

## A Note From the Business Editor

Hello and welcome back to another year at the Pennsylvania State University - Erie, The Behrend College. Let me take a moment to introduce myself.

My name is Harmilee Cousin III and I, along with Garrett Carson, are editing the Business page for this school year.

Often, students seclude themselves into their various academic schools or departments. The engineers stick with engineers, the business majors stick with business majors. So on and so forth. There is very little interaction between groups, and worst of all no one group really knows what the other does.

That being said, the purpose of this page is to inform the student, staff, and faculty population about what is going on in the Sam & Irene Black School of Business. This page will be organized, written, and designed by business majors, and will serve as a resource for students interested in business.

If you are interested in writing for the business page then contact us at either [hxc5020@psu.edu](mailto:hxc5020@psu.edu) or [gmc5021@psu.edu](mailto:gmc5021@psu.edu). We look forward to serving you this year and the best is yet to come.

*Harmilee Cousin III for the Business editorial board*

## FACULTY AND STAFF

# School of Business welcomes Dr. William H. A. Johnson

GARRETT CARSON  
*business editor*

The Sam and Irene Black School of Business has had several new faculty members this semester. As such, we would like to highlight a new one in each edition. This week we would like to introduce Dr. William H.A. Johnson, Associate Professor of Management. In an interview with Dr. Johnson we got the scoop on where he comes from

### Where are you from?

I grew up in Mississauga - Ontario, Canada (west of Toronto) though I was born in Scarborough - Ontario, Canada (east of Toronto). When I went to high school at the Etobicoke School of the Arts (which was in Toronto - I majored in Drama) we used to call these the Western and Eastern wastelands so I guess I am originally from the wastelands of Toronto...

### Tell us about your education.

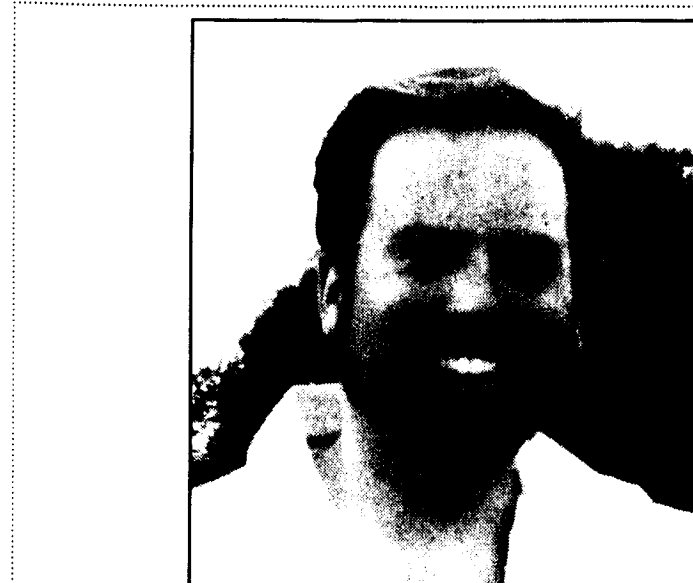
I went to McMaster University in Hamilton, Ontario, Canada for a B.S. degree in Biology. My graduate degrees (MBA and PhD) are from the Schulich School of Business at York University in Toronto.

### Why did you pick your field to study?

My original mission was to bring the sciences and business together and I've always been interested in innovation so that was the area I ended up doing my research. I also teach strategy and international management. These areas tie well with innovation. The ultimate strategy for competitive advantage is continuous innovation. In terms of international management, innovation is a driver of global change both via the new technologies that allow for more efficient global commerce and the changes globalization make on how innovation is done and ideas commercialized.

### What are the industry experience's you've had?

I have consulted with a number of Canadian organizations includ-



## Quick hits: Dr. William Johnson

**Full name:**  
William Harold Alexander Johnson

**Teaching:**  
Project Strategy,  
international management

**Favorite movie:**  
Star Wars

**Personal interests:**  
Self-taught piano player;  
plays rock like Billy Joel, Elton John

ing Royal Bank of Canada, Merck Frosst Canada and Industrial Research Assistance Program (IRAP) of the National Research Council (NRC) in Canada.

### What are your teaching philosophies?

I believe in a consultant metaphor on teaching. Both students and teachers need to be actively involved in the learning process. Students need to take initiative and, like a good consultant, teachers need to provide guiding advice without taking over the actual learning. To achieve this I like to use experiential exercises, case studies where we try to live the experience of the case and interactive discussion about the topics in my courses.

### How is it living here vs. Canada? Is it true that most Canadians use "eh"?

Canada is essentially the 51st state!... well only half kidding. Canadians in general are the same as Americans, eh. Except that Canadians may say 'eh' a little more often- though, I have heard people mention that New Englanders say it even more.

I usually use it as a question as in "How's it going, eh?" My brother-in-law has been tagged as a Canadian here in Erie because he says it a lot, though!

Canadians do have universal health care, which is not as inefficient as some may lead you to believe, especially for people who cannot afford private insurance. Taxes are slightly higher (though I was disappointed with the amount of tax in the USA when I first moved here- I thought it would be a lot less given what people say!) but Canadians have very good government services for the extra money. In that respect Canadians

may think differently. Here's a story: my niece came to see me in Boston once and saw the high school there that looks like a mall (good school in a good neighborhood). Her comment was: "We need to pay more taxes" (back in Canada so that her school would be as nice!). So I guess a big difference is: for Canadians taxes may be an answer to some questions such as better schools whereas for Americans that's not even a question to ponder!

### Do you have any advice you would like to share with students?

My advice would be to stand tall and put up the good fight even when things are down for you at times. There was a time in my undergraduate when I did not think I might make it past the midterm finals. With hard work, determination and making sure you put effort into your own learning you can overcome almost every barrier.

One thing I learned later in my undergrad career was that reading the textbook and going to every class to participate really did reinforce everything that I was learning and my grades went up. Most things can be memorized from a book but only when we interact with others can we reinforce what we learn from books and truly understand what it is we are talking about. That kind of relates back to my philosophies of teaching: the only reason to get together in class is to learn from each other.

### I know that you have a story about your name, can you please share that with us?

My full name is William Harold Alexander Johnson. While I am sure that they had other reasons, I think my parents may have given me the two middle names to distinguish myself from the other million Bill Johnson's out there. Both names are in the top 10 given and sur-names categories. Unfortunately, even with two middle names I have still been stopped at the border a few times under mistaken identity- seems there's another Bill Johnson out there causing mayhem!

## School of Business: Upcoming Events

### MONDAY, SEPT. 14

4:30 P.M. - 5:30 P.M.

**Event:** The Economic Experiences of Botswana and Zimbabwe.

**Speaker:** Scott Beaulier, Ph.D

**Location:** REDC 180

### TUESDAY, SEPT. 15

1:00 P.M. - 6:00 P.M.

**Event:** University Park Career Days: Non-Technical Full Time Recruitment.

**Location:** Bryce Jordan Center, University Park

### TUESDAY, SEPT. 15

7:00 P.M.

**Speaker:** Stephen J. Gurgovits, President and CEO of F.N.B. Capital Corporation

**Location:** REDC 180

### WEDNESDAY, SEPT. 16

1:00 P.M. - 6:00 P.M.

**Event:** University Park Career Days: Co-Op and Internship Recruitment

**Location:** Bryce Jordan Center, University Park

### TUESDAY, OCT. 6

12:00 P.M. - 4:00 P.M.

**Event:** Behrend Fall Career and Job Fair

**Location:** Junker Center

## Business Internships available:

**JP Morgan Chase & Co.**  
2010 opening for a  
Finance Analyst position

*Part of the JPMorgan Chase  
Finance Analyst  
Development Program*

**Meisrow Financial**  
Opening for a Business  
Analyst position

**JP Morgan Chase & Co.**  
2010 opening for a  
Operations & Business  
Services Analyst position

More information on internships and full time positions can be found online at:  
<http://www.pserie.psu.edu/student/cdc/oncampusrecruiting.htm>

## Want to make a difference?

# ASB IS BACK!

ASB, or Alternative Spring Break, is an opportunity for students to give back and help others in their nation by giving time during Spring Break to do community service.

### ASB 2009:

**Who:** Any interested student at Penn State Behrend.

**What:** Hurricane relief.

**When:** Spring Break 2009 (Mar.7-12, 2010).

**Where:** New Orleans, La.

**Why:** Not only build for others, but build friendships, knowledge, character, and your resume.

### How to sign up:

An application is available online. For a link, visit our Facebook group titled

"Penn State Behrend Alternative Spring Break 2010-New Orleans"

To grab an application in person or get more info about ASB, stop by the Smith Chapel.

## APPLICATIONS ARE DUE SEPT. 18!

Co-sponsored by SAF, Reality Check, and the Center for Service and Residence Life.

