



The Third Annual Celebration of Faculty Scholarship and Creative Achievement

March 17, 2005

THE WILLIAM AND ANITA NEWMAN
VERTICAL CAMPUS

Baruch College

55 Lexington Avenue
14th Floor, Room 220

PROGRAM

Greetings

KATHLEEN WALDRON

President

Welcoming Remarks

DAVID DANNENBRING

Provost and Vice President

Keynote Address

LOUISE MIRRER

President, The New-York Historical Society

Recognition of Honored Faculty

Honorees of the William and Anita Newman Library

Presenter: ARTHUR DOWNING

Assistant Vice President and Chief Librarian

Honoree of the Office of Student Development
and Counseling

Presenter: SAMUEL JOHNSON, JR.

Vice President for Student Development and Dean of Students

Honorees of the School of Public Affairs

Presenter: STAN ALTMAN, *Dean*

Honorees of the Mildred and George Weissman
School of Arts and Sciences

Presenter: MYRNA CHASE, *Dean*

Honorees of the Zicklin School of Business

Presenter: JOHN ELLIOTT, *Dean and Vice President*

Honored Faculty 2004 William and Anita Newman Library

ALAN BAILIN

Bailin, A. "Worlds in Words: Assigning Inferences to Subdomains." *Journal of Literary Semantics* 33.

SHEAU-YUEH CHAO

Chao, S.Y.J. "A Model for Building Transnational Networks on Chinese Overseas Studies: The Hong Kong Experience." *Library Collections, Acquisitions, and Technical Services (LCATS)* 28:2.

LISA ELLIS

Ellis, L. "Approaches to Teaching Through Digital Reference." *Reference Services Review* 32.

QUN GERRY JIAO

Jiao, Q.G., and Onwuegbuzie, A.J. "The Impact of Information Technology on Library Anxiety: The Role of Computer Attitudes." *Information Technology and Libraries* 23:4.

Jiao, Q.G., Onwuegbuzie, A.J., and Bostick, S.L. "Racial Differences in Library Anxiety Among Graduate Students." *Library Review* 53:4.

Onwuegbuzie, A.J., and Jiao, Q.G. "Information Search Performance and Research Achievement: An Empirical Test of the Anxiety-Expectation Model of Library Anxiety." *Journal of the American Society for Information Science and Technology* 55:1.

Onwuegbuzie, A.J., Jiao, Q.G., and Bostick, S.L. *Library Anxiety: Theory, Research, and Applications* (Scarecrow Press).

LEWIS LIU

Liu, L. "The Contribution of Public Libraries to Countries' Economic Productivity: A Path Analysis." *Library Review* 53:9.

Honored Faculty 2004 Office of Student Development and Counseling

ANGELA ANSELMO, SEEK Program

Anselmo, A., and Rubal-Lopez, A. *On Becoming Nuyoricans* (Peter Lang).

Honored Faculty 2004 School of Public Affairs

NANCY ARIES

Aries, N. "Managing Diversity: The Differing Perceptions of Managers, Line Workers, and Patients." *Health Care Management Review* 29:3.

JENNIFER GOLDSTEIN

Goldstein, J. "Making Sense of Distributed Leadership: The Case of Peer Assistance and Review." *Educational Administration & Policy Analysis* 25:4.

DAVID HOFFMAN

Hoffman, D.C., and Hoffman, S.G. "Sappho and the Songs of Marriage." *Parabola* 29:1.

STEPHEN IMMERSWAHR

Immerwahr, S. "Community Health Survey." Support from the Fund for the City of New York.

Van Ryzin, G.G., and Immerwahr, S. "Derived Importance-Performance Analysis of Citizen Survey Data." *Public Performance and Management Review* 27:4.

Van Ryzin, G.G., Muzzio, D., and Immerwahr, S. "Explaining the Race Gap in Satisfaction with Urban Services." *Urban Affairs Review* 39:5.

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Van Ryzin, G.G., Muzzio, D., Immerwahr, S., Gulick, L., and Martinez, E. "Drivers and Consequences of Citizen Satisfaction: An Application of the American Customer Satisfaction Index Model to New York City." *Public Administration Review* 64:3.

Winner, American Society for Public Administration's 2005 Louis Brownlow Award for the best *Public Administration Review* article written by a practitioner(s).

SANDERS KORENMAN

Korenman, S., Joyce, T., Kaestner, R., and Henshaw, S. "Family Cap Provisions and Changes in Births and Abortions." *Population Research and Policy Review* 23:5.

Korenman, S., and O'Neill, J. "Child Poverty and Welfare Reform." Civic Report No. 44 (Manhattan Institute).

DOUG MUZZIO

Van Ryzin, G.G., Muzzio, D., and Immerwahr, S. "Explaining the Race Gap in Satisfaction with Urban Services." *Urban Affairs Review* 39:5.

Van Ryzin, G.G., Muzzio, D., Immerwahr, S., Gulick, L., and Martinez, E. "Drivers and Consequences of Citizen Satisfaction: An Application of the American Customer Satisfaction Index Model to New York City." *Public Administration Review* 64:3.

Winner, American Society for Public Administration's 2005 Louis Brownlow Award for the best *Public Administration Review* article written by a practitioner(s).

DAHLIA REMLER

Remler, D., Graff Zivin, J., and Glied, S. "Modeling Health Insurance Expansions: Effect of Alternate Approaches." *Journal of Policy Analysis and Management* 23:2.

Colman, G., and Remler, D.K. "Vertical Equity Consequences of Very High Cigarette Taxes: If the Poor Are the Ones Smoking, How Can Cigarette Taxes Be Progressive?" NBER working paper 10906.

Decker, S.L., and Remler, D.K. "How Much Does Universal Health Insurance Reduce Socioeconomic Disparities in Health? A Comparison of the US and Canada." NBER working paper 10715.

CARROLL SERON

Seron, C. "Developing Diverse Leadership in Engineering." Support from the National Science Foundation (supplemental grant).

Seron, C. "Police Community Relations." Support from the National Science Foundation (supplemental grant, 2004–2005).

Seron, C., Pereira, J., and Kovath, J. "Judging Police Misconduct: 'Street-Level' versus Professional Policing, The Views of the Public." *Law & Society Review* 38.

ROBERT COURTNEY SMITH

Smith, R.C. "Complementary Articulation: Matching Qualitative Data and Quantitative Methods." *Workshop on Scientific Foundations of Qualitative Research* (National Science Foundation).

SHOSHANNA SOFAER

Mushlin, A., and Sofaer, S. "Translating Data into Information: Designing Report Templates for the AHRQ Qis." Support from the Agency for Healthcare Research & Quality (AHRQ) (subcontract from Weill Cornell Medical College).

GREGG VAN RYZIN

Van Ryzin, G.G. "Expectations, Performance, and Citizen Satisfaction with Urban Services." *Journal of Policy Analysis and Management* 23:3.

Van Ryzin, G.G. "The Measurement of Overall Citizen Satisfaction." *Public Performance and Management Review* 27:3.

Van Ryzin, G.G., and Immerwahr, S. "Derived Importance-Performance Analysis of Citizen Survey Data." *Public Performance and Management Review* 27:4.

Van Ryzin, G.G., Muzzio, D., and Immerwahr, S. "Explaining the Race Gap in Satisfaction with Urban Services." *Urban Affairs Review* 39:5.

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Van Ryzin, G.G., Muzzio, D., Immerwahr, S., Gulick, L., and Martinez, E. "Drivers and Consequences of Citizen Satisfaction: An Application of the American Customer Satisfaction Index Model to New York City." *Public Administration Review* 64:3.

Winner, American Society for Public Administration's 2005 Louis Brownlow Award for the best *Public Administration Review* article written by a practitioner(s).

DANIEL W. WILLIAMS

Williams, D.W. "Evolution of Performance Measurement to 1930." *Administration & Society* 36:2.

Miller, D.M., and Williams, D.W. "Damping Seasonal Factors: Shrinkage Estimators for the X-12-ARIMA Program." *International Journal of Forecasting* 20:4.

Miller, D.M., and Williams, D.W. "Response to Commentaries." *International Journal of Forecasting* 20:4.

Honored Faculty 2004 Weissman School of Arts and Sciences

ERVAND ABRAHAMIAN, *Department of History*

Abrahamian, E., Cummings, B., and Mo'az, M. *Inventing the Axis of Evil: The Truth About North Korea, Iran, and Syria* (New Press).

MARIA ANDRADE, *Department of Modern Languages and Comparative Literature/Department of Black and Hispanic Studies*

Andrade, M.M., ed. *Latin American Essays*, MACLAS (Middle Atlantic Council of Latin American Studies) 18.

JOHN ANDREASSI, *Department of Psychology*

Andreassi, J., ed. *International Journal of Psychophysiology*.

WILLIAM BODDY, *Department of Communication Studies*

Boddy, W. *New Media and Popular Imagination: Launching Radio, Television, and Digital Media in the United States* (Oxford University Press).

MITCHELL COHEN, *Department of Political Science*

Cohen, M., ed. *Dissent*.

HÉCTOR CORDERO-GUZMÁN, *Department of Black and Hispanic Studies*

Cordero-Guzmán, H. "Interorganizational Networks Among Community-Based Organizations" in *Communities and Workforce Development* (Ujjohn Institute Press).

BRIDGETT M. DAVIS, *Department of English*

Davis, B.M. *Shifting Through Neutral* (HarperCollins).

JAMES DEFILIPPIS, *Department of Black and Hispanic Studies*

DeFilippis, J. *Unmaking Goliath: Community Control in the Face of Global Capital* (Routledge Press).

VINCENT DIGIROLAMO, *Department of History*

DiGirolamo, V. "Heralds of a Noisy World": Carrier Boys, Post Riders, and the Print Revolution in Early America." *The Worlds of Children: 2002 Annual Proceedings of the Dublin Seminar for New England Folklife* (Boston University Press).

DiGirolamo, V. "Such, such were the b'hoys": History, Film and the Gangs of New York." *Radical History Review* 90.

WAYNE H. FINKE, *Department of Modern Languages and Comparative Literature*

Finke, W.H., ed. *Geolinguistics* 30.

Finke, W.H., and Ashley, L.R.N., eds. *Language and Identity* (Cummings & Hathaway).

BENEDETTO FONTANA, *Department of Political Science*

Fontana, B. "The Concept of Caesarism in Gramsci," in *Dictatorship in History and Theory: Bonapartism, Caesarism, and Totalitarianism* (Cambridge University Press).

Fontana, B. "Conflicto y consenso: Sociedad civil en Gramsci," in *Poder y hegemonia hoy: Gramsci en la era global* (BUAP-IGS).

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Fontana, B. "Democracy," in *New Dictionary of the History of Ideas* (Charles Scribner).

Fontana, B. "Hegemony," in *New Dictionary of the History of Ideas* (Charles Scribner).

Fontana, B., Nederman, C.J., and Remer, G., eds. *Talking Democracy: Historical Perspectives on Rhetoric and Democracy* (Penn State University Press).

BERT HANSEN, *Department of History*

Hansen, B. "Medical History for the Masses: How American Comic Books Celebrated Heroes of Medicine in the 1940s." *Bulletin of the History of Medicine* 78:1.

Hansen, B. "New Images of a New Medicine: Visual Evidence for Widespread Popularity of Therapeutic Discoveries in America after 1885," reprinted in *Creating a Tradition of Biomedical Research: Contributions to the History of the Rockefeller University* (Rockefeller University Press).

Hansen, B. "True-Adventure Comic Books and American Popular Culture in the 1940s: An Annotated Research Bibliography of the Medical Heroes." *International Journal of Comic Art* 6:1.

JAMEY HECHT, *Department of English*

Hecht, J., trans. with notes and commentary. *Three Theban Plays* (Wordsworth Editions).

THOMAS HEINRICH, *Department of History*

Heinrich, T., and Batchelor, B., eds. *Kotex, Kleenex, Huggies: Kimberly-Clark and the Consumer Revolution in American Business* (Ohio State University Press).

GAIL LEVIN, *Department of Fine and Performing Arts*

Levin, G. "American Women Artists, Art Dealers, and Museum Personnel: Feminists or Self-Involved Careerists?" *Art Research* 4 (Ritsumeikan University, Kyoto, Japan).

Levin, G. "Between Two Worlds: Folk Culture, Identity, and the American Art of Yasuo Kuniyoshi." *Archives of American Art Journal* 43:3-4 (Smithsonian Institution).

Levin, G. "Biography and the Visual Arts: The Problematic Interface of Images and Life." *Biography and Source Studies* 8.

EUGENE MARLOW, *Department of English*

Marlow, E. Composer, *La Femme dans une Lumière d'Or, Ascent, Atmospheres, Wake Up Call*, and *The Slumbering Giant's Dream*, BMI Jazz Composers Workshop Big Band Readings.

Marlow, E. Composer, *Une Jeune Fille*, reading by Alaria Chamber Ensemble (New York Composers Circle).

Marlow, E. Composer, *A Summer Afternoon with You*, CD with 10 original compositions (MEII Enterprises).

Marlow, E. Composer, *Three Chansons from Les Sentiments D'Amour*, performance by pianist Nada Louffi (Pen & Brush, New York City).

ROBERT MYERS, *Department of Communication Studies*

Myers, R., Penrose, J.M., and Rasberry, R.W. *Business Communication for Managers: An Advanced Approach*, 5th ed. (Thomson/South-Western Publishing Co.).

JANA O'KEEFE BAZZONI, *Department of Communication Studies*

O'Keefe Bazzoni, J., ed. *PSA* (journal of the Pirandello Society of America).

O'Keefe Bazzoni, J. Curator, II fu Mattia Pascal: *Celebrating a Century* (William and Anita Newman Library, New York City).

KATHERINE PENCE, *Department of History*

Pence, K. "Politiques de la consommation, femmes et citoyeneté dans les deux Allemagnes," in Alain Chatriot, Marie-Emmanuelle Chessel, and Matthew Hilton (eds.), *Au nom du consommateur: Consommation et politique en Europe et aux États-Unis au XXe siècle* (La Découverte).

CHARLES A. RILEY, *Department of English*

Riley, C.A. *The Jazz Age in France* (Abrams).

MURRAY A. RUBINSTEIN, *Department of History*

Rubinstein, M.A., Farris, C., and Lee, A., eds. *Women in the New Taiwan: Gender Roles and Gender Consciousness in a Changing Society* (M.E. Sharpe).

GRACE SCHULMAN, *Department of English*

Schulman, G. Guggenheim Fellowship for the Writing of Poetry, 2004–2005.

PAMELA SHEINGORN, *Department of History*

Sheingorn, P., ed. *Studies in Iconography* 25.

NANCY YOUSEF, *Department of English*

Yousef, N. *Isolated Cases: The Anxieties of Autonomy in Enlightenment Philosophy and Romantic Literature* (Cornell University Press).

FRANCO ZANGRILLI, *Department of Modern Languages and*

Comparative Literature

Zangrilli, F. *La penna diabolica: Buzzati scrittore-giornalista* (Metauro Edizioni).

Zangrilli, F. *La Ciocciaria tra scrittori e cineasti* (Metauro Edizioni).

Honored Faculty 2004 Zicklin School of Business

MOSHE BANAI, *Department of Management*

Banai, M., Reisel, W., and Probst, T.M. “A Managerial and Personal Control Model: Predictions of Work Alienation and Organizational Commitment in Hungary.” *Journal of International Management* 10:3.

KAPIL BAWA, *Department of Marketing*

Bawa, K., and Shoemaker, R.W. “The Effects of Free Sample Promotions on Incremental Brand Sales.” *Marketing Science* 23:3.

RAQUEL BENBUNAN-FICH, *Department of Statistics and Computer Information Systems*

Benbunan-Fich, R., and Fich, E. “Effects of Web Traffic Announcements on Firm Value.” *International Journal of Electronic Commerce* 8:4.

Arbaugh, J.B., and Benbunan-Fich, R. “In Defense of Using Quantitative Approaches to Research Networked Management Learning.” *Management Learning* 35:2.

LAUREN BLOCK, *Department of Marketing*

Williams, P., Fitzsimons, G.J., and Block, L.G. “When Consumers Don’t Recognize ‘Benign’ Intentions Questions as Persuasion Attempts.” *Journal of Consumer Research* 31:3.

ARCHISHMAN CHAKRABORTY, *Department of Economics and Finance*

Chakraborty, A., and Yilmaz, B. “Informed Manipulation.” *Journal of Economic Theory* 114:1.

AJAY DAS, *Department of Management*

Das, A., Narasimhan, R., and Talluri, S. “Exploring Flexibility and Execution Competencies of Manufacturing Firms.” *Journal of Operations Management* 22:1.

T.K. DAS, *Department of Management*

Das, T.K. “Time-span and Risk of Partner Opportunism in Strategic Alliances.” *Journal of Managerial Psychology* 19:8.

Das, T.K., and Teng, B. “The Risk-Based View of Trust: A Conceptual Framework.” *Journal of Business and Psychology* 19:1.

HAMMOU EL BARMİ, *Department of Statistics and Computer Information Systems*

El Barmi, H., Kochar, S.C., Mukerjee, H., and Samaniego, F.J. “Estimation of Cumulative Incidence Functions in Competing Risks Studies Under an Order Restriction.” *Journal of Statistical Planning and Inference* 118:1–2.

El Barmi, H., and Mukerjee, H. “Consistent Estimation of Distributions with Type II Bias with Applications in Competing Risks Problems.” *Annals of Statistics* 32:1.

ARMEN HOVAKIMIAN, *Department of Economics and Finance*

Hovakimian, A. “The Role of Target Leverage in Security Issues and Repurchases.” *Journal of Business* 77:4.

Hovakimian, A., Hovakimian, G., and Tehranian, H. “Determinants of Target Capital Structure: The Case of Dual Debt and Equity Issues.” *Journal of Financial Economics* 71:3.

LEE-FERN HSU, *Department of Management*

Hsu, L.F. "Note on 'Design of Double- and Triple-Sampling X-bar Control Charts Using Genetic Algorithms.'" *International Journal of Production Research* 42:5.

PETER JOOS, *Stan Ross Department of Accountancy*

Joos, P., and Gordon, E. "Unrecognized Deferred Taxes: Evidence from the UK." *Accounting Review* 79:1.

THOMAS KRAMER, *Department of Marketing*

Simonson, I., Kramer, T., and Young, M. "Effect Propensity." *Organizational Behavior and Human Decision Processes* 95:2.

NANDA KUMAR, *Department of Statistics and Computer Information Systems*

Nanda, K., and Benbasat, I. "The Effect of Relationship Encoding, Task Type and Complexity on Information Representation: An Empirical Investigation of 2D and 3D Graphs." *MIS Quarterly* 28:2.

MYUNG-SOO LEE, *Department of Marketing*

Rogoff, E., Lee, M.S., and Suh, D.C. "Who Done It? Attributions by Entrepreneurs and Experts of the Factors that Cause and Impede Small Business Success." *Journal of Small Business Management* 42:4.

DAVID LUNA, *Department of Marketing*

Val, L., Luna, D., and Peracchio, L. "Points of View and Pieces of Time: A Taxonomy of Image Attributes." *Journal of Consumer Research* 31:1.

DOBRIN MARCHEV, *Department of Statistics and Computer Information Systems*

Marchev, D., and Hobert, J.P. "Geometric Ergodicity of Van Dyk and Meng's Algorithm for the Multivariate Student's T Model." *Journal of the American Statistical Association* 99.

WILLIAM MCCUTCHEN, JR., *Department of Management*

McCutchen, W.W. "R&D Risk-Taking in Strategic Alliances: New Explanations for R&D Alliances in the Biopharmaceutical Industry." *Management International Review* 44:1.

LILACH NACHUM, *Department of Marketing*

Nachum, L. "Geographic and Industrial Diversification of Developing Country Firms." *Journal of Management Studies* 41:2.

DAVID OPDERBECK, *Department of Law*

Opderbeck, D.W. "The Penguin's Genome, or Coase and Open Biotechnology." *Harvard Journal of Law & Technology* 18:1.

EDWARD ROGOFF, *Department of Management*

Rogoff, E., Lee, M.S., and Suh, D.C. "Who Done It? Attributions by Entrepreneurs and Experts of the Factors that Cause and Impede Small Business Success." *Journal of Small Business Management* 42:4.

DAVID ROSENBERG, *Department of Law*

Rosenberg, D. "Making Sense of Good Faith in Delaware Corporate Fiduciary Law: A Contractarian Approach." *Delaware Journal of Corporate Law* 29.

ROBERT SCHWARTZ, *Department of Economics and Finance*

Schwartz, R., Handa, P., and Tiwari, A. "The Economics Value of a Trading Floor: Evidence from the American Stock Exchange." *Journal of Business* 77:2.

JUN WANG, *Department of Economics and Finance*

Wang, J., and Noe, T. "Fooling All of the People Some of the Time: A Theory of Endogenous Sequencing in Confidential Negotiations." *Review of Economics Studies* 71.

VALERIE WATNICK, *Department of Law*

Watnick, V. "The Electronic Formation of Contracts and the Common Law Mailbox Rule." *Baylor Law Review* 56:1.

JAY WEISER, *Department of Law*

Weiser, J. "Forward: The Next Normal, Developments Since Marriage Rights for Same-Sex Couples in New York." *Columbia Journal of Gender and Law* 13.

Weiser, J. "The Real Estate Covenant as Commons: Incomplete Contract Remedies over Time." *Southern California Interdisciplinary Law Journal* 13.

LIUREN WU, *Department of Economics and Finance*

Wu, L., and Haung, J.Z. "Specification Analysis of Option Pricing Models Based on Time-Changed Levy Processes." *Journal of Finance* 59:3.

Wu, L., and Carr, P. "Time-Changed Levy Processes and Option Pricing." *Journal of Financial Economics* 17:1.

JIANMING YE, *Stan Ross Department of Accountancy*

Shen, X., Huang, H., and Ye, J. "Discussion on 'Estimation of Prediction Error: Co-variance Penalties and Cross Validation' by Bradley Efron." *Journal of the American Statistical Association* 99.