

# Management & Marketing

Your connection to the School of Business Management & Marketing Department

## CONTENTS

Chair's Message	1
New Faculty	1
Spotlight: Minier	2
Kaikati Reflects	3
Awards	3
Organizations	4

## CALENDAR OF EVENTS

**Monday, April 2**  
School of Business  
Scholarship &  
Awards Program  
11:00 a.m.  
Morris University Center

**Saturday, May 5**  
Commencement  
Vadalabene Center

## Message from the Chair

It has been a good - and busy - year. Our student groups are very active and successful, we have terrific new faculty members, and we continue to work with many students to help them achieve their academic goals.

The student groups that call the Management and Marketing Department home - American Marketing Association (AMA), Collegiate Entrepreneurs Organization (CEO), Master of Marketing Research Student Association (MMRSA), and The Society for Human Resource Management (SHRM) - all have been very active. The AMA, in particular, has "kicked it up a notch" this year. You will see their achievements highlighted in this newsletter.

The MMR (Master of Marketing Research) Program celebrated its 20th anniversary this year, and Dr. Madhav Segal, Director and founder of the degree program, organized a great celebration. Thanks to the Advisory Board and alumni who contributed in many ways to this event.

## New Faculty

**Robyn Berkley**, assistant professor, received her doctorate in Human Resource Management from the University of Wisconsin-Madison. Berkley's interests include organizational behavior and human resource management. In 2006, Berkley was published in the *Employee Right & Responsibilities Handbook* and presented at several conferences.

**Janice Joplin**, associate professor, received her doctorate in Organizational Behavior and Organizational Theory from the University of Texas at Arlington. Joplin is a returning faculty member; she previously taught in the SIUE School of Business from 1994-2000 before joining the faculty at the University of Texas-El Paso. This year, Joplin was published in

We were successful in filling several faculty positions for this year and are happy to have three new faculty members in the department. After several years at Rensselaer Polytechnic Institute, Robyn Berkley has joined our department. Janice Joplin has returned to the department after six years at the University of Texas-El Paso. She was in the department previously from 1994-2000. Ram Madupalli joins us from Georgia State University where he is completing a doctorate in marketing. More information regarding these new faculty is included below.

As always, I appreciate the comments and suggestions that we receive. Please continue to stay in touch.



Dr. Joseph F. Michlitsch

Dr. Joe Michlitsch,  
Chair, Management and  
Marketing Department

the *International Journal of Cross Cultural Management* and had three papers accepted at the 2006 Academy of Management's annual meeting.

**Ramana Madupalli**, instructor, will receive his doctorate in Marketing from Georgia State University. Madupalli's teaching interests include marketing research and product management.

## Alumni Success Story: Jeff Minier

*Director of Global Research and Business Intelligence, Merial Corporation*



*Jeff Minier*

To look at **Jeff Minier (MMR '98)** today, it is hard to imagine him as a floundering undergraduate struggling to make ends meet. These days, he exudes an air of success—a success that he has worked hard to achieve and one that he directly attributes to his time spent at SIUE.

Today, Minier works as the director of Global Research and Business Intelligence at the Merial Corporation, a \$2.2 billion dollar global animal health company. His position in the Atlanta, Ga., office is an international one that has him traveling around the world meeting with global brand directors.

Minier's remarkable story, however, begins far from the exhilarating life of having lunch in Paris with his wife whom he, coincidentally, met at SIUE. Rather, it starts in Georgia where he studied as an undergraduate. A self-proclaimed "average student," Minier struggled financially and academically throughout college.

After graduating from the University of Georgia in 1988, Minier ventured into the world of sales. For three years, he traveled the Midwest as a sales representative. As Minier explains, "It didn't take long for me to realize that being a salesman wasn't the life that I wanted. I decided that if I didn't want to stay in sales, I had to make a change."

Hoping that going back to school would help him make that change, Minier quit his job as a sales rep and relocated to Alton, Ill., in 1995. He enrolled in SIUE's MBA program and soon found himself in Dr. Jack Kaikati's marketing research class. Over the course of the semester, Minier realized he had a knack for marketing research and learned of SIUE's Master of Marketing Research Program (MMR).

It wasn't long before Minier left the MBA program and started working on his MMR degree. The MMR program turned out to be just the change Minier was looking for. He said, "When I came to SIUE, I was floundering.

I didn't know what I wanted to do when I 'grew up'. The MMR program opened the door for me to succeed."

Looking back on his years at SIUE, Minier notes that the program's personalized attention from professors like Dr. Ralph Giacobbe and Dr. Madhav Segal helped motivate, encourage, and challenge him. Minier explained that "these professors have a passion for what they are doing. They have a grander purpose in life—to educate and encourage their students."

Minier's passion toward the MMR program is evident when one looks at his continued involvement at SIUE. Since his graduation in 1998, Minier has stepped in to help teach when professors have gone on sabbatical, participated in the MMR speaker series, and has worked with other MMR alumni to create the Frank Stagers Award of Excellence.

More recently, Minier helped create the MMR Advisory Board, which is comprised of marketing research industry leaders from several leading research agencies and Fortune 500 client organizations. Minier is currently one of two MMR alumni on that board. "The creation of this board is evidence that marketing research executives see and recognize that the MMR program plays a crucial role in industry," he explained.

This past fall, despite his global role at the Merial Corporation, Minier found time to be an integral member of the Event Planning Committee for the 20th Anniversary Celebration of the MMR program. Perhaps the best evidence of his commitment to the MMR program is the fact that at the 20th Anniversary Celebration, Minier received the "Distinguished Service Award" for his continued contributions to the program.

Minier said it best, "All you need is that one person to push you, to challenge you, and that makes all the difference. Enrolling in SIUE's MMR Program is absolutely the best decision I have ever made in my life."

**"When I came to SIUE, I was floundering. I didn't know what I wanted to do when I 'grew up'. The MMR program opened the door for me to succeed."**

**Jeff Minier**

## Dr. Jack Kaikati Reflects on SIUE

Dr. Jack Kaikati may have retired, but he certainly isn't slowing down. After teaching at SIUE for more than 25 years, Kaikati retired in 2003 following several bouts with cancer. "Cancer is a very scary wakeup call," Kaikati explains. "I decided that I needed to take some time for myself."

The teacher in him wouldn't stay idle for long, however. Once he was able to get his health under control, Dr. Kaikati returned to SIUE as a professor emeritus. These days, Kaikati teaches one or two classes a semester, including the Advanced Marketing Management class, which is the last class marketing students take before graduation.

The soft-spoken professor, beloved by students, says that the greatest gift for a professor is to see his students succeed. One student in particular stands out in Kaikati's mind. **Richard G. Netemeyer (BS '79, MBA '81)**, has gone on to be a successful marketing professor himself. After being

published several times in the *Journal of Marketing*, Kaikati contacted Netemeyer to congratulate him on a successful career. Netemeyer's response was simply, "I've had some good teachers."

In addition to teaching, Kaikati travels with this wife of nearly 35 years to exotic destinations around the world, including Australia and Italy, where his mother-in-law resides. Despite the thrill of his travels, Kaikati says there is no place like home.

Kaikati's research continues to influence the marketing field. His current interest is "undercover marketing," a discipline that has recently gained popularity.

Kaikati says that being a professor is about more than research and getting published, it's about seeing students learn and grow. Kaikati says, "If I had to do it all again, I would still be a teacher."

**"Being a professor is about more than research and getting published, it's about seeing students learn and grow."**

**Dr. Jack Kaikati**

## Marketing Students Take Home Two Awards at International Conference

Last March, the SIUE chapter of the American Marketing Association (AMA) attended the association's annual International Collegiate Conference in Orlando, Fla. In attendance were then president **Molly Anderson (BSBA '06)**, current president **Hilary Hertenstein**, current vice president **Kelly Leifer**, and members **Jessica Arview (BSBA '06)** and **Katie Eckley**.

The SIUE chapter received two awards at the conference. First was the Revitalized Chapter Award for meeting requirements that includes a chapter plan, annual report, and participation in the annual case study. The second award was the Outstanding Membership Activities Award, given to the chapter in recognition of its exceptional events such as Trivia Night and the Anheuser-Busch tour.

"The awards we received were well deserved. We worked diligently to rebuild our chapter, and we put a lot of hard work and dedication into making it the success it is today," explains Hertenstein.

The SIUE chapter also participated in the marketing case competition, an annual event pitting the best students from each school against one another in a competition to solve a company's marketing problems.

The AMA International Collegiate Conference is the largest collegiate marketing conference in the world and is attended each year by more than 1,000 undergraduate marketing students from dozens of colleges and universities around the world.

## Management & Marketing Student Organizations

**American Marketing Association (AMA).** SIUE hosts a student chapter of this national association. The mission of the AMA is to expose students to the environment of marketing and sales professions. Through the AMA, students have an opportunity to make contact with professionals working in their field. Chapter activities include hosting guest speakers from the field of marketing, attending the St. Louis Student AMA Conference, and attending the National Student AMA Conference.

**Collegiate Entrepreneurs Organization (CEO).** Members of CEO learn about helpful resources for entrepreneurial research, local entrepreneurial successes, the start-up process, and opportunities available to young entrepreneurs. Members are exposed to networks of young entrepreneurs, opportunities to participate in entrepreneurship competitions, resources for small business assistance, and general business skills.

**Master of Marketing Research Student Association (MMRSA)** provides graduate students in the MMR Program the opportunity to participate in an organization dedicated to the promotion and advancement of marketing research. The MMRSA strives to improve MMR students' marketability in the job market via guest speakers and specialized workshops on emerging topics and trends in marketing research. Additionally, the MMRSA provides an informal venue for MMR students to interact socially.

**The Society for Human Resource Management (SHRM)** is the leading voice of the human resource profession. SHRM provides education and information services, conferences and seminars, government and media representation, online services and publications to more than 165,000 professional and student members throughout the world. The Society is a founding member of the North American Human Resource Management Association as well as founding member of the World Federation of Personnel Management Associations.

### Management & Marketing Faculty

Dr. Robyn Berkley, Asst. Prof.  
*rberkle@siue.edu*

Mr. Joseph Denny, Lecturer  
*St. Louis Post-Dispatch*

Dr. Tom Douglas, Asst. Professor  
*thdougl@siue.edu*

Dr. Ralph Giacobbe, Assoc. Professor  
*rgiacob@siue.edu*

Mr. John Gilbert, Lecturer  
*Hinshaw & Culbertson LLP*

Mr. Gregory Gomez, Lecturer  
*ggomez@siue.edu*

Ms. Ann Gorman, Instructor  
*agorman@siue.edu*

Dr. Marko Grunhagen, Asst. Professor  
*mgrunha@siue.edu*

Ms. Sandra Haynes, Lecturer  
*A.G. Edwards*

Dr. Edmund Hershberger, Asst. Professor  
*ehersh@siue.edu*

Dr. Jancie Joplin, Assoc. Prof.  
*jjoplin@siue.edu*

Mr. Paul Jinks, Lecturer  
*Retired Instructor*

Dr. Jack Kaikati, Professor Emeritus  
*jkaikat@siue.edu*

Dr. Max Lorenz, Lecturer  
*Life & Career Works, L.L.C.*

Dr. Mary Sue Love, Asst. Professor  
*marlove@siue.edu*

Mr. Jim Mager, Lecturer  
*Beale Manufacturing*

Mr. Ramana Madupalli, Instructor  
*rmadupa@siue.edu*

Dr. Joseph Michlitsch, Chair,  
Assoc. Professor  
*jmichli@siue.edu*

Ms. Donna Mickens, Instructor  
*dmickern@siue.edu*

Dr. A.G. Monaco, Lecturer  
*amonaco@siue.edu*

Mr. Neil Neunaber, Lecturer  
*nneunab@siue.edu*

Dr. Gertrude Pannirselvam,  
Assoc. Professor  
*gpannir@siue.edu*

Ms. Karen Schoenthal, Lecturer  
*schoenthal@charter.net*

Dr. Madhav Segal, Professor  
*msegal@siue.edu*

Ms. Sherrie Senkfor, Lecturer  
*Bunge Corporation*

Dr. Donald Strickland, Professor  
*dstrick@siue.edu*

Dr. Laura Swanson, Assoc. Professor  
*lswanso@siue.edu*

Dr. John Sterling, Lecturer  
*Ralcorp*

Ms. Silvia Torres Bowman, Lecturer  
*storre@siue.edu*

Dr. John Virgo, Professor Emeritus  
*iaes@iaes.org*

Dr. George Watson, Assoc. Professor  
*gwatson@siue.edu*

Mr. Thomas Werner, Lecturer  
*Retired, Maritz Corporation*

Ms. Chris Winter, Lecturer  
*Bunn Winter Associates, Inc.*

Change Service requested

Edwardsville, IL 62026-1051  
School of Business

Southern Illinois University Edwardsville

SCHOOL OF BUSINESS  
EDWARDSVILLE  
SOUTHERN ILLINOIS UNIVERSITY

NON-PROFIT  
POSTAGE  
PAID  
PERMIT NO. 68  
EDWARDSVILLE, IL