

Spring 2011 News

Department of Finance to host a group of 9th grade students from the LBUSD

The California State University, Long Beach Department of Finance is working in conjunction with Valerie Bordeaux, the Director of University Outreach and Corion Lucas, the University Outreach Specialist to host a group of 30-50 9th grade students from the Long Beach Unified School District for a field trip in March to the College of Business Administration (CBA).

This event will consist of Dean Michael Solt and Associate Dean Ömer Benli meeting with the students to discuss educational opportunities in CBA. Dr. Steven Le, the Chair of the Finance Department will give a presentation about the Finance major and career opportunities. Carol Grutzmacher, the Director of CBA Advising Center will discuss how the CBA Advising Center is there to assist students with the selection of a major and courses needed for a degree in Finance.

Marketing and Economics faculty win a 2011 Multidisciplinary Research Award

Professors David Horne and Ingrid Martin (Marketing) and Wade Martin (Economics) were awarded one of five, 2011/2012 CSULB Multidisciplinary Research Awards. Over 50 applications from across the University were submitted for these highly competitive grants. According to A.V.P. Yih (Research and Sponsored Programs), "... this is a distinguishable accomplishment to be selected for [their] multidisciplinary collaboration, innovation, student involvement and overall research merit".

across the entire state. Their individual and collective beliefs and beliefs on effectiveness and climate change may well be the link between communication strategies to reduce this life-threatening hazard. This research is based on a stream of funded and published research in risk communication and involves three researchers.

The Department of Marketing developed and received funding for an Experimental Research Laboratory to be used to run studies for both students and faculty. The funding has come from two sources: CBA and the CSULB Alumni Association. Drs. Pamela Homer, Risto Moisio, and Ingrid Martin submitted a grant proposal, with the help and guidance of Alexandra Jordan, to the