Sees role of business increasing

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problems that were incomplete around the
conclusions of the behavioral sciences to the
field of management, in the
areas of the integration of the
transmission of management
knowledge, the utilization of
specialists, and communication
among students, faculty, and
managers in the
field.

The last problem was emphasized
as being of primary concern to the Sloan-
Fellows. Too often the student finds
that he has received only raw data
from his instructors and he must make
his own judgments as to their
application to the techniques. As a result,
many managers in the field find that
they must teach the new crop of managers
the basics of how to manage.

In addition, this lack of dialogue
between faculty and management
created a depressed environment of a very
worthwhile source of new techniques
and research done by the academic
community. Professor Backard also
emphasized the growing concern with
the management of education itself.

The recurrent theme during the lecture
was a plea for communication between
the academic community and the
management field.

After being awarded the degree of
Honorary Sloan Fellow, Friday
morning President Howard Johansen
remarked the audience of managers
that upon their heads the job of
understanding and the ability of
understanding and the ability of
telling something about it. "What has
produced so well for so many has
functioned poorly for a large segment."
He cited the use of the computer, the
Awareness on campus and saw concern
for research and development with this.

Describing today's university to
what's inside."

Russell De Young, Chairman of the
Board of the Goodyear Tire and
Rubber Company and Sloan Fellow of
1940 gave an "Industrialist's Look at
Social and Technological Changes.

The time for action to keep the
gap between technology and society from
widening wider than ever is now,
according to De Young. He saw
improving demand for the private
sector to take over. "It may be
even good business to do so" he added,
explaining that any drag is felt by all
society, and that the responsibility
to influence therefore rests with all
society. He noted that business and
industry are mobilizing for action as
never before.

"Government needs to have the
creative competition of private
industry in the area of social wealth,"
De Young proposed, but warned
the same time not to try "to all
to all the time and the
all."

But he charged he
change for consideration of what the
universe will do to us, but what man
will do to himself."