

NEWS

Knouse Hopes To Improve Letters

by Kurt Freeman
Collegian Staff Writer

Dr. Stephen Knouse, assistant professor of management and psychology, has been invited to write an article for the Australian-based *International Journal of Management*.

Knouse received a letter from the editor of the journal indicating interest in the professor's research on letters of recommendation. "He read an article I had published in *Personal Psychology* and decided he would like me to write about this subject for his magazine," Knouse noted.

"My research is an attempt to improve the letters of recommendation that people write for students to send to prospective employers," Knouse explained. "The letters should have a more realistic approach and include some less-than-favorable comments. These statements add credibility to the letter," he said.

"The research is based on Attribution Theory," Knouse commented. "This means that people observe the behavior of others and then infer additional

characteristics about them," he explained.

In addition to his research on Attribution Theory, Knouse is studying "brand loyalty" and consumer behavior. Knouse teaches courses in personnel and organizational behavior, as well as Quantitative Business Analysis classes.

Knouse earned his B.A. and M.A. in psychology from Southern Methodist University in Dallas and his Ph.D in industrial psychology from Ohio State University.

Research Institute Studying Erie Economy

by Michael Ross
Collegian News Editor

Faculty members Dr. Barry Weller and Dr. James Kurre have been conducting research as members of the Economic Research Institute of Erie (ERIE) and their results have been published in the form of technical papers and executive summaries.

The purpose of the institute, as stated in the ERIE technical series is "to collect, analyze, interpret and disseminate data and infor-

mation on the regional economy."

In addition to Weller and Kurre, the staff includes several other faculty members and two student research assistants. Dana Bucci (sixth semester, Business Economics) says that her experience as a research assistant has "exposed me to many local businesses and has provided me with several contacts and future career possibilities." She continued: "My experience with the

proceeds will be donated to the Muscular Dystrophy Association.

KDR consists of more than 50 chapters nationwide, including University Park (where Behrend members who transfer will be accepted as members) and Gannon. Both chapters have supported Behrend's efforts to join KDR.

KDR members will be inducted in a formal ceremony later this semester, making them lifetime members. Previous KDR alumni include the owner of K2 skis, president of SAAB America, several congressmen, senators and executives.

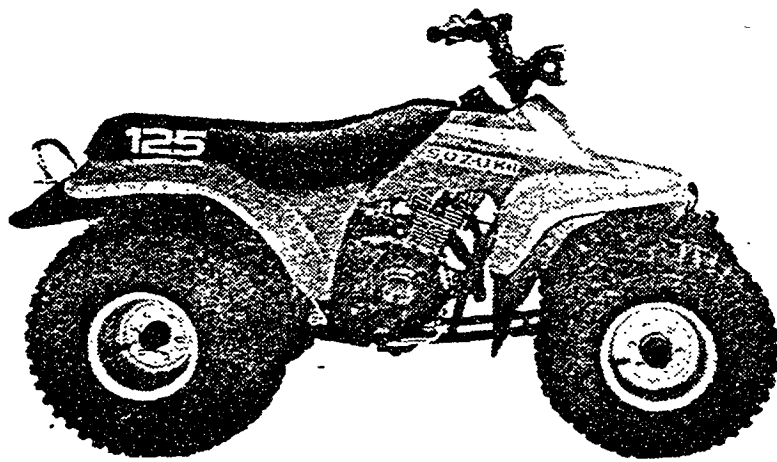
Any full-time male student with at least a 2.0 grade point average is eligible for membership. All those interested in joining may attend meetings held Mondays at 5:15 p.m. in the library conference room.

"The national organization has been very supportive since day one," said KDR President Tim Carley. "The elected officers and members have participated wholeheartedly to KDR's continued success," he continued, "although I was always confident it (KDR) would be formed, in was not an easy job."

Weller and Kurre will be presenting a variation of their fourth paper entitled *The Effect of the Individual Industry Cycles on Erie Regional Employment Stability* to a board of professional economists in Louisville on May 3 and 4. Weller notes, "These presentations are important because they allow us to pre-Electric was created to review and sent our research and receive immediate feedback. It also helps to enhance the national reputation of Behrend College faculty."

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