

College of Business Administration

About the College

Established in 1949, the College of Business Administration is renowned for its expertise in international management education and was once again ranked among the nation's top 20 graduate schools for international business by *U.S. News & World Report* for this year.

Long recognized for its Asia-Pacific focus, the College offers a wide variety of degree, certificate and executive programs featuring fresh, leading-edge courses in entrepreneurship and e-commerce. It places a strong emphasis on the development of management skills, the management of business information technology and executive education.

The UH College of Business Administration is the only business program in the State of Hawaii accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

Mission Statement

The mission of the College of Business Administration is:

- To educate students so that they will achieve their professional and personal goals and contribute effectively and ethically to society and their organizations;
- To educate ourselves and others through research;
- To serve the community through the college's graduates and through its professional and civic activities;
- To be relevant to Hawai'i and international in its vision; and
- To aspire to continuous improvement in all its activities.

The special role of CBA in the University is to serve as the center of advanced graduate and professional studies in business administration while emphasizing research and providing excellence in undergraduate programs.

Departments within the College

- School of Accountancy
- Information Technology Management
- Financial Economics & Institutions
- Management & Industrial Relations
- Marketing

Degree Programs

Bachelor of Business Administration (BBA)

- Accounting
- Finance
- Human Resource Management
- International Business
- Management
- Management Information Systems
- Marketing

Master's Degree Programs

- Master of Accounting (MAcc) - evening program for working professionals
- Neighbor Islands MAcc - distance learning program for Hawai'i
- Master of Business Administration (MBA) programs
- Evening MBA - regular evening program for working professionals
- Executive MBA - weekend/evening program specially formatted for busy executives and professionals

- Japan- or China-Focused MBA - full-time, 15-month program with a specialized focus
- Neighbor Islands MBA - distance learning program for Hawai'i
- Juris Doctorate/MBA - a four-year joint degree program with shared credits
- Master of Human Resource Management - 30-credit evening and weekend master's degree program with emphasis on Human Resource Management beginning in 2003

Doctoral Programs

- Ph.D. in international Management - full-time program with a focus on the Asia-Pacific region, to resume in 2003
- Ph.D. in Communication and Information Sciences - interdisciplinary program with a focus on information technology
- Joint Economics-Business Doctoral Program - a joint degree program for students wishing to major in two subject areas

All degree programs are AACSB-accredited by the International Association for Management Education

Certificate Programs

- CFP Certification Professional Program
- Custom Executive Education Programs
- Executive Accounting Program
- Hawaii Management Program
- PAMI International Summer Certificate in International Management or International Entrepreneurship

Research Centers and Institutes

Academy of International Business (AIB) – Executive Secretariat: The Academy of International Business is the leading global community of scholars for the creation and dissemination of knowledge about international business and policy issues. The AIB transcends the boundaries of single academic disciplines and managerial functions to enhance business education and practice. The objectives of the Academy of International Business include the following:

- facilitating the exchange of information and ideas among people in academic, business, and government professions who are concerned with education in international business;
- encouraging and fostering research activities that advance knowledge in international business and increase the available body of teaching material
- cooperating, whenever possible, with government, business and academic organizations to further the internationalization objectives of the AIB

Advanced Information Management Solutions (AIMS) Laboratory: The Advanced Information Management Solutions (AIMS) Laboratory was created in 1996 to allow students, faculty and business professionals hands-on experience with the most current database management, networking, multimedia and Web application development software. The AIMS Lab is used to instruct MIS undergraduates and MBA students taking courses offered by the Information Technology Management Department. Students in the Lab learn to develop effective information management solutions that integrate database, multimedia and network technologies. The Lab was developed by Professor Hong-Mei Chen and supported by Oracle, Sun Microsystems, Inc., Apple Computer, Inc., Hawaii Information System Roundtable and KPMG LLP.

The Asia Pacific Economic Cooperation (APEC) Study Center: The Asia Pacific Economic Cooperation (APEC) Study Center, a collaborative activity of the East-West Center and the University of Hawaii, formed in 1994 as part of the APEC Leaders' Education Initiative, is one of nearly three score such centers located at universities and research institutes in the United States and the other 20 member APEC economies. The

University of Hawaii/East-West Center APEC Study Center develops curriculum and performs research related to the process of economic cooperation in the APEC region. The East-West Center branch serves as the secretariat of the international consortium of APEC Study Centers. The University of Hawaii branch, headquartered in the College of Business Administration, serves as the coordinating institution of the APEC Human Resources Development Working Group's Business Management Network.

Asia Pacific Financial Markets (FIMA) Research Center: The FIMA Research Center is the newest addition to the University of Hawaii's major research activities focusing on the Asia-Pacific region. The University of Hawaii is the very first academic institution in the United States that offers Asian finance courses at three levels of academic programs: Ph.D., MBA and undergraduate. The FIMA Research Center is spearheading both academic and policy research on financial market development in the Asia-Pacific region, integrating the academic and practitioner viewpoints. The FIMA Research Center is the home of the premier academic journal Pacific-Basin Finance Journal, which publishes the highest quality theoretical and empirical research on financial markets of the region. The FIMA Research Center's activities signify the University of Hawaii's long-standing commitment to a better understanding of the Asia-Pacific region.

Center for International Business Education and Research: As a Center for International Business Education and Research (CIBER), the College is one of just 28 institutions funded by the U.S. Department of Education under the Omnibus Trade and Competitiveness Act of 1988. The CIBER also serves as a regional resource to businesses in the Pacific Rim by offering programs and providing research designed to meet their international training needs. Working with scholars from disciplines such as foreign language, area studies and business administration, the CIBER promotes creation of interdisciplinary business and language courses, as well as executive development seminars and conferences. Collaborating with the private sector, CIBER's programs build understanding of international business and strengthen the international skills of business professionals.

The Center for Japanese Global Investment and Finance: The Center for Japanese Global Investment and Finance addresses Japanese investment issues in Asia, the U.S. and Hawaii. A primary goal of the center is to research and study the Japanese financial market; its global investment policies and strategies; and ways in which the U.S., Hawaii and Japan can receive mutual economic benefits through balanced investments in Hawaii. The Center offers courses and seminars on international business, provides student scholarships and supports faculty research.

Family Business Center of Hawaii (Sponsored by Deloitte & Touche, LLP, Pacific Century Private Client Services, Private Capital Hawaii, Schiff Hardin & Waite): The Family Business Center of Hawaii is a partnership between Hawaii's family business community and the College of Business Administration. The mission is "equipping, educating and celebrating families in business." The Center provides opportunities for the families to address many of the challenges they face by providing educational seminars and a forum for the exchange of information between families so that they can survive and thrive through the 21st century.

Hawaii Real Estate Research & Education Center: The Hawaii Real Estate Research and Education Center is funded by research grants from various sources. Its mission is to leverage University information resources, contribute to a more effective real estate industry, and to educate consumers.

Marketing Information Technology Center (MITC) supports and promotes behavioral and information technology research. Managed by the Marketing Department in cooperation with the Information Technology Management (ITM) Departments, the MITC is open to faculty members and students in the UH system for their research use. The MITC consists of four labs and a reading room: the Business Behavior Lab, the E-Business Applications Lab, the Focus Group Lab, the Media Lab and the MITC Reading Room. These are located in the College of Business Administration, G tower, Rooms 202 and 302. The MITC accommodates multiple types of research and can be used for various projects simultaneously.

Pacific Research Institute for Information Systems and Management: The Pacific Research Institute for Information Systems and Management (PRIISM) is an interdisciplinary center for research and education in communication technologies. PRIISM draws together specialists from Computer Science, Electrical Engineering, Decision Sciences, Management, Library Sciences, Communications, and related fields to pursue research in information technology internationally, concentrating on the Asia-Pacific region. One of its primary activities is the PRIISM Conference, held in conjunction with the Hawaii International Conference on System Sciences. The Conference focuses on three issue tracks: teaching, research and industry partnerships.

Special Programs

Pacific Asian Center for Entrepreneurship & E-Business (PACE) is the home for an integrated set of leading edge entrepreneurship programs at the University of Hawaii. Based in the College of Business Administration, PACE is dedicated to fostering the entrepreneurial spirit among all members of our community. The PACE motto is Moe`uhane, Man`a`o`io, Hahai, which means Dream, Believe, Pursue. Our programs are organized into three areas: an innovative graduate and undergraduate curriculum reflecting an Asian Pacific theme; research projects that facilitate entrepreneurial practice and the advancement of our understanding of entrepreneurship in the Pacific Rim; and an active agenda of community outreach and involvement with Pacific Asian entrepreneurs and entrepreneurial ventures. The Center also houses **START-UP: The Hawaii Entrepreneurs Bootcamp**, which is a new intensive program for those interested in learning more about the entrepreneurial way of life.

Pacific Business Center Program: At the Pacific Business Center, we work with private businesses, government agencies and community development organizations to enhance economic diversification and develop new opportunities of businesses. We are located on the University of Hawaii's Manoa campus, College of Business Administration, in Honolulu, Hawaii. Our reach encompasses the entire Pacific region. Utilizing the faculty and other resources of the University, we provide diverse management and technical assistance to our clients. Our clients are entrepreneurs, companies, government agencies and not-for-profit organizations starting up, revitalizing or expanding private sector businesses in Pacific Island communities, primarily Hawaii, American Samoa, Guam, Mariana Islands, Micronesia (Chuuk Kosrae, Pohnpei and Yap), Palau and the Marshall Islands.

Pacific Asian Management Institute (PAMI): The Pacific Asian Management Institute (PAMI) serves as a driving force for internationalization and global recognition of the University of Hawaii College of Business Administration. As such, PAMI aspires to become the premier source of international business and management expertise with a focus on the Asia-Pacific Region. **The PAMI Summer Certificate Program:** PAMI's Summer Certificate Program offers certificates in international management and international entrepreneurship.

Student Life

Student Organizations

- **Inter-Business Council-** The umbrella student organizations that facilitates the connection between students and their organizations, the administration and faculty, and the Hawaii business community. Each year the Council sponsors activities such as Super Clubs Day (competition between the IBC clubs), Business Connections (a high school outreach program), Business Night (networking opportunity for students to meet business professionals), a career fair, professional development workshops and community service projects.
- **Accounting Club** – The main goal is to promote the academic and social development of its members by coordinating workshops, seminars and tours that provide insights into various aspects of business and accounting. The Club is open to all students who have a general interest in accounting.

- **Alpha Beta Chi-** A general business organization open to all majors. The goal is to provide self-improvement and social development workshops and provide informal gatherings with alumni and business executives.
- **American Marketing Association-** A nationally affiliated organization that is open to all majors. It is one of the largest, most active clubs on campus. Each semester the Association organizes numerous tours, seminars, social events, resume and interview workshops, luncheons with professionals and other opportunities for students to network with business professionals.
- **Beta Alpha Psi-** A national scholastic and professional Accounting fraternity. The main objective is to encourage and recognize scholastic and professional excellence in the field of accounting. The fraternity provides opportunities for personal development; networking with practicing accountants; and encouraging a sense of ethical, social and public responsibility. Membership is by invitation only, with minimum scholastic requirements set forth in the national bylaws.
- **Beta Gamma Sigma-** This fraternity encourages and honors academic achievement and personal excellence in the study and practice of business. Membership in Beta Gamma Sigma is the highest national recognition a student can receive in an AACSB-accredited undergraduate or graduate program. Membership is by invitation only, with students selected from the upper 7% of the junior class, upper 10% of the senior class, and upper 20% of the graduate programs.
- **Business Executive Society of Tomorrow-** This business society is open to all undergraduate business and pre-business majors with a minimum, cumulative GPA of 3.1 or higher. The primary purpose is to provide members with a platform to network with Hawaii's business professionals and develop the necessary skills to prosper in future endeavors. Activities include community service projects, company tours, professional interaction meetings, career placement and resume workshops, mock interviews and social events.
- **Financial Management Association-** This association provides students the opportunity to gain knowledge and insight into the field of finance. By participating in Professional Interaction Night, seminars and tours, students can research career paths, network with business professionals and meet new people. The association's investment portfolio gives students hands-on experience in research and management in the trading of stocks and bonds. Membership is open to all majors interested in expanding their knowledge of financial theory.
- **Graduate Business Student Association:** The association is a focal point of graduate student life. All business graduate students are members. The association produces a newsletter, organizes meetings with business leaders, and plans social activities and sports events.
- **Management Informations Systems Club-**The Club provides academic enrichment and social interaction for students interested in computers and the management information technology field. Members have opportunities to associate with information technology professionals and executives.
- **Mu Kappa Tau:** This fraternity is a national marketing honor society limited to Marketing majors with an overall cumulative GPA of 3.25 or higher. Members uphold the principles of motivation, knowledge and truthfulness.
- **Net Impact:** A network of emerging business leaders committed to using the power of business to create a better world. Through paid internships and attendance at national conferences, the campus chapter offers programs to help members broaden their business education, refine their leadership skills, and pursue their professional goals.
- **Pi Sigma Epsilon:** A national professional marketing fraternity open to all students interested in sales management and selling. The fraternity provides a link between students and their professional future, and is dedicated to building the marketing profession by improving marketing and selling techniques, standards and education.
- **Society for Human Resource Management:** This is the student chapter of the non-profit association is a group of more than 33,000 personnel and industrial relations practitioners. The practical aspects of personnel management are stressed through interactions with personnel professionals, workshops, a fellowship (internship) program and seminars and tours. The group is open to all students who have an interest in the Human Resource Management field.

- **UH Entrepreneurship Club:** An interdisciplinary club formed to encourage entrepreneurship as a career option, foster innovation, promote the study of entrepreneurship, and support the entrepreneurial spirit within the community. The club provides a forum for all students, faculty and the community to network with local entrepreneurs, exchange ideas, and gain practical experience in all aspects of successful entrepreneurship.

FACTS & FIGURES

Total Enrollment: 1205

Undergraduate: 784

Graduate: 421

Men: 633/1205, Women: 572/1205

Undergraduate Men: 397/784

Undergraduate Women: 387/784

Graduate Men: 236/421

Graduate Women: 185/421

Ethnic Breakdowns: (Fall 2001)

Percent women: 572/1205

Percent (ethnic backgrounds)

Asian/Pacific Islander: 914

Japanese: 311

Chinese: 250

Korean: 62

Filipino: 95

Native Hawaiian/Part Hawaiian: 71

Pacific Islander: 15

Other Asian: 42

Mixed Asian/Pacific Islander: 68

Hispanic: 12

Caucasian: 175

African American: 7

American Indian/Alaska Native: 0

Mixed: 74

Student Profile

Degrees conferred: 678 (FY 2000-2001)

Kauffman Entrepreneurial Internship Program: an internationally recognized internship program that provides unique entrepreneurial opportunities for highly qualified undergraduate and graduate students at the College of Business.

International Student Exchanges Coordinated through the College of Business:

Denmark

- Aarhus School of Business
- Copenhagen Business School

Japan

- Keio University

Thailand

- Thammasat University
- Chulalongkorn University

Germany:

- WHU Koblenz-Otto Besheim Graduate School of Management

Korea:

- Korea University
- Yonsei University

China

- Hong Kong University of Science and Technology

France

- Reims School of Management

Faculty Profile

Publications between 2000 – 2002

184: 11 Books, 19 Book Chapters, 93 Articles in Refereed Journals, 5 Technical Reports, 9 other Scholarly/trade publications and 47 Paper presentations.

Leadership and Editorial Positions for Academic Journals

- Associate Editor, *The Information Society*: Roberta Lamb
- Editor, *Pacific-Basin Finance Journal*: Ghon Rhee
- Editorial Board Member, *Emerging Markets Finance Journal*: Ghon Rhee
- Editorial Board Member, *Multinational Business Review*: Ghon Rhee
- Editorial Board Member, *Journal of Management* (Yonsei University): Ghon Rhee
- Editorial Board Member, *Financial Review*: Ghon Rhee
- Editorial Board Member, *International Journal of Business* (Gadja Mada University): Ghon Rhee
- Editorial Board Member, *International Journal of Cross-Cultural Management*: Dharm Bhawuk
- Editorial Board Member, *Applied Psychology: An International Review*: Dharm Bhawuk
- Editorial Board Member, *Delhi Business Review*: Dharm Bhawuk
- Ad hoc Reviewer, *Academy of Management Review*: Dharm Bhawuk
- Ad hoc Reviewer, *International Journal of Intercultural Relations*, and *Journal of Cross-Cultural Psychology*: Dharm Bhawuk
- Editorial Board Member, *Organizational Dynamics*, American Management Association: Robert Doktor
- Ad Hoc Reviewer, *Journal of Marketing Research*: Dana Alden
- Ad Hoc Reviewer, *Journal of Advertising*: Dana Alden
- Editorial Review Board, *Journal of Global Marketing*: Laurence Jacobs
- Editorial Review Board, *Journal of Marketing Education*: Laurence Jacobs
- Associate Editor, *e-Service Quarterly*: Aspy Palia

Leadership in National, International, State, and Regional Professional Organizations

- Member, Board of Advisors, Institute of Industrial Policy Studies (IPS) Center for National Competitiveness, Korea: Aspy Palia
- Treasurer, Hawaii Alliance for Arts Education 2002 Board of Officers: Manu Kaiama
- President, Mu Kappa Tau National Marketing Honorary Society: Laurence Jacobs
- President, Aloha Chapter of Meeting Professionals International: Barbara Edelstein

- Board of Directors, AVANT! Corporation, Fremont, California: Lane Kelley
- Chair, Community Building Committee, Aloha United Way: David Bangert
- Assistant Secretary, Makai Shopping Center Board of Directors: Ralph C. Hook
- Vice President, American Taxation Association (2000-2001): Jeffrey Gramlich
- Board of Advisors, Kathmandu College of Management, Kathmandu University (Nepal): Dharm Bhawuk
- Honorary Member, International Advisory Board, Delhi School of Professional Studies and Research: Dharm Bhawuk
- Advertising Review Board, Better Business Bureau: Laurence Jacobs
- Promotions Advisory Board, American Cancer Society – Hawaii Chapter: Laurence Jacobs
- Advisor, Hemophilia Foundation of Hawaii: Laurence Jacobs
- Advisory Committee, Sales and Marketing Program, Kapiolani Community College: Laurence Jacobs
- President, Association of Chinese Scholars in Hawaii: David Yang
- Chairman, Pacific Basin Chapter, Academy of International Business

Faculty Honors and Awards

- Archimedes Award, University of Catania (Sicily) and Erasmus University (Netherlands) (2001): Ghon Rhee
- Best research paper, Western Decision Sciences (2000): Tung Bui
- Best research report, “E-Commerce Trends in Hawai’i” (2000): Tung Bui
- Dennis Ching Teaching Excellence Award, UH College of Business Administration (2000-2001): David Griffith
- Dennis Ching Teaching Excellence Award, UH College of Business Administration (2002): Hamid Poujalali, Roberta Lamb, Judith Mills
- Distinguished Accounting Alumnus Educator Award, Oklahoma State University School of Accountancy (2000): Shirley Daniel
- Distinguished Scholar Award, Management Department, College of Business Administration (2000): Dharm Bhawuk
- Distinguished Service Award, Management of Information Science Research Center, University of Minnesota (2000): Qimei Chen
- Excellence in Leadership Award, Beta Epsilon Chapter of Delta Sigma Pi, University of Oklahoma (2000-2001): David Griffith
- Excellence in Teaching Award, UH College of Business Administration (2000): Thomas Pearson, Dana Alden, Hamid Poujalali
- Hung Wo and Elizabeth Lau Ching Foundation Award for Faculty Service to the Community (2002): David Bangert
- Islander of the Year Award, *Hawaii Business Magazine* (2002): Manu Ka’iama
- Kaizen Award, CBA, UH at Manoa (2000): Tung Bui
- Kaizen Award, UH College of Business Administration (2002): Hamid Poujalali
- Kaizen Award, UH College of Business Administration (2001): Hong-Mei Chen
- Manoa Chancellor’s Citation for Meritorious Teaching (2002): Jenny Teruya
- Most Influential Paper in Conflict and Management Negotiation within last five years, Academy of Management (2001): Robert Robinson
- Most Influential Paper, Academy of Management (2001): Robert Robinson
- Ohana Award for Outstanding Service to Students (2001): Darleen Morioka Dyer
- Outstanding Educator, Hawai’i Technology Trade Association (2000): Shirley Daniel
- Outstanding Service Award, Weinert Center for Entrepreneurship, University of Wisconsin-Madison School of Business (2001): Kiyohiko Ito
- Teacher of the Year Award, UH College of Business Administration (2000, 2001): Reginald Worthley
- TIGR Award (2002): Tung Bui
- Young Chinese Leaders Awards, The Dragon Foundation, Hong Kong (2002): Qimei Chen

Extramural Grants and Awards (2001 – 2002)

Research Awards: 3 Grants, \$325,099

Nonresearch Awards: 20 Grants, \$6,201,755

Prominent Alumni

- Barry K. Taniguchi, President & CEO, KTA Super Stores & K. Taniguchi, Ltd.
- Joanne “Nonie” Toledo, Vice President & General Manager, Sprint Hawaii
- Keith Vieira, Senior Vice President & Director of Operations, Starwood Hotels & Resorts Worldwide, Inc.
- William S. Chee, President, Owner & CEO, Prudential Locations
- Robert J. Fishman, *ex-CEO, Hawaii Tourism Authority*
- Linsu Kim, Professor of Management, Korea University
- Daniel Bow Tan Lau, Chairman of the Board, CEO & Director, Grand Pacific Life Insurance Company
- Eric Miyasaki, President & CEO, Nissan Morot Corp. Hawaii, Ltd.
- Sharon Weiner, Group Vice President of Administration, Duty Free Stores, Hawaii
- Brenda Lei Foster, Executive Assistant, Governor’s Office, State of Hawai’i
- Lloyd M. Fujie, Managing Partner, Deloitte & Touche LLP
- Frank H. Watase, Chairman & President, Quality! Naturally Foods, Inc.; Owner & Chairman, Yum Yum Donut Shops, Inc.
- Robin K. Campaniano, President & CEO, AIG Hawaii Insurance Company; President of UH Foundation
- Gary Hanagami, Jr., President, Crossmark/Rainbow Hawaii
- David H. McCoy, CEO, The Estate of James Campbell
- Jack E. Myers, Chairman & CEO, The Myers Corporation
- Thomas A. Wellman, Controller & Assistant Treasurer, Alexander & Baldwin, Inc.
- Warren H. Haruki, President, GTE Hawaiian Tel
- Lawrence M. Johnson, Chairman & CEO, Bancorp Hawaii, Inc.
- Howard H. Karr, Vice Chairman, Chief Financial Officer, Bancorp Hawaii, Inc.; *Treasurer, Administration & Finance Group, First Hawaiian Bank (retired)*
- Kan Jung Luke (deceased), Chairman, *Hawaii National Bank*
- Hal Oishi, Retired Partner, Coopers & Lybrand LLP
- Barbara Tanabe, Chief Executive Officer, Ho‘akea LLC
- Joan Diamond, Vice President of Human Resources, Hawaiian Electric Company
- Rodney Shinkawa, President, First Federal Savings & Loan (retired)
- Howard Todo, *Audit Partner, Ernst & Young LLP (retired)*
- Oswald Stender, Trustee, At-Large, Office of Hawaiian Affairs; *ex-Trustee, Kamehameha Schools/Bernice Pauahi Bishop Estate*
- Kent Tsukamoto, Tax Partner, Coopers & Lybrand CPAs
- Thomas Kappock, President & CEO, Sonnet Financial Services, Inc.; *ex-Vice Chairman, Bank of Hawaii; Executive Vice President, Bancorp Hawaii; Vice President, VISA International*
- Gary Nishikawa, Partner, Deloitte & Touche LLP
- Lily Yao, Vice Chairwoman, First Hawaiian Bank; *ex-President & CEO, Pioneer Federal Savings Bank*
- C. Dudley Pratt, Jr., *President, Hawaiian Electric Company (retired); Trustee, The Estate of James Campbell (retired)*
- Manuel Sylvester, *Managing Partner, Coopers & Lybrand LLP (retired)*
- Kathy Smith, Entrepreneur & Founder, Kathy Smith Lifestyles
- Duane Kurisu, Co-Principal, Kurisu & Fergus; Owner & Chairman, Pacificbasin Communications; Founder & Former Owner, Hawaii Winter Baseball; Part-Owner, San Francisco Giants; Co-Founder & CEO, Hawaii Sports Network LLC; Co-Owner & Chairman, Great Circles Inc.
- Walter Dods, Chairman & CEO, BancWest Corporation

CBA Interesting Facts: (please find in brochures and newsletters)

- The CBA ranked #80 of 700 by the Academy of Management
- International Business ranked #20 by *US News and World Report* (2001), and #22 by the Academy of Management
- Information Technology ranked #26 by the Academy of Management
- Executive Education in the top 30 in the World, and voted the best on Asia-Pacific issues by *Business Week* in 1995

Community Service Initiatives

- **Kipapa i ke Ala Lecture Series:** Series of discussions that brings the best and brightest from the world of international business to share their knowledge with students, faculty, alumni and members of the greater Hawaii community.
- **Oracle High School Program through Oracle Internet Academy:** Project to help local high schools (currently 20 high schools) to allow their students to get an edge on information technology (IT). Hong-Mei Chen
- **Family Business Center of Hawaii** (Sponsored by Deloitte & Touche, LLP, Pacific Century Private Client Services, Private Capital Hawaii, Schiff Hardin & Waite): The Family Business Center of Hawaii is a partnership between Hawaii's family business community and the College of Business Administration. The mission is "equipping, educating and celebrating families in business." The Center provides opportunities for the families to address many of the challenges they face by providing educational seminars and a forum for the exchange of information between families so that they can survive and thrive through the 21st century.
- **Gaining Early Awareness & Readiness for Undergraduate Programs (GEAR UP)** is a federal program whose mission is to significantly increase the number of low-income students who are prepared to enter and succeed in postsecondary education. The State of Hawai'i GEAR UP program is a consortium of partners that include the State of Hawai'i Department of Education, the University of Hawaii's ten-campus system and many other community partners. This program will reach all middle schools in Hawai'i that are designated as Title I schools, or schools in which over 50% of the students qualify for the federal free or reduced lunch program. GEAR UP also serves the high schools in these low-income communities. GEAR UP's capacity-building activities such as teacher workshops and the public awareness campaign are statewide in scope and are designed to reach all schools statewide.
- **Native Hawaiian Leadership Project (NHLP)** is a program funded by the U.S. Department of Education, Native Hawaiian Higher Education Act. The project, initially funded \$1.8 million over the period 1998 through 2001, received an additional grant of \$4.4 million for the next four years to further its work. These funds are used to implement various projects that will encourage and assist Native Hawaiians to attain undergraduate, graduate and doctorate degrees. The NHLP incorporates a theme of leadership throughout our financial support, counseling, mentoring and community service projects. Our mission is to develop leadership skills in our participants so that they may utilize these skills in their own Native Hawaiian communities.
- **Rongelap Atoll Resettlement Plan.** The College of Business Administration's Pacific Business Center Program recently was awarded the 2002 Project of the Year Award from the National Association of Management and Technical Assistance Centers for this project that pulled together a wide spectrum of experts to help with resettlement. The project helps the government of Rongelap Atoll plan the resettlement of the island after years of forced evacuation while radiation cleanup was completed. Rongelap islanders were evacuated in 1985 to allow for the cleanup from nuclear testing on Bikini Atoll in the 1950s. Resettlement is expected to begin next year.

Research Projects

- **The Impact of Ownership Structure on the Day-of-the-Week Effects Evidence from the Japanese Stock Markets:** Rosita Chang, Mumduh Hafini, and Wei Huang. This study seeks answers to an unsolved issue in the day-of-the-week anomaly in the Japanese stock market. Why the day-of-the-week effect remains on Monday in Japan after the introduction of index futures trading, whereas Monday

seasonal disappeared in other developed markets after the introduction of futures trading? The focus of the investigation is the role of institutional investors as opposed to individual investors.

- **eCRM Technology Adoption: Assessing Effectiveness and Survivability of eCRM Strategies:** Hong-Mei Chen and Qimei Chen. Customer Relationship Management (CRM) is one of the primary strategic initiatives in industry today. CRM is defined as an integrated sales, marketing, and service strategy that will create more value propositions to customers. The CRM initiative gained momentum in the 1980s with the shift from a seller-driven to a buyer-drive economy. Today, electronic (eCRM) enables firms to recreate an “old fashioned” one-to-one direct relationship with customers along with mass-market efficiencies of selling to millions of customers. How is this achieved? eCRM employs modern information technology, from relational databases, to data warehousing, to data mining, to computer telephony integration, to Internet delivery channels to unlock customer profitability. It has become the latest paradigm in the world of CRM.
- **A Study of Teamwork in Global Software Development and Support:** Elizabeth Davidson and Albert Tay. The research draws on the literature on global software development, which highlights managerial practices and identifies benefits and limitations in this area, to define the business and organizational context for our study. Research on virtual teams provides additional insights into structures and processes of globally distributed teams and the influences of IT use on team effectiveness. Finally, the study draws on research on teamwork effectiveness to theoretically ground our analysis of globally distributed software support teams. The emphasis will be on communication and coordination, and their influence on team cohesiveness and effectiveness.
- **An Examination of Intra- and Inter-Cultural Reciprocity in Inter-Organizational Relationships:** David Griffith. Specifically, this study is questioning whether the relationship development strategies of procedural and distributive justice are associated with the norm of reciprocity. More so, given the fact that the norm of reciprocity is subject to multiple cultural influences, i.e., national, firm, inter-organizational, understanding the cultural influences of the norm of reciprocity becomes paramount to understanding inter-organizational business relationships. As developing effective long-term international is of critical managerial and academic importance for understanding of global business success, the study of this issue become paramount. Thus, the purpose of this study is to better understand culture’s influence on reciprocity as a relationship development aspect in international inter-organizational relationships. To this end, this study examines the foundational element of relationship development, that of the norm of reciprocity, derived from social exchange theory.
- **Anomalies and Unusual Patterns in Reported Earnings: Japanese Managers Round Earnings:** Liming Guan (with Christopher J. Skousen and T. Sterling Wetzel, Oklahoma State University): Using Benford’s law, this study documents pervasive evidence that managers of Japanese firms tend to engage in earnings manipulative activities of rounding earnings numbers to achieve key reference points. Similar to Carslaw (1988) and Thomas (1989), we find that the first digit of earnings numbers is often emphasized by the management. We also find that key reference points are not limited to the first digit. The second, third, or even fourth digits are sometimes used as the reference points of the rounding earnings behavior. Finally, our results show that the incentives of rounding earnings numbers are negatively associated with the distance of pre-rounded earnings to the next reference point.
- **Corporate Control and Accounting Policy Choices: The Case of MBOs:** Liming Guan, Charlotte J. Wright. Using a matching approach and multivariate analysis it was determined that management of firms involved in successful management buyouts (MBOs) more frequently chose income increasing accounting policies than did a matched sample of non-MBO firms. Our results provide support for the managerial economic incentives hypothesis as a motivation for accounting policy choice. This proposition is conditioned on the assumption that the managerial labor market has failed in the MBO firms and the market for corporate control as outlined by Manne (1965) and Jensen and Ruback (1983)

has been preempted by the managers who opted to buy their firm's stock and take the firm private. The results of the study are consistent with a number of earlier studies such as Groff and Wright (1989), Hagerman and Zmijewski (1979) and Zmijewski and Hagerman (1981) that also find support for the managerial economic incentives hypothesis in accounting choices.

CBA Advisory Council

- **Chairman Robert Clarke**, Chairman, President & CEO, Hawaiian Electric Industries, Inc.
- **Vice Chair Lloyd Fujie**, Managing Partner, Deloitte & Touche, LLP
- **Steven Ai**, President and CEO, City Mill Company, Ltd.
- **James Andrasick**, Executive Vice President, Alexander and Baldwin
- **Joan Bickson**, Director of Human Resources, Budget Rent A Car Hawaii
- **J. W. A. "Doc" Buyers**, Chairman and CEO, D. Buyers Enterprise LLC
- **Vicky Cayetano**, President & CEO, United Laundry
- **H. Mitchell D'Olier**, President & CEO, Kaneohe Ranch & Harold K.L. Castle Foundation
- **Brenda Foster**, Executive Assistant - National and International Affairs, Office of the Governor
- **Stephen Gelber**, Partner, Gelber Gelber Ingersoll Klevansky & Faris, A Law Corp.
- **Gary Gifford**, President, Maui Land and Pineapple Company, Inc.
- **Warren Haruki**, President, Verizon Hawaii
- **David Heenan**, Trustee, The Estate of James Campbell
- **Stanley Hong**, Trustee, King William Charles Lunalilo Trust Estate
- **Thomas Kappock**, Chairman, President and CEO, New Markets International
- **Warren Luke**, Chairman, President and CEO, Hawaii National Bank
- **Tan Tek Lum**, Executive Vice President, Lum Yip Kee Ltd.
- **Robert Masuda**, President and CEO, The Island of Hawai'i YMCA
- **Charles Morrison**, President, East-West Center
- **Jack Myers**, Chairman and CEO, Myers Development Company
- **Seiji Naya**, Director, Department of Business, Economic Development & Tourism
- **Jean Rolles**, Executive Vice President, Outrigger Enterprises, Inc.
- **Nate Smith**, President, Oceanic Cable
- **Oswald Stender**, Consultant
- **John Tsui**, President, First Hawaiian Bank
- **Art Ushijima**, President, The Queen's Medical Center
- **Joseph Wikoff**, Managing Partner, Oshima Chan Wikoff & Combs LLC
- **Marjorie Yang**, Chair, The Esquel Group