www.worldshipday.com.

Clubs Supported by the Department

Graduate Business Club: Jason Blumstein, President (jblumstein@curtisswright.com), Dr. Swartz, Advisor (swartz@fdu.edu), and Professor Huser, Advisor (ahuser1@gmail.com).

Marketing Mix Club: Daniela Hlinka, President (dhlinka@student.fdu.edu) and Dr. Munoz, Advisor (munoz@fdu.edu).
Not So Friendly Competition

Can a family business succeed and outperform when some of its main competitors are in the family? Domenick Celentano’s Family Business Management class had the chance to hear from Tom Van Vugt, son of the founder of Plainview Growers, regarding family business practice. Tom is a former student of the Family Business Management class. The business hosts two locations in New Jersey with over 372,000 square feet of greenhouse and is growing rapidly through supplying retailers for all seasons, holidays, and occasions. Products include a wide array of flowers, from seedlings and plugs to orchids.

Tom, now in charge of sales and finance, fielded a greenhouse full of questions about how “The Three Ring Model” applies to Plainview Growers. The Family Business Management class attempted to untangle the web of relationships between family member, family member involved in the business, and lastly family members who are owners of the business!

When asked about potential or existing family conflicts, Tom remained unfazed, and responded with confidence that harmony in business and family would remain. Although the businesses share some competition they also do their part to help each other out when necessary. Valuable insights regarding the correct attributes necessary to succeed in a family business were articulated in his presentation. Seemingly the most important and most valuable traits for Plainview Growers is an absolute love for the industry, strong work ethic, and a strong commitment to work in the family business.

If you have any questions or would like any more information regarding Plainview Growers, please see www.Plainviewgrowers.com

Article submitted by Kyle Rothschild, Entrepreneurship Major at FDU’s Florham Campus

An Evening with Dick Sweeney

On March 31st, Silberman College’s Graduate Business Club had the pleasure of hosting Mr. Dick Sweeney, co-founder of Keurig, for an evening of discussion and an interactive question and answer session.

Keurig, which is a Dutch word meaning “neat,” uses a patented single-cup brewing technology which Mr. Sweeney developed to serve freshly brewed coffee, initially targeted at the office market. Mr. Sweeney is an alumnus of Fairleigh Dickinson’s M.B.A program and generously shared his story and business insights with us. The underlying question behind the creation of Keurig remains the same today as the day the idea was formulated, “Why brew coffee a pot at a time when we drink it a cup at a time?”

Introduced in 1998, Keurig’s innovative brewing system allows users to brew perfect coffee, tea or hot chocolate, one cup at a time, in less than a minute. Keurig has experienced exponential growth over the past few years selling more than 4 million “K-cups” per day and approaching $900 million in annual revenues this year. Keurig and its supply chain employ in the region of 4,500 people internationally. Now owned by Green Mountain Coffee Roasters, Inc. Keurig has retained its original name but subscribes to the socially responsible business practices of its parent company.

Mr. Sweeney should be an inspiration to every student here at FDU and living proof that people can excel in business while still following their passions.

Article submitted by David Griffith, Graduate Business Club V.P.