

Academy of Management awards UNL professor

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graduates. Looking at Luthans' heavy bookshelves, it's clear Luthans also has written lots of books in Nebraska, including 35 editions of textbooks packed into a corner shelf in his College of Business Administration office.

Luthans said his prolific writing resulted both from his pioneering work in behavioral management starting 20 years ago and from working and writing - all in longhand -- from 7 to 11, at home every night except for Fridays and Saturdays.

His books helped change the field of management by linking the behavior of managers and human resources with employees' level of production, he said.

He taught one of the first modern management courses at UNL based on these ideas, he said.

And now he's conducted decades of research on the positive effects of reward systems on employee productivity in Nebraska businesses, he said.

"The key (to productivity) is reward systems," he said. "You get what you reward."

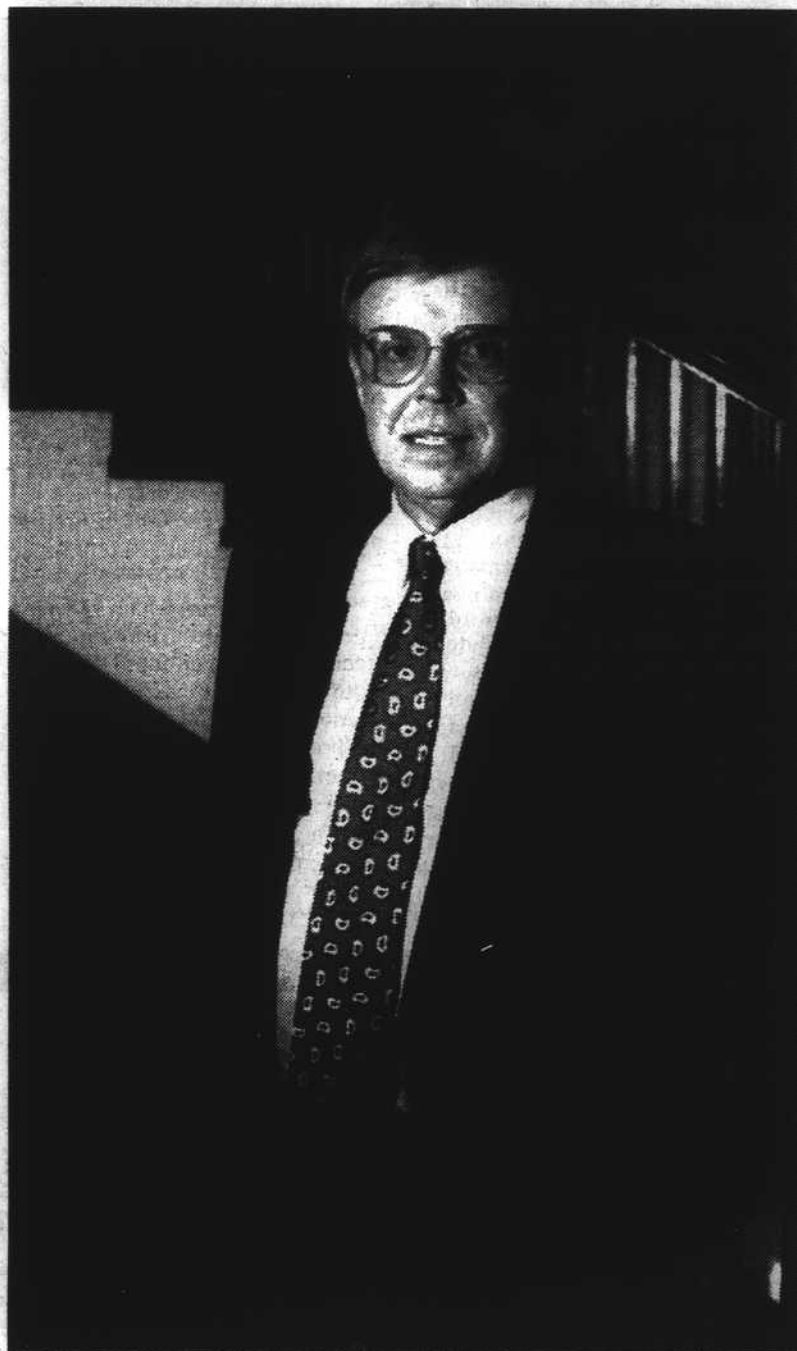
Rewarding employees with money is important, he said. But he also discovered that recognition and job feedback given to employees by their bosses works equally well to increase employee productivity.

Now, Luthans management ideas on reward systems are well-known, he said.

And next month, an analysis of every study he conducted during his career will be printed in the Academy of Management Journal, Luthans said.

That analysis, written by Luthans and a colleague at the University of California-Irvine, says Luthans' ideas in organization behavior modification have resulted in an average 17 percent increase in employee performance in Nebraska businesses.

"That kind of affirms my whole career," Luthans said.



LANE HICKENBOTTOM/DN
Fred Luthans, the George Holmes Distinguished Professor of Management in CBA, was recently awarded the Distinguished Management Educator Award for 1997 from the Academy of Management.

Luthans' career, although marked by innovative research in his field, has also been marked by quality teaching at UNL.

In fact, after three decades at

UNL, he still avoids accepting administrative positions that would keep him from teaching.

"I like research and I like students too much," he said.

RHA aims to improve student relations

BY SARAH BAKER
Assignment Reporter

UNL's Residence Hall Association is starting the semester with activities centered on better communication and student involvement.

RHA President Ben Wallace said one of his main concerns is ensuring RHA's voice is heard.

"We are concerned with communication between all of the government groups on campus," Wallace said. "We want to have better relationships between RHA and the hall

student assistants as well as between RHA and the Association of Students of the University of Nebraska."

Wallace said RHA will have its first meeting of the semester Sunday. The group is also planning to be a part of Sexual Assault Awareness Week, which runs from Sept. 21-27.

"We are just going to help out with staffing for the week," Wallace said. "We want to help support important events like this on campus."

RHA also is planning a weekend retreat for students living in the halls for Sept. 20-21 in Ashland.

NASCAR project cancelled; sponsorship, funding unclear

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marketing group should get it going for next year."

But it won't get going with Speed's team, who has decided to abandon the Husker car idea all together. Last week, the team announced its new sponsor, The Cartoon Network. Instead of "Huskies," Speed's car next season will feature cartoon favorites such as Fred Flintstone, Scooby-Doo or Shaggy on the hood, Peterson said.

Meanwhile, Universal Marketing is working on a new plan that would put the Husker logo - and other university logos - on a race car by the start of the 1998-99 racing season.

In hopes of bringing together universities and NASCAR, Peterson has introduced Collegiate Alliance Racing to the circuit. With Nebraska as its cornerstone, the idea is to get sponsors to tie in with the universities and have a relationship with those schools.

"There will be no shortage of teams knocking on our door with this plan," Peterson predicted. "We'll probably have 10-15 teams make presentations telling us why they think they should be involved."

Each week a new university would be featured somewhere on the car, he said.

"If we're racing in Bristol, Tenn.,

it might have the (Tennessee Volunteers) logo on it," he said. "But if we're racing in Texas, it would probably have the Husker logo on it." Tennessee, Florida State, Pittsburgh and North Carolina have expressed interest in the program, Peterson said.

But while the final major sponsor ultimately will decide as to which schools are to be involved, one thing is certain, Peterson said. Nebraska, who is the only member of CAR right now, will be one of them.

"Nebraska will be part of the program," he said, "because they started this all."

Peterson also said the possibility of new UNL corporate sponsor Pepsi or UNL athletic sponsor Adidas jumping into the picture would be highly unlikely.

"In a situation like that, they represent so many schools it would be tough to coordinate that," he said.

The wheels are in motion for next year's racing season, Peterson said, but they are going to take their time and make sure things are done right.

"We're not rushing the concept," he said. "It has to be the right sponsor and the right group who can carry this and make it work. Eventually it will get done."

UNO assembles computers

BY SARAH BAKER
Assignment Reporter

A new, money-saving "Maverick Brand" computer line is the newest way that the University of Nebraska at Omaha is cutting costs.

UNO's College of Business Administration has started assembling its own computers and is saving big money, said John Fiene, director of information technology at UNO's CBA. Fiene said the computers cost about \$10 each to assemble.

"We are able to buy top quality parts here in Nebraska at a lower price," Fiene said. "By doing this and assembling the machines ourselves, we are saving about \$300 to \$600 per machine."

Fiene said the computer parts were bought in May and the college started building them in June.

The assembly-line building process has generated around 50 computers so far, he said, and student volunteers are planning to build about 20 more.

"The savings are so drastic that we can basically build every fourth machine for free," Fiene said.

UNO students are the actual builders of the new machines.

"Students are learning how to assemble computers from the component level," Fiene said. "When a student is able to build a machine from scratch, that is impressive to a possi-

ble future employer." David West, a UNO senior management information services and marketing major, is one of the volunteers who assembles computers. West said that building one is easier than people may think it is.

"All it really takes is a screwdriver and some patience," he said.

West said UNO buys computer parts from vendors near Omaha.

The volunteers take old cases from used computers, clean the old parts, and then in a process that takes about an hour, assemble the system.

"It's basically an old computer case with a new system inside," West said. "All a manufacturer does at a computer plant is plug everything in, and that is what we are doing here."

West said the computers can carry all the newest software, including Windows Workstation and Lotus Notes.

"We have four people working on the actual assembling of the machines, and then four others who work on installing the software," West said.

Kent Hendrickson, associate vice chancellor for Information Services at UNL, said the university has looked at building new computers but has never actually built them.

He said Information Services has no solid proof that the system will be as cost-effective for UNL, but the staff may look into researching its benefits.

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