

## School of Business: Upcoming Events

**MONDAY, FEB. 15**  
7:00 P.M.

**Speaker:** Lorenzo Simonelli, CEO of GE Transportation  
**Event:** "CEO Conversation"  
**Location:** REDC 180

**THURSDAY, FEB. 25**  
7:00 P.M.

**Speaker:** Dr. Benjamin Powell  
**Event:** "Sweatshops and Third World Living Standards: Are the Jobs Worth the Sweat?"  
**Location:** REDC 180

**THURSDAY, MAR. 18**  
5:30 P.M. - 7:00 P.M.

**Speaker:** Stuart Varney, business and financial journalist for FOX News  
**Event:** "Sweatshops and Third World Living Standards: Are the Jobs Worth the Sweat?"  
**Location:** REDC 180

## World & National Business News

### E.U. votes to aid Greece

The 27 countries of the European Union voted Thursday, Feb. 11 to aid Greece during its debt crisis. However, the leaders of the EU gave no details on immediate assistance to the government, and stressed that Greece had a long way to go to "clean up" its public finances.

Greek governmental leaders made clear that they had not asked for any financial assistance, and promised to reduce its national deficit by four percent of its national budget. That effort would be monitored by the International Monetary Fund, the European Commission, and the European Central Bank, according to the statement from the EU.

Finance ministers will meet Monday to discuss additional actions, amidst fears that Greece's debt situation will devalue the Euro.

Following the EU's pledge, U.S. stocks rose to their highest level this week.

### Motorola to split into two publicly-traded companies

Next year, Motorola Inc. will divide its operations into two publicly-traded companies, according to a company press release. One of the independent companies will include the corporation's Mobile Devices and Home businesses, and the other will include its Enterprise Mobility Solutions and Networks businesses, according to the release.

"We believe this structure provides significant operational and strategic flexibility for both companies, positions them for future success, and enhances long-term shareholder value," said David Dorman, chairman of the Motorola Board of Directors.

Motorola plans to effect the split through a "tax-free stock dividend of shares in the new company to Motorola shareholders. They expect the split to occur in the first quarter of 2011.

# Andaleeb promoted to distinguished professor

ARICA CHRISTMAN  
business reporter • marketing major

Dr. Saad Andaleeb a Professor of Marketing at Penn State Behrend, has been promoted to the position of Distinguished Professor of Marketing.

He is one of only two faculty members at Penn State Behrend to hold the position.

Andaleeb is originally from Bangladesh, but completed his MBA in the United States before returning home to teach at the Institute of Business Administration at the University of Daka. After teaching for six years, Andaleeb got his Ph. D. from the University of Illinois at Urbana-Champaign.

His exit from a Big 10 school fueled his expectations to teach at a school that matched his own caliber of education.

After being at Penn State for 21 years, Andaleeb was honored with the recognition of Distinguished Professor, a credit given by the University. His service teaching and research were important to Penn State in their decision to recognize Andaleeb with this award. However, research has also been very important to Andaleeb throughout his career.

His own research is mainly concentrated in the field of health care and services. However, Andaleeb also makes it his priority to expand his research to other countries. This is because he believes research is a huge part of the acquisition of knowledge.

"In a university, you cannot just teach, you have to do research, and your teaching has to be embellished



Penn State Behrend Marketing  
Dr. Saad Andaleeb.

by your research, this will make you a fuller academic," he said. "By combining your research with your teaching, you can bring fresh, real-world perspectives to the classroom."

Knowledge is so important to Dr. Andaleeb that he has been training faculty members in Bangladesh in order to develop research capacity.

"I am a product of Bangladesh originally," he said. "My whole background was created in Bangladesh, so I feel a responsibility to give back to the nation."

He found that textbooks used in Bangladesh were written by U.S. or British authors and urged them to create their own knowledge that will an-

## DR. SAAD ANDALEEB

### COURSES TAUGHT:

B ADM 550: Global Marketing  
B ADM 552: Service Marketing  
MRKTG 342: Marketing Research  
MRKTG 330: Services Marketing  
MRKTG 445: Global Marketing  
MRKTG 495: Internship  
MRKTG 496: Independent Student Studies  
MRKTG 501: Marketing  
MRKTG 541: Marketing Research  
MRKTG 586: Individual Studies  
MRKTG 597A: International Marketing

### EDUCATION:

Ph. D. - U. of Illinois Urbana-Champaign

### ACCOLADES:

Excellence in Research Award, 2000  
Penn State Erie Council of Fellows  
Best Paper Award, 1998  
Atlantic Marketing Association  
Professor of the Year, 1993-94  
Graduate Student Association  
Penn State Behrend

Andaleeb's goal in this effort is "to be a bridge between two nations where I can take the good things of both."

One way Andaleeb reaches this goal is through his teaching. He strives to reach his students rather than simply to teach them.

"I bring cultural aspects of Bangladesh to my class so people can be aware of another people, in other nations, how they live, and a better understanding of who we are in different parts of the world," he said. "Without that, we will not have global peace, global sharing, or global cooperation. All of that comes when we begin to understand each other."

He believes that it is very important that students truly challenge themselves for their four years of college. "You can have fun now but you will pay later because you have not learned, or you can pay now by giving up some of that fun and really enjoy later," he said.

Continuous learning is a theme of the life of Andaleeb.

"Every single day I am learning. Learning never stops - the day you stop learning is the day you become obsolete."

Overall, Dr. Andaleeb hopes to make an imprint on the world.

"I want to put in my little one penny towards global peace, global harmony, global understanding, so that we can make progress. Conflict holds us back; cooperation can make us all go forward," he states. "Hopefully through education we will have this quiet revolution where people become better human beings, understand each other, and can take the world forward."



HARMLEE COUSIN  
business reporter

The following article contains a speculative opinion concerning the financial markets in the United States and does not necessarily reflect the opinion of the staff at the Behrend Beacon.

The author of this article is a student, not a certified finance professional (at least not yet). Therefore the author is not responsible for the outcome of any investment decisions that are made based on the opinions presented here.

# Market Watch: The Coming Aftershock

In the past several months, there has been a great deal of speculation as to whether or not the United States is through the worst of the recession. Many people are of the opinion that the worst is over.

However, I am inclined to disagree. I believe that on the horizon is a quietly approaching threat. I believe that very soon we will be hit by a secondary shock to the market place that will yet again shake the fragility of consumer confidence. But before I get into that, allow me to present you with a quick digression.

Many believe that the current woes started with mortgage-backed securities and other complex financial derivatives. But, ladies and gentleman, these problems were really caused by a

giant dose of irresponsibility and plain old-fashioned stupidity. Granting half-million dollar mortgages to people who can't afford them is just plain irresponsible. The history of irresponsibility can find its origins in the Bible, back to when Adam blamed his irresponsibility on Eve. But I digress.

It was irresponsibility and greed that gave birth to this crisis, not derivatives. Derivatives are simple tools. They will bless you if you use them the way they were "designed" to be used. However when you don't know the purpose for a thing you will abuse it, and boy was there a lot of abuse.

So back to the doom and gloom and secondary shock stuff. Up until this point the banks have had to hold onto their bad assets. But very soon I believe that the

banks are going to start unloading these assets in mass quantities. So what does this mean for you and me? When the banks start unloading their mortgage assets, the market will become saturated with real estate. That means the prices of homes are going to go way down.

If I had \$1 million to invest (hint hint, FIN 420 classes), I would take a short position on any mortgage-based equity, commodity or future I could get my hands on. That way if and when this unloading occurs, you will be in a position to benefit from the losses. Now I could be completely wrong about everything that I have presented above, but that's the beauty of being a student. If you are wrong, people will just call you a stupid kid and move on.

## Business Internships available:

Bank of America  
Technology Analyst  
Intern Program

ArcelorMittal  
Staff Accountant and  
Financial Analyst

AstraZeneca Pharmaceuticals  
Global Operations Associate -  
Supply Chain

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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