Malhotra To Chair Board Of Governors Of Science Academy

By Vera L. Dudley

Dr. Naresh K. Malhotra, professor in the School of Management, has been unanimously elected by the Executive Council to chair the Board of Governors of the Academy of Marketing Science. Malhotra assumed office last month after completing a two-year term as the Academy's vice president for programs.

Malhotra, who also serves as the school's coordinator of Marketing and Management Science, has been with Tech for 11 years. During this time, his endeavors and accomplishments have earned the respect of colleagues. He was ranked the top researcher in the nation based on articles published in the Journal of Marketing Research during 1988-1989.

In a letter of nomination, Dr. Fred Allvine, professor of management at Tech wrote, "What Naresh has accomplished in 11 years, few faculty in marketing are able to accomplish in their lifetime."

In less than nine years, Malhotra has published 50 papers in major refereed journals. He has completed more than 130 scholarly writings on various topics and has authored a book entitled, Marketing Research: A Project Method Approach, to be published next year.

His substantive research has focused on the consumer decision process. According to Allvine, Malhotra was the first person to show that consumers suffer information overload in the attempt to process information on more than five choice alternatives. This research was hailed as a significant milestone and has since stimulated considerable research on the subject.

"Few people make optimal decisions when shopping, though most want to make the best decision possible," Malhotra says.

To assist the consumer, he explains, manufacturers have been providing the buyer with more information on the products. "Merely doing that does not help them win the award for a second straight year..." Crecine said it was an honor to

Georgia Tech Alumni Association is CASE Winner For Second Straight Year

For the second year in a row, the Georgia Tech Alumni Association has won the Grand Gold Award for the Best Alumni Program in the country from the Council for the Advancement and Support of Education (CASE). The honor distinguishes Tech from the 2,900 CASE member schools (both public and private) who were vying for the honor of the best all-around alumni association, according to John Carter, vice president and executive director of Tech's Alumni Association.

Tech's 67,000-member alumni group received the award for total involvement of the association, including overall support for the school, management of financial and staff resources, fund-raising successes and involvement of the alumni in school-related activities.

We have had six new vice presidents and two new deans named at Tech within the last year," Crecine said. "I am universally pleased with the work they have done so far, and I think their efforts will pay off even more in the years to come."

Crecine also emphasized the Institute's attempts to diversify research in areas such as microelectronics, telecommunications and manufacturing.

The academic units have increased their research volume by 28 percent," Crecine said. "We've been trying to diversify our efforts and not just rely on defense for research projects."

"We have had this talent on campus for a long time, and it is time to pull it all together," he said.

Crecine said Tech's intellectual agenda is rapidly advancing due to developing a large number of new students, faculty and staff enjoyed international cuisine during the International Food Fair and music provided by "Pan People" in the Student Center Ballroom on May 10. The food fair was part of the 1990 International Festival.
NAB... continued from page 1

academic programs in a short period of time. The reorganization's results have been mostly positive and constructive," Creccine said. "This reorganization is a massive amount of change from any institution to undertake, but I think we've come through well!" Ivan Allen College Interim Dean Robert C. Cannon said founding a new college is tough, competitive work, and while strategy is important, execution of the plan is everything. "We must have the resources, skills and systems to execute," Cannon said. "The real responsibility for strategy development and execution resides with the college's faculty." Cannon stressed to the NAB that students are the Ivan Allen College's primary customers and satisfying their long- and short-term needs is the key measure of the college's success. "With your [NAB's] help, we will develop a strong vision," Cannon said, "and we will add an exciting dimension to Georgia Tech." Associate Dean Robert C. McMath defined the Ivan Allen College's strategic goals as "1) to integrate professional and liberal education so as to prepare our graduates for leadership positions in a society which is increasingly internationalized and technologically oriented; and 2) to refine and broaden the educational offerings available to our students, consistent with the overall mission of a technological university." According to McMath, the following programs are currently being reviewed by university committees: a B.S. in Economics (a revision of the existing program); a B.S. in Information Technology for Management (a new degree); an M.S. in Public Policy. McMath said the idea of academic change is not new to Tech. "Since 1888, we've broadened degree opportunities to adapt to changing technologies and conditions," McMath said. "We are continuing to do that during this process in a way that is consistent with Tech's needs." The Ivan Allen College, according to Associate Dean Fred A. Tarpley, is committed to excellence while identifying, creating and exploiting opportunities for comparative advantage. "Georgia Tech has always enjoyed a good, dedicated faculty," Tarpley said. "We have a strong base (approximately 120) upon which to build in the Ivan Allen College." "Many of our units have done outstanding jobs in performing research and offering short courses nationally and internationally, and we will encourage these activities to continue," he added. Acting school directors and acting department heads gave brief overviews of their respective areas. School of Management Director Charles W. Mulford defined some of the school's developing programs as management of technology (i.e., operations management, organizational behavior, and information technology for management), international management, and the Executives-in-Residence program (in which business leaders bring a "real world" perspective to the classroom). While ties such as International Management-International Affairs-Modern Languages are possible within the Ivan Allen College, Mulford said, other opportunities may link management with units outside the college. One example is Information Technology for Management faculty working with the College of Computing experts. William A. Schaffer, director for the School of Economics, said the school's undergraduate program is one of Tech's best kept secrets with 65 students; Schaffer expects enrollment to increase to 100 next fall. The economics certificate program is an important part of the school, and the discipline itself serves as a strong component in areas from social sciences to electrical engineering, according to Schaffer. Daniel S. Papp, head of the Department of International Affairs, said that this area of study is necessary because "we are living in an increasingly global, interdependent and multicultural environment, and the boundaries between domestic and foreign activities in which we participate are becoming more permeable." Papp said this department's objectives include providing Tech with international understanding and opportunities, providing undergraduate and graduate majors with quantitative and non-quantitative analytical skills centered on policy-oriented and technologically-related international issue-areas, and performing policy-oriented research. Papp said, "Our 1995 goals are to have 150 undergraduate majors and 25 graduate students in academic programs, to have recognition as one of two leading regional international programs and as one of the nation's top ten, and to position the Center for International Strategy, Technology, and Policy to obtain International Institute for Strategic Studies status by 2000." School of Public Policy Director J. David Roessner defined this area's scope as "fields in which either scientific and technological activities have policy consequences, or scientific and technical information are significant inputs to the policy process." In addition to opening new career and educational paths for undergraduates and graduates, Roessner said this school will add a policy component to existing technical research and will offer a nationally recognized policy research program to complement existing research in science and engineering. Augustus W. Gielbelhaus, head of the Department of History, Technology and Society, stressed "the importance of technological history at an engineering school while also maintaining a traditional service role in liberal education at Georgia Tech." This department would have collaboration opportunities with nearly every department and school in the Ivan Allen College. In addition, the department is currently working on various projects with the Institute for Paper Science and Technology, the Business and Industrial Archives, and the Center for the History of Industry and Technology. Heidi M. Rockwood, head of the Department of Modern Languages, said this department will aim for close cooperation with new degree programs with language components, certificates in applied language skills, acknowledged double majors involving one language and a professional skill, and an intensive summer program and involvement in study abroad or internship opportunities. "We are excited about helping to internationalize Tech's curriculum, and helping students to use those languages in realistic settings," Rockwood said. Kenneth J. Knoespel, head of the Department of Literature, Communication and Culture, said this group currently has certificate programs in areas such as Western...
Edwin J. Scheibner, a retired research professor of physics, died May 29 at Atlanta Hospital. He was 70 years old.

Scheibner taught at Tech from 1959 until his retirement in 1984. He was a former professor of physics, chief of the physical sciences division, director of the bioengineering center, and principal research scientist for the Engineering Experiment Station, now known as the Georgia Tech Research Institute.

Edward W. Thomas, director of the School of Physics, remembered Scheibner as "a kindly, thoughtful person," who served as a thesis advisor to many Tech graduate students. Scheibner was also responsible for developing the research and surface science program that was used in the School of Physics, In GTRI and throughout the entire campus.

Brent Carter, a research scientist in the School of Materials Engineering who was one of Scheibner's Ph.D. students, said that Scheibner was instrumental in bringing Tech up to speed in modern research during the 1960s and was a key person behind the development of the Baker Building and Bioengineering Center.

"Dr. Scheibner is instrumental in me being where I am today," Carter said. "He was a strong influence on my professional development."

Scheibner was born June 2, 1919 in Newark, N.J. After graduating from Tech, Scheibner received a Ph.D. in physics from Illinois Tech. He did transistor research for the Bell Laboratories before joining the Tech faculty. He also did research on semiconductor and the reliability of electronic devices in radar and missile systems.

Surviving are a son, Michael J. Scheibner of Atlanta; a daughter, Beverly Scheibner of Chariot-

Lex, Va.; two brothers, Henry Scheibner of Toms River, N.J., and James Scheibner of Colts Neck, N.J.; and a sister, Sister Christine Scheibner of Teaneck, N.J.

Briefly...

STRAP Deadline Approaching - The deadline for STRAP applications for summer quarter is Friday, June 1. STRAP, the Staff Tuition Reimbursement Assistance Program, is available to all permanent, full-time classified employees who have at least one full year of employment with Tech by the beginning of the academic term for which the application is made. The maximum amount of course work eligible for reimbursement is six credit hours per quarter or four credit hours per semester. Visit the Personnel Division or call Deborah Wilson or Angela Keaton at 4-8350 or 4-7685 for an application.

Hazardous Waste Seminar - The Environmental Sciences and Technology Division of GTRI and Georgia State University's Small Business Development Center will sponsor a Hazardous Waste Management Seminar on May 30 from 8:30 a.m.-noon at Georgia State University's Urban Life Center. This program offers help in identifying, handling and disposing of hazardous materials; it will also cover how to report these materials and where to get state funded help. The registration fee is $5 in advance for faculty and students, $30 on the day of the program. For more information or to register, call Roc Tschirhart at 4-4843.

Graduate Research Assistantships - The Georgia Tech Space Grant College/Consortium, located in the School of Aerospace Engineering, is offering limited Graduate Research Assistantships to qualified female students and students in any underrepresented group. Student applying for GRAs must pursue space-related coursework in engineering or applied biology and must be U.S. citizens.

The application submission deadline for summer and fall quarters is May 25. For more information call Wanda Jeter at 893-0043.

Register For OPTIONS - The Student Center OPTIONS Committee at Georgia Tech will be holding registration for summer courses July 2-6 from 11 a.m.-1 p.m. in the Student Center Post Office Lobby. Registration will not be held on July 4. For more information call Student Center Programs at 4-2865.

Look At The U.S. Through A Lens - Karen Mullarkey, director of photography, Sports Illustrated will speak about her experiences as a photo editor on May 22 at the Student Center Theatre at 11:45 a.m.

Her lecture will employ six projectors presenting hundreds of images. Door prizes will be given away.

NAB... continued from page 2

Traditions, Technical Communications, and Literature and Science. The department is also working on the following new degree programs: a B.S. in Literature and Science, a M.S. in Scientific and Technical Communications, and a proposed Ph.D. in Communications Science.

Knoesel said the department's faculty is recognized nationally and internationally for its wide variety of work.

"Literature, Communication and Culture is a presence in the Ivan Allen College and throughout the entire Institute," Knoesel said, "and we hope for that to continue through interdisciplinary appointments and projects such as a Multi-Media Center and the British Studies Program (with the University of London, Oxford University and Cambridge University)."

Malhotra... continued from page 1

because most people do not have the ability and motivation or time to process that information," Malhotra says. "The emphasis should be to provide relative information that can be easily processed."

Among his many methodological contributions, Malhotra has developed procedures for collecting data which reduce the demands placed on the respondents, yet provide enough information to allow analysis at the individual level.

"When answering a questionnaire, a person very often ex-
Classifieds

For Rent - 2 BR house w/ screened porch, 6 mi N.W. of campus. Ref. frig & stove, new carpet & paint. $350/mo. plus utilities. Call Mr. Lilly at 4-3568 or 925-4644.

For Sale - Compact SL726 portable, 40 meg hard drive, new, w/DOS 3.3, user programs & diagnostics, AC and battery operated. $2,900. Call Henry at 945-8525.

Free To Good Home - 10 mo. old male Retriever/Setter. In excellent health, shots current. Smart, playful, strong, sweet-natured, loves people and gets along with everyone. House broken and good watch dog. Needs a fenced yard or country home. Call Mary at 4-3542 or PROFS to MREDISH.


For Sale - Beautiful sofa w/matching black lacquer dining room set for 4. Almost new. Must sell. $800 for both. Call Sandy at 4-2581 or 921-5965.

For Sale - 5000 lb. capacity winch, 12-volt DC, $600 original price but asking $250 (new, still in box). Call Ken at 4-4066.

For Sale - Mattress - double size. Restonic firm, only 2 years old, excellent condition, $125. Call Debbie 4-2805.


For Sale - Beautiful beer can & bottle collection. Over 350 cans, 200 bottles. Many old, some rare. Display shelves included. Call Jim at 562-6957 after 4:30 p.m. (Leave message).

Roommate Wanted - Buckhead, 2 BR, 2 RA, W/D, DW, hardwood floors, $800/mo. plus utilities, near MARTA. Call 4-2533.

For Rent - 2 BR, 1 RA duplex, L/R, DR, kitchen, fireplace. Less than 1 mi. from campus. $550/mo. Call Kathy Fuller at 876-3082.

Entrepreneurship: Can It Fade With Company Success?
By Charles Hyatt
Ivan Allen College

Can entrepreneurial firms stifle the very creativity that helped them succeed? "Yes," said School of Management Assistant Professor Jeffrey Covin and the University of Pittsburgh's Dennis Slevin in an article recently published in the Sloan Management Review.

The authors claim that rigid, centralized and hierarchical management practices tend to emerge with a company's success. Paradoxically, many of these companies began with flexible, decentralized, and participative organizational structures to encourage and facilitate entrepreneurial activities.

Based on data from more than 200 companies, the authors contend that businesses go through different managerial strategies. The organizational framework a company chooses depends greatly on its goals and the degree of hostility in a particular environment. Open or "organic" systems may be appropriate to firms that need to take risks to get ahead, but closed or mechanistic systems emerge with success when risk taking is no longer needed.

The authors claim that the most successful high-performance firms constantly monitor their organizational structures. The best fit for a market niche balances different operational styles and strategies with changing environments.

Burgoon Takes Part In College Jeopardy
Joseph R. Burgoon, a senior majoring in electrical engineering from Statesboro, Ga., recently appeared in the College Jeopardy Tournament.

Burgoon is a graduate of Statesboro High School, where he was a STAR student and valedictorian of his senior class. He enrolled at Tech in the fall of 1989, and was the recipient of a full President's Scholarship in Tech's President's Scholarship Program. He expects to graduate from Tech this fall.

Associate Vice President for Academic Affairs Dr. E. Jo Baker said of Burgoon, "he was selected for the President's Scholarship Program on the basis of his outstanding academic record and his potential for continued success in college, and he has lived up to our expectations."

Burgoon said he sent in postcards when the College Tournament was advertised on a regular Jeopardy program and was selected at random. He attended a tryout in Boston, Mass. (others were held in Dayton, Ohio and Los Angeles, Calif.) where he was given a written test of 50 "Jeopardy-type" questions.

Approximately 2,000 students from colleges across the United States were tested for the program and 15 finalists were selected for the tournament. Other Atlantic Coast Conference schools in the competition were Duke University and North Carolina State University. Harvard University, the University of Michigan, University of California-Berkeley, Rutgers University and Rice University were among other schools represented in the contest.

Burgoon said that the college tournament differed from the regular Jeopardy program in that participants were guaranteed $1,000 for appearing. Winners from the first five shows were entered in the semifinal-round as were an additional four who had totaled the most points. The semifinalists were guaranteed $5,000. Three finalists were guaranteed the total amount of their last two shows.

Burgoon was flown by the program to Los Angeles the weekend of April 20 to tape the show.

People

Electrical Engineering


Counseling and Career Planning Center
Associate Director Bill Ohser has coauthored How To Get A Job In Atlanta, Surrey, 1990. He collaborated with his wife Diane C. Thomas, an Atlanta writer, and Thomas M. Camden, a renowned career expert. The book advises job seekers how to conduct an effective job search in any city and provides information on employers, the business climate, and resources in the Atlanta area.