

Resolution to Grant Emeritus Status to Shiv Arora, Ph.D.

WHEREAS, Saginaw Valley State University grants emeritus/emerita status to retiring faculty/administrators who have served the University with distinction; and

WHEREAS, Dr. Shiv Arora has given almost forty years of service to SVSU, having arrived at SVSU on 1 July 1977, to join the faculty in the Department of Management and Marketing at the rank of associate professor, and receiving the rank of full professor (1980) and spending the following three and a half decades dedicated to the university by serving as department chair for multiple terms, treasurer and advisor for the SVSU Faculty Association, the College of Business liaison to groups outside of SVSU, faculty representative on numerous college and university-wide committees, and by taking the lead in introducing the minor in Entrepreneurship in the College of Business; and

WHEREAS, Dr. Arora was dedicated to SVSU students, sharing his experience in marketing research, advertising, retailing and international marketing, and using surveys as class projects to introduce students to various marketing techniques while at the same time promoting SVSU, including developing an advertising theme for SVSC in one of his early Advertising Strategy classes, which was well received and used by the college as a promotional tool, and by using one of his marketing classes to conduct a radio listenership survey that secured free radio advertising for the University, and by conducting another survey that was instrumental in leading to the implementation of economics as a mandatory class in the Saginaw Township School System beginning in 1981; and

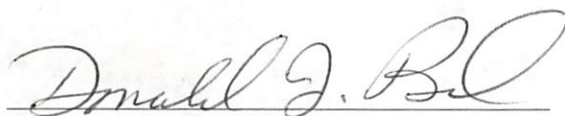
WHEREAS, Dr. Arora has always promoted student learning which he exhibited by routinely taking students to various marketing competitions where they were able to use the knowledge they gained in and out of the classroom to demonstrate what they had learned; and

WHEREAS, he was a tireless advocate for student scholarships throughout his career, establishing the Shiv K. Arora Scholarship in 2006 to recognize and reward outstanding students in the College of Business and Management and while serving as Department Chair, he participated in the selection process to award scholarships from the College of Business & Management; and

WHEREAS, Dr. Arora has remained dedicated to his field of study by co-authoring several articles, such as Comparing Business and Non-Business Student Reactions to E-Mail, Teaching Ethics in Business Law and Legal Environment Courses and Students' Reactions to E-Mail as a Diversity Management tool; and

WHEREAS, Dr. Arora was dedicated to SVSU and made an impact on many students during his tenure, as well as promoting SVSC/SVSU to the greater community; and

NOW, THEREFORE, BE IT RESOLVED THAT Dr. Shiv Arora be recognized as Professor Emeritus.


Donald J. Bachand
President

