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Massachusetts  
Lowell

Learning with Purpose

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## OFFICE OF THE PROVOST

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### AUTHORIZATION LETTER FROM VICE PROVOST FOR UNDERGRADUATE EDUCATION

Re: Use of Textbook for Teaching and M.G.L. c.268A, §6

July 1, 2014

Scott Latham  
Management Department  
3<sup>rd</sup> Floor, Pasteur Hall  
Lowell, MA 01854

Dear Dr. Latham,

Thank you for your recent Outside Activity Disclosure regarding assignment of a textbook you have written to students in your course. In order for you to assign textbooks to your students that you have written and from whose sale you will financially benefit, you are required to fully disclose and receive a written determination from your appointing authority consistent with the statutory language of §6 of the MA State Ethics Law indicating that your financial interest in the textbook selection decision is not so substantial as to affect the integrity of your service to the Commonwealth.

I have reviewed the Outside Activity Disclosure (copy attached), publicly available information about the textbook and other information provided by you and determined that your financial interest is not so substantial as to be deemed likely to affect the integrity of the services which the Commonwealth may expect from you and you may use the textbook for the course as indicated in your disclosure.

You should retain this written determination for your records.

Sincerely,

A handwritten signature in black ink, appearing to read 'Charlotte Mandell'.

Dr. Charlotte Mandell, Vice Provost for Undergraduate Education

cc: State Ethics Commission (copied pursuant to requirement of §6)  
Elaine Major, Director of Institutional Compliance at UMass Lowell

## Conflict of Interest Disclosure Statement

Name: Scott Latham

Title: Associate Professor

Campus: UMass Lowell

Department: Management

### ***Description of Financial Interest (please be specific):***

I receive .05 of each book's gross sale price. Based on the current listing on Amazon ([http://www.amazon.com/Mastering-Strategy-Workshops-Business-Success/dp/1440829535/ref=sr\\_1\\_1?ie=UTF8&qid=1398877902&sr=8-1&keywords=latham+strategy](http://www.amazon.com/Mastering-Strategy-Workshops-Business-Success/dp/1440829535/ref=sr_1_1?ie=UTF8&qid=1398877902&sr=8-1&keywords=latham+strategy)), of \$35.10 this amounts to \$1.75. For the approximate 38 students require to buy this book, my financial interest is \$66.79 per semester or \$133.57 per academic year.

### ***Description of Activity (please include identity of commercial entities involved):***

Two years ago, my co-author, Michael Braun – University of Montana and I decided to write a strategy text. This was largely motivated by our disgust of the price of the average strategy text, which can approach \$200. Here's an example – (<http://www.pearsonhighered.com/educator/product/Exploring-Strategy-Text-Cases/9780273732020.page>); here's another example [http://www.amazon.com/Strategic-Management-Cases-Gregorydoss/dp/0078029317/ref=sr\\_1\\_3?s=books&ie=UTF8&qid=1398878334&sr=1-3&keywords=strategic+management](http://www.amazon.com/Strategic-Management-Cases-Gregorydoss/dp/0078029317/ref=sr_1_3?s=books&ie=UTF8&qid=1398878334&sr=1-3&keywords=strategic+management)). We worked for two years writing a text that retails for \$35, for a hardcover text that they get to keep. The book was published by Praeger Publishing. I also believe it is important for the students to see that their faculty are recognized as significant thought leaders in their respective fields.

I hereby certify that I have read and understood the University Policy on Conflicts of Interest Relating to Intellectual Property and commercial Ventures. I further certify that, to the best of my knowledge, the contents of this Financial Interest Disclosure Statement are complete and accurate.

Signature of Covered Individual:



Date: April 30, 2014