

## VITA



### Geungu Yu, DBA

Professor of Finance  
Dept. of Accounting, Finance, and  
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- ◆ A JSU Presidential Creative Award (2015) Recipient.
- ◆ The 1st Trading Room Manager (2014-2015), TR-ILL (Trading Room-Interdisciplinary Learning Laboratory).
- ◆ A Federation of Business Disciplines (FBD) Outstanding Educator Award (2016) Recipient.
- ◆ An Academy for Research and Scholarly Engagement Cohort IV (2015-16).
- ◆ A Global Inquiry Faculty Teaching Seminar (GIFTS) Scholar (2013)
- ◆ President, Southwestern Society of Economists (2010-11).

Promoted to Professor, Jackson State University, August 10, 2017

Promoted to Associate Professor, Jackson State University: August 16, 2004

Tenured at Jackson State University: August 17, 1998

Appointed at Jackson State University: August 17, 1992

## Education and Certifications

Mississippi State University, MS	Finance	DBA* (December 23, 1986)
University of Cincinnati, OH	Economics	MA (August 25, 1978)
Findlay College, OH	Economics	BS (June 12, 1977)
ChungAng University, Seoul, Korea	English Language Ed.	BA (February 18, 1976)

\* DBA, December 23, 1986, Mississippi State University, Mississippi

Major: Finance; Minors: Economics and Management

Dissertation Title: "Are Yield Spread Changes Systematic or Random: An Examination of Selected Money and Capital Market Securities," University Microfilms International Dissertation Information Service, Copyright 1986.

### Certifications:

- Online instructor, JSU CANVAS; JSU Blackboard, certified on Oct. 12, 2012.
- Online instructor, eCOI (= eCollege Certified Online Instructor) certified on March 13, 2012.

## Professional Experience

### Academic Positions

August 17, 1992 to Present: Professor of Finance

Dept. of Accounting, Finance, and Entrepreneurship

College of Business, Jackson State University, Jackson, MS 39217

ECO 746	Seminar in International Trade and Finance
ECO 570	Economics Seminar
FIN 547 Online	Investments
FIN 547	Investments
FIN 452	International Finance
FIN 451	Financial Asset Management
FIN 450	Financial Institutions
FIN 447	Investments
ECO 359	Business Statistics
FIN 320 Online	Business Finance
FIN 320	Business Finance

January 1987 to August 1992: Assistant Professor of Finance

University of Louisiana at Lafayette, Louisiana 70504

MBA courses:

Financial Administration

International Trade and Finance

Undergraduate courses:

Portfolio Theory and Investment Analysis; Financial Problems Analysis;

Financial Information Systems; Speculative Financial Markets;

Business Finance

September 1982 to May 1985: Assistant Professor of Finance

Moorhead State University, Moorhead, Minnesota 56560

Corporate Finance; Advanced Corporate Finance; Financial Decision Making;

Seminar in Capital Budgeting; Banking Policy; Portfolio Analysis;

Principles of Management

### **New Courses Developed (3)**

#3: Fin 220, Foundations of Finance (for Non-business majors), 2015.

#2: Fin 247, Foundations of Stock Market Investing (for Non-business majors), 2015.

#1: Fin 547, Investments (for graduate/MBA level students), 2010.

## Intellectual Contributions

(Summary: L=Learning and Pedagogical research; D=Discipline-based scholarship)

**Twelve (12) Peer-Reviewed Journal articles (PRJs) are published since 2004;  
Eight (8) PRJs since 2013 (latest 5 years);**

**Six (6) lead-authored PRJs published since 2004 are as follows:**

- #6: **Yu, Geungu**, Jean-Claude Assad, and Phillip Fuller (2017). Using A Modified Dividend Discount Model For Stock Market Games. *Southwestern Economic Review*, 44(1), pp. 29-42. (D)
- #5: **Yu, Geungu**, Phillip Fuller, and Patricia A. Freeman (2015). The Impact of Changes in the Dow Jones Industrial Average List on Prices and Trading Volumes. *Southwestern Economic Review*, 42(1), 125–133. (D)
- #4: **Yu, Geungu** (2014). Performance Consistency of Newly Added Stocks in the DJIA Index in 2013. *The Global Journal of Finance and Economics*, 11(1), 1-10. (D)
- #3: **Yu, Geungu**, Phillip Fuller, and Dal Didia (2013). The Impact of Yield Slope on Stock Performance. *Southwestern Economic Review*, 40(1), 1–10. (D)
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- #2: **Yu, Geungu**, Phillip Fuller, and Dal Didia (2008). Inverted Yield Curve and Stock Performance: Recent Evidence. *Southwestern Economic Review*, 35(1), 131-138. (D)
- #1: **Yu, Geungu** (2007). The Cyclical Impact of Small and Big Cap Stocks On Optimal Portfolios for Period 2000-05. *Journal of Social and Behavioral Sciences*, 40(1), 25-37. (D)

**Six (6) co-authored PRJs published since 2004 are as follows:**

- #6: Nguyen, Chu, **Geungu Yu**, and Muhammad Mahboob Ali (2015). Bangladesh Needs to Readjust the Taka. *Indian Journal of Management Science*, 5(2), 9-16. (D)
- #5: Didia, Dal, Mihai Nica, and **Geungu Yu** (2015). The Gravity Model, African Growth and Opportunity Act (AGOA) and U.S. Trade Relations with Sub-Sahara Africa. *The Journal of International Trade & Economic Development*, 1-22. (D)
- #4: Fuller, Phillip and **Geungu Yu** (2014). Lessons Learned: Online Teaching Adventures and Misadventures. *Journal of Social Sciences*, 10(1), 33-38. (L)  
<http://thescipub.com/PDF/jssp.2014.33.38.pdf>
- #3: Nguyen, Chu V., **Geungu Yu**, and Muhammad Mahboob Ali (2014). The Behavior of Turkish Consumer Loan Rates, Deposit Rates and Consumer Loan Premium in Post-2001 Currency Crisis. *Banks and Bank Systems*, 9(1), 8-15. (D)  
[http://businessperspectives.org/component/option,com\\_journals/task,issue/id,258/jid,6/Itemid](http://businessperspectives.org/component/option,com_journals/task,issue/id,258/jid,6/Itemid)

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#2: Fuller, Phillip, **Geungu Yu**, and Denis Boudreau (2012). Should Investors Be Fearful of the Halloween Effects? *Southwestern Economic Review*, 39(1), 31-40. (D)

#1: Freeman, Patricia A., **Geungu Yu**, and Phillip Fuller (2007). Do Recent Changes in the Dow Jones Industrial Average Support the Price-Pressure Hypothesis? *Southwestern Economic Review*, 34(1), 179-186. (D)

### Peer Reviewed Proceedings

**Seven (7) Peer-Reviewed Proceedings articles (PRPROs) are published** since 2004:

**Six (6) lead-authored PRPROs published since 2004 are as follows:**

#6: **Yu, Geungu** and Mihai Nica (2010). Selecting Optimal Industrial Sectors for a Targeted State Economy. *Southwestern Economic Review: Research Notes*, 1-2. (D)

#5: **Yu, Geungu** (2009). The Effects of Revaluating the Yuan on Stock Markets. *Southwestern Economic Review: Research Notes*, 1-2. (D)

#4: **Yu, Geungu** (2008). Yield Spreads and Performance of Growth vs. Value Stocks. *Southwestern Economic Review: Research Notes*, 1-2. (D)

#3: **Yu, Geungu** (2007). The Impact of 2003 Dividend Tax Cut on Stocks in the S&P 500. *Southwestern Economic Proceedings: Selected Papers*, 27-32. (D)

#2: **Yu, Geungu** (2005). The Impact of Dividend Tax Cut on Stocks in the DOW. *Southwestern Economic Proceedings, Selected Papers*, Volume 32, Number 1, 2005, pp.41-46. (D).

#1: **Yu, Geungu** (2004). An Examination of Announcement Effects of Dividend Tax Cut on Dow Stocks. *Papers of Thirteenth Annual Economic Research Symposium*, Department of Economics, Finance, and General Business, College of Business, Jackson State University, Jackson, MS, 70-74. (D)

**One (1) co-authored PRPRO** since 2004 is as follows:

#1: Freeman, Patricia A., **Geungu Yu**, and Phillip Fuller (2005). The Impact of Dow Jones Index Additions and Deletions: the 2004 Case. *Business Research Yearbook*, 356-360 (D)

### Peer-Reviewed Presentations since 2004

**Twenty-five (25) peer-reviewed** papers in total are presented since 2004.

**Twenty-one (21) peer-reviewed presentations** since last promotion, where I am **the lead author**, are as follows:

#21: **Yu, Geungu** and Jiayang Shao (2016). "A Logic Model for Solving Income Inequality in

Society,” a paper presented at the 81st Annual Conference of the Association of Social and Behavioral Scientists, Inc., Jackson, MS, March 12, 2016. (D)

#20: **Yu, Geungu** (2016). “The Impact of Disciplined Portfolio Optimization Concept on Informed Stock Market Simulation: A Case Study Research,” a paper presented at the 2016 Annual Conference of Southwestern Finance Association, Oklahoma City, Oklahoma, March 11, 2016. (D)

#19: **Yu, Geungu**, Jean-Claude Assad, and Phillip Fuller (2016). “The Impact of Stock Market Games Using the Telemet-Orion Platform for Portfolio Optimization on Economic and Financial Literacy.” A paper presented at Southwestern Society of Economists meeting in Oklahoma City, Oklahoma, March 10, 2016. (D)

#18: **Yu, Geungu** and Nicholas Hill (2015). “Do Nasdaq-100 Index Changes Support the Price-Pressure Hypothesis?” a paper presented at Southwestern Society of Economists conference in Houston, Texas, March 12, 2015. (D)

#17: **Yu, Geungu** (2014). “Do Dow Index Changes in September 2013 Support Price-Pressure Hypothesis?” 2014 Southwestern Society of Economists conference, Dallas, TX, March 14, 2014. (D)

#16: **Yu, Geungu** (2014). “Performance Consistency of DOW Stocks in 2013,” 2014 Academy of International Business–US Southwest Chapter (AIB-SW) meeting in Dallas, Texas, U.S.A. March 13, 2014 (D)

#15: **Yu, Geungu** (2013). “Reinvestment of Coupon Payments for Yield-to-Maturity of a Coupon Bond,” 2013 Southwestern Society of Economists conference, Albuquerque, NM, March 15, 2013. (D)

#14: **Yu, Geungu** (2012). “A Keyboard Macro for HP 12C Program to Calculate Implied Volatilities,” JEL classification codes: G13 --- Contingent Pricing; Futures Pricing,” 2012 Southwestern Society of Economists Conference, 10:15 am -12:00 pm, Friday, March 2, 2012, NAPOLEON B-2, Sheraton New Orleans Hotel, New Orleans, LA. (L)

#13: **Yu, Geungu** (2011). “Optimal Sample Periods to Measure Historical Volatilities of Dow Stocks --- A Pedagogical Application,” 2011 Southwestern Society of Economists conference, Houston, TX, March 11, 2011. (L)

#12: **Yu, Geungu** (2010). “An Examination of Historical and Implied Volatilities of DJIA Stocks,” 2010 Southwestern Society of Economists conference, Dallas, TX, March 4, 2010. (D)

#11: **Yu, Geungu** and Mihai Nica (2010). “Selecting Target Industry Sectors for a State Economy,” 2010 Southwestern Society of Economists conference, Dallas, TX, March 4,

2010. (D)

- #10: **Yu, Geungu** (2009). "The Effects of 2005 Revaluation of Chinese Yuan on US and Chinese Stock Markets," presented at 2009 Southwestern Society of Economists conference, Oklahoma City, OK, February 26, 2009. (D).
- #9: **Yu, Geungu** (2008). "Purchasing Power Parity, U.S. Dollar Index, and Performance of U.S. Transportation Stocks," to be presented at 2008 Academy of International Business U.S. Southwest Chapter, Houston, TX, March 7, 2008. (D)
- #8: **Yu, Geungu** (2008). "Yield Spreads and Performance of Growth versus Value Stocks," presented at 2008 Southwestern Society of Economists conference, Houston, TX, March 7, 2008. (D).
- #7: **Yu, Geungu**, Phillip Fuller, and Dal Didia (2007). "The Impact of Inverted Yield Curve on Performance of Small, Mid, and Big Cap Stocks, 2005-2007," a paper presented at 2007 Southwestern Society of Economists conference, San Diego, CA, March 16, 2007. (D).
- #6: **Yu, Geungu** (2006). "The Impact of Recent Inverted Yield Curve on Optimal Portfolios of Small and Big Cap Stocks," (the Research Paper of the 2006 Summer Faculty Research Awards Program, College of Business, Jackson State University) presented at the Annual Economic Research Symposium, Jackson, MS, November 15, 2006. (D).
- #5: **Yu, Geungu** (2006). "The Impact of Different Sizes of Market Cap on Performance of Optimal Portfolios of Small Cap Stocks," a paper presented at Seventy-First Annual Conference of Association of Social and Behavioral Scientists, March 10, 2006. (D).
- #4: **Yu, Geungu** (2006). "The Impact of 2003 Dividend Tax Cut on Stocks in the S&P 500," a paper presented at the Southwestern Society of Economists conference, Oklahoma City, OK, March 2, 2006. (D).
- #3: **Yu, Geungu** (2005). "Comparative Analysis of the Impact of Dividend Tax Cut on Stocks in the Nasdaq 100 and the Dow," a paper presented at the Annual Economic Research Symposium, Jackson, MS, November 9, 2005. (D).
- #2: **Yu, Geungu** (2005). "The Cyclical Impact of Small Cap Stocks on Optimal Stock Portfolios," a paper presented at the Southwestern Society of Economists conference, Dallas, Texas, March 3, 2005. (D).
- #1: **Yu, Geungu** (2004). "The Impact of Dow Jones Transportation Index on Nasdaq Index," a paper presented at the Annual Economic Research Symposium, Jackson, MS, November 10, 2004. (D).

**Four (4) peer-reviewed presentations** since 2004, where I am a **co-author**, are as follows:

- #4: Hill, Nicholas, Adrian Price, and **Geungu Yu** (2015). “The Elasticity of Race in Contraception Preference by Religiosity,” a paper presented at Southwestern Society of Economists conference in Houston, Texas, March 13, 2015. (D).
- #3: Waiyaki, Lilian, **Geungu Yu**, and Maury Granger (2011). “African Growth and Opportunity Act (AGOA) and Foreign Direct Investment,” 2011 Southwestern Society of Economists conference, Houston, TX, March 10, 2011. (D).
- #2: Nica, Mihai and **Geungu Yu** (2010). “The Mathematics of Basic Multiplier,” 2010 Southwestern Society of Economists conference, Dallas, TX, March 5, 2010. (D).
- #1: Freeman, Patricia A., **Geungu Yu**, and Phillip Fuller (2006). “Do Recent Changes in the Dow Jones Industrial Average Support the Price-Pressure Hypothesis?” a paper presented at the Annual Economic Research Symposium, Jackson, MS, November 15, 2006. (D).

### Research Seminars (3)

- #3: 2015-2016 Academy for Research and Scholarly Engagement, sponsored by the Center for University Scholars, Jackson State University. Participated as an Academy Scholars Cohort IV (2015-2016).
- #2: 2015 Grant Writing Retreat specifically for the College of Business faculty at Garden Inn Downtown Jackson, Sunday June 28 ~ July 2, 2015, daily 9 am to 6 pm. Participated as a member of Team 3: Annette Pridgen, **Geungu Yu**, and Rhonda (Gail) Fulgham.
- #1: 2013 GIFTS (Global Inquiry Faculty Teaching Seminar), a part of GEAR (Global Education through Analytical Reasoning), the Quality Enhancement Plan for Jackson State University in Summer, 2013. Participated as a 2013 GIFTS Cohort.  
As a part of the participation, an online book publication attempt in progress:  
Flashcard+ Book of Business Finance, by Geungu Yu.  
This online textbook is to be published under sponsorship of JSU GIFTS (Global Inquiry Faculty Training Seminar). To be submitted to iBooks editor; to be used for supplemental textbook for FIN 320, Business Finance course starting in 2017.

### Editorship (1)

**Geungu Yu**, DBA, **Editor**, *Papers of Annual Economic Research Symposium*, a refereed proceedings publication of annual economic symposium sponsored by the Departmental Seminar Committee, Dept. of Economics, Finance, and General Business, Jackson State University, Jackson, MS. for 8<sup>th</sup>, 9<sup>th</sup>, 12<sup>th</sup>, and 13<sup>th</sup> editions (1999, 2000, 2003, 2004)

### Grants/Research/Consulting Projects

**Grant Proposals Submitted (2):**

- #2: **Geungu Yu** (PI), Nicholas Hill (Co-PI), and Lurlene Irvin (Co-PI) (2016). "The Impact of Saving, WSJ Assessment Tool, and Informed Stock Market Simulation on Financial Literacy," a Letter of Inquiry (LOI) submitted to the "Research Grants" segment of William T. Grant foundation, with the tracking number: ID 186805 to William T. Grant Foundation on May 2, 2016. (Requested Amount: \$537,462)
- #1: Nicholas Hill (PI), **Geungu Yu** (Co-PI), and Lurlene Irvin (Co-PI) (2015). "A Review and Analysis of Stennis Space Center's Economic Impact on the Local Community during Fiscal Year 2015," a proposal for the Stennis Space Center, submitted on October 28, 2015. (Requested Amount: \$11,501)

**Externally Funded Grant (1):**

- Annette K. Pridgen (PI), **Geungu Yu** (Co-PI), Gail G. Fulgham (Co-PI), and Palaniappan Thiagarajan (Co-PI) (2016). "Improving the Financial Literacy of Underrepresented Groups in Central Mississippi through Teacher Training," a project funded by Wells Fargo, 2015-16. (\$3,800 awarded)

**Other Grants Funded (5):**

- #5: **Geungu Yu** (2016), a Mini Grant Award recipient for the WSJ Assessment Tool implementation in College of Business. January 21, 2016. (\$500 awarded)
- #4: **Geungu Yu** (PI) (2015). "The Impact of Stock Market Games Using the Telemet-Orion Platform for Portfolio Optimization on Economic and Financial Literacy," a project funded by The JSU Presidential Creative Awards for 2015-16. (\$5,000 awarded)
- #3: **Geungu Yu** (PI) (2012). Course Development grant for developing FIN 547 (Investments) Online, February 31, 2012.
- #2: **Geungu Yu** (PI) (2006). "The Impact of Recent Inverted Yield Curve on Optimal Portfolios of Small and Big Cap Stocks," funded by the 2006 Summer Faculty Research Awards program of College of Business, Jackson State University, September 30, 2006.
- #1: **Geungu Yu** (PI) (2005). "Comparative Analysis of the Impact of Dividend Tax Cut on Stocks in the NASDAQ 100 and the Dow," funded by the 2005 Summer Faculty Research Awards Program of College of Business, Jackson State University, August 31, 2005.

**Service**

### **Service to Profession**

- Executive Board member, **Southwestern Society of Economists**, an association affiliated with Federation of Business Disciplines, 2008~ present.
- President, **Southwestern Society of Economists**, an association affiliated with Federation of Business Disciplines, 2010-2011.
- Program Chair and President Elect, **Southwestern Society of Economists**, an association affiliated with Federation of Business Disciplines, 2009-2010.
- Vice President/Program Chair Elect, **Southwestern Society of Economists**, an association affiliated with Federation of Business Disciplines, 2008-2009.
- Editorial Board Member, **Southwestern Economic Review**, the journal of Southwestern Society of Economists, 2008 ~ present.  
<http://www.wtamu.edu/academics/swer.aspx>
- Reviewer, **Journal of Economics and Finance**, the journal of the Academy of Economics and Finance.
- Reviewer, **Southwestern Economic Review**, the journal published by the Southwestern Society of Economists.
- Moderator, Session Chair and/or Discussant:  
Southwestern Finance Association Annual Conference.  
Academy of International Business U.S. Southwest Chapter Annual Conference.  
International Academy of Business Disciplines (IABD) Annual Conference.  
Southwestern Society of Economists Annual Conference.
- Editor, Papers of Annual Economic Research Symposium, the proceedings of the Annual Economic Research Symposium, College of Business, Jackson State University for 8th, 9th, 12th, and 13th editions (1999, 2000, 2003, and 2004).
- Editor, Journal of Interdisciplinary Business Research, ISSN: 1541-4124, the journal of the Annual Economic Research Symposium, College of Business, Jackson State University for Vol. 1 (2002) and Vol. 2 (2002).

### **Service to Community**

- Serves as an advocate of the Alzheimer's Association, Middle Mississippi Chapter, Jackson, Mississippi (1997 ~).

### **Service to University**

- Serves as a JSU Faculty Senator, representing Dept. of EFGB, 2016-17.  
Serves as the Advisory Committee on Faculty Handbook, a 2016-2017 Ad Hoc Committee
- Serves as a member on the Library Committee.

### Service to College

- Serves as a committee member of the Strategic Planning Task Force (2016 ~ ).
- Serves as a committee member of the Graduate Programs Curriculum Task Force (2014 ~).
- Serves as a committee member of the Undergraduate Programs Curriculum Task Force (2014 ~).
- Serves as the Primary Faculty Advisor for the Financial Management Association-JSU student chapter. (1997 ~).
- Serves as a Ph. D. Dissertation Committee member.
- Served as the first Manager/Coordinator for Trading Room Interdisciplinary Learning Lab (TR-ILL) (2014 ~2015), partially funded by Title III program.  
Website: [www.trjsu.wordpress.com](http://www.trjsu.wordpress.com)  
Served as the Coordinator of FIN 320 (Business Finance) for AACSB Student Learning and Outcomes Assessment (2009 ~2015).

### Service to Department

- Serves as a JSU Faculty Senator for the department (2016-2017).
- Serves as Departmental Curriculum Committee Chair (2013 ~).
- Serves as Departmental Distance Learning coordinator (2013 ~).
- Serves as a member on the Tenure Committee.
- Serves as a member on the Faculty Search Committee.
- Serves as a Faculty Advisor for students.

### **Honors/Awards**

- Awarded a 2016 Federation of Business Disciplines Outstanding Educator Award in Oklahoma City, Oklahoma on March 9, 2016.
- Awarded an Appreciation plaque for having served as President, Southwestern Society of Economists, 2010-2011, on March 11, 2011. .
- Awarded an Appreciation plaque for having served as Program Chair, Southwestern Society of Economists, 2010-2011, on March 11, 2010.
- Inducted as a faculty charter member to Epsilon Chapter at Jackson State University, Omicron Delta Epsilon, March 2, 2004.
- Inducted as a faculty member to Beta Gamma Sigma, Jackson State University, an honor society for collegiate schools of business, April 4, 2001.
- Awarded recognition in appreciation for Outstanding and Dedicated Service as an instructor of the Economics Enrichment Program for Secondary School Teachers, an IHL-Other Core Academic Enrichment Teacher Support Program, 2000, 1999, 1998, & 1997.
- Awarded membership in the One Thousand Dollar Club of the Jackson State University Development Foundation, Inc., Oct. 19, 1998.
- Awarded a Certificate of Appreciation in recognition of Dedicated Service to the School of Business, Jackson State University, presented by Dean Glenda Glover, April 7, 1998.

- Included in Marquis WHO'S WHO IN FINANCE AND INDUSTRY, 29th Edition, 1996-1997.
- Awarded a Certificate of Achievement in recognition of successful participation in the National Faculty Development Institute program, "Incorporating Japanese Studies into the Undergraduate Curriculum," sponsored by The American Association of State Colleges and Universities, held at the Japan Studies Institute, San Diego State University, San Diego, CA, June 8 - July 7, 1994.
- Inducted as a faculty brother to International Fraternity of Delta Sigma Pi, KAPPA XI CHAPTER (a professional fraternity organized to foster the study of business in universities), April 22, 1989.
- Presented a doctoral dissertation as a Seminar Fellow at the 7th Annual Financial Management Association Doctoral Student Seminar, 1986.
- Inducted to Financial Management Association National Honor Society, 1981.

## Membership

- **Southwestern Finance Association**, an academic association affiliated with Federation of Business Disciplines.
- **Southwestern Society of Economists**, an academic association affiliated with Federation of Business Disciplines.
- Faculty charter member of Epsilon Chapter at Jackson State University, **Omicron Delta Epsilon**, March 2, 2004 ~.
- Faculty member of **Beta Gamma Sigma**, Jackson State University, the honor society for collegiate schools of business, April 4, 2001 ~.
- Faculty brother, **International Fraternity of Delta Sigma Pi**, KAPPA XI CHAPTER (a professional fraternity organized to foster the study of business in universities), April 22, 1989 ~.