

Professor aids businesses in management skills

By Pat Higgins

Faculty members must teach, do research and provide service to the state, said Business Management Professor Fred Luthans.

Luthans does his part by conducting workshops on improving methods of management for members of the business community.

"Some professors prefer to just teach or only do research, but I think these functions interact and support each other," he said. "I hope that I am doing each of these well."

Luthans is in his 15th year at UNL and is one of about 20 regents' professors on campus.

Being named a regents' professor is the highest honor a faculty member can receive; only those who have brought distinction to UNL are considered. A regents' professor is selected by a committee of faculty members appointed by the chancellor.

A textbook Luthans wrote about organizational behavior is used at more than 200 universities in the United States. He is also an adviser to McGraw-Hill publishing house for management textbooks.

"The goal is trying to manage leadership effectiveness," Luthans said of management. "There is no easy answer in this field because it all comes down to human organizations which are so complex."

Luthans commented about people and productivity. Increases in productivity in the United States have been slipping relative to other countries, he said.

"Of course we have to look at the Japanese style be-

cause they have been so successful," he said. "However there are different cultural values at work. There are many contributing factors to productivity, but it basically comes down to people."

Luthans called people the most expensive and least utilized resource. Teaching members of middle management the tools to more effectively run their organizations including reinforcing behaviors, is his method to increase effectiveness.

"I don't try to change attitudes necessarily because I don't think that works. It is better to reinforce positive behavior because that is something that you can actually see," Luthans said.

Older, continuing education students seem to relate to the problems facing modern organizations better than undergraduates, he said.

"Many undergraduates don't see the relevance of management courses because there are no definite answers. The people in continuing education have been dealing with these problems in their jobs," he said.

Luthans said he has credibility when teaching the continuing education workshops because he is a university professor, whereas most private consultants have their own ax to grind.

"My role is to translate research on behavior into practical advice to management," Luthans said.

Nebraska is becoming more attractive to business, he said.

"Nebraska doesn't have the Detroit syndrome. We still have an image of hard work values among our present and potential employees."



Photo by Jodie Fields

Fred Luthans

Ten Lincoln residents are included among Men of Achievement

By Eric Peterson

Ten Lincoln residents are among more than 6,000 people listed in the 8th edition of *Men of Achievement*, an international who's who published by the International Biographical Centre of Cambridge, England. The Centre also prints a companion volume, *Women of Achievement*.

NU President Ronald Roskens, state Sen. Don Wesely, Federal Curator John Hunter, textbook representative B.B. Akert, executive Jasper Skinner, UNL Mechanical Engineering Instructor and Assistant Dean of the UNL engineering college Edward Anderson, Nebraska Wesleyan chemistry instructor George Coleman, UNL agricultural engineering instructor Gerald Bodman, Nebraska State Health Planning and Development Agency Director Kenneth Diamond, and UNL range management Researcher Steven Waller are listed in the book.

Continued on Page 11

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