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Myron “Mike” Uretsky, Ph.D.

ACADEMIC BACKGROUND

1962–1965 Ohio State University, Ph.D. Accounting, Economics, Mathematics
1961–1962 Ohio State University, MBA, Accounting
1957–1961 City College of New York, BBA, Accounting

EMPLOYMENT

2000–Present Technology Developers LLC, CEO
1970–2005 New York University, Professor, Information Systems
1999–2004 NYU, Director Center for Advanced Technology
1995–1999 NYU, Chairman, Information Systems Department
1973–1999 NYU, Director, Management Decision Laboratory
1972–1978 NYU, Chairman, Information Systems Department
1967–1970 Columbia University, Associate Professor
1964–1967 University of Illinois, Assistant Professor
1962–1964 Ohio State University, Instructor



HONORS

OECD Grant to study management practices in Turkey (1976).
IREX Grant to study Eastern European Management Conditions (1977).
Fulbright Scholarship to study Hungarian Management Practices (1979).

PUBLICATIONS

Books

Computer-Based Information Systems for Management: A Survey. (New York: National Association of Accountants, 1969).

Published Simulations

Egyptian Business Practices. (Washington: USAID, 1984).

Executive Lotus 1-2-3. (New York: Business Simulations, Inc., 1985).

The Management Decision Laboratory. (New York: Graduate School of Business Administration, New York University, 1986).

Refugee Management Simulation. (Geneva: United Nations High Commissioner on Refugees, 1986).

Emergency Disaster Simulation. (New York: CARE, 1988).

Emergency Operations Management. (New York: UNICEF, 1988).

Emergency Field Operations. (Washington, DC: American Red Cross, 1989).

International Leader. (New York: Business Simulations, Inc., 1990). This simulation has been translated in Hungarian, Italian, Polish, Russian and Turkish.

ProcSim: A Procurement Management Simulation. (Rome, Italy: ENI 9/90).

Articles and Papers

SCATRAN For Business: A Manual of Instruction. (Columbus, Ohio: Graduate School of Business Administration, Ohio State University, 1967).

"Description of a PLATO Program to Teach Computer Programming," in Enoch Haga, ed., *Automated Education Systems*, (Chicago: The Business Press, 1968).

"Management Accounting Tomorrow," *Management Accounting*, (June, 1969), pp. 46-53.

"Computer Growth at Columbia University," in Neil Churchill (ed.), *Computers in Higher Education*, (Cambridge: Harvard University Press, 1969).

"An Attempt to Obtain a Measure of Information System Reliability," Paper presented at the Joint meeting of the Econometric Society and the Institute of Management Sciences, (Warsaw Poland, 1966).

"Comparative Values of Information Structures: A Discussion," in *Empirical Research in Accounting: Selected Studies*, (Chicago: Institute of Professional Accounting, Graduate School of Business, University of Chicago, 1969).

"Problems in Financing University Computer Centers," *College and University Business* (September, 1972).

"A Different Perspective on Financing University Computing Centers," *ACM-SIGUCC News letter* (October, 1971), pp. 4-12.

"Role of the Computer in Accounting Education," (New York: Committee on Computing in Accounting Education, American Accounting Association, 1970).

"A Computer Based Budgeting System," in J.T.Heams, et. al., *Management Information Systems: Progress and Perspectives*, (Pittsburgh: Carnegie-Mellon University, 1971), 468-471.

"A Model for Student-Oriented Information Systems," with Thomas FERENCE, *Journal of Systems* (July, 1972).

"Issues in the Development of an Urban Game," with R. W. Blanning and A. Lewin, *Proceedings of the 1972 ACM Urban Symposium*, (New York: Association for Computing Machinery, 1972).

"A Man-Machine Simulation for Investment Decision Research," *Proceedings of the 1972 Construction Industry Computing Symposium*, (Warsaw, Poland: Ministry of Heavy Construction, 1972).

"Problems in Transferring Management Games Across Economic and Social Boundaries," *Proceedings of the Sixth Annual Winter Simulation Conference*, (San Francisco, Calif.: National Gaming Council, 1972).

"The Management Game: An Experiment with Reality," *Simulation and Gaming*, (June, 1973), pp. 221-240.

"Training Socialist Managers by Enterprise Simulation," *Proceedings of the 1974 Winter Simulation Conference*, with R.W. Blanning and A.W.Kisiel, pp. 743-754.

"Computers in Management: Some Insights in the State of the Revolution," *Management Data matics*, with Thomas FERENCE, (April, 1976), pp. 55-64.

"The Impact of East-West Technology Trade on US Corporate Strategies," in *Technology and East-West Trade*, (Washington: Office of Technology assessment, U.S. Congress, 1979).

"NCIC: A Technical Study of FBI Computer Systems," (Washington: Office of Technology Assessment, U.S. Congress, 1979).

"Transfer of Gaming Technology: A US-Hungarian Case Study," with L. Mozes and H. MacWilliams, in I. Stahl, *Operational Gaming*, (New York: Pergamon Press, 1983), pp. 129-143.

"A US-USSR Trade Game," in I. Stahl, *Operational Gaming*, (New York: Pergamon Press, 1983), pp. 145-155.

"Scenario Design and Business Games," Paper Presented at the 16th IFAC/ISAGA Conference - Alma Ata, USSR. 1985.

"The Management Decision Laboratory at NYU," with J. Kenner, in A. C. Burns and L. Kelley (eds.), *Developments in Business Simulation and Experiential Exercises*, (Stillwater, Oklahoma: Oklahoma State University, 1986)

"Realism and the Soviet Joint Venture," *The Exporter*, (February 1988).

"Computer Viruses: A People-Related Problem," *Employment Relations Today*, (Winter 1988-89).

"Simulated Reality - The Key to More Effective Training," *Employment Relations Today*, (Winter 1989-90).

"Global Strategy: Making It Happen Through Simulation," *National Productivity Review*, (Spring 1991). With Mary McBride

"Planning for the Inevitable Crisis," *National Productivity Review*, (Winter 1990/91).

"Will High Technology Lower Labor Costs?" *Employment Relations Today*, (Spring, 1991)

"Avoiding the Technology Traps in Global Business," *National Productivity Review*, (Summer 1991). With Mary McBride.

"Simulations and Gaming: Directions, Issues, Ponderables," *Simulation and Gaming*, (Fall, 1995).

"Making the Best of Technology," *National Productivity Review*, (Summer, 1996)

"Simulation in a Cyber Environment," in R. Smeds. (ed)., *Experimental Learning in Production Management*, " London, England: Chapman & Hall. 1998.

"The Wireless Future – Big Promises and (Still) Unrealized Potential," *Journal of Organizational Excellence*, (Summer, 2001), pp 87-93.

"Open Software: Can you Afford It? Can You Avoid It?," *Journal of Organizational Excellence*, (Fall, 2001), pp 79,83-93.

"Preparing for the Real Knowledge Organization," *Journal of Organizational Excellence*, (Winter, 2001), pp 87-93.

"Towards totally-Immersive Collaborative Environments", *Journal of Organizational Excellence*, (Winter 2002).

Published Cases

Soviet "Vodka Case V/O Soyuzplodoimport," University of Virginia Case Clearing House, 1989.

CDC'S Entry into the Soviet Computer Market: A Study of One Company's Initial Experience, University of Virginia Case clearing house, 1989.

Metacom Corporation: On John Howe's Predicament, University of Virginia Case clearing house, 1989.

Metacom Corporation: Soviet Perspective, University of Virginia Case clearing house, 1989.

Pharmaceutical Corporation: Negotiations For The Corydon Deal, University of Virginia Case clearing house, 1989.

Pharmaceutical Corporation: Soviet Perspective, University of Virginia Case clearing house, 1989.

The American Technology Corporation (Pittsburgh Group): Negotiating a Technical License, University of Virginia Case clearing house, 1989.

Herman Corporation: Negotiating a Contract in the Soviet Union, University of Virginia Case clearing house, 1989.

Working Papers

Gaming to Accelerate Management Education and Technology Transfer. (1974).

Computers in Management: Some Insights into the State of the Revolution. (1974)

Auditing Research - Issues and Ideas (with Richard B. Lea). (1974).

Large-Scale Man-Machine Simulations as a Basis for Research Regarding International Problems (with Andrzej Kisiel). (1976).

US-USSR Trade Negotiations Project: An Overview (1980).

US-USSR Trade Negotiations Game: An Overview (1980).

How Opportunity Options and Diary Ideas Supplement a Complex Gaming Environment (1980).

Developing an Experience-Based Program for Management and Foreign Trade (1980).

Preparation of Collaborative Educational Case Studies: A Guide (1980).

Project Management Simulation and Training Program: An Overview (1980).

GUEST LECTURES

Academy of Economic Studies -- Bucharest, Rumania

Academy of Foreign Trade -- Moscow, USSR

Academy of Sciences -- Moscow, USSR

Asian Institute of Management -- Manila, Philippines

Asian Institute of Technology -- Bangkok, Thailand

Bogazici University -- Istanbul, Turkey

Finnish Parliamentary Committee on Technology Futures

Helsinki University of Technology -- Helsinki, Finland

Institute for Systems Studies -- Moscow, USSR.

Institute of Management Development -- Warsaw, Poland

International University -- Moscow, Russia

Institute of the USA and Canada -- Moscow, USSR
Israel Management Center -- Tel Aviv, Israel
Istituto Affari Internazionali -- Rome, Italy
Karl Marx University -- Budapest, Hungary
Moscow State University -- Moscow, USSR
Polish Institute of Management
SDA/Luigi Bacconi University -- Milan, Italy
Swedish Business School, Helsinki
Technical University -- Budapest Hungary
Technical University -- Berlin, Germany
Turkku University -- Finland
University of Bologna -- Bologna, Italy
University of Leningrad - Leningrad, USSR
University of Warsaw -- Poland
Veszprem University -- Veszprem, Hungary

SELECTED PROFESSIONAL ACTIVITIES

Director, Project Mantree - Management Training for Eastern Europe -- A USAID-funded project to assist Hungary and Poland.

U.S. Coordinator, "World Technology Management Simulation," A Collaborative International Project (Helsinki University of Technology, University of Wisconsin, Asian Institute of Technology).

Coordinator, US-USSR Comparative Studies on Industrial Productivity and Foreign Trade. (Sponsored by the American Council of Learned Societies and the USSR Academy of Sciences).

Co-Director, Hungarian Management Education Project, The Soros Foundation (New York and Budapest), 1983-1986.

Editorial Board, Optimization Methods and Software.

Editorial Board, Simulations and Gaming.

Editorial Board, Microcomputing, Journal of Accountancy.

Project Director, Ford Foundation Project to develop Management Gaming in Rumania.

Project Director, Ford Foundation and US State Department Project to Develop a Centralized Planning Simulation for Polish Management.

Project Director, Ford Foundation and US State Department Project to Develop a Centralized Planning Simulation for Hungarian Management.

Principal Investigator, Topic 5.4, "Simulation-Gaming to Train High Level Managers," 1974 US-USSR Agreement on Science and Technology.