

School of Business:  
Upcoming Events

MONDAY, SEPT. 28

12:15 P.M. - 1:15 P.M.

Event: Meet the Faculty Lunch for students in first year seminars  
Location: McGarvey Commons

THURSDAY, OCT. 1

12:20 P.M. - 1:00 P.M.

Speaker: Dr. Christopher T. Olivia: CEO, Penn Allegheny Health System  
Topic: "Western Pennsylvania Healthcare: An Era of Reform, Challenges, and Opportunity"  
Location: REDC 180

TUESDAY, OCT. 6

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

Event: Behrend Fall Career and Job Fair  
Location: Junker Center

TUESDAY, OCT. 20

7:30 P.M.

Speaker: John Moore  
Event: Former Stabrucks Marketer Offers Espresso Shot of Branding Wisdom  
Location: REDC 180

World & National  
Business News

Google to make "one small acquisition a month"

PITTSBURGH (Reuters) - Google Inc expects to buy one small company a month as it rekindles its acquisition engine and moves beyond the worst phase of the global recession, Chief Executive Eric Schmidt said in an interview on Wednesday.

The Web search giant has historically maintained a steady pace of acquiring small, privately held companies, but its deal machine took a breather earlier this year when Schmidt said that prices were too high for his liking.

- www.reuters.com

U.S. Dollar steadies after bounce

SYDNEY (Reuters) - The U.S. dollar steadied above recent lows in Asia on Thursday after a sharp bounce left speculative sellers chastened for the moment, though sentiment remains bearish on the currency overall.

The euro was hovering at \$1.4727, having been knocked back from a high around \$1.4844 late in the New York session when equities .SPX took a sudden slide.

Dealers were unsure what tipped shares lower, but it served as an excuse to take profits on short positions and lifted the dollar index .DXY to 76.456, from a 13-month trough of 75.827.

- www.reuters.com

Beacon Business Staff

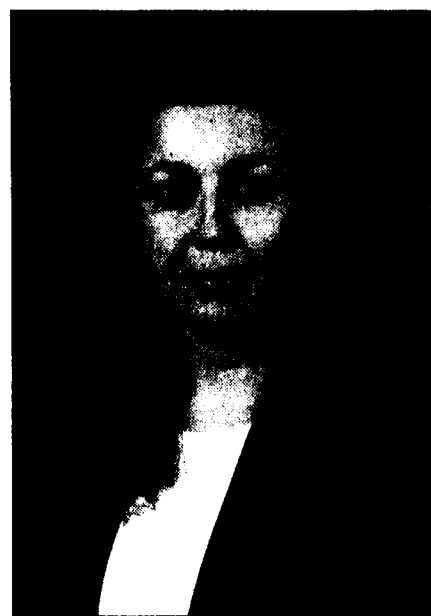
Business Co-Editors:  
Harmilee Cousin III; Garrett Carson

FACULTY AND STAFF

Dr. Pelin Bicen joins School of Business, Marketing Department

GARRETT CARSON  
business editor

Dr. Pelin Bicen is the newest addition to Behrend's Marketing Department having previously taught at and attended Texas Tech. Dr. Pelin, as she likes to be called, is one of two new



Contributed Photo  
Dr. Pelin Bicen

faculty members who are originally from Turkey. Five years ago, she departed from Istanbul en route to Texas to pursue her passion for marketing.

Originally, Dr. Pelin attended university aspiring to be a mathematician. Her love for statistics and numbers landed her a position with BBDO, an international advertising agency, where she would be a statistical analyst. With her foot in the door, she became more familiar with the dynamic and exciting world of marketing and decided the innovative and interpersonal atmosphere was a better match for who she is. She then concluded that, while she enjoyed her numbers, her real passion is marketing.

Dr. Pelin decided to leave her position and pursue her newly found interest by returning to graduate school to obtain her MBA. Following the completion of her master's degree she knew that to further her value as a business professional she would have to attend university in the United States. She states that "the United States created business and marketing" and have developed it into what it is today.

She found that Texas Tech was the best match for what she wanted to do and thus moved to Texas in 2004. She found it to be an easy transition to US

culture and customs because Texans were accustomed to non-native speakers and people of several backgrounds.

Upon completion of her PhD in marketing, Dr. Pelin decided she wanted to continue in the education system and not return to her previous professional life of three years. She feels that being a professor allows her to effectively pursue her passion for innovative research projects, and have the privilege to be a teacher who hopes to foster critical thinking and facilitate the acquisition of life-long learning skills.

Her areas of expertise include innovation and new product development. She found exactly what she was looking for here at Behrend. She says there are three main values that she found at Behrend that matched what she wanted: research possibilities, quality of students, and Penn State. She thinks the business and engineering interdisciplinary program is one of a kind and matches what she would like to focus on in her research. Behrend, as a Penn State campus is known for its quality of students and outstanding academics.

After arriving in Erie, she has come to really enjoy the town that Behrend calls home. She loves the plentiful

Quick hits:

Dr. Pelin Bicen

Full name:

Pelin Bicen

Teaching:  
MKTG 301

Principles of Marketing

Industry experience:  
database administrator and statistical consultant in BBDO Advertising Agency, Turkey.

Education:

Ph. D, Texas Tech University

green scenery that contrasts Texas's more desert like climate. "Erie is very family oriented and the people are very self conscious of themselves," she states. Even though she enjoys the climate now, she has fortunately been able to avoid snow during her life time, so her future opinions could be drastic.

BUSINESS CAREERS

Deloitte tops "Best Places to Launch a Career"

GARRETT CARSON  
business editor

BusinessWeek recently released their "Best Places to Launch a Career" list and the top four companies on the list, were as usual, the big four accounting firms: Deloitte, Ernst & Young, PriceWaterhouseCoopers, and KPMG.

These companies have dominated the top rankings since this list was first created in 2006 according to BusinessWeek. It's easy to see why these companies top the list with starting salaries ranging from \$50,000 to \$60,000 and most hires receiving a signing bonus, in addition to their rich benefits and extensive training programs.

Here's a little bit more about each firm:

1 Deloitte

Deloitte finished #1 in the rankings coming in with the highest average starting salary, \$55,000-\$60,000 and 18% of new hires making more than \$65,000. They also had the highest signing bonus of \$5,102 with 90% of new hires receiving one. Probably the

most important factor Deloitte has going for it is that their entry level hiring is only 1.1% from last year, which as we all know in this economy is very good. Deloitte also has a mentoring program that all new hires participate in. In case you want to know about the work Deloitte actually does they are involved in accounting, assurance and advisory, risk, tax, management, financial, technology and human capital consulting. If you would like to learn more about Deloitte please visit [www.deloitte.com](http://www.deloitte.com).

2 Ernst & Young

Ernst & Young finished #2 in the rankings coming in with average starting salary of, \$50,000-\$55,000. They also had a signing bonus of \$3,155 with 75% of new hires receiving one. Unfortunately Ernst & Young saw a drop in their new hires from 2008 by 19.7%. They also have a mentoring program that all new hires participate in. One factor Ernst & Young has going for it is that it is the most diverse with 36% being a minority; so if diversity is something that is important to you that place might suit you very well. Ernst & Young are involved four

main areas: assurance, tax, transactions, and advisory. If you would like to learn more about Ernst & Young please visit [www.ey.com](http://www.ey.com).

Price-  
3 Waterhouse-  
Coopers

PriceWaterhouseCoopers finished #3 in the rankings coming in with average starting salary of, \$50,000-\$55,000. They also had a signing bonus of \$3,867 with 91% of new hires receiving one. PwC only saw a drop in their new hires from 2008 by 5.8% and when comparing that to other places it's very good. They also have a mentoring program that all new hires participate in. An interesting fact about PwC is that 41% of the partners in the company have been with them for more than 20 years, which is the highest retention out of the big four and it means there is a lot of room to grow in within the firm; historically the big four has very low retention rates. PwC is involved in advisory services, audit and assurance, government services, HR services, and tax services. If you would like to learn more about Price-

WaterhouseCoopers please visit [www.pwc.com](http://www.pwc.com).

4 KPMG

KPMG finished #4 in the rankings coming in with average starting salary of, \$50,000-\$55,000. They also had a signing bonus of \$2,350 with 72% of new hires receiving one. KPMG saw a dramatic drop in their new hires from 2008 by 35.6%, but 91% of their new hires came from interns so if this company interests you a great way to get in is through the internship program they have. They also have a mentoring program that all new hires participate in. KPMG is involved in audit, tax, and advisory services. If you would like to learn more about KPMG please visit [www.kpmg.com](http://www.kpmg.com).

A couple of interesting notes about these companies is that they all offer great internship experiences, even for sophomores they have opportunities so it's never too early to start looking for chances to add work experiences to your resume. Also, they hire more than just Accounting majors; for example there is a big push now to get MIS majors in the door too.

Probably the most important thing to know right now about these companies is that they are hiring right now for internships and full time positions for next summer. All of these firms have positions that can be found on the Nittany Lion Career Network. The NLCN can be found at <http://www.pserie.psu.edu/student/cdc/oncampusrecruiting.htm>.

Business Internships available:

Nestle Purina PetCare Co.  
Accounting  
Management Trainee

Del Monte Fresh Produce  
Corporate  
Procurement Intern

Logistics Plus  
Finance Intern

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



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