



# Business Matters

Premiere Edition—Fall Semester 2008

## Special points of interest:

- “Insights” from the Dean of the School of Business
- Symposiums
- Premiere Series—Conversations with the Dean
- School of Business Professors Make an Impact at National and Regional Conferences in 2008!
- Accounting Students Named Finalists in National Case Competition

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## Dean’s Corner: Insights

### Welcome to the inaugural issue of Business Matters!

The purpose of this newsletter is to enhance communication about the many activities going on inside and outside the UNCP School of Business. As a Business School, we feel it is imperative that faculty, staff, students, alumni and friends are well informed of the difference we are making in the region.

It is hard to believe that we have completed our 2008 Fall Semester. As I reflect over that semester, it was one filled with many changes, accomplishments and successes. It has been an exciting four months, filled with opportunities and challenges, but as a Team we worked together to make it productive and rewarding. Listed below are a few of our accomplishments:

- ◆ In an effort to build upon a team-oriented environment, we kicked-off a Faculty and Staff Celebration and a Welcome Back Celebration for Business Majors.
- ◆ We moved forward with two successful symposiums, “*Capitalism 101*” and “*Glass Ceiling: Real or Imagined.*”
- ◆ We welcomed and hosted guest speaker, Dr. Zhang (Dragon) Long.
- ◆ A School of Business Leadership Council was established to move forward with new initiatives, programs and a formalized strategic plan. Members are Cammie Oxendine, Stewart Thomas, Craig Shoulders, Ramin Maysami, Christopher Ziemnowicz, Rick Crandall, Howard Ling and Kathy McCoin.
- ◆ A new Marketing Committee was formed to establish a strategic plan to increase enrollment of business majors. (Details to follow in Spring Semester 2009 issue). Members are Howard Ling, Jack Spillan, Cliff Mensah, Lucie Li, Sharon Bell and Kathy McCoin.
- ◆ To establish more open communication with our “most valuable assets,” our students, we began a series titled “*Conversations with the Dean.*”
- ◆ Several of our professors attended conferences to present their articles (highlighted in our newsletter).
- ◆ Led by our AACSB Director, Dr. Rick Crandall, we have made tremendous strides in preparing for our AACSB Assessment. We will have an AACSB Consultant on campus in April 2009 to assist with our assessment.

### Cammie Oxendine—Acting Dean, School of Business



- ◆ Three of our Accounting students, Sean DeRuntz, Brenda Eldridge, and Jeremy Wyler, were named finalists in a National Case competition.
- ◆ School of Business became a “full member” of Magellan Exchange. Dr. Christopher Ziemnowicz was instrumental in achieving this membership.
- ◆ We hosted two “meet and greet” receptions at Southeastern Regional Medical Center to recruit undergraduate and graduate students.

**As a School of Business Team, we all have contributed to a successful and great semester! Thank you to everyone for making a difference and making things happen! Now, let’s make 2009 Spring Semester even better!**

### School of Business Kicks-off Fall 2008 Semester with a Team Celebration!

#### School of Business faculty and staff celebrate starting a new academic year!

The University of North Carolina at Pembroke is excited to welcome the addition of five “new” full-time faculty members:

Dr. Angela Hausman, Dr. Richard Kang, Dr. Yan Shi, Dr. Wikrom Prombutr and Dr. John (Jack) Spillan.

In honor of our new faculty members, new staff members and returning faculty and staff, the School of Business hosted a “Welcome Back Celebration Fall 2008” on August 19, 2008.

In an effort to generate more participation from both faculty and staff members, our “Welcome Back Celebration” was held on campus in the Business Administration Building. We were right! We had a record turnout for the event.

Thanks to everyone for making this event successful and fun!

## New Faculty Members Added to Team!

### UNCP- School of Business



**Dr. Zhixin (Richard) Kang** serves as Assistant Professor of Quantitative Methods. He received his Ph.D. in Business Administration, with a major in Business Statistics, from the University of Illinois at Chicago.

Richard's dissertation involves modeling and forecasting of return volatility in the presence of microstructure noise. In addition to his doctorate, he also holds a MBA and Master of Science in Financial Engineering (MSFE) from Kent State University-Ohio. His undergradu-

ate study was in the field of mechanical engineering at Xi'an Jiaotong University-China.

His teaching focus is in the areas of business statistics and quantitative methods. His research interest is in financial econometrics, applied statistical analysis, return volatility modeling and forecasting using intra-daily high frequency data set, and multivariate time series.

Richard may be reached at 910.775.4368; email: zhixin.kang@uncp.edu; BA Room 125.

**Welcome Richard to  
UNCP!**



**"I am very pleased with the lively and intelligent responses from my students," stated Dr. Prombutr.**

**Dr. Wikrom Prombutr** serves as Assistant Professor of Finance. He received his doctorate in Finance from The University of Texas at Arlington in May 2008.

Wikrom received his master's degree in Business Economics from the National Institute of Development Administration, Bangkok, Thailand in March 1998, and a bachelor's degree in Mechanical Engineering from King Mongkut's Institute of Technology, Bangkok, in March 1993.

Wikrom's current research interests include asset pricing, portfolio management, performance evaluation, real options, and mathematical finance. He has presented his research works in various conferences of national significance.

Wikrom may be reached at 910.521.6871; email: wikrom.prombutr@uncp.edu; BA Room 154.

**Welcome Wikrom to  
UNCP!**



Dr. John "Jack" E. Spillan, M.B.A. and Ph.D. in Business and Management, serves as Associate Professor of Business Administration. Jack traveled extensively in Europe and Latin America and has a broad international academic background having lectured at the Warsaw School of Economics in Warsaw, Poland. He has spent a significant amount of time in Latin America, most recently teaching and doing research at the University of Talca, Talca Chile.

He brings to his teaching and research both practitioner and

academic experience.

His experience in management, prior to entering academia, provides him with a twin view of the decision making process: one from the theoretical side and also from the practitioner side. His articles have appeared in *International Journal of Marketing and Marketing Research*, *Journal of Business in Developing Nations*, *Southern Business Review*, *Journal of East West Business*, *European Management Journal*, *Journal of Teaching in International Business*, and *Journal of Small Business Strategy* and many other publications.

His experience provides our students with a wide perspective on different aspects of management and marketing as they venture into the business world. His research interests center on crisis management, international marketing, entrepreneurship and international business with specific interest in Latin America and Eastern Europe.

**Welcome Jack to  
UNCP!**

## New Faculty Members Added to Team!

### UNCP- School of Business



**Dr. Yan Shi** serves as Assistant Professor of Economics in the Department of Economics, Finance and Decision Sciences. She received her Ph.D. in Economics from the University of North Carolina at Chapel Hill in 2007.

Yan's specialized areas are microeconomics, game theory and information economics. Prior to Yan's current position, she worked as a visiting professor in the Department of Economics at Central Michigan

University for one year.

She has been teaching in the area of microeconomics and business statistics for the last four years. She is also involved with scholarly activities. She has attended a number of conferences and presented several papers. One of the papers she presented earned her the Best Paper Award by the Southwest Decision Science Institute. This paper was later published in the *International Journal of Management Theory and Practices*.

Prior to earning her Ph.D., she received her B.A. from Tianjin University of Finance and Economics and M.A. from Kent State University. She also worked as a consultant for one year in China.

**Welcome Yan  
to UNCP!**

**Dr. Angela Hausman** serves as Associate Professor of Marketing in the Department of Management, Marketing, and International Business. She received her Ph.D. from the University of South Florida and her MBA from the University of Pittsburgh.

Her publications have appeared in a number of scholarly journals, including the

*Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Advertising Research, Journal of Business and Industrial Marketing, Industrial Marketing Management, Journal of Services Marketing, and Journal of Consumer Marketing.*

In addition, she has made presentations at numerous international conferences and consulted with major corporations.

Angela is currently working predominantly in the areas of supply



chain management, health-care and international marketing. In addition, she serves as Associate Editor of the *Journal of Business and Industrial Marketing* and the VP Membership for the Academy of Marketing Science.

**Welcome Angela  
to UNCP!**



**Mr. Nicola T. "Nick" Arena, MBA,** serves as the Executive in Residence at Sandhills Community College and as a Lecturer in the Department of Management, Marketing and International

Nick traveled extensively in Latin America and China during his business career, which included sales, marketing and general management positions at Actuant Corporation (Acme Electric Corporation), Aeroquip Corporation (Eaton) and Dana Corporation.

He started subsidiaries in Mexico and opened business relationships with suppliers and customers in China.

His interests include marketing and management with a particular interest in doing business in China.

He brings many years of practical

experience and is just starting his academic career with The University of North Carolina at Pembroke.

Nick is a graduate of Villanova University and The University of North Carolina at Pembroke. He was named MBA Student of the Year in 2003.

In addition to his teaching responsibilities, he is preparing and executing a marketing plan for Distance Education in the Sandhills Region.

**Welcome Nick  
to UNCP!**

## New Staff Member Added to School of Business Team!

Kathy McCoin serves as Executive Assistant to the Acting Dean, Ms. Cammie Oxenine.

She is an UNCP alumna with a B.S. in Business Administration. She is very personable, team-oriented and above all is results driven. She strives to make things happen and to make a difference.

She has 25 years of experience in the corporate world of manufacturing with Acme Electric Corporation with headquarters in Chicago, IL.

She was instrumental in successfully developing and building partnerships with suppliers, which also allowed her an opportunity to gain experience in vendor management, vendor evaluations, contract negotiations (Karass Negotiations), the implementation of Kan Ban systems, and the reduction of inventory levels.

She held positions in marketing and communications and her responsibilities included the develop-

ment of advertisements, all printed and electronic collateral (catalogs, brochures, etc.), trade show coordination and marketing program initiatives.

She was instrumental in the implementation of Demand Flow Technology, and ISO 9000 Certification and received Six Sigma Green Belt Certification from North Carolina State University.

She served as Team Leader on several committees that were

created to reduce and implement cost savings and reductions, such as value stream mapping, and management by facts initiatives.

**Welcome Kathy to UNCP!**



## School of Business Welcomes Guest Speaker to Campus

The School of Business Dean, faculty, staff and business major students welcomed Dr. Zhang Long to our campus on October 14—16, 2008.

Dr. Long is an Associate Professor of Management at China University of Geosciences-Beijing. He is spending this year as a "Visiting Professor" at Texas A&M University-Commerce.

Dr. Long's English name is "Dragon." During Dragon's visit at UNCP, he spoke to several of the business classes, such as Business Strategy, International Management, Operations Management, Organizational Leadership, Retail Management and Honors Class.

In appreciation for Dragon's visit, we held a reception with refreshments on Tuesday, October 14, 2008, from 10:00 a.m. to noon so everyone would have a chance to visit with Dragon and his family.



## Fall Semester Symposia Off to a Good Start....



Dr. Eric Dent and Dr. John Parnell were presenters of "Capitalism 101" Symposium held on September 17, 2008, at the UC Annex. This was the first of two symposia held in Fall Semester 2008.

The School of Business strongly encouraged all UNCP business majors and all other students, faculty and staff to attend the event. This event was very successful, with a substantial turnout of students, faculty and staff.

Our second symposium was held on November 5, 2008,

titled "Glass Ceiling: Real or Imagined" at Moore Hall Auditorium. It was presented by Ms. Cammie Oxenine and Dr. Carmen Calabrese.

It was an interesting presentation and the audience had a lot of comments and feedback for Cammie and Carmen.

The differing opinions and views made this symposium a big hit!



## Accounting Students Named Finalists in National Case Competition

A team of accounting students entered the Association of Government Accountants' (AGA) Government Finance Case Challenge—a national case competition in October. The AGA provided financial and other information about a fictitious city. The student teams had to decide what information should be presented to the city's residents and administrators in a citizen-centric report and the best way to present it.

Sean DeRuntz, Brenda Eldridge and Jeremy Wyler comprise one of the two finalist teams that will compete against one another at the AGA's National Leadership Conference in Washington, D.C. in February 2009.

Dr. Craig Shoulders, the Department Chair for Accounting, and the School of Business Dean, faculty and staff are very pleased and proud of this accomplishment at how well these students represented our School of Business and our University.

Please join us in congratulating each of these students as well as their faculty liaison, Dr. Stephen Bukowy, when you have the opportunity, and encourage them as they prepare to compete against the other finalists from the University of Nebraska at Omaha.



Jeremy Wyler, Brenda Eldridge, Sean DeRuntz and Dr. Stephen Bukowy

## Wagner Named to PBC All-Academic Men's Soccer Team



Info provided by Todd Anderson

One of our very own School of Business students, Ian Wagner, a sophomore majoring in business and finance, a midfielder on our UNCP men's soccer team, was among eleven players named to the Peach Belt Conference Men's Soccer All Academic Team on Friday, December 12, 2008. This is an honor that is reserved for soccer players who achieve success both in the

classroom and on the field for the 2008 soccer season! He maintains a 3.58 grade point average.

Wagner, a native of Guatemala, played in thirteen games including one start for the Braves and he scored two points on a pair of assists. He assisted goals against both Lander and Barton, and registered six shots, three of which were on goal.

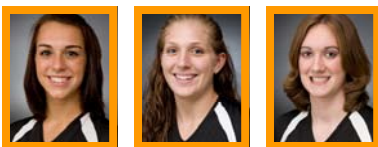
In order to be eligible for the All-Academic Team, a student athlete must:

- ◆ **Participate in at least half of his team's events and be either a starter or significant contributor**
- ◆ **Achieve a 3.20 cumulative grade point average**
- ◆ **Complete at least one full academic year at his current institution.**

**Congratulations Ian!**

## Hamlin, Laza and Young Named to PBC All-Academic Volleyball Team

Three members of our 2008 UNCP volleyball team were named to the Peach Belt Conference All-Academic Team. Andrea Laza earned first team honors while Whitney Hanlin and Rachel Young earned spots on the second team.



Info provided by Matt Pellegrin

Andrea Laza, a junior majoring in biology, finished the fall semester with a 3.90 GPA while leading the PCB in digs per set with an average of 4.95. She finished the season with 535 digs, and was named "Specialist of the Week" twice. She tallied a season-high 37 digs against Limestone and recorded double-digit digs in 27 matches including nine matches with 20 or more digs.

Whitney Hanlin, a junior majoring in management, finished the fall semester with a 3.55 GPA. She amassed 634 assists from the setter position, posting 164 digs, 78 kills and 46 blocks. Hanlin racked up a

career-high 46 assists in UNCP's 3-2 victory over Lander at the 2008 PBC Tournament. She played in 107 sets over 32 matches this past season leading the Braves in assists.

Rachel Young, UNCP Sophomore majoring in mass communications, finished the fall semester with a 3.97 GPA. She played in 109 sets, the most of any Brave, over 32 matches finishing the season with 188 kills. She led the team and was sixth in the conference in hitting percentage with a mark of .268 and also led the team in blocks with 81 (21 solo).

**Congratulations Andrea, Whitney and Rachel!**

## Accounting Major's Husband Receives Silver Star

While her fellow students were fretting about final exams and looking forward to the holidays, one outstanding accounting major, Sydnie Fiesel, must have had the added feeling of bursting with pride.

On December 12, 2008, in a ceremony at Fort Bragg, NC, her husband, Master Sgt. Paul Fiesel was recognized for his gallant actions in combat while wounded and under fire in Afghanistan on November 2, 2007. When one professor asked a soldier he met in Fayetteville, NC, if he knew Sgt. Fiesel, the soldier responded that he didn't know him, but he certainly knew of him and that others had shared with him how absolutely awesome Sgt. Fiesel was during the action for which he received the Silver Star. The Silver Star is the Army's third highest award for valor and is awarded for gallantry in action against an enemy of the United States during military operations.



**Sgt. Fiesel, we salute you and thank you for all that you and your fellow soldiers do to protect us and to sustain our freedom as well as to contribute to the freedom of others around the world.**

**Sydnie, we thank you and your children as well as all the other military families for what you sacrifice**

**and contend with so that your loved ones may serve.**

### School of Business Presents Inaugural Issue of Newsletter *Business Matters*

**We present to you the inaugural issue of our newly created and published newsletter, *Business Matters*. Our School of Business newsletter will be published on a bi-annual basis (Fall and Spring Semesters).**

**We'd like to encourage and extend an invitation to all of you (faculty, staff, business majors and alumni) to provide articles for publication in our newsletter. Please contact Kathy McCoin at [kathy.mccoin@uncp.edu](mailto:kathy.mccoin@uncp.edu), 910-521-6466 or BA Room 102 to submit articles.**

## Certificate in Entrepreneurship

Whatever your field, UNCP's **Certificate in Entrepreneurship** will give you the leadership and management skills to succeed in an innovative workplace from a start-up venture to a large corporation.

This program started last semester (Fall 2008) Entrepreneurship classes leading to a certificate in entrepreneurship will be offered to all UNCP students in good academic standing. The certificate program will consist of three entrepreneurship courses and two courses from the major field of study. The certificate will be awarded in conjunction with graduation.

If you are interested in signing up for this program, contact Cammie Oxendine in BA Room 101, at 910-522-5789 or [cammie.oxendine@uncp.edu](mailto:cammie.oxendine@uncp.edu).

## Professors Make Presentation in Harrogate England

School of Business professors, Drs. Rick Crandall, John Parnell and Jack Spillan traveled to British Academy of Management's Annual Conference in Harrogate, England in October 2008, to present their research on Crisis Management. Their presentation, titled "The Hidden Role of Ethics in Crisis Management," examined *how and why ethical breaches occur in organizations*.

Dr. Crandall also made a roundtable presentation, "The Reality of Strategic Planning: When Practice Informs Theory," a research paper that is co-authored with his father, Dr. Richard E. Crandall, a Professor at Appalachian State University. Dr. Crandall's father teaches in the Decision Science Department for the University's School of Business.

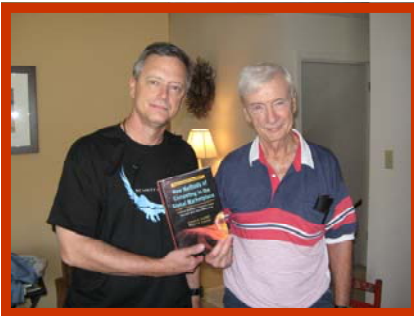
In addition, Drs. Parnell and Spillan presented their paper, "Waging the Battle Against Wal-Mart: A Global Perspective," and a special session on strategic management. Dr. Parnell also presented the paper, "Making the Case for Sustainable Strategic Management: An Assessment of FedEx."



### Father and Son Co-Author Book

Drs. Rick Crandall and Richard E. Crandall co-authored a book titled *New Methods of Competing in the Global Marketplace: Critical Success Factors from Service and Manufacturing*.

This book is the result of an intensive analysis of current business trends in both the service and manufacturing sectors. Crandall commented—"One of the things that really struck us was the fact that traditional manufacturing companies are borrowing concepts from service industries to improve how they make and sell their products. Likewise, service businesses are borrowing concepts from manufacturing in order to operate more effectively. It is an interesting phenomenon, since traditionally service and manufacturing companies have operated separately from each other and have managed in quite different ways.



**Premiere  
Series of  
Conversations  
with the  
Dean—a  
proven hit!**

### Kick-Off of Conversations with the Dean, Premiere Series Held on November 13, 2008

The University of North Carolina at Pembroke kicked-off the first in a series of "Conversations with the Dean," hosted by Cammie Oxendine. The event was held on November 13, 2008.

The topic for the premiere of Conversations with the Dean was Accounting 2270.

The agenda was open to the following areas:

- ◆ **Issues and Concerns with the Course**
- ◆ **Suggestions for Course Improvements**
- ◆ **Engaging and Exchanging Effective Dialogue**

In addition to the above listed topics, students were encouraged to exchange effective dialogue with the Dean on other issues and suggestions.

### Professor Dr. Christopher Ziemnowicz Attends The Magellan Exchange Annual Meeting

Dr. Christopher Ziemnowicz attended the annual meeting (October 2-4, 2008) of The Magellan Exchange. UNCP has become a full member of this program that offers an opportunity for our business students to have an affordable educational and cultural experience for a foreign country for a semester, summer or full year.

Students do not need to be fluent in any language other than English in order to participate and succeed in The Magellan Exchange.

A variety of classes are offered in English, and through this program they will transfer back to UNCP to

fulfill the student's appropriate requirements. Participants will not only gain global knowledge, develop cultural adaptability and increase their international understanding, but will also grow in maturity and self-awareness.



## Professors Lead Panel Discussion on How Seeking AACSB Accreditation is Changing the School of Business at UNCP

Three of our UNCP School of Business professors led a panel discussion on how seeking AACSB Accreditation is changing the School at the recent Southeastern Chapter of the Institute for Operations Research and Management Sciences (InFORMS) Conference. The conference was held on October 2-3, 2008, and its focus was on research from regional business faculty, as well as providing workshops and panel discussions on teaching and accreditation topics.

Dr. Eric Dent, former Dean of the School of Business, Dr.

Ramin Maysami, Chair of the Economics, Finance, and Decision Sciences Department, and Dr. Rick Crandall, Professor of Management and the AACSB Director at UNCP, led the roundtable discussion.

Two areas discussed extensively were implementing an assessment of learning goals

plan and meeting publication requirements by AACSB. Panel participants commented that assessment of learning requires a blend of direct and indirect measures, along with commitment to make assessment a long-term activity of their schools, not just an “event” that occurs when the accreditation team makes their visit.

The implementing of publication requirements creates a challenge for many schools that have been traditionally “teaching” institutions. Panel participants discussed how requirements were met at each other’s schools and ways to recognize faculty who publish regularly in their academic careers.

The panel discussion was timely for several participants from Lander University in South Carolina. Their School of Business is scheduled for a visit from AACSB representatives in October 2008.



## Several Professors Co-Authored Articles—Presented at InFORMS

Drs. Victor Bahhouth and Christopher Ziemnowicz co-authored two articles that were presented at InFORMS. Victor presented two articles during the 2008 Southeastern InFORMS Conference.

The first article presented by Victor was “A Comparative Analysis of Ethnocentricity in the Middle East: Consumer Behavior in Lebanon and Kuwait.” This paper explores the effect of ethnocentrism on the shaping of consumers’ habits in the Middle East. It compares the effect of cultural values on the consumer behavior in an area, which is rich in both the economic wealth of people and their diversity—belonging to different ethnic groups. Businesses need to understand the effect of the culture in shaping consumer habits. Studying the effect of ethnocentrism on consumer habits is one way of investigating buyer behavior and market segmentation.

The analysis builds on the initial results reported in exploratory surveys of consumers in Lebanon and Kuwait.



Consumer market segments that exist among Middle East consumers are examined by the similarities and dissimilarities between people of two countries in the Middle East.

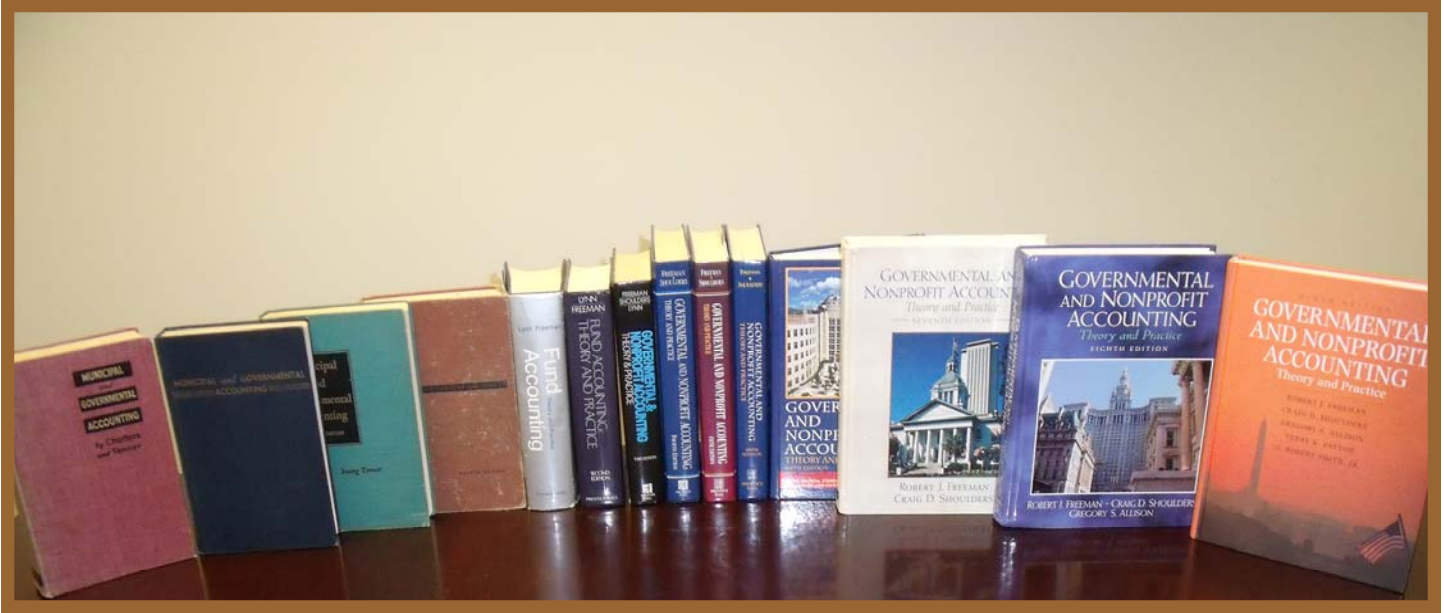
The article presented by Dr. Victor Bahhouth on behalf of Dr. Christopher Ziemnowicz was “Looking for a Change: Using Financial Ratios to Predict Distressed Stocks.” The purpose of the study is to cross examine the predictive power of fundamental measures in identifying distressed stocks during stock market crashes. A number of stock market crashes occurred around the world. The 2000 stock market crash adversely affected the stock market price and all US indexes.

This study sheds light on what might be a way to identify stock price movement based on fundamental measures. It builds on initial results of a study testing the predictive power of financial and other measures. The study showed that fundamental ratios have a significant predictive power in determining distressed stocks, but still need to be defined.

Dr. Bahhouth also presented another paper co-authored with Dr. Ramin Maysami entitled, “Challenges in Teaching Economics, Finance Online, and Suggested Solutions”. Drs. Maysami and Bahhouth demonstrated some means of effective online teaching and discussed the challenges they have faced in creating a totally online class environment, including audio, video and podcasts.



## Dr. Craig Shoulders Publishes Accounting Textbook



The ninth edition of Governmental and Nonprofit Accounting: Theory and Practice is being used in courses throughout the U.S. as well as China and other countries. This text, long viewed as the most comprehensive in the field, is the latest version of the first ever governmental accounting textbook. The original version of the text, published by Prentice Hall in 1940, was co-authored by Carl H. Chatters and Irving Tenner, two of the most prominent leaders in the practice and development of governmental accounting at that time.

Dr. Craig Shoulders, Chair of the Department of Accounting and Information Technology at UNCP, is one of the two senior co-authors of the current edition of the text, which he has co-authored for over 20 years. The text is used at numerous major universities throughout the country, including UNC-Chapel Hill, North Carolina State University, Indiana University, Pace University, San Francisco State University, the University of Denver

and the University of South Carolina-Columbia.

The ninth edition has a little local flavor in the problems as several common family names from the Pembroke area and names of various faculty and staff at UNCP as well as other familiar names are given to cities, counties, colleges, hospitals, school districts and so on in the problem material in the text: Meadors Township, Village of Oxendine, Dial County, Lowery County, Maynor County, Chavis University, Lakatos State University, Ransom University, Sampson University, Cummings State College, Robeson County, Town of Red Springs, Harrington County, Mensah City Recreational Center, Bowles County, McFayden Elementary School, Dent County, Bell County, Soucy Township, and City of Bukowy are among the entities about which students are asked to solve accounting problem cases.

### UNCP Presents “The Distinguished Executive Seminar Series:”

The School of Business welcomed Jerry H. Godwin, President and Chief Executive Officer of Murphy-Brown, LLC to the campus on Thursday, November 13, 2008, as part of the Distinguished Executive Seminar Series. The topic of the seminar was “Common Sense Approach to Management.”

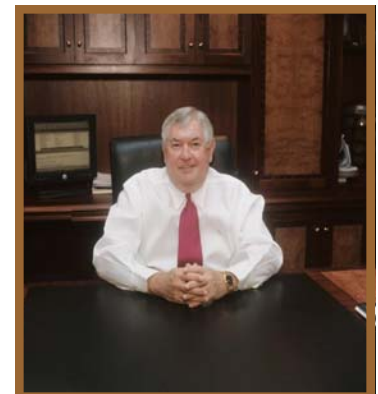
The seminar was very informative and Jerry discussed management practices that he has utilized over the past several years.

Jerry is a native North Carolinian, who grew up on a small farm outside Kenly in Johnston County. He is an alumnus of North Carolina State University and a graduate of Syracuse University Graduate School of

Marketing and the Harvard Business School Program for Management Development.

In February 2001, Smithfield Foods, Inc. consolidated its swine production group to form Murphy-Brown. Mr. Godwin was appointed its President and Chief Executive Officer.

The mission of Murphy-Brown, LLC is to lead the industry by producing a predictable amount of flow-cost, high-quality meat and to operate as a responsible business creating sustainable success for its customers, employees, contract growers and shareholders.



## Accounting and Information Technology Department Hosts Student/Alumni Event



On Saturday, November 8, 2008, the Accounting and Information Technology faculty gathered with alumni, current majors, their guests and families for a pre-game cookout before the final home football game of the 2008 season. The cookout took place on the front lawn of the Business Administration Building. Attendees enjoyed renewing old and making new acquaintances, games and a tasty lunch. Following the cookout, the festivities moved to the Lumbee Guaranty Bank Field where the group enjoyed a beautiful fall afternoon watching the Braves defeat North Greenville, 21-7!

Dr. Craig Shoulders, Chairman, Accounting and Information Technology, said, "We particularly appreciate the alumni who came back to join us, their interest in our current students, and the opportunity to learn about our alumni's families and careers."

We would love to hear from all of our alumni, learn how they are doing, and see if there are ways we can benefit each other."

Skip Lovette wrote to the faculty following last year's event: "Thank you for inviting me back to campus for the accounting department's alumni-student mixer and for the ticket to the football game! It was exciting to see and experience the growth that I hope will continue at UNCP. As a proud graduate, I know firsthand the value of an accounting degree from UNCP. The success I enjoy today is due in great part to the time I spent at UNCP and my decision to be an accounting major."

The Accounting and IT faculty expect to make this an annual event. The 2009 football schedule has not been released, but we are planning to have another pre-game cookout before the last home game of the 2009 season. Accounting and ITM Alumni and Majors, please make plans to join us next Fall. So that we may keep you informed of future events, please send your current email address and any other news to Ollie Bishop

### MBA Corner

**Send MBA inquiries to [mba@uncp.edu](mailto:mba@uncp.edu) or call 910-775-4099. The application process has been moved entirely online.**

UNCP's School of Business' MBA Department hosted several fall "Meet and Greet" sessions. These sessions provided an excellent opportunity for students to meet each other and to meet some of our UNCP faculty. Our plans are to continue hosting these sessions during Spring Semester 2009 as well.

These sessions will occur an hour prior to class meeting, during the second week at Ft. Bragg and during the third week at Sandhills. A flyer will be mailed to you with details as

we get closer to the start of the 2009 Spring Semester.

International Business and Foundations of Management/Marketing will be available online and several classes will be taught at Pembroke and Sandhills simultaneously.

Managerial Economics will be scheduled for Tuesdays and Marketing Strategy and Planning will be available on Mondays. These classes will be taught in the Interactive Technology classroom so that they are available to students across the two campuses.

If you plan to graduate in the Spring, please fill out the application available from the graduate office and submit it to the MBA office early in the Spring Semester to allow enough time for processing. We are trying to increase enrollment in our MBA Program, and we welcome any suggestions for activities that will allow us to introduce ourselves to prospective students. If you have friends, colleagues, or relatives who might be interested, please contact the MBA office and we will make sure that you receive information and assistance.

## Formation of an MBA Advisory Committee

To provide input and advice on the MBA Program, we are currently seeking nominations for members of an outside advisory committee. This committee will be composed of members from the community who have an interest in the preparation of MBA students and as leaders of the community are in a position to provide direction. We hope to have a total of 12-15 active members.

The committee will act to provide non-binding input on issues of curriculum, marketing the program, assessment of

of graduates, and the strategic plan for the program.

The committee will meet between two and four times a year. We would like to hold these meetings in the members' facilities on a rotating basis with the host providing a light breakfast for attendees.

There will be no cost associated with membership, although there is the expectation that members will facilitate the improvement of the program.

If you know of someone who would make a significant impact on the MBA Program at

UNCP, please forward their nomination to: [mba@uncp.edu](mailto:mba@uncp.edu)

**MBA Program**  
P.O. Box 1510  
Pembroke, NC 28372

**Phone:** 866.622.8627 /  
910.775.4099

**Fax:** 910.521.6750

**Email:** [mba@uncp.edu](mailto:mba@uncp.edu)

**Location:**  
Business Administration Building,  
Room 108

## GMAT—Graduate Management Aptitude Testing

Students who were accepted as special students (commonly those who have not taken the GMAT) should make arrangements to take that exam or furnish any other missing documentation. You will NOT be allowed to take additional classes until we receive an acceptable GMAT score (above 400) from Pearson Vue and all other documentation is complete. There are **NO** exceptions to this rule.

Currently, the GMAT Test is only administered in Raleigh and Wilmington. We are exploring the option of having UNCP designated as an official testing facility, but that won't be available until Fall 2009 at the earliest.

To prepare for the GMAT Test, we are now offering prep sessions. These sessions

we are now offering prep sessions. These sessions will provide strategies for taking the test and experience through taking practice tests.



These sessions are open to current UNCP students—either graduate or undergraduate whether or not they plan to attend UNCP for graduate school. They will also be open to students attending other universities and the community, but preference will be given to UNCP students. Please call 910-775-4099 to register or for information on when and where the prep classes will be held.

## Link Between Research and Teaching

There is a persistent notice that faculty are either good teachers or good researchers, but not both. Students sometimes resent faculty research efforts in the belief that time spent on research means less time focused on students.

Many faculty and most accreditation organizations, like AACSB, have argued that the opposite is true—that the best researchers make the best teachers.

An article recently published in the *Journal of Marketing* may have resolved this controversy. The article, by Mitra and Golder, finds that “academic research has a positive long-term effect on the perceptions of the three constituents (academics, recruiters, and applicants), and on education performance.”

An increase of just three articles per year leads to a \$750 increase in MBA graduates' average starting salaries after taking into account the initial effects of school reputation.

***These results are based on secondary data from U.S. News & World Report.***

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**“where learning  
gets personal”**

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