

BEHREND BEACON YEAR IN REVIEW

A look back at the stories that define the 2009-2010 academic year at Penn State Behrend

(ALL STORIES PRINTED WITH AUTHOR, THEIR STAFF TITLE AT THE TIME AT WHICH THE ARTICLE WAS PUBLISHED, AND DATE THE ARTICLE ORIGINALLY RAN IN THE BEHREND BEACON.)

Andaleeb promoted to distinguished professor

ARICA CHRISTMAN
business reporter • marketing major
February 12, 2010

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



Penn State Behrend Marketing
Dr. Saad Andaleeb.

your teaching has to be embellished 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 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 cre-

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 596: 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

ate their own knowledge that will answer the problems of their particular situation, economically and otherwise.

Andaleeb has since trained over 60 scholars who are now on their way to generating and creating indigenous knowledge. Many of those he has trained have started their doctorate work overseas or started to publish in international journals.

Andaleeb has not only strived to build up research in Bangladesh. He has also begun to build up literature on the country itself. He has started the "Journal of Bangladesh Studies" of which he has been the editor for 11 years. This journal presently goes to prestigious universities such as

Princeton, Columbia, and Berkley. 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 people in other nations and gain 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. It all can start as soon as we 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 Andaleeb's life.

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

Overall, 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 said. "Hopefully through education we will have this quiet revolution where people become better human beings, understand each other, and can take the world forward."



Daniel Smith / The Behrend Beacon
Economist Andrew Young.

Economist: Fannie, Freddie, and the American Recession

AKEEM MCINTOSH
business editor
March 26, 2010

Wondering where your savings went?

Economist Andrew Young spoke to a packed Samuel P. "Pat" Black III Conference Center on Thursday night and offered some answers. Young spoke as part of the Economics and Liberty Speaker Series at Penn State Behrend, sponsored by Charles Koch. In his address to students, Young discussed the role that Fannie Mae and Freddie Mac played in the recent market collapse.

Fannie Mae is a federal national mortgage association which was established in 1938 as a government entity. It was "privatized" in 1968. Freddie Mac is a federal home loan corporation established in 1970. Young stated that these two corporations, along with the United States government, ignited the flames for the recession.

These corporations are considered to be secondary markets, and according to Young, they are "generally a good thing."

"Secondary markets normally allow short term investors to fund long term loans," he said. "This increases liquidity which means less risks and ultimately allows foreign investors to find domestic home borrowing."

However, Young said, the two corporations made several key mistakes.

"Fannie Mae and Freddie Mac handled the secondary market in an incorrect manner," he said. "The main issue arose when they began to ignore the asymmetric information problems. Lenders typically received worse information - and less of it."

An "oh no stage" was reached, he said, when the cash assets for multiple banks substantially decreased.

This happened after they lent out a substantial amount of home owner loans which people were unable to repay.

"The federal government made good on the debts of Fannie and Freddie," he said, "which led the general public and even some government officials to believe that the government backed them the entire time, which was not true."

The housing "bubble" burst mainly due to people believing that Fannie and Freddie were backed by the government, Young said, and many took out loans in which they could not pay back.

"Fannie and Freddie are intended to increase profits, but they provided residential mortgages to low-income, and undeserved areas, and this is not good for profits," Young said.

Behrend hosts FOX Business journalist



Penn State Behrend Marketing

FOX Business Network's Stuart Varney will offer "Plain Talk on the Economy" at Penn State Behrend on Tuesday, March 18.

ARICA CHRISTMAN
business reporter • marketing major
February 26, 2010

A FOX Business Network journalist will offer Behrend students a rare view on the economy: an optimistic one.

The college speaker series at Penn State Behrend will host FOX Business Network's Stuart Varney, who will present "Plain Talk on the Economy," a positive take on the financial situation in America.

Stuart Varney, a product of the London School of Economics, is an acclaimed economist and has earned a Peabody Award for his excellence in journalism regarding the stock market crash of 1987.

He has been featured not only as a FOX news anchor, but he has also done significant work with CNN and CNBC. Throughout Varney's career he has demonstrated his views as a fiscal conservative.

Ed Miseta, a lecturer in economics at Behrend, says that students might benefit from hearing a speaker who they might not necessarily agree with.

"Students should keep an open mind," he said. "Varney's speech may be a real eye opener for some students. Even those who do not share the same opinions as him will benefit from the experience."

John Magenau, the director of the School of Business, thought not only would Varney be of interest to students, but he would also give students a chance to "expand, enhance, and enrich their education."

"It is of students' benefit to attend the speakers that are part of the speaker series at Behrend. The goal of the series is to not

Stuart Varney:
PLAIN TALK ON THE ECONOMY

Who: Stuart Varney, FOX Business Network journalist.

What: A "positive take on the economy."

When: 7:30 p.m. on Tuesday, March 18

Where: REDC 180, Penn State Behrend

Why should I care: Varney is a nationally-recognized journalist, having won the Peabody Award, and worked for FOX, CNBC, and CNN covering business and economics.

only give them access to a person of great knowledge, importance and awareness, but to promote good habits for life-long learning."

The goal of the speaker series is similar to that of the School of Business' Business Week program, which is to give students knowledge that they can take to places such as job interviews, and enable them to share their understanding of things going on in the business world.

"I want students to have a curiosity and interest in learning new things," Magenau said. "It is important that students seek out opportunities to learn these skills that will benefit students far past college and be an advantage to them throughout their lives."

"What students can learn from speakers such as Stuart Varney is the awareness that is required of them once they leave Penn State."

Stuart Varney's presentation will take place in the Samuel P. Black III Conference Center at 7:30 p.m. on Tuesday, March 18.

His speech will be free and open to the public.

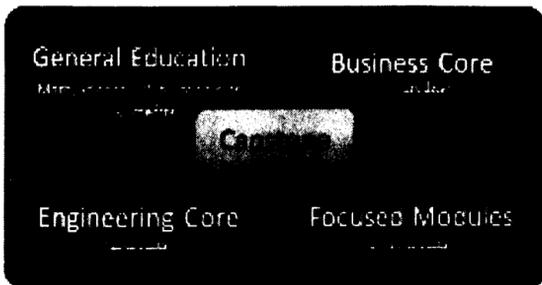
School pushes forward with new iBE degree

Interdisciplinary Business with Engineering degree gives Behrend unique program offer

CONNOR SATTELY
editor-in-chief
October 9, 2009

The first students to major in Penn State Behrend's Interdisciplinary Business with Engineering (iBE) degree are entering their junior years at the college. As the students make their way through their major courses, officials in both the School of Engineering and the Sam and Irene Black School of Business see the degree as the reification of the true concept behind the REDC.

As the degree, which started in July last year, takes shape, though, the individuals behind its creation say that



Penn State Behrend School of Engineering

Students wishing to major in iBE must take credits from several different sources in order to round out their degree.

many misconceptions still exist about its true characteristics.

Diane Parente, the director of the program, says the reality behind the degree is that above all, it is a business degree.

"This person is not a design engineer," she says. "This is a person with the requisite business courses, but also a broad understanding of product development."

The program has core classes in business and engineering, in addition to general education credits. It also has a focus module, which includes

classes in five areas: technical sales, accounting and finance, quality control, operations and supply chains, and product design.

A "Capstone" project tops off the program, which Parente says is somewhat of a combination between a senior design and the MGMT 471W class, Strategic Management and Business Policy. This project will have seniors work with real companies to develop real ideas, from both a product development and market perspective.

The advantages of this degree are obvious to many businesses, who have

responded favorably to hiring these graduates so far.

"Small businesses get value; they don't need to hire two different people for business and product development," Parente says. "Large companies get salespeople with a technical background. You also receive the respect of your co-workers since you understand the background. That's enormously valuable."

The physical closeness of the School of Engineering and the Sam and Irene Black School of Business, too, makes Behrend a unique place to study this area.

"Some schools have a 10 minute walk between the two schools," Parente says. "But because there's no physical contact in one facility, it might as well be 100 miles. In the REDC, engineers and businesspeople have the opportunity to bump into each other in the hallway. They can talk together, they can eat together."

It has made a difference for Parente, too, who specially requested her office. It's located down the hall from the Business offices. It borders the first office within the School of Engineering.

"I'm right next to all of them. I even contribute to their coffee fund."

Business Editors	Business Writers
Harmilee Cousin III	Josh Brunner
Garrett Carson	Shawn Brown
Akeem McIntosh	Arica Christman
	Anna Smlalek
	Alicia Ritenour