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To see my course materials, [click here](#).

For information about the superhot Brooklyn College Business Program, [click here](#).

● **Education:**

- **Ph.D. (Business) 1977**
Specializations in Marketing and Statistics
Graduate Center of the City University of New York
- **M.B.A. (Business) 1975**
Marketing specialization
Baruch College, C.U.N.Y.
- **M.A. (Economics) 1971**
Brooklyn College, C.U.N.Y.
- **B.A. (Economics) 1968**
Brooklyn College, C.U.N.Y.

● **Academic Experience:**

- **1986 - present**
Professor of Marketing and Business,
Deputy Chair of Business since 1995
Co-Chair, Finance and Business Management Department (formerly Economics Dept.) since 2002
Dept. of Economics, Brooklyn College.
- **1983 - 1986**
Professor of Marketing, Fordham University, NYC.
Area Coordinator of Marketing 1985 - 1986.
- **1979 - 1983**
Associate Professor of Marketing, Fordham University.
Tenure awarded in 1982.

- **1977 - 1979**
Associate Professor of Marketing and Quantitative Analysis at Long Island University, Brooklyn, New York.
- **1975 - 1977**
Assistant Professor of Marketing at Montclair State College, Upper Montclair, New Jersey.
- **1971 - 1975**
Graduate Fellow in Economics and Finance, Baruch College, NYC.

Courses taught: Electronic Commerce, Business Practices and the Jewish Tradition, Marketing Principles, Marketing Management, Consumer Behavior, Advertising, Direct Marketing, Marketing Research, Business Research, Retailing, Statistics, Multivariate Statistics, Operations Management, Microeconomics, Macroeconomics, Money and Banking, and Corporate Finance.

● **Honors, Awards, Grants:**

- **Certificate of Excellence -- School of Business, May 10, 2012**
- **Certificate of Appreciation --School of Business, May 10, 2012**
- **Murray Koppelman Professorship, 2006-2008.**
- **"Faculty Advisor Award" Presented by BC Business & Finance Club, May 7, 2003.**
- **"Certificate of Appreciation" for 2003 EITC Campaign from Community Food Resource Center, April 26, 2003.**
- **"Distinguished Advisor Award" Presented by SGS Student Government, June 5, 2002.**
- **"Professor of the Year," May 7, 2002 (award from the Brooklyn College Accounting Society)**
- **Brooklyn College Performance Excellence Award, May 24, 2000**
- **Brooklyn College Excellence in Teaching Award, May 24, 2000**
- **"Outstanding Business/Economics Professor of the Year," May 9, 2000 (award from the Brooklyn College Accounting Society)**
- **Program Director, Kauffman Entrepreneur Internship Program Grant: 6/2000 - 5/2001 (\$100,000); 6/2001 - 5/2002 (\$50,000); 6/2002 - 5/2003 (\$10,000); 6/2003 - 5/2004 (\$10,000)**
- **Principal Investigator, Kauffman Collegiate Entrepreneurship Network Grant (\$24,300)**
- **Principal Investigator Kauffman Foundation Grant "Religion and Entrepreneurship (\$25,000) with Linda W. Friedman**
- **City University of New York Diversity Grant, 2003 (\$2,500), with Dr. Tomas Lopez-Pumarejo**
- **Citigroup Foundation Entrepreneurship Grant 2005 (\$75,000) with BC Foundation and Magner Center**

- Citigroup Foundation Entrepreneurship Grant 2006 (\$70,000) with Herve Queneau, BC Foundation, and Magner Center
- Appointed Contributing Editor of *Thalia: Studies in Literary Humor*, 1998
- Awarded Bernard H. Stern Chair of Humor, 1997-1999
- President's Resource Grant 1997
- Voted Broeklundian Favorite Teacher by graduating seniors: 1995, 1996, 1997, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2008
- Excellence in Teaching award, Brooklyn College Faculty Day, May 28, 1997
- PSC CUNY Grants 1997-1998, 1998-1999, 1999-2000, 2000-2001, 2001-2002, 2002-2003, 2003-2004, 2004-2005, 2005-2006, 2006-2007, 2007-2008, 2008-2009, 2009-2010, 2010 - 2011 (with L. Friedman)
- Listed in Who's Who in the East (26th Edition)
- Direct Marketing Educational Foundation Fellowship, May 1985
- Community Appreciation Award, December 1983
- Honorary Member, Beta Gamma Sigma
- Regent's Scholarship, 1965-68

● Scholarly Publications

Humor in the Hebrew Bible. *Encyclopedia of Sciences and Religions*. Springer-Verlag. 2012. In Press. [with L. W. Friedman]

The Story of Ruth and Boaz: A Paradigm for Today's CEO. *John Ben Sheppard Journal of Practical Leadership*. 2012, Vol. 6 (1) [with T. Birnbaum]. Available at: <http://aa.utpb.edu/media/leadership-journal-files/2012-archives/The%20Story%20of%20Ruth%20and%20Boaz.pdf>

The Book of Esther: Lessons in Leadership. *John Ben Sheppard Journal of Practical Leadership*. 2012, Vol. 6(1) [with L. W. Friedman]. Available at: <http://aa.utpb.edu/media/leadership-journal-files/2012-archives/THE%20BOOK%20OF%20ESTHER%20%20LESSONS%20IN%20LEADERSHIP.pdf>

The Talmud as a Business Guide. *Multidisciplinary Journal for Applied Ethics*. 2012, 1(1), 38-48. Available at: http://mjae.ffdi.hr/download/MJAE_1st_Issue/7%20-%20PAPER%204%20FRIEDMAN.pdf

Book Review: *Jews and Humor*, edited by Leonard J. Greenspoon. West Lafayette, IN: Purdue University Press Studies in Jewish Civilization, 2011. 236 pp. \$35.00. Friedman, LW and HH Friedman, Review of *Jews and Humor* (above) is scheduled to appear in the Summer 2013 issue of *Shofar*, (Vol. 31, No. 4). Review is currently available at: <http://www.case.edu/artsci/jdst/reviews/Humor.htm>

Essential Core Values for Individuals and Organizations as Derived from the Torah. *The Jewish Magazine*. April/May 2012. Available at: http://www.jewishmag.com/165mag/torah_values_for_business/torah_values_for_business.htm

Gifts-Upon-Entry and Appreciatory Comments: Reciprocity Effects in Retailing. *Journal of International Marketing Studies*. 2011, 3(3), 161-164 [with A. Rahman]

The Role of Information Technology in Fulfilling the Promise of Corporate Social Responsibility. *Computer and Information Science*. 4(4), July 2011, 2-10 [with D. Salb and L. W. Friedman]

Moral Capitalism: A Biblical Perspective. *American Journal of Economics and Sociology*, 2011, 1014-1028 [with W. D. Adler]

Ideal Occupations: The Talmudic Perspective. 2011. In *Toward a Meaningful Life*. Brooklyn, N.Y.: Rohr Jewish Learning Institute. 111-118.

Voluntary Simplicity and the Torah Life. *The Jewish Magazine*. Issue 155. June 2011. Retrieved from: <http://www.jewishmag.com/>

An Ancient Sampling Technique: Flawed, Surprisingly Good, or Optimal. *Chance*, February 2011, 24(1), 19-23. [with H. Z. Davis and J. Ye]

Lessons from the Twin Mega-Crises: The Financial Meltdown and the BP Oil Spill. *Journal of Business Systems, Governance and Ethics*, 2010, 5(4), 34 -45 [with L. W. Friedman].

Dying of Consumption? Voluntary Simplicity as an Antidote to Hypermaterialism? In *Reframing Corporate Social Responsibility: Lessons from the Global Financial Crisis*. Eds. William Xiuping Sun, Jim Stewart, and David Pollard. Bingley, United Kingdom: Emerald Group Publishing Ltd. 253-69. [with L.W. Friedman]

Inventing the Future: Using the New Media to Transform a University from a Teaching Organization to a Learning Organization. *Journal of Interactive Learning Research*.21(1), January 2010, 47-64. [with V. Manlow and L.W. Friedman]

Lessons from the Global Financial Meltdown of 2008. *Journal of Financial Transformation*, 2010, 28: 45-54. [with L. W. Friedman].

Respect for God's World: the Biblical and Rabbinic Foundations of Environmentalism, *International Journal of Business and Globalisation*, Vol. X (2010), 4:2, 129 -200. [with Y. Klein]

Barack Obama 2.0: The Power of New Media in Achieving and Sustaining Presidential Charisma, *John Ben Shepperd Journal of Practical Leadership*, 4, Spring 2009, 77 -85. [with V. Manlow and L. W. Friedman]

Is Ethical Behavior Possible in the Presence of Conflicts of Interest? *Journal of the CPA Practitioner*, Sept. 2009, 1(4), 10-11 [with T. Birnbaum]

The Financial Meltdown of 2008: The Perspective of Jewish Law. *Jewish Law*. June 2009, <http://jlaw.com/Commentary/FinancialMeltdownTORAHVIEW_Jun17.pdf> [with L. W.

Friedman].

How Virtuous is Your Firm?: A Checklist. *Electronic Journal of Business Ethics and Organization Studies*, 2009, 14, 14-20 [with L. W. Friedman].

The Role of Modeling in Scientific Disciplines: A Taxonomy, *Review of Business*, 2008, 29(1), 61-67 [with L. W. Friedman and S. Pollack].

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Should Moral Individuals Ever Lie? Insights from Jewish Law, *Jewish Law*, July 2003, <http://jlaw.com/Articles/hf_LyingPermissible.html> [with A. C. Weisel].

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The Obsolescence of Academic Departments, *Radical Pedagogy*, online journal, Vol. 3(2),
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Using 'Smart' Pricing to Increase Profits and Maximize Customer Satisfaction, *National*
***Public Accountant*, Vol. 46:6, August 2001, 34 -38 [with A. Bhattacharya].**

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***Macromarketing*, Vol. 21, June 2001, 74-80.**

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***International Marketing and Marketing Research*, Vol. 26, February 2001, 41-46 [with T.**
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***Encyclopedia of Operations Research and Management Science*. Second Edition, Norwell,**
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***Academy of Business Education*, Vol. 1, Fall 2000, 11-17 [with L. W. Friedman and A.**
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Humor in the Hebrew Bible, *Humor: International Journal of Humor Research*, Vol. 13:3, September 2000, 257-285.

Click [here](#) to read this paper.

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Click [here](#) to read this paper.

Biblical Foundations of Business Ethics, *Journal of Markets and Morality*, Vol. 3:1, Spring 2000, 43-57. [Full Text](#).

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Transformational Leadership: Instituting Revolutionary Change in Your Accounting Firm, *National Public Accountant*, Vol. 45, May 2000, 8 - 11 [with M. Langbert and K. Giladi].

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Is Your Accounting Firm Truly Marketing Oriented? A Checklist, *National Public Accountant*, Vol. 44, May 1999, 16-34 [with K. Giladi and B. Lewis].

Biasing Effects in Rating Scales: An Empirical Comparison of Two Overall Rating Scales, *Central Business Review*, Vol. 18, Summer 1999, 22-24 [with S. Rosenzweig].

Satan the Accuser: Trickster in Talmudic and Midrashic Literature, *Thalia: Studies in Literary Humor*, Vol. 18, March 1999, 31-41 [with S. Lipman].

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Teaching Statistics Using Humorous Anecdotes, *Mathematics Teacher*, Vol. 92, April 1999, 305-308 [with N. Halpern and D. Salb].

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Click [here](#) to read this paper sans footnotes.

A Comparison of Six Overall Evaluation Rating Scales, *Journal of International Marketing and Marketing Research*, Vol. 22, October 1997, 129-138 [with E. Friedman].

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***Topics in Finance: A Guide for the Financially Perplexed*. New York: McGraw-Hill, College Custom Series, 1992 [with S. Katz].**

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Updated: July 8, 2012

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