PSEG CEO Ralph Izzo next speaker of RBS "CEO Lecture Series"

Dean Michael R. Cooper, PhD and the Rutgers Business School Board of Advisers cordially invite you to attend the CEO Lecture Series featuring Alumnus Ralph Izzo, Chairman of the Board, President & CEO, Public Service Enterprise Group Inc. (PSEG).

"Climate Change: Implications for National Security and the Economy"

WHEN: April 28, 2010, 4:30 - 6:30 p.m.

WHERE: Rutgers Business School, 1 Washington Park, Newark, New Jersey - Lecture Room 220. Directions.

Reception to follow presentation.

RSVP by April 14, 2010. Space is limited.

Follow RBS students blog on study trip to India

Students experience first hand "Jersey roots, global reach" on India trip. Check out the blog.

International experience gained through Rutgers Executive MBA Program

French-Canadian finds dream comes true pursuing Rutgers International Executive MBA. Journey to study in Beijing leads to starting his own business in China. Read story.

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MBA students helping companies take their business to the next level

Faculty Insight: If Google leaves China, will Microsoft become Beijing's favorite capitalist tool?

Co-Founder of hip, new hair care line credits MBA Program at Rutgers

RBS students, alumni donate time and effort to help with Newark Now tax-assistance program

EMBA alums dedicate terracotta warrior statue to Professor Farrokh Langdana, the "macroeconomic general"

Faculty Insight: Art critics as a model for business columnists and business academics

Rutgers Business School professor testifies on corporate social responsibility to European Parliament

French-Canadian finds dream comes true pursuing Rutgers International Executive MBA

Winning Supply Chain Management students move on to regional case competition

The Academy Awards and their impact
Hot Topics: Talking about Toyota

Perspectives on the Next Decade: America Needs to Regain Faith in its Future

New undergraduate major Supply Chain Management and Marketing Sciences holds "meet and greet" for corporations and New Brunswick students

Highlights of Recent Media Coverage

More coverage at business.rutgers.edu/coverage10

Co-Founder of 'Tea and Honey Blends' hair care line credits Rutgers business school

The Star Ledger (Newark, NJ) - March 11, 2010

A co-founder of Tea and Honey Blends, which sells hair care products, gives credit to the MBA program at Rutgers' School of Business-Newark and New Brunswick for her success, and a professor has been serving as an unofficial consultant, a report in Rutgers Focus said.

CFOs: innovate, beware of inflation

NJBiz (Newark, NJ) - March 11, 2010

The logs of inflation have been "doused with gasoline, and awaiting the match that will spark a conflagration," said Farrokh Langdana, a Rutgers University economics professor and director of the school's executive MBA program. He spoke Thursday morning at a CFO roundtable, "Navigating the New Norm," sponsored by The CFO Alliance, a peer-to-peer networking organization for chief financial officers.

Media Morning: 'Hurt Locker' Oscars probably offer little financial bang for Summit

USA Today (New York, NY) - March 8, 2010

The publicity from being nominated for an Oscar is "more valuable financially than actually winning," says Rutgers Business School's S. Abraham Ravid, currently a visiting professor at the University of Chicago. His studies also offer little cheer for producers who hope Jeff Bridges and Sandra Bullock will be bigger draws now that they have best actor and actress awards. "Award winners do not increase revenues" for the films in which they star, Ravid says. As a result, hiring Bridges or Bullock for their Oscar-enhanced star power "may not necessarily be a profitable proposition."

Academy Award winners don't guarantee financial success

NewsRoomNJ (NJ) - March 6, 2010

The actors who walk away clutching a gold-plated Oscar will be happy, content in the knowledge that their salaries almost certainly will rise with their new title: Academy Award winner. But what about the success of the movies they will go on to star in? "The question is whether the Academy Awards are an indicator of value for future films. The answer to that is no," said S. Abraham Ravid, a finance and economics professor at Rutgers Business School-Newark and New Brunswick who has built a body of academic research focused on where popular culture and money intersect in the motion picture industry.

Publish and perish

China Economic Review (CN) - March 2010 Issue

March 2010: Academic corruption in China threatens to discredit legitimate researchers, but there is no easy solution. Farrokh Langdana, director of Rutgers' EMBA program here, says the onus is on administrators to make sure quality standards are upheld at their individual schools. "Program directors in global MBA programs must also be gatekeepers," he said.

Sexually suggestive jeans billboard in Newark sends wrong message

The Star Ledger (Newark, NJ) - February 28, 2010
Professor James Sawhill says advertising is designed to impart information and conjure up emotion. It can be laughter, fear, concern. In this case, it's something primal. Or you could come up with a good caption contest. However, the billboard contains no informational content. It's strictly emotional, and Sawhill says ads like this are far too common in minority communities.

Business school to transform campus image
Daily Targum (New Brunswick, NJ) - February 25, 2010
Much like the rest of the New Brunswick/Piscataway campuses, Livingston campus will soon have an identity of its own as the campus for business and professional studies. Administrators are planning for a Rutgers Business School building on Livingston campus, which will be created as part of University President Richard L. McCormick's vision for the transformation of the campus, said Antonio Calcado, vice president of Facilities and Capital Planning.

Rutgers in Newark Will Offer Master of Business and Science Degree, Tech Management Certificate
RU Media Relations (Newark, NJ) - February 18, 2010
The Rutgers Board of Governors today approved a Master of Business and Science (MBS) degree for the Newark campus. The new degree program will allow working adults and full-time students to pursue coursework in science, engineering and management while developing workplace skills highly valued by employers.

5 Tips on Career Self-Improvement
DiversityInc.com (Newark, NJ) - February 18, 2010
DiversityInc put together a few tips from experts, including valuable ways to keep the momentum going in your career. According to Dr. dt ogilvie, associate professor of business strategy at Rutgers Business School, the experience can help you make a good impression on several levels.

Report on academic honesty at FGCU could lead to changes
Naples Daily News (Naples, FL) - February 18, 2010
For some students, the line between cheating and getting a little help can be fuzzy. It is not uncommon, says Donald McCabe, a professor at Rutgers Business School in New Jersey, who has spent 20 years studying academic dishonesty.

Lantheus Medical Imaging Appoints Robert A. Spurr
MedicExchange.com (New York, NY) - February 18, 2010
Lantheus Medical Imaging, Inc. announced the appointment of RBS Alumnus Robert A. Spurr (MBA) to the position of Vice President, Sales and Marketing. He joins Lantheus with more than 20 years of industry experience at Novartis Pharmaceuticals, Aventis Pharmaceuticals and most recently Ortho-McNeil(R), a pharmaceuticals division of Johnson and Johnson, where he was Vice President Sales and Marketing, Institutional Franchise.

Peddie's Casey goes out on top
The Trentonian (Hightstown, NJ) - February 18, 2010
RBS Alumnus Sean Casey (MBA) cut down the final piece of the net at Peddie School's Erik Hanson Fieldhouse yesterday after his girls basketball team sent him out a winner by capturing its 14th consecutive Prep A state title in his last game. Casey, who is leaving the program he built into a national power and the most consistent winner in New Jersey girls basketball, will become principal at Wesleyan School in Norcross, Ga., near Atlanta.

Upcoming RBS Events
More events at business.rutgers.edu/events

RBS Graduate Admissions Online Chat
March 24, 2010

**MBA & GRADUATE ADMISSIONS OPEN HOUSE**
March 27, 2010

**Faculty Industry Symposium**
April 2, 2010

**RBS Graduate Admissions Online Chat**
April 7, 2010

**MBA & GRADUATE ADMISSIONS OPEN HOUSE**
April 10, 2010

**Leadership: Charting Your Course to Success**
April 14, 2010

**MBA Information Session**
April 17, 2010

**Graduate Admissions Information Session**
April 20, 2010

**RBS Graduate Admissions Online Chat**
April 21, 2010

**ALUMNI CELEBRATION: RBS New Brunswick**
April 24, 2010

**Ten Year Anniversary Celebration of the Pharmaceutical MBA Program**
April 26, 2010

**Finding a Workplace You'll Love**
April 28, 2010

**2010 Program in Pharmaceutical Management**
April 29, 2010 to April 30, 2010

Contact the Rutgers Business School Communications Office for media contacts and to submit news and events.