

Business Matters

UNCP

School of Business Newsletter

*2010 Fall Semester
January 2011 Edition*

Our Mission:

*The School of Business strives to
provide each student an outstanding
business education.*

Dean's Corner: Insights



Welcome to 2011!

The School of Business had a very busy and productive Fall 2010 Semester and we'd like to share our stories with you. We continue to move forward in our pursuit of AACSB accreditation. Faculty has been productive hosting international conferences, traveling abroad, and staff and alumni contributed to creating an eclectic environment within our school.

At this time of year, a retrospective look at 2010 and the scholarly activity of our faculty reminds me that the root of much of our success lies with our talented and devoted faculty. Our faculty are committed to providing our students with "an outstanding business education". Faculty are in the classroom, advising and mentoring students, as well as conducting research that is published in major journals and leading student engagement projects to help with the economic development of our region. The School of Business is committed to helping build a stronger economic system for our region.

We look forward to 2011 with eagerness and excitement. We will continue to design innovative programs that will challenge our students and region. We will continue to retain talented faculty and recruit even more top-notch educators despite difficult economic times. And, most importantly, we will continue to depend on the loyalty and generosity of alumni and friends to help us transform more lives. Because of the talent and dedication of all those involved in this endeavor, I am confident we will not only meet, but exceed our expectations.

The tireless efforts of our faculty, staff, Advisory Council members, students, alumni, and friends continues to make the School of Business stand out among other schools. I hope you enjoy reading about what makes us unique in this issue of *Business Matters*.

Best wishes and thank you for your continued support!

Dr. Cammie Hunt, Acting Dean



Kathy McCain, Executive Assistant and S.I.F.E. Co-Advisor for the Acting Dean, Dr. Cammie Hunt, was elected Vice-Chair of the UNCP Staff Council for the 2010-2011 term. She was also appointed to serve on The University of North Carolina Staff Assembly as a Staff Council Delegate for a three-year term. The responsibility of a Staff Delegate is to give UNCP staff a voice at the state level.

Please join us in congratulating Kathy on her contributions and involvement with the Staff Council's achievements and objectives!

For more information about the UNCP Staff Council, please visit www.uncp.edu/council.

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New Faculty Members Added to Team!

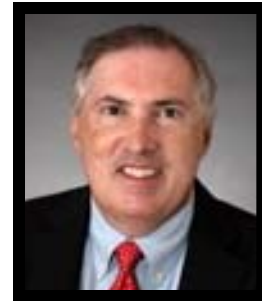
John “Jack” Hopkins is the Executive-in-Residence and Visiting Professor in the Department of Management, Marketing and International Business in the School of Business. In addition, he has a marketing consulting company – Hopkins Global (www.hopkinsglobal.com). His primary focus is on branding, marketing and international business.

His experience covers a wide range of global business activities, including the introduction and marketing of millions of units of products such as cellular phones, pagers, chips, and consumer electronics, among others. He has held senior-level marketing executive positions in Fortune 50 companies, such as Motorola and Nokia, as well as new venture/start-up firms.

He was the head of marketing for Nokia when it entered the US market and oversaw its rise from an unknown brand to number one within three years. Most recently, he lived and worked in Prague, Czech Republic, where he was in charge of Central and Eastern European marketing for Colliers International.

On the academic side, Hopkins holds a B.A. and M.A. in international relations from the University of Notre Dame, and an MBA in international marketing from the University of Rhode Island. For the past 30 years, he has taught part-time and full-time marketing and general management courses at the undergraduate level, MBA, and executive MBA levels in the US and Europe. He has taught and lived in Russia under the auspices of the Russian government and in Denmark as a Fulbright Scholar.

He currently resides with his wife in Southern Pines, NC



Dr. John E. “Jack” Spillan Promoted to Professor with Tenure



Please join the School of Business in congratulating Dr. John E. “Jack” Spillan on his recent promotion to full Professor with tenure!

Dr. Spillan serves as a Professor of Business Administration. Prior to entering academia, he worked as a General Manager/Director, Financial Analyst, and Systems Developer for private organizations and state government. He brings to academia not only broad experience in management but also impressive travel credentials. He has traveled extensively in Latin America visiting 10 countries and has lived and worked in Chile and Peru. Because his wife is from Guatemala, he travels frequently to this country for family reunions and also to conduct international research with colleagues at Guatemalan universities.

In May and June 2010, Dr. Spillan spent six weeks teaching at Data Link University in Tema, Ghana. He was also able to visit with African scholars and develop collaborative relationships for future research partnerships. This experience on the African continent broadens Dr. Spillan’s perspective on culture and international business.

Dr. Spillan has also traveled, studied and lectured in Poland. He generally makes an annual trip to Warsaw, Poland to conduct research with colleagues at Warsaw School of Economics. All of these experiences have provided Dr. Spillan with the ability to publish extensively in a variety of management and academic journals. His research interests center on crisis management, international marketing, entrepreneurship and international business with specific interest in Latin America and Eastern Europe. His articles have appeared in the, *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*, *Journal of Small Business Strategy*, *International Small Business Journal*, *Journal of Crisis and Contingency Management*, *Journal of Small Business Management*, *Journal of Marketing Theory and Practice*, *Journal of World Business*, and *Latin American Business Review*.

Lakatos to Deliver Lecture During Chancellor’s Inauguration Week

UNCP’s Office of Student Affairs announced on February 1, 2011, that **The Last Lecture Series Student Selection Committee** named Dr. Joseph Lakatos of the School of Business as the 2011 recipient of the UNCP Faculty Award. The Last Lecture Series is a national event in honor of Dr. Randy Paus—the Carnegie Mellon professor who authored *The Last Lecture*.

Dr. Joseph Lakatos, who has inspired many UNCP students, has humbly accepted the award and is honored to share his lecture with us on April 13, 2011, in the Givens Performing Arts Center. The School invites our alumni and friends to join us for this special event which is part of Chancellor Kyle Carter’s Inauguration Week.

Additional School of Business faculty member promotions and tenure continued on pages 17 and 24 of this newsletter.

Accounting Students Association Readies for a Successful Year

The Accounting Students Association is off to a good start for the 2010-11 academic year. Co-advisors Sharon Bell and Dr. Stephen Bukowy are looking forward to an active year with this organization. Leadership will be provided by an executive board. The board members include: Andrew Bohme-junior, Atwood, KS; Hannah Brumfield-junior, Lumberton, NC; Carson Cone-freshman, Concord, NC; Nick Davenport-junior, Fayetteville, NC; Natalie Klemann-freshman, Apex, NC; Gary Love-senior, Fayetteville, NC; Thomas Moore-junior, Fairmont, NC and Courtney Stoker-junior, Fayetteville, NC. The executive board has decided that Gary Love will serve as Chair; Courtney Stoker will serve as Vice-chair and Social Chair; Carson Cone will serve as Secretary and Andrew Bohme will serve as Treasurer.

On November 17, 2010, Amy Butler CPA, a UNCP alumna and partner with Till and Butler CPAs will discuss her preparation for the CPA exam and give members a glimpse into the day to day activities of practicing Certified Public Accountants. Special Agent Mike McNeely of the Federal Bureau of Investigation, Charlotte Field Office, is scheduled to speak to the group in January. Since both the Federal Bureau of Investigation and the State Bureau of Investigation seek accounting graduates to fill many of their open positions, Special Agent McNeely will discuss careers with the FBI.

The goals of the Accounting Student Association are to create interest in and understanding of the accounting profession; assist students in the establishment of occupational goals, facilitate the transition from college to entry-level accounting careers, and to encourage and promote school loyalty. This year's executive board has plans for service projects, mentoring, and to continue funding the Accounting Student Association Book Scholarship Fund.

Accounting Alumni Tackle the CPA Exam and Graduate School



Three recent accounting graduates have taken and passed all or most parts of the Uniform CPA Examination since graduation. A fourth entered an accounting master's program and has been nominated for a year-long internship with the Governmental Accounting Standards Board. Another is completing his Master's in Finance while preparing to take the exam.

Lee Ann Musselwhite, President of BMCO Construction, Inc. of Lumberton, NC, completed her undergraduate accounting degree here in the summer of 2009. Since graduation, Musselwhite made time to study for and pass all four parts of the CPA exam in the midst of the responsibilities of running a company. According to Musselwhite, "UNCP has assembled a great team of professors and built a sound accounting program that prepares students, who successfully complete the program, for the challenges that lie ahead." Further, she observed that there was nothing covered in the Becker CPA Review Passmaster materials that she used to prepare for the exam that had not been taught well here.

Meredith Vogt graduated in May 2010 and set a goal for herself to take and pass the exam as quickly as possible. By September, Vogt had completed and passed all four parts of the exam. Vogt used Wiley and Exam Matrix CPA review materials in her exam preparation. She has now begun her job search, so contact her while she is still available!

Brenda Eldridge has completed and passed three parts of the exam and is taking the final part in November. Eldridge, who graduated in May 2009 and whose husband is a Special Forces Major, has had to juggle taking the exam with two major moves—one from Fort Bragg, NC to Fort Leavenworth, KS, then a return move to Fort Bragg when her husband, Chip, completed his assignment. Once back at Fort Bragg, Brenda's husband immediately took command of a Special Forces company and left for another deployment overseas. In addition to the Becker and CPA excel review materials, presumably Eldridge young twin sons have been helping her prepare for the exam!

Yao Wang (Stan), an accounting alumnus from China, who is in the process of completing his Master's in Finance at Vanderbilt University, returned to UNCP recently for a visit. In addition to meeting the demands of a challenging graduate program, Wang has been preparing to take the CPA exam in the very near future.

Richard Hart completed his accounting degree here in August 2010. Almost immediately, he left to enter the Master of Accountancy program at Virginia Tech. A couple of Hart's professors at Virginia Tech indicate that he is doing an outstanding job in the program there. Virginia Tech has nominated Hart to be an intern in 2011-12 with the Governmental Accounting Standards Board, which establishes generally accepted accounting principles for all state and local governments in the US.

Several accounting and information technology faculty had lunch with Hart recently when he visited campus on his way to Charlotte, NC for a job interview with PwC. Hart indicated that he is enjoying the master's program and felt that his undergraduate accounting background gave him an advantage over most of his peers at Virginia Tech.

Congratulations to the accounting alumni for their recent accomplishments and achievements from the School of Business faculty and staff!

Accounting Team Submits Citizen-Centric Report to National Competition

For the third consecutive year, a team of accounting majors has submitted an entry to the Association of Government Accountants' Government Finance Case Challenge. Dr. Stephen Bukowy, the faculty sponsor, was impressed with this team's effort and teamwork. The team will learn soon if they are one of the three finalists who will present their cases at the AGA's Annual Leadership Conference in Washington, D.C. in February 2011.

**Katie Daniel, a senior from Mims, FL;
Andrew Bohme, a junior from Atwood, KS;
Hannah Brumfield, a junior from Lumberton, NC; and
Courtney Stoker, a sophomore from Fayetteville, NC**

The 2010-11 Case Challenge team members are:

This year's case challenge centers on developing a citizen-centric report for a local government. Citizen-centric reporting is a major initiative of the AGA, which describes citizen-centric reporting as follows:

AGA citizen-centric based reports detail government finances in a visually appealing, clear and understandable four-page document. The suggested format shows community information—such as population figures, regional characteristics and government goals for the community—on the first page, and the second page presents a performance report on key missions and service. The third page details cost and revenue information, and the fourth looks forward to the year ahead.

AGA believes that these reports will make governments more accountable to their citizens, and will help Americans become better educated and better able to participate in government activities.

Each student indicated that working on the case provided a great practice-oriented learning experience. They also enjoyed working together with the other team members in tackling a challenging project. As one said, "While this project was time-consuming, challenging, and stressful, it was most importantly fun!"

One Issue, Two Articles



Having two articles in one issue of a professional journal is not a common event. However, a school of business accounting

professor was fortunate to have that privilege in the August 2010 issue of *Government Finance Review*. The journal is published by the Government Finance Officers Association (GFOA), the leading professional organization for state and local government finance and accounting professionals. The GFOA also publishes the leading practice guide for preparing state and local government financial reports.

Dr. Craig Shoulders co-authored the lead article in the August issue. That article, "Modified Accrual Accounting: Decision-Useful and Accountability Centered," makes an important contribution to the discussions being conducted related to a Governmental Accounting Standards Board (GASB) conceptual framework project on rec-

ognition and measurement of items to be reported in a government's financial statements. Dr. Shoulders authored the second article in the journal as well. "Putting the Pieces Together: Revised Criteria for Defining the Financial Reporting Entity" discusses and critiques the provisions of a recent GASB exposure draft that would change the entities covered by some city and state financial statements.

The revised 9th edition of Dr. Shoulders' textbook, "Governmental and Nonprofit Accounting: Theory and Practice," also was published in July 2010 by Prentice Hall. Dr. Shoulders has co-authored the text since 1988. The text dates back at least to 1940, making it the first college textbook on governmental accounting.

Accounting Professor Presents Continuing Education Seminars and Conferences

Dr. Craig Shoulders, Chair of the Department of Accounting and Information Technology, spoke to a general session of the Texas Society of CPA's 2010 Single Audits & Governmental Accounting Conference on October 14, 2010, in Austin, TX. Dr. Shoulders topic was "Keeping Up with the GASBs"—a broad-based update with a special focus on new standards on intangible assets, fund balance classifications, and fund type definitions. The fund balance standard will affect the financial statements of every general purpose state or local government, including cities and counties, as well as many specific purpose units such as school districts making it very important to governments and their auditors. Dr. Shoulders also presented a GASB update to a concurrent session of the 40th Annual Virginia Accounting and Auditing Conference, which is co-sponsored by Virginia Tech and the Virginia Society of CPAs, in Roanoke, VA on September 27-28, 2010, and in Virginia Beach, VA on November 18-19, 2010.

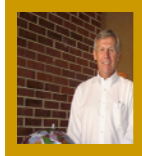


Much of Dr. Shoulders' summer was spent leading extensive continuing professional education courses for government officials and CPAs from several states. He taught or co-taught a three-day seminar, "Government Accounting and Financial Reporting," and/or a one-day seminar, "Government Accounting and Auditing Update," in the following locations:

- **Austin, TX—a 3-day seminar and 2 1-day seminars**
- **Dallas, TX—a 3-day seminar and a 1-day seminar**
- **Fort Worth, TX—a 3-day seminar**
- **Houston, TX—a 3-day seminar and a 1-day seminar**
- **Palm Beach, FL—a 3-day seminar and a 1-day seminar**
- **Orlando, FL—a 3-day seminar and a 1-day seminar**

Dr. Shoulders co-authors the course materials—approximately an 800-page manual for each course—which are offered through his alma mater, Texas Tech University. All of the courses except those in Florida were taught along with Dr. Robert J. Freeman, a former Vice Chairman of the Governmental Accounting Standards Board. Dr. Freeman is the lead author of the manuals as well.

BSL Printing Company



"BSL Printing Company," a case study developed by a team of authors at UNCP will be published in the spring 2011 issue of *Current Topics in Management*. The case also was presented at the 17th Annual International Conference on Advances in Management held in Nashville, TN on July 14-17, 2010. Dr. Joseph Lakatos, a business law professor and one of the lead authors of the case, which focuses on leadership theories and ethics, describes the case as follow:

In its early years, BSL Printing Company managed to stay afloat with the support of its largest customer, Advent Textile, which operates in the same county as BSL. Over the years, the families of the CEO's of both companies became very close friends. By 2008, BSL's sales reached nearly \$18 million. As part of its sales strategy, BSL offered its preferred customers significant quantity discounts. However, in recent years, with a slowdown in the economy, these customers

Were ordering just enough to receive discounts while only taking a small fraction of the amount while BSL stored the rest. Therefore, while BSL's customers were getting the benefit of the discounts, BSL was not getting the benefit of faster cash flow and was paying suppliers for raw materials to prepare the orders. Meanwhile, Advent's cash flow was deteriorating significantly, eventually forcing Advent to file for Chapter 11 bankruptcy. As part of its reorganization under Chapter 11, Advent sought the help of BSL. Advent requested an extension on the payables it owed BSL and continued discounts on current year's orders of cartons. However, offering such assistance could put BSL in financial difficulty. In the analysis of this case study, prominent theories relating to leadership style and ethics are applied. Readers will come to find that the application of these two sets of theories go hand in hand when analyzing business problems, leading to more sound decisions.

The case was authored by Dr. Joseph Lakatos, Donald Soucy (retired UNCP management professor), and Dr. Stephen Bukowy (accounting professor), who presented the case at the conference in Nashville., TN.

Unique Delivery of Business Law Course Offers Promising Opportunities



An old saying states, “necessity is the mother of invention.” The saying seems to fit the circumstances that led the Department of Accounting and Information Technology to experiment with delivering an interactive video course with a unique twist. The experience with that course has opened the possibility of using national and international subject matter experts in various fields to address the department’s accounting, law, and information technology classes and student groups.

As the fall semester 2010 approached, Dr. Craig Shoulders, Department Chair, needed a professor to cover an on-campus business law course. When Dr. Shoulders had difficulty filling this need, Dr. Joseph Lakatos, associate professor of business law, offered to cover this class—in addition to his previously scheduled class load—utilizing telecommunications and the interactive video facility.

As reported recently in a UNCP news release and in a *Fayetteville Observer* article about Dr. Lakatos and the new children’s book* that he co-authored (and illustrated) with his son, Dillon, Dr. Lakatos has follicular lymphoma. He deals with the disappointment of not being able to teach on campus and interact face to face with students because of the dramatic health risk being on campus poses. Indeed, he must take exceptional precautions when he goes to public places like a restaurant for even for short periods of time.

Dr. Lakatos was diagnosed in 2004 with Stage IVB, Grade 3 follicular lymphoma, and the various ensuing treatments over the next six years left him without an immune system. In addition to a bone marrow transplant (and another looming in the future), Dr. Lakatos has had over 26 rounds of treatment using five different lines of chemotherapy—including some of the most powerful combinations available. Some of these infusions lasted eight hours as opposed to the normal hour to hour and a half round. At times, his body must think that it has been mistakenly identified as a test tube.

Though Dr. Lakatos’ body has been battered, his faith and spirit continue to carry him through and to inspire others. His doctors have argued for some time that he should take medical retirement, but Dr. Lakatos breathes the “fight” of the Fighting Irish for whom he played college baseball. Dr. Lakatos’ passion for teaching and mentoring students drives him to continue to teach even in the face of his doctors’ advice. In spite of the risks and his doctors’ objections, Dr. Lakatos continued to teach on campus until the swine flu outbreak in the fall of last year made it clear that the risks are too great. With his department chair’s insistence added to his doctors’, Dr. Lakatos eventually moved to teaching solely online courses. While his online courses are superb and his online students report that he is totally engaged with them in those courses, Dr. Lakatos still misses the face-to-face contact and the level of personal rapport he always had with his students on campus.

Out of the department’s need for coverage of a law course and this professor’s passion to mentor, interact directly with, and inspire students, a teaching experiment was born. The course initially was to be handled technologically the same as the normal interactive video course except that Dr. Lakatos would be alone in the interactive video room at a community college near his home. However, his doctor quickly vetoed this arrangement as being as unsafe for him as going to UNCP to teach. This led to the decision to modify the delivery method by teaching the course from his home using telecommunications software installed on his laptop.

While he has had to deal with the buffer of both technology and people (and the glitches that sometimes come with both) being between the students and him to enable this delivery method, Dr. Lakatos has been thrilled with the outcomes that the students are achieving. From the students’ perspective, the class clearly has been a special learning experience in spite of the fact that they recognize that Dr. Lakatos is teaching “with one hand tied behind his back.” Though they know it would be even better if he could be on campus as he wishes, they are thankful for having him as a professor and for what he has taught them both about law and ethics and about life.

Even with the limitations of the method, Dr. Lakatos has been able to sense special challenges of individual students—such as near-disabling levels of fear of presenting in front of a class or an overly negative outlook on life. His sensitivity and willingness to talk and work with these students has helped them to begin to overcome these issues—as the smile on the face of one after successfully presenting in a moot court case testified. Another requested that Dr. Lakatos’ remarks and advice about life at the end of a recent class be written down so that he could keep them for the future because they meant so much to him.

Dr. Shoulders is thankful that this variation of the use of technology has, in spite of its challenges, allowed students to experience more of the full package of having Dr. Lakatos as a professor and allowed him to be “in the classroom” again. More than one student has communicated in the past that Dr. Lakatos’ class was a life changing experience. Dr. Shoulders wants students to have access to as much of the “Lakatos experience” as is possible.

Father and Son Write an Inspiring Book About Healing and Hope



“My son, Dillon, and I are celebrating the release of our children’s book ‘Angel and Diesel, A Change in Family Plans,’” said Dr. Joseph Lakatos.

There is a great deal to celebrate. Dr. Lakatos, an accounting and business law professor at the University, is surviving a battle with cancer that began in 2004.

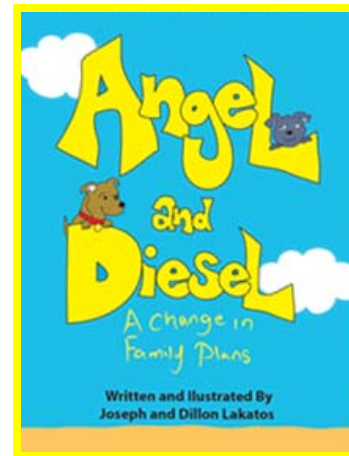
The net proceeds from the book will go to lymphoma and leukemia research with the support of the Leukemia and Lymphoma Society (LLS). The book is part of the healing process, and it is a hope and a prayer for a cure.

“With a focus on family values, the book showcases one of our main characters, our dog, Diesel, who is determined to bring some extra fun to the family’s Saturday plans,” Dr. Lakatos said.

While the book is written for kids of all ages, it is designed for kindergarten and first grade reading levels and is suitable for parents to read to pre-K children, he said. The book is colorfully illustrated and is planned as the first in a series of books featuring Angel and Diesel.

“Dillon, who is nine, came up with the idea,” Dr. Lakatos said. “We walked through it page by page as he wrote the story and I did the art. “Dillon is very creative, and he learned a lot,” his father said.

“The characters of Angel and Diesel are based on our two loving dogs who have been by my side throughout my fight with follicular lymphoma since 2004,” Dr. Lakatos said. “As a f-NHL fighter, I can attest to the power of your help and prayers. Without adequate funding for new cancer research, I would not be alive today.”



Magellan Exchange: UNCP Hosts International Conference

UNC Pembroke hosted the Magellan Exchange’s Annual Coordinators Conference on October 3-5, 2010.

Founded in 1997, Magellan is comprised of 27 universities in the Americas, Europe and Asia whose mission is to promote international study abroad experiences for students and visiting professorships for faculty.

The conference participants toured campus and the surrounding community to learn more about UNCP, which joined the exchange three years ago. Although originally focused on business student exchanges, Magellan has spread its wings into many areas of study.

The Magellan Exchange is also spreading across the globe. Two of its new members – from South Korea and Costa Rica – gave presentations.

“The conference was a fabulous success,” said Steven Ahn of Anyang University in South Korea. “For smaller schools like ours that are trying to encourage international study, I have 27 partners in Magellan.

“The interaction was lively, and I enjoyed learning about the local American Indian community,” said Ahn, who grew up in Gettysburg, Pa. “It was quite interesting and surprising, especially for our European members.”

Anyang University offers an array of scholarships for housing, travel and tuition to attract international students.

“This is a big event in terms of building relationships between U.S. and European universities,” Dr. Crandall said. “There are also schools from Mexico, Costa Rica and South Korea here.

“For the School of Business, what makes Magellan unique is its history of serving students majoring in business administration,” he continued.

Article courtesy of University Relations—Scott Bigelow

continued on pages 8 and 9

Magellan Exchange: UNCP Hosts International Conference

continued from page 7



The advantages of having international students on your campus is great," Ahn said. "As a carrot, we are going to give your students dollars." Illeana Castillo, from the Latin American University of Science and Technology, offered opportunities to do scientific research in Costa Rican rain forests. Blaise Pascal University in France touted its international business programs, which enroll approximately 1,000 international students annually. "It's a program that has been very successful, and we hope to offer a full degree soon," said Geoffrey Heels. "Study abroad is a valuable cultural experience. "Twenty-five years ago, I was an exchange student and, as we say, things happen," Heels said.

For UNCP, the meeting was a chance to network and to show its hospitality and its campus, said Dr. Chris Ziemnowicz, of the School of Business and UNCP's representative with Magellan.

"We're very fortunate to host this meeting as a relatively new member," Dr. Ziemnowicz said. "This is a very distinguished meeting of deans, department heads and international office directors who will provide a degree of internationalization for our students," he continued. "It's great to have them here to show them what we have to offer."

Dr. Rick Crandall, a UNCP business professor, said the School of Business is aggressively promoting study abroad. "This is a big event in terms of building relationships between US and European universities," Dr. Crandall said. "There are also schools from Mexico, Costa Rica and South Korea here.

"For the School of Business, what makes Magellan unique is its history of serving students majoring in business administration," he continued. "Likewise, students from those countries have the opportunity to study at any one of a network of universities in the US."



During the conference, Dr. Crandall co-instructed a seminar in crisis management in international education with Caroline Michel of Rennes School of Business in France and Anneris Fuentes of the University of Monterrey in Mexico.

George Harrison, a Mass Communication professor at UNCP, said he is looking for programs to match up with majors in journalism, broadcasting and public relations.

"I am investigating what is available," Harrison said. "I just returned from the Netherlands, where I served as a guest lecturer for two weeks at a Magellan school."



Magellan Exchange: UNCP Hosts International Conference *continued from page 8*

At lunch, the group was entertained by Miss Lumbee, Brandi Scott and John Oxendine, cultural education director for the Lumbee Tribe. He danced, played the flute and discussed Lumbee culture and history.

On a bus tour of the county, Sam West, a local historian and genealogist, gave a guided tour. Barbara Lyons of Morehead State University said the hospitality was warm.

"We felt very welcome," Lyons said. "There was a big sign welcoming us, and people waved at us wherever we traveled."

According to Erika Jones, the Executive in Residence with the School of Business who coordinated the bus trip, they travelled to COMtech, Lumbee Tribal headquarters, Historic Downtown Lumberton and ended with Lumberton Mayor Raymond Pennington welcoming the group for dinner at the Village Station.



The Magellan Exchange is a member-run organization comprised of 27 universities in the Americas, Europe and Asia whose mission is to promote international study abroad experiences for students and visiting professorships for faculty. It is designed for business schools like UNCP that are trying to encourage international study.

The Magellan Exchange brought over 50 visitors to Pembroke from all over Europe, South Korea, Mexico, Costa Rica, as well as the representatives of member schools in the United States.

The Pembroke representatives received a warm round of applause during the closing session. Next year, it is on to Rennes, France.

For more information about the Magellan Exchange, please go to their website at <http://www.magellanonline.org/>. Information about international opportunities for UNCP students through Magellan is available from Robyn Deemer, study abroad director at the Office of International Programs at (910) 775-4095 or email robyn.deemer@uncp.edu.



UNCP Business Class Traveled to Warsaw in May

A group of students and faculty got a rare view of two sides of Poland during their visit to Warsaw in May 2010.

Three business majors, accompanied by professors Dr. William 'Rick' Crandall and Dr. Christopher Ziemnowicz traveled to Poland during Maymester as part of a course in international business and sustainable development.

They saw Poland's history at Warsaw museums as well as the modern Poland that is engaged in manufacturing and international commerce. In the days before they arrived, Poland's history collided with modernity.

A plane carrying Polish President Lech Kaczynski and other top government and military officials crashed on the way to Russia to commemorate a World War II event.

"That plane crash was so ironic because the Polish delegation was going to Russia to commemorate the Katyn massacre, when the Russian military slaughtered thousands of military and intellectual elites during WW II," Dr. Crandall said. "I did ask a number of people to weigh in on the situation.

"The consensus is that Poles like their freedom now, but still think a lot of the elected officials are just so-so in terms of effectiveness," he continued. "Oddly, one of the front runners for the next election is the twin brother of the president who died in the plane crash."



For the students - Obi Onwuzurike, a business management and marketing major from Raleigh, NC, Amy Creamer, a business administration and management major from Greensboro, NC, and Tracy Timmerman, a business administration major from Versailles, OH, it was a unique opportunity to study international business.

The course requirements included:

- attending the Responsible Business Forum Academy 2010 Conference, a meeting that discusses the merits of corporate social responsibility;
- participating in service and marketing projects with two local businesses. One business was an upscale bakery retail chain, the Blikle Company, which has existed since before World War I. The other was the Impact Company, which makes an all-electric car and batteries for other vehicles; and
- visiting museums, cultural attractions and local businesses to learn the history of Warsaw since World War II.

Creamer said her trip to Poland was a revelation. "Visiting the Warsaw Uprising Museum was my favorite activity," she said. "The museum explained the history of the area in grave detail and made us understand what the Polish people had gone through during World War II.

"Upon entering the museum, I had no idea what I was going to see and learn about," she continued. "Knowing the history really made me look at the city in a different way. It is still hard to believe Poland has only been free of communism for 21 years."

The group also visited the storied National Theatre Opera House and soaked up some contemporary culture. "We got a chance to try a variety of food such as one of Poland's most famous dish called perogi," Onwuzurike said.

They also attended a conference, where both Dr. Crandall and Dr. Ziemnowicz gave lectures on corporate and social responsibility.

The heart of the trip was presentations to two Polish companies. At Blikle Bakery, they presented ideas for their Web site and ways to increase sales and retain customers. to release the product in the US," Onwuzurike said. "We presented market strategies if they were to release the product in the US."

Article courtesy of University Relations-Scott Bigelow

continued on pages 10 and 11

UNCP Business Class Traveled to Warsaw in May

Timmerman said the meeting with Blikle's top executives was interesting. "We were able to meet with the president of the company and the marketing team to discuss their current website," she said. "We became familiar with the objectives for their site and presented our ideas on how to improve the site.

Creamer said the challenges of doing business internationally are daunting. "Working with the two international companies opened my eyes to all the challenges that occur when doing international business," she said. "One must understand the culture and how business is performed within that country. "Having this knowledge helped us know what was appropriate to say and how we should present our information," she continued. "The international business aspect of the trip was one of the most educational experiences we had in Poland.

"The experience gave Dr. Crandall a different perspective on teaching and learning.. "This is my second summer in Poland, and I am learning a lot from Dr. Ziemnowicz, who is a native of Poland and still has an apartment in Warsaw," Dr. Crandall said. "The most stunning thing for me is the gory details of the Warsaw and Jewish uprising during the German occupation. It is one of the saddest stories ever, as thousands upon thousands were slaughtered, and most of them were civilians." The international business experience will continue next year with more students, Dr. Crandall said. "Perhaps, we will make it a regular academic trip from now on," he said." The country offers a nice mix of history and economic reforms that have been going along surprisingly well."

From left: Dr. Crandall, Amy Creamer, Obi Onwuzurike, Dr. Ziemnowicz, and Tracy Timmerman



Article courtesy of University Relations-Scott Bigelow

Photo courtesy of Dr. Christopher Ziemnowicz

Professor and Belk Chair of Management Lectures in Beijing

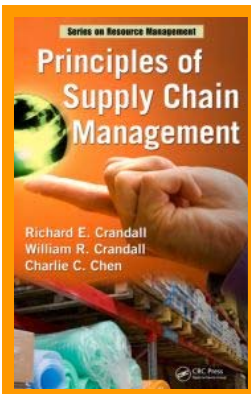
In September 2010, Dr. John Parnell, Professor and Belk Chair of Management, conducted lectures in Beijing, China.

Dr. Parnell spent about two weeks at China University of Geosciences in Beijing, where he delivered lectures to undergraduate and graduate students on crisis management and strategic management. He also met with scholars there to discuss ongoing and future research projects, as well as potential collaboration and student/faculty exchange opportunities for the respective universities.

Dr. Parnell said “I am hopeful that we will continue to work with CUGB in the future”.



Father and Son Business Professors Publish Second Book



A family collaboration has resulted in the publication of a second book, this one on supply chain management.

Dr. Richard E. Crandall of the Walker College of Business at Appalachian State University, his son Dr. William ‘Rick’ Crandall of the School of Business at UNC Pembroke and their colleague Dr. Charlie Chen, also at ASU, are co-authors of “Principles of Supply Chain Management,” published this summer by CRC Press, a division of Taylor and Francis Group.

“We wrote the book for practitioners — those involved in purchasing, logistics, distribution, manufacturing or any other part of the supply chain — but the book also has applications as college textbook,” Dr. Richard Crandall said. “Most books focus on the individual functions of a supply chain. We tried to look at all of the pieces of the supply chain and how they fit together.”

Supply chain management is the process that gets a product to the customer, from procuring raw materials to manufacturing, distribution and retailing. The term was coined in the early 1980s. Supply chains have been around since traders traveled the Silk Road to procure products for the European market. “However, in recent years as we have expanded to other countries through globalization, the supply chain has evolved into a longer, more complex mechanism, and it is also more susceptible to disruption,” Dr. Richard Crandall said.

In 2008, the Crandall’s co-authored “New Methods of Competing in the Global Marketplace: Critical Success Factors from Service and Manufacturing. UNCP’s Dr. Rick Crandall and his co-author and father, Dr. Richard E. Crandall, bring different business backgrounds to their subject while sharing a unique bond. “My father is a pretty amazing guy who teaches full time,” Dr. Rick Crandall said. “We



We both enjoy this aspect of our jobs and have written several journal articles together as well,” Dr. Rick Crandall said. “Because we both teach in business at different institutions, it is easy to find common overlap in our academic areas.” The team came from different backgrounds to academia. Dr. Richard Crandall was an industrial engineer and business owner before earning a Ph.D. from the University of South Carolina.

Dr. Rick Crandall’s background was in the restaurant business and contract food service management. He received his Ph.D. in his mid-30s from the University of Memphis. “I got mine in 1992, and dad in 1993, so there was a time when we were both doctoral students at the same time,” he said. “Dad is the epitome of a life long learner — always reading and thinking of new projects to do.”

In years past, businesses often used vertical integration to directly control many steps in the manufacturing and distribution of products. An illustration of this is a clothing manufacturer who owns the farms from which cotton is harvested, the manufacturing facilities that turn the raw product into cloth and clothing, and the distribution centers that move the finished goods to its own retail stores. Rather than being part of one company, supply chains today are more likely comprised of many individual companies that are focused around products. “As a result of that, you have to have communication, cooperation and collaboration between companies,” Richard Crandall said. “Some companies, like a major retailer, can have hundreds of different supply chains. It’s a very complex process to get all of the pieces to fit together, such as product concept, company culture and organizational structure and outsourcing.” There can also be social and political considerations to take into consideration when a company enters a particular supply chain. For example, “one of the huge dilemmas that companies face is how much to outsource and how much to produce in-house,” Dr. Richard Crandall said. “Too much outsourcing, particularly to foreign companies, can cause public relations problems for the company as local jobs are usually lost in the process. On the other hand, producing the product in-house may drive the cost of the product up, which makes it less attractive to consumers.

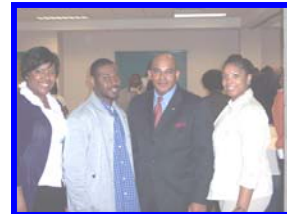
“One of the real difficulties in an integrated supply chain is establishing trust between companies,” he continued. “Trust is necessary because companies often need to exchange confidential information about themselves to the other company. A supply chain will be stronger if everyone collaborates.”

The Crandalls are presently at work on a third book, “How Management Programs solve Operational Problems,” which will be available through Information Age Publishing in 2011. *Appalachian State University contributed to this article.*

Business Communications Students Getting Involved with Community Service Projects

Students enrolled in Business Communications participated in several community service projects as part of their course requirements. While gaining hands-on practical experience, students volunteered for the Chevy to the Levee, Relay for Life, March of Dimes, Robeson County Community Development Corporation, and the Domestic Violence Center of Robeson County. Activities included: walking for the organization's specific cause (as far away as Charlotte, NC) to raise funds and awareness; participating in the March of Dimes *Signature Chefs Auction* in Fayetteville, NC; hosting a financial management seminar for local high school students in Rowland, NC; advocating for the related organization on campus; serving beverages to community volunteers; chaperoning children during events; and meeting with the planning committee of each organization as a networking opportunity. Although the students were not required to raise money as part of their assignment, they took the initiative to raise nearly \$400 for these worthy causes. As a group project, students were not only required to participate in the community service activity, but also write a paper. Lecturer Ericka A. Jones. This was the first community service experience for many of the students. "This was my first volunteer experience since I am a student from China, and I really enjoyed it," said Hui Liu, Chinese exchange student. Steven Johnson, business major said, "This was my first time volunteering, but I enjoyed helping the kids so much at Chevy to the Levee and I definitely plan to help out next year." A few of the students will attend Rotary Club with Jones in late November and present their experiences and share the importance of volunteering their time and giving back to the community while developing as business students and professionals.

Photo information: *From left; Ericka Jones, Marecius Samuel (student) Randy L. Moore, and Danielle Finner (student).*



Students from the Business Communications course attended the Empowerment Live Seminar in Fayetteville, NC on November 5, 2010. Glenda Hatchett of the syndicated show "Judge Hatchett" was the featured speaker. Other speakers included entrepreneur Randy L. Moore, President and CEO of RLM Communications, and Dr. David Washington, the conference founder and Teaching Associate Professor for the College of Management at North Carolina State University.



Blake Bowen, a business communications student assisted high school students in Rowland, NC during a financial awareness seminar. Bowen personally raised \$170 for his team's cause to purchase gifts and prizes for the high school students. Other Business School students participated were part of "Team Work" and helped. They are: Amy Whiddifield, Brittney Koenig, Yuko Suenaga, and Jarvis Bridges. "Team Work" collaborated with Robeson County Community Development Corporation to make the event successful.



Team Five Seconds- Chinese exchange student Kang Chang helps serve beverages at the Chevy on the Levee 5K Walk/Run.



Team Support Life - Josh Moore, Collin Polk, Christine Estigoy, Lorai Coleman, Team helper, DJ Doura. Business communications students gearing up for a 5K Walk for March of Dimes in Charlotte, NC.



Team Pembroke - Chinese Exchange student Hui Liu, Brennan Cousins & Nicholas Harrison participate in the RELAY for Life recruitment and fundraising in UNCP's Chavis University Center.

Team Pembroke - Josh Lane & Hunter Bennett, business communications students, volunteer for the RELAY for Life Campaign to recruit new members and raise funds for the cause in UNCP's Chavis University Center.



Team Five Seconds)-Heather Turner & Daniel Purser, Business Communications students volunteer at the Chevy to the Levee 5K Walk/Run in Lumberton, NC.

UNCP School of Business Organizes Chapter of Society for Human Resource Management (SHRM)

Students from the School of Business are in the process of organizing a chapter of the Society for Human Resource Management (SHRM). Their first meeting was held on November 10, 2010. Lecturer Ericka A. Jones will serve as their faculty advisor.

SHRM is the world's largest association devoted to human resource management. Representing more than 250,000 members in over 140 countries, the Society serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, SHRM has more than 575 affiliated chapters within the US, and subsidiary offices in China and India. Although the main focus of SHRM is human resource management, any UNCP student is encouraged to participate to learn more about improving their professional qualifications related to their respective major and serving in a leadership role.

In an effort to enhance professionalism and increase knowledge related to course material being taught in Business Communications, Jones invited several presenters to speak during the fall semester. The speakers and their topics included:

- **Melanie Wood, Livermore Library (Instructional Services); UNCP: Back to basics research skills & familiarization with business communication resources**
- **Rodney Jenkins, Assistant County Manager; Robeson County: Governmental organization and communication structure**
- **Robert Canida, Multicultural Affairs; UNCP: Diversity in the workplace & on college campuses**
- **Mallory Bower, Career Services; UNCP: Resume writing and interviewing skills**
- **Dennis Gaddy, Community Success Initiative, Inc.; Raleigh, NC: Entrepreneurship & self improvement/motivation skills**

Other activities included students participating in the Business Etiquette Dinner and the Professional and Career Development Institute (PCDI) sponsored by the Career Center; attending the Domestic Violence Seminar sponsored by Multicultural Center to learn how abuse can affect employee performance; and attending the Empowerment Live Conference with syndicated TV host, the Honorable Glenda (Judge) Hatchett on November 6, 2010. Jones plans to enhance these types of programs and activities with her course in the spring. She is currently working directly with the Writing Center in an effort to improve students overall writing skills and with the Career Center to launch a new pilot program directly related to interviewing, and resume writing skills.

Professor Wins Award for Outstanding Research-Based Paper on Management Consult-

A paper co-authored by Dr. Eric Dent won the Management Consulting Division Award for Outstanding Research-Based Paper on Management Consulting by the Academy of Management. The paper was submitted prior to the Academy's 2010 annual meeting in Montreal, and Dr. Dent accepted the award on August 9 during the division business session.

The Academy of Management (AOM) is one of the premiere professional associations for scholars dedicated to creating and disseminating knowledge about management and organizations. The Academy, which is comprised of 25 divisions and interest groups, is the oldest and largest scholarly management association in the world. The Academy provides a forum for university management professors and management professionals to present and publish their research and ideas.

Dr. Dent's paper, "A Work Behavior Analysis of Executive Coaches," will be published along with other winning research papers in AOM's proceedings. It was the only winning entry from a North Carolina college or university in 2010 and is believed to be the only winning entry from the state since 2003.

Dr. Dent said the field of executive coaching is a rich research area. "My co-author, Dr. Glenn Newsom, and I were able to do some seminal research in the rapidly growing field of executive coaching," Dr. Dent said. "This research shines a light on questions such as, 'Do coaches with counseling backgrounds perform the same services as those with business backgrounds?' and 'Are there differences in the way coaches work based on demographic variables such as gender and level of education?' "It is a great honor for us to receive this recognition from the Academy of Management," he said. "It is also important for UNCP because it is an acknowledgment that there is high-level scholarship happening in many places on our campus, not just at the large research universities."



A psychologist and counselor, Dr. Newsom owns a management consulting firm, Glenn Newsom & Associates, L.L.C., located in North Carolina's Triad region. Their study, which surveyed 130 executive coaches, has three primary purposes:

- It establishes and introduces the Executive Coaching Work Behavior Survey and takes the initial steps in validating this instrument.
- It explores the frequency of specific work behaviors that executive coaches use in their client interactions.

It examines the variability in these behaviors based on demographic factors. Dr. Dent teaches in the Management, Marketing and International Business Department of the School of Business and can be reached at (910) 521-6269 or by email at eric.dent@uncp.edu.

Article courtesy of University Relations-Scott Bigelow

Thomas Family Entrepreneurship Center Awarded Grant

The Thomas Family Center for Entrepreneurship received a Lemelson Foundation grant for \$8,000 to develop courses on campus and in the region. The Thomas Center will aid in the expansion of entrepreneurship courses across the disciplines and at three community colleges, Sandhills, Richmond and Robeson, said Dr. Mike Menefee, the Thomas Family Distinguished Professor of Entrepreneurship.



The award is considered to be one of the four most prestigious in the field of entrepreneurship and was awarded to only 20 schools this year, including some of the nation's largest and most prestigious universities. "We are trying to develop entrepreneurship initiatives across the University," Dr. Menefee said. "We have successfully launched an undergraduate certificate program and a minor and a concentration in the MBA program."

The grant is targeting course development in music entrepreneurship, recreational tourism in the Physical Education Department and a biotechnology research program. Dr. Cammie Hunt-Oxendine, acting dean of the School of Business, hailed the award as a boon for the University's entrepreneurship programs. "The grant will enhance opportunities for our faculty, our students and our communities," Dr. Hunt-Oxendine said. "It will open many doors."

The grant is noteworthy for two reasons, Dr. Menefee said. "First, we got this grant on our first year of eligibility with the NCIIA (National Collegiate Inventors and Innovators Alliance), an initiative of the Lemelson Foundation," he said. "Three hundred and fifty institutions were eligible for the grant. "Second, this grant opens the door for additional funding from the foundation and elsewhere," Dr. Menefee said.

Already, UNCP's Office of Academic Affairs has pledged matching funds for scientific equipment, and the Thomas Center pledged funds for a research assistant. The Lemelson grant will allow UNCP students the opportunity to study current best practices in entrepreneurship. This project has the potential to directly impact the economic activity of the area. The grant falls into one of three NCIIA grant categories. It is a course and program development grant designed to "improve curricular programs that foster invention, innovation and entrepreneurship."

The Lemelson Foundation supports inventors, invention and innovation at every stage. This helps ensure that great ideas and great inventors will continue to serve the U.S. and the world. Headquartered in Portland, OR, the foundation funds programs and projects to "cultivate the next generation of inventors and to ensure that inventors everywhere have access to the tools and resources they need to realize their ideas."

Article courtesy of University Relations-Scott Bigelow

State Treasurer, Janet Cowell Brings Entrepreneurship Message to UNCP

One important deal was negotiated during the visit of North Carolina Treasurer Janet Cowell to UNC Pembroke. The treasurer's College Entrepreneurship Tour rolled into Pembroke on October 19 as the guests of UNCP's Thomas Family Entrepreneurship Center. NC REAL, a rural entrepreneurship education program, was on board.

After meeting with approximately 30 faculty and their students who are enrolled in entrepreneurship programs, Cowell met with Damon Anderson, a junior, and offered him a summer internship. Cowell, who was elected state treasurer in 2008, explained her role as a financial manager and an entrepreneur in the state government. She brought news of her newest initiative – the \$230 million NC Innovation Fund – created to stimulate business and entrepreneurship in North Carolina. "Investing in North Carolina is good business," Cowell said. "Entrepreneurship and small business growth are important to the well-being of our state. "We are a state with great universities, like UNC Pembroke, smart students, good companies and good business environment," she said.

The NC Innovation Fund will be managed by Credit Suisse as a private equity fund. It is an investment of the \$66 billion state employee retirement fund. "\$100 million is already invested, and we will invest an additional \$230 million in the fund," Cowell said. "Our goal is to remove politics from the fund and put it in the hands of professional money managers with proven track records. "We will take a stake in small businesses," she continued. The investments will be in the range of \$3-20 million. Cowell said the first investment is in a Charlotte, N.C., company that makes fire security gear for "smart" homes. The Innovation Fund was born in part to help solve the state's economic problems and to provide much needed capital to business. "There is a lot of pressure on state budget and jobs right now," she said. "The long term answer is to build an entrepreneurship structure in North Carolina and work with the universities."

continued on page 17

State Treasurer, Janet Cowell Brings Entrepreneurship Message to UNCP

Shannon Gallagher and Malinda Todd with NC REAL gave the students a short course in entrepreneurship. The students invented products and gave them names and marketing slogans. With names like Bungee Flex - "Blast Past the Limit" – and Mini-Taser – "Tase 'em and Leave 'em Stunned for Days" – the students showed remarkable creativity and innovation, Todd said. Dr. Mike Menefee, UNCP's Thomas Family Distinguished Professor of Entrepreneurship, said the treasurer's visit was a great experience for the students. "We were lucky and got on her College Entrepreneurship Tour," Dr. Menefee said. "We've worked hard on our entrepreneurship programs, and it's good to get the attention of the state's treasurer." The College Entrepreneurship Tour toured campus and met with Chancellor Kyle R. Carter, Interim Provost William Gash, Acting Business Dean Cammie Hunt, and Dr. Carmen Calabrese, director of the Thomas Center.

For more information about entrepreneurship programs at UNCP or the Thomas Family Center for Entrepreneurship, please call (910) 775-4208 or email thomasfamilycenter@uncp.edu.



From left: Dr. Carmen Calabrese, director of the Thomas Center for Entrepreneurship, Shannon Gallagher and Malinda Todd of NC REAL, Treasurer Janet Cowell, Chancellor Kyle Carter and Dr. Mike Menefee, the Thomas Distinguished Professor of Entrepreneurship.

Paper by Dr. Spillan Published in Transportation Journal

A manuscript co-authored by Dr. Jack Spillan titled "A Study of Logistics Strategies in Small Versus Large US Manufacturing Firms" was published in the *Journal of Transportation Management* (Vol. 21, No. 1, Spring 2010). It was co-authored by Dr. Jonathan W. Kohn of Shippensburg State, and Dr. Michael A. McGinnis at Pennsylvania State University at New Kensington.

The research compared the similarities and differences of logistics strategies for small and large manufacturing firms. The hypotheses focus on whether there are significant differences between logistics strategies of small and large manufacturing firms and whether logistics strategy outcomes differ. The findings indicate that there are many similarities but differences do exist. The results identify dimensions of logistics strategy and assess their impact on logistics coordination effectiveness, customer service commitment, and company/division competitive responsiveness.

Dr. Xin "Lucie" Li Promoted to Associate Professor

Dr. Xin "Lucie" Li received a promotion to Associate Professor of Information Technology Management. She joined the School of Business in 2004. She received her bachelor's degree from Wuhan University, China, and came to the U.S. in 2000 to pursue her master's and doctoral degrees. She earned her MBA in 2002 and Ph.D. in Information Systems in 2004 from Washington State University. Since she joined UNCP, she led and participated in the curriculum design of the ITM track, and teaches the introductory ITM course, Management Information Systems, and upper-level ITM courses including Project Management, E-Commerce, and Database Systems Management.

Her research interests include but not limited to e-commerce, technology trust, cultural issues in IS, IS in organizations, etc. Her scholarly work has been published in such outlets as the *Data Base for Advances in Information Systems*, *Journal of Strategic Information Systems*, and *Journal of Organizational and End User Computing*. She also participated and presented in national conferences including American Conference of Information Systems (AMCIS), the Annual Meeting of Southern Association of Information Systems (SAIS), and the Annual Meeting of Decision Sciences Institute (DSI).



MBA Students Reach Out to Assist Local Businesses

Providing technical assistance to new and expanding small businesses is one of the many ways UNC Pembroke reaches out to the surrounding community.

This summer a MBA team led by Dr. Rick Crandall assisted two businesses in the specialized field of human resources. They were referred to Crandall by Beth Wilkerson, assistant director of UNCP's Small Business and Technology Development Center. "Small business owners need expert assistance in some key areas of their enterprise," Wilkerson said. "Human resource management is critical to all businesses." Crandall, a human resources expert, taught a graduate class this summer titled "Human Resource Management." Given the choice between a research paper and a hands-on project, MBA candidates Brandi Boyer and Anthony Ziferitto Jr. decided to join Crandall in the project. Both earned high praise for their work. "For smaller businesses, there is often not enough time for the local manager to get some of these side projects done well," Crandall said. "Compiling an employee manual is one such item. "The day-to-day running of the business is so time consuming that, for the manager, projects like this just get put on the back burner and tend to stay there and never get done," he said.

Wilkerson signed on two of her existing clients, Caring Touch Home Health Care and Holiday Inn Express, both of Pembroke.

Donna Lowry, owner of Caring Touch, previously received consulting assistance from the SBTDC and from another MBA team when she launched her business in 2005. She's also a member of the UNCP Board of Trustees and UNCP's Thomas Family Center for Entrepreneurship. "We're always facing deadlines and pressing issues such as certifications, so some things just get pushed to the side," Lowry said. "Anthony was very professional, and his work took us to another level with human resources. "I like that he is young and brought a fresh perspective," she said. "Dr. Crandall followed up and stayed in contact the whole time."

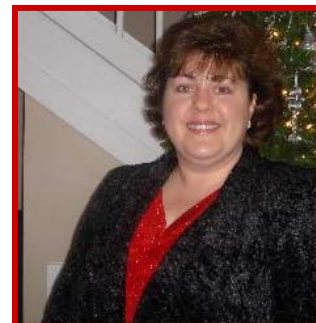
James Chavis, a partner and general manager of Pembroke's Holiday Inn Express, said a start-up business has many diverse needs. "With any new organization, you have special areas that you need assistance with," Chavis said of his one-year-old business. "Brandi put it all together for us. "I can't say enough good things about Brandi or the MBA program," he continued. "The University has a lot of expertise and is a great resource." Chavis said the SBTDC was critical in the early phases of the start-up and that the hotel could use them for additional assistance in marketing.

Ziferitto is from Wilmington, NC and wants to work in college or professional sports. A graduate assistant working with UNCP athletics, he said that he spent about 55 hours building a comprehensive human resources manual for Caring Touch. "I was lucky in that I didn't have to start from scratch," he said. "They had an employee manual already in place that was around 30 pages, and I did a major overhaul to update the manual. "I was happy with the manual when it was completed," Ziferitto said. "I could have done a research paper, but I learned a lot from this project, and it helped with my professional growth tremendously." Ziferitto said he received a lot of support from Lowry and Crandall, who said the project, which took all semester, worked well with his course.

"Would I do this again? Yes, absolutely," Crandall said. "Courses that have some type of practitioner aspect to it do well."

Boyer is from Cameron, N.C., and works as an algebra and calculus tutor at UNCP. She plans to continue her education and teach in higher education. Boyer tried to make her human resources manual easy to read and use. "Because the hotel is so new, it was difficult to personalize the manual based on their policy and procedures because many of them had not been created yet," she said. "My goal became to make the manual flexible, with room to grow with a new business. "Understandably, the client has been very busy establishing his business, but they seemed pleased with the outcome of the manual," Boyer said. She said working with a local business was a great education and personal experience. "I was able to put into action a lot of different lessons that I learned from the professors at UNCP," Boyer said. "Even more importantly, I was able to make contacts with people in business locally in North Carolina that I probably would have never met otherwise."

**Holiday Inn Express-Pembroke, NC
James Chavis-Partner and
General Manager**



**Donna Lowry, Owner of
Caring Touch-Pembroke, NC**

MBA Students Reach Out to Assist Local Businesses

The SBTDC's Wilkerson would also like more expert help with her clients. "This is a good outreach opportunity, and it provides real-life business experiences for students," Wilkerson said. "I would like to continue working with faculty and students to benefit small business owners."

The SBTDC is North Carolina's leading resource for growing and developing businesses. Since 1984, the SBTDC has helped more than 100,000 North Carolina business owners and prospective entrepreneurs make better decisions — often leading to increased revenue and employment. The SBTDC has 16 regional offices across North Carolina. Each office is supported by a local state university, such as UNC Pembroke, and staffed by specially trained professionals, most with prior business ownership or executive experience. It is a business advisory service of the University of North Carolina system, administered statewide by NC State University and operated in partnership with the U.S. Small Business Administration.

For more information, visit www.sbtcd.org or call Beth Wilkerson at (910) 775-4000 or e-mail elizabeth.wilkerson@uncp.edu. The local office is located in COMtech business park in UNCP's Regional Center for Economic, Community and Professional Development. The SBTDC's Wilkerson would also like more expert help with her clients. "This is a good outreach opportunity, and it provides real-life business experiences for students," Wilkerson said. "I would like to continue working with faculty and students to benefit small business owners."

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Article courtesy of University Relations-Scott Bigelow

Dr. John (Jack) Spillan's Supply Chain Class Visits Wal-Mart DC

One of the great advances in supply chain management has been demonstrated through the success of Wal-Mart Distribution Centers. On October 27, 2010, Dr. Jack Spillan took his class to the Wal-Mart Distribution Center in Hope Mills, NC, to see first hand how Wal-Mart supplies its 94 regional stores. The size, scope and technology that was presented at this major distribution center provided Dr. Spillan's Supply Chain class a practical understanding of the day to day operations that has made Wal-Mart a very successful multi-national corporation over the last 40 years.

This photo shows students interacting with Mike Baldwin, the Distribution Center's Manager. His discussions were quite interesting and in-depth. He was generous in his information exchange by answering all questions no matter how simple or complex. This exchange was really an enlightening experience for the students.

The class found the experience well worth an investment of one evening or about 3.5 hours of their time. All of what was presented just reinforced the theory and ideas that Dr. Spillan had been presenting in his Supply Chain class lectures and activities.

The class was composed of both undergraduate and MBA students. All were enthusiastic and eager to broaden their understanding of how Supply Chain Management operates in the real world.



From left: Greg Byrd, Minhao Gua, Zixum Qu, Ousmane Camara, Kelly Beam, Steven Hodges, Regina Hall, and Dr. John (Jack) Spillan.



From left: Minhao Gua, Greg Byrd, Kelly Beam, Ousmane Camara, Regina Hall, Steven Hodges, Mike Baldwin (Wal-Mart DC Manager), and Dr. John (Jack) Spillan.

Mighty J's A Hit with Students and Community!

Mighty J's Restaurant and Sports Lounge is the only restaurant in Pembroke that provides food and alcohol within walking distance for many of the college students and staff. The location is in the center of town and its visibility is the strength of its marketing campaign. Establishing a solid relationship with the University is necessary for Mighty J's sustainability. James Freeman and Jason Kennedy, owners, are both alumni of UNCP and have maintained an ongoing association with the University.

Freeman is a graduate with his Master's in Public Administration. Freeman also received his undergraduate at UNCP. He has also worked as a graduate assistant in the Bookstore and as a graphic designer for the Business Services Department on campus. He has over 10 years of working experience in restaurant and retail services. Kennedy obtained his Bachelor's degree in Business Marketing at UNCP and is scheduled to start working on his Management and entrepreneurship concentration in the summer of 2011. Kennedy has three years supervisory experience in the customer service industry. According to Freeman this was their second largest crowd yet. He would like to see it just as crowded every night as it was during Mighty J's grand opening and ribbon cutting on November 23, 2010.

Freeman and Kennedy have high praises for Phyllis Queen of the Thomas Family Center for Entrepreneurship and Beth Wilkerson of the Regional Center and Small Business Technology Center for their assistance and support. Both Queen and Wilkerson were instrumental in the launch of Mighty J's.



Congratulations James and Jason! For those of us who have tasted the delicious food that is being served at Mighty J's, we've already become repeat customers!

Freeman and Kennedy have high praises for Phyllis Queen of the Thomas Family Center for Entrepreneurship and Beth Wilkerson of the Regional Center and Small Business Technology Center for their assistance and support. Both Queen and Wilkerson were instrumental in the launch of Mighty J's.

Congratulations James and Jason! For those of us who have tasted the delicious food that is being served at Mighty J's, we've already become repeat customers!

From left: Virgil Oxendine (President Pembroke Chamber) Donald Strickland (LRDA), Belinda Jacobs (James' Mother), Jason Kennedy (Co-Owner), James Freeman (Owner), Phyllis Queen (TFCE), Beth Wilkerson (UNCP Regional Center), Charles Graham (NC House of Representative).

Sheila PreVatte Retires from MBA Department

Please join us in congratulating Sheila PreVatte on her retirement. She retired from the School of Business Master of Business Administration Department effective December 31, 2010. PreVatte held the position of administrative associate for the MBA Department and reported to Dr. Howard Ling, MBA Director.

PreVatte worked for the State of North Carolina for a total of 29 years in various disciplines.

Prior to her employment at UNCP, she worked for the Public Schools of Robeson County.

PreVatte is looking forward to devoting more time with her family and participating in church activities.

During PreVatte's employment with UNCP, she made a difference and worked diligently to ensure that her tasks and responsibilities were completed in a timely manner and often times exceeded expectations set forth to her. She was a dedicated and valuable asset and resource for the School of Business.

"We certainly wish PreVatte all the success during her retirement," said Dr. Cammie Hunt, Acting Dean.

"From all of us in the School of Business, we wish Sheila the best! Good luck on your next stage and journey in life," she said.

The University of North Carolina at Pembroke, P. O. Box 1510, One University Drive Pembroke, NC 28372-1510 (910) 521-6214, www.uncp.edu

90 Seconds Go!

UNCP's Entrepreneurs Make Their Best Pitches

This is the second year that Dr. Michael Menace's Entrepreneurship Students have participated in the elevator pitch and have done an outstanding job!

If your future and your dreams depended on just 90 seconds, would you sweat?

Seven student-entrepreneurs at UNC Pembroke faced judges and poured out their hearts and business ideas in the 2nd Annual Elevator Competition.

Larry Chavis helped judge the event with Nick Arena and Beth Wilkerson, assistant director of UNCP's Small Business and Technology Development Center. "This was my second year judging, and the presentations are getting better, very professional, in fact," Wilkerson said. "It was difficult to judge because they were all high quality presentations. "Some of these ideas are worth pursuing," she concluded. "I thought everybody did a nice job," Arena said. "They were dressed professionally, and they hit the important marks in their pitches."

Dr. Michael Menefee, the Thomas Family Distinguished Professor for Entrepreneurship, coordinates the Entrepreneurship Certificate Program. "This class focuses on building business plans, but we want them to work on their personal skills too," Dr. Menefee said. "The entrepreneurship program at UNCP is off and running as you can see in these presentations." Brad Austin earned \$50 for his second place finish, Quinka Benton finished third and won \$30 and Melissa Skrzydlinski earned \$20 for fourth place.

For more information about entrepreneurship programs at UNCP, please contact Dr. Menefee at 910.775.4208 or email him at michael.menefee@uncp.edu.

From left: Dr. Michael Menefee, Jamie Thomas, Kion Scott, Shannon Angry, Melissa Skrzydlinski, Quinka Benton, Brad Austin, and Michael Robinson.



TFCE, Distinguished Professor of Entrepreneurship, Dr. Michael Menefee

Dr. Michael Menefee, Distinguished Professor of Entrepreneurship; has been busy during the 2010 Fall Semester making a difference for students and the School of Business with his campus service, professional service, publications, and grants.

Campus Service:

Task force-outreach and regional partnerships, Campus Judicial Board, Tenure and Promotion Committee for Management, Marketing and International Business, 2010 Elevator Competition, hosted visit by NC Treasurer Janet Cowell as well as a visit by the NC REAL team.

Professional Service:

NC Biotechnology Center Regional Meeting, Carolina Entrepreneurs 2010 meeting, referee for *International Journal for Sustainable Strategic Management*, and reviewer for the Southwest Case Research Association Conference.

Publications:

Dr. Michael L. Menefee and Vandever, R.C. (2010). "Human Behavior in Organizations-An overview." Chapter in "Business English" by Lei Yalin, and **Dr. John A. Parnell**: Beijing, China: Higher Educations Press, 14 pages.

M. A. Koseoglu, K. Karayormuk, **Dr. John A. Parnell** and **Dr. Michael L. Menefee**: "Competitive intelligence: Evidence from Turkish SMEs." *International Journal of Entrepreneurship and Small Business*.

Miscellaneous: Received Lemelson Foundation Grant for \$8,000 and applied for a Rural Center Grant for \$10,000.

Congratulations Dr. Menefee on your outstanding service and publications!

Management, Marketing, and International Business Endeavors and Accomplishments

Campus Service:

Dr. William “Rick” Crandall and **Dr. Chris Ziemnowicz**, Post Tenure Review Peer Committee – for **Dr. Rami Maysami**.

Dr. William “Rick” Crandall, AACSB Director – ongoing.

Dr. John E. “Jack” Spillan, appointed to the Faculty Senate Governance Committee.

Dr. Charles Harrington, consulting beekeeper, UNCP/COMtech Honeybee Research (2009 – present).

Dr. Chris Ziemnowicz, member of Student Computer Requirement Committee, 2010.

Professional Service:

Dr. William “Rick” Crandall, **John E. Hopkins**, **Dr. John Parnell**, **Dr. John E. “Jack” Spillan**, attended Magellan Exchange Program Conference at UNCP and made several important contacts for future student exchange trips with schools in Finland, France and Asia.

Dr. Charles Harrington, academic leader: The Newsletter for Academic Deans and Department Chairpersons - Editorial Advisory Board (2001 – present).

Dr. Charles Harrington, Carolina Commerce and Technology Center, Inc. (COMtech) – Marketing Committee, Fund Raising Committee (2010 – present).

Dr. Charles Harrington, Higher Learning Commission, North Central Association of Colleges and Schools - AQIP Facilitator (2001 – present), AQIP Portfolio Review Chair (2007 – Present), AQIP Systems Appraiser (2001- present).

Dr. Charles Harrington, *Journal of College Student Retention: Research, Theory, and Practice* (manuscript reviewer) (2002-present).

Dr. Charles Harrington, *Scientific Journals International* – Editorial Advisory Board (2004 – present).

Dr. Charles Harrington, North Carolina Biotechnology Center, Advisory Committee for Biotechnology in Southeastern North Carolina, AgBio Advisory Subcommittee (2009 – present).

Dr. Charles Harrington, Biopharmaceutical Development Regional Exchange Group – Advisory Committee (2010 – present).

Dr. Charles Harrington, Southern Association of Colleges and Schools, consultant-evaluator (2005 – present).

Dr. Chris Ziemnowicz, facilitated and helped host visitors to the Magellan Exchange annual conference. An organization comprised of 27 universities in the Americas, Europe and Asia whose mission is to promote international study abroad experiences for students and visiting professorships for faculty. It is designed for schools like UNCP that are trying to encourage international study.

Dr. Chris Ziemnowicz, Editor, *IGI International Journal of Social Ecology and Sustainable Development*.

Presentations:

Dr. William “Rick” Crandall, “Crisis Management and the International Exchange Process” – A presentation made at the Magellan Conference on October 4, 2010, held at UNCP.



Dr. Ziemnowicz



Dr. Crandall



Dr. Spillan



Dr. Parnell



Dr. Harrington



Hopkins

Management, Marketing, and International Business Endeavors and Accomplishments *continued from page 22*
PRESENTATIONS:

Dr. William “Rick” Crandall, “Conflict Resolution” – A presentation made on October 29, 2010, to an entrepreneurship group at Christ Community Church in Pinehurst, NC.

Dr. Charles Harrington and Billie Hunt. 2010. “A Study of the Engagement Characteristics of American Indian Students in Higher Education: (findings from the National Study of Student Engagement (NSSE).” Paper presented at the 2010 National Indian Education Association Convention, San Diego, CA.

Dr. Charles Harrington with Billie Hunt. 2010. “The Impending Educational Crisis for American Indians: Higher Education at the Crossroads.” Webinar Keynote. Consortium for Student Retention Data Exchange, October 2010.

Dr. John A. Parnell (2010). “Strategic Clarity and Combination Strategies Among Retailers in the US.” *Proceedings of the Annual Meeting of the Southern Management Association*, St. Petersburg Beach, FL, October 29, 2010.

John E. Hopkins, guest speaker at the quarterly breakfast meeting of the Fayetteville Area Public Relations Alliance. Topic was “Marketing to Different Generations and Groups.”

Dr. Chris Ziemnowicz and Toscha Peyton, “Examples of Happy Companies and the Value of the Five P’s in the Marketing of Services” presented at the 2010 Southeast Institute for Operations Research and the Management Sciences Meeting, Myrtle Beach, SC.

Dr. Chris Ziemnowicz and Heidi Dent, - “South Korea’s Internet Connectivity and Marketing” presented at the 2010 Southeast Institute for Operations Research and the Management Sciences Meeting, Myrtle Beach, SC.

Dr. Chris Ziemnowicz, Panel: “The Magellan Exchange and Opportunities for Students to Study and Take Part in Internships in Another Country” presented at the 2010 Southeast Institute for Operations Research and the Management Sciences Meeting, Myrtle Beach, SC.

PUBLICATIONS:

Dr. William “Rick” Crandall, “Chaos Theory: So what’s in it for Managers?” *Proceedings of the 2010 Southeast Institute for Operations Research and the Management Sciences Meeting*, Myrtle Beach, SC.

Dr. William “Rick” Crandall, **Dr. W. R. Crandall**, and **Dr. John Parnell**, (2010). “Examining Crisis Readiness: An Analysis of Managers in the Retail Industry.” *Proceedings of the 2010 Southeast Institute for Operations Research and the Management Sciences Meeting*, Myrtle Beach, SC.

Dr. Eric Dent, (2010) “The Senior Leader as Both a Strategist and Technical Specialist.” *Journal of Business Leadership*, 114-139. (PRJ, A)

Dr. Charles Harrington with Billie Hunt. 2010. “Challenges to Educational Attainment of American Indians: Implications for the Professoriate and Higher Education.” *Journal of Indigenous Policy Studies*, Volume III, No. 3, Fall 2010.

Dr. John A. Parnell, with Mehmet A. Köseoglu, and John E. Spillan, (2010). “Crisis Readiness in Turkey and the United States.” *Journal of Contingencies & Crisis Management*, Vol. 18, No. 2, pp. 108-116.

Dr. John E. “Jack” Spillan, with **John A. Parnell**, and Mehmet A. Köseoglu, (2010). “Crisis Readiness in Turkey and the United States.” *Journal of Contingencies & Crisis Management*, Vol. 18, No. 2, pp. 108-116.

Gyongyi “Georgina” Konyu-Fogel, co-authored “Target Marketing and Ethics: Brand Advertising and Marketing Campaigns” The article was published in the fourth quarter issue of *the International Journal of Social Ecology and Sustainable Development*.



Dr. G. Konyu-Fogel

MISCELLANEOUS INFORMATION:

Dr. Charles Harrington, “The Identification and Management of Paenibacillus Bacteria in Apis Mellifera.” The Robeson County Beekeepers Association., August 2010.

Ericka A. Jones, **Joseph McDaniel, Jr.** and **Dr. Chris Ziemnowicz**, hosting and meetings with Rhona Hodgart from Glasgow Caledonian University (Scotland) to discuss future study abroad opportunities.



Joseph McDaniel

Dr. Ramin Maysami Elected Chair of Faculty Senate

Dr. Ramin Maysami, School of Business Professor and Department Chair of the Economics, Finance and Decision Sciences Department, was elected to serve as Chair of the Faculty Senate. Dr. Maysami will serve as Faculty Senate Chair to 2013.

“Please join us in congratulating Dr. Maysami on this important role and responsibility! We are certain that with Dr. Maysami’s “get it done” attitude, commitment, and dedication, he will exceed our expectations while in this role!” said Dr. Cammie H. Oxendine.

Dr. Maysami served on the Faculty Senate for many years as a Senator and member.



**Congratulations
Dr. Ramin Maysami!**

Meeting Information:

**The Senate meets the first
Wednesday of each month during the aca-
demic year. For more information about the
Faculty Senate, please feel free to contact
Ramin Maysami, Chair, at
910-522-5707 or email
ramin.maysami@uncp.edu**

Additional School of Business Faculty Senate Members



Dr. Mohammad Ashraf



Dr. Eric Dent



Dr. John Parnell

Dr. Mohammad “Mitu” Ashraf is Promoted to Professor

Dr. Ashraf joined UNCP in 1999. Along with teaching graduate and undergraduate level economics and statistics courses, he has been involved in scholarly research. His research interests include growth models, economic development, and labor economic pedagogy.

Dr. Ashraf has published his research in numerous scholarly journals including *Journal of Economics*; *Contemporary Economics Policy*; *Applied Economics Letters*; and *Journal of Education for Business*. He has also presented papers at numerous academic conferences in the US, Canada, Russia, and Europe.

Congratulations Dr. Ashraf!

Dr. Edwin “Cliff” Mensah Receives Research Grant



Dr. Cliff Mensah and a co-investigator (Dr. Vivian Dzokoto, Virginia Commonwealth University) received a \$15,000 grant. The grant was awarded from the Institute for Money, Technology, and Financial Inclusion (IMFTI) to conduct research on the money management strategies in Ghana, Africa, post redenomination. The study posits that the redenomination of the Cedi (Ghana's old currency) may have a unique impact on Ghana's urban poor with respect to money management, saving behavior and financial literacy.

Attention is given to the process of adoption to the new currency among the ultra poor living in Accra, Ghana's capital city. The project also aims at identifying some of the coping strategies that those living on less than a dollar a day (ultra poor) have adopted to enhance their literacy of the new currency in order to avoid fraud and exploitation. IMFTI, funded by the Bill and Melinda Gates Foundation, is housed in the School of Social Sciences at the University of California, Irvine.

Dr. Mensah returns to Ghana, Africa (his native country) during the summer to teach students. He has worked diligently on book drives to ensure the students of Ghana have books to utilize. Without the assistance and dedication of Dr. Mensah, many of the children/students of Ghana would be unable to receive an education.

Flag of Ghana, Africa



Ghana is located in West Africa near the equator and on the Greenwich meridian. It is bounded on the north and north west by Burkina Faso (Upper Volta), on the east by Togo, on the south by the Atlantic Ocean, and on the west by La Cote D'Ivoire.

Ghana's total area is 238,537 sq. km (92,100 sq. miles). Its capital city is Accra. Other cities are Kumasi, Tema, Tamale and Sekondi-Takoradi. The terrain is composed of plains and scrubland, rain forest and savanna.

Ghana has a tropical climate and has a population of about 17.7 million (estimated in 1997).

Dr. Wikrom Prombutr Busy With Publications and Professional Presentations

Dr. Wikrom Prombutr, Assistant Professor of Finance, has been busy during the fall semester.

Dr. Prombutr has been busy with scholarly research, presenting papers, and attending professional meetings.

Publications:

“Sustainable Growth and Stock Returns,” with Larry Lockwood, forthcoming, *Journal of Financial Research*.

“Measuring Effects on Stock Returns of Sentiment Indexes Created from Stock Message Boards,” with Ying Shang and Peggy E. Swanson, forthcoming, *Journal of Financial Research*.

Presentations at Professional Meetings:

“Asymmetrical Information from Value Line Timeliness Updates,” with John G. Gallo and Ying Zhang, Financial Management Association Annual Meeting (FMA) held in New York, NY in October 2010.

Congratulations Dr. Prombutr on your contributions and accomplishments!



**Dr. Prombutr
presents at Financial
Management Association
Annual Meeting (FMA)
held in NYC, NY.**

Dr. Victor Bahhouth Contributions for Fall Semester 2010



Publications:

Dr. Ramin Maysami and Dr. Victor Bahhouth, (2010). "Foreign Banks in China: Critical Factors and Lesson Learned." *The Journal of International Business Research and Practice*. (JIBRP)Vol 4, 2010 (D).

Dr. Victor Bahhouth, Dr. Ramin Maysami and Dr. Khoueiry, (2010). "The Significance of Beta and Financial Measures in Predicting the Riskiness of S&P 500 Stocks during the Downturn of Year 2008." *International Journal of Business, Accounting, and Finance* (IJBFAF). Vol 04, Number 02, Summer 2010 (D).

Dr. Victor Bahhouth, and Dr. Ramin Maysami, (2010). "Significance of E-learning in Traditional Classes." *International Journal of Education Research (IJER)*– Forthcoming 2011.

Dr. Victor Bahhouth, Dr. Cliff Mensah, and Dr. Chris Ziemnowicz, (2010). "Use of Logistic Strategy Among Small Manufacturing Firms: The Case of Ghana." *International Journal of Business, Marketing, and Decision Sciences (IJBMDs)*- 2011.

Dr. Victor Bahhouth and Dr. Ramin Maysami (2010). "A Cross Sectional Study of Financial Measures in Predicting Stocks' Riskiness during Year 2008 Crash Period." *Academy of Accounting and Financial Studies Journal (AAFSJ)*-2011.

Dr. Victor Bahhouth and Dr. Ramin Maysami(2010). "Risk Prediction Capabilities of P/E During Market Downturns." *Academy of Accounting and Financial Studies Journal (AAFSJ)*, Volume 14, Number 02.

Conferences:

Dr. Victor Bahhouth, Dr. Rebecca Gonzalez and Dr. R. Khoueiry (2010). "Assessing the Validity of Financial Measures in Predicting the Riskiness of NASDAQ Stocks during the Market Downturn of Year 2008." Paper presented at SE-Informs, Myrtle Beach, SC, October 2010.

Dr. Victor Bahhouth and Dr. Ramin Maysami (2011). "Strategies to Enhance Effective Delivery of Financial Services: Customer Relationship Management for Financial Services Revisited." Paper is accepted for presentation at the Academy of Business Economics, MBAA Conference, Chicago, March 2011.

Dr. Victor Bahhouth and Dr. Ramin Maysami (2011). "Significance of the Financial Measures of Firms Moving Up the Stream." Paper is accepted for presentation at the Academy of Business Economics, MBAA Conference, Chicago, March 2011.

Dr. Victor Bahhouth, Dr. John Spillan, and Dr. R. Khoueiry (2011). "Students' Perception of Sales Profession in Lebanon." Paper is accepted for presentation at the Academy of International Business – MBAA Conference, Chicago – March 2011.

Dr. Lydia Gan and Dr. Jim Frederick Contributions for Fall Semester 2010



Publications:

"A Study of Pricing Evolution in the Online Toy Market," (with Z. Yang and F. Tang), *Economics e-Journal*, Vol. 3, 2010-28 (2010).

"Monopoly Innovation and Welfare Effects," (with S. Yao), *Economics e-Journal*, Vol. 3, 2010-27 (2010).

"The Willingness to Spend on Healthcare: Evidence from Singapore." (with Dr. Jim Frederick), *Review of Applied Economics*, Vol. 6, No. 1 and 2 (2010).



Dr. Lydia Gan and Dr. James (Jim) Frederick's Contributions for Fall 2010

Presentations:

"Consumer Attitudes towards Medical Tourism," (Dr. Lydia Gan and Dr. Jim Frederick) Southeast Institute of Operation Research and Management Sciences (InFORMS) 46th Annual Conference, Hilton Resort, Myrtle Beach, South Carolina, October 7-8, 2010.

"Medical Tourism Facilitators and their Strategic Behavior," (Dr. Jim Frederick and Dr. Lydia Gan) Southeast Institute of Operation Research and Management Sciences (InFORMS) 46th Annual Conference, Hilton Resort, Myrtle Beach, SC on October 7-8, 2010.

"Medical Tourism: Consumers' Motivations and Impediments," (Dr. Lydia Gan and Dr. Jim Frederick) Southeast Decision Science Institute 40th Annual Meeting, Hilton Wilmington Riverside, Wilmington, NC on February 17-19, 2010.

UNCP Presentation: Presenting my book -- "Principles of Economics (with Dr. R. Frank, Dr. B. Bernanke, and Dr. K. Chen), Asian Edition, McGraw Hill (2009)" at Faculty Author Showcases, Mary Livermore Library, September 22, 2010.

Dr. Zhixin (Richard) Kang's Contributions for Fall Semester 2010

Publications:

"A Multi-Country Study Exploring Relationship of Lifestyles to Ethnocentrism," Dr. John Spillan and Dr. S. Barat, *Journal of Transnational Management*.

Campus Service:

Member of the Budgetary Advisory Council (fall 2010).

Member of the Academic Support Committee (fall 2010).

Presentations:

"An Empirical Investigation on the Finite-sample Properties of the Realized Volatility Estimators Using High Frequency Data," the 2010 Annual Meeting of Southern Finance Association, Asheville, NC, November 17-20, 2010.

Conference Discussants:

"Analysts' Forecasts and Volatility Risk" session discussant, the 2010 Annual Meeting of Southern Finance Association, Asheville, NC, November 17-20, 2010.

"Risk Measurement and Management" session discussant, the 2010 Annual Meeting of Southern Finance Association, Asheville, NC, November 17-20, 2010.

Publications:

Published a paper entitled "English Language Proficiency and Occupational Risk among Hispanic Immigrant Men in the US" in *Industrial Relations: A Journal of Economy and Society* (UC-Berkeley).

Dr. Rebecca Gonzalez Contributions for Fall Semester 2010



Presentations:

Presented a paper (co-authored with Dr. Victor Bahouth) at the South Eastern Informs Conference in Myrtle Beach, SC, October, 2010.

Presented to prospective doctoral students at the Ph.D. Project Conference in Chicago, IL in November, and she is working with a multidisciplinary team to help in revitalization efforts for small towns in Moore County (as part of the North Carolina STEP initiative). Dr. Jack Spillan, and Dr. Rebecca Gonzalez will be conducting business development seminars in Robbins, Candor, and Rowland, NC.

Dr. James (Jim) Frederick and Dr. Lydia Gan Research Medical Tourism

**Dr. James (Jim) Frederick,
Assistant Professor of
the Economics, Finance and De-
cision Sciences Department pre-
sents at the
Southeastern INFORMS
Conference held in
Myrtle Beach, SC
in October 2010.**



Medical tourism is the practice of traveling beyond one's own community to receive medical care. Dr. Lydia Gan and Dr. Jim Frederick, both economists, have been studying the flow of American patients who take advantage of the lower medical costs at modern hospitals in foreign countries. They established the Medical Tourism Research Center (MTRC) in November 2009 to help them make contacts with other researchers in the field, to provide information to patients who are thinking of traveling abroad, and to gather information from consumers via the surveys that they have posted on the Center's website, www.uncp.edu/mtrc/surveys. During the Fall 2010 term, Dr. Gan and Dr. Frederick had two papers accepted for publication. One analyzed the results of a small survey on North Carolina consumers' attitudes toward medical tourism. The other studied the ways that firms called medical tourism facilitators market themselves to consumers in need of treatment. For the future, the researchers say they hope to get a grant from a charitable organization to help them maintain the web site and to conduct their surveys. So far the Center's only funding has been a small grant from the School of Business to let it hire part-time student interviewers for one of the surveys. The on-line surveys are self-funded.



**Dr. Lydia Gan and Dr. Jim Frederick
both studied the flow of American
patients who take advantage of the
lower medical costs at modern
hospitals in foreign countries.**

Economics, Finance, and Decision Sciences Endeavors and Accomplishments

General Departmental News:

The department has successfully received approval to offer both the Economics and Finance concentrations fully online. Department faculty are now busy re-developing our upper level economics and finance courses for online delivery.

Campus Service:

Department members serve on the following University committees:

- Travel Appeals Board (**Dr. David Fricke**)
- Faculty Grievance Committee Member (**Dr. Mahour Parast**)
- General Education Subcommittee (**Dr. Yan Shi**)
- Curriculum Subcommittee (**Dr. Victor Bahhouth**)
- Faculty Senate (**Dr. Mohammad Ashraf, Dr. Ramin Maysami**)
- Academic Support Committee (**Dr. Zhixin Kang**)
- Physical Environment Committee (**Dr. ZhixinKang**)

Professional Service:

Dr. Ramin Maysami, Treasurer, Midwest Academy of Business.

Dr. Rebecca Gonzalez, NC-STEP grant initiative-conducting business development classes in Robbins, NC, for the month of October, and planning to offer these courses in Candor, NC, the Spring of 2011.

Dr. Mahour Parast, Panelist/Reviewer, National Science Foundation (NSF) Environmental Sustainability Program, Undergraduate Education Program.

Presentations:

Dr. Zhixin Kang, and **Dr. Ramin Maysami**. "An Empirical Investigation on the Finite-sample Properties of the Realized Volatility Estimators Using High Frequency Data," 2010 Annual Meeting of Southern Finance Association.

Dr. Cliff Mensah, "Post Redenomination and Money Management among Ghana's Urban Poor," Institute for Money Technology and Financial Inclusion.

Dr. Mahour Parast, Production and Operations Management Society (POMS) Annual Meeting, Vancouver, CA, May 8-10, 2010.

Publications:

Dr. Victor Bahhouth, and **Dr. Ramin Maysami**, "Risk Prediction Capabilities of P/E During Market Downturns." *Academy of Accounting and Financial Studies Journal (AAFSJ)*, Volume 14, Number 2, 2010.

Dr. Victor Bahhouth, and **Dr. Ramin Maysami**, and **Dr. R. Khoueiry**, "The Relevance of Beta and Financial Measures in Predicting the Riskiness of S&P 500 Stocks during the Downturn of Year 2008." *International Journal of Business Accounting and Finance (IJBAF)* Summer 2010.

Dr. D. Choi, **Dr. P. Gillespie**, **Dr. Zhixin, Kang**, and **Dr. G. Tiao**, "Detecting Differentially Expressed Genes in Microarray Data by Spit-and-Recombine." the 2010 Joint Statistical Meetings, Vancouver, Canada, July 31-August 5, 2010.

Dr. Cliff Mensah, "Making Sense of a New Currency: An Exploration of Ghanaian Adaptation to the Ghana Cedi." *Journal of Applied Business and Economics*. Vol. 10. No. 5. (2010). With Dr. A.V Dzikoto.



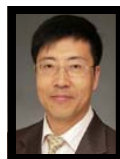
Dr. Maysami



Dr. Shi



Dr. Bahhouth



Dr. Kang



Dr. Ashraf



Fricke

Economics, Finance, and Decision Sciences Endeavors and Accomplishments *continued from page 29*

Dr. Cliff Mensah, "A Tale of Two Cedis: Making Sense of a New Currency in Ghana, West Africa." *Journal of Economic Psychology*. Vol. 31, Issue 4, Pages 479-756, August 2010, with A. V. Dzokoto, and J. Young.

Dr. Mahour Parast, Dr. S. Adams, and Dr. G. Jones, 2010 "Improving Operational and Business Performance in the Petroleum Industry Through Quality Management." *International Journal of Quality and Reliability Management*..

Dr. Mahour Parast, 2010 "The effect of Six Sigma Projects on Innovation and Firm Performance." *International Journal of Project Management*.



Dr. Mensah



Dr. Parast

S.I.F.E. Students Begin a Promising Academic Year !

What is S.I.F.E.?

Students in Free Enterprise is a nonprofit organization that gives students the tools to learn the free enterprise system in a real working situation.

S.I.F.E. challenges students on more than 800 college campus nationwide to take what they are learning in the classroom and use their knowledge to better their communities and learn and implement critical leadership skills that will prepare them for the workplace.

S.I.F.E. provides job opportunities for students. Donors and sponsors can assist and provide jobs for S.I.F.E. members when they graduate from college.

Listed below are a few of the companies who sponsor S.I.F.E.

Campbell Soup, Wal-Mart, Coca-Cola, BIC, Walgreens, Lowes Home Improvement, Dell, Best Buy, AT&T, and many, many more large donors and partners.



Progress Energy Donates \$30,000 to UNCP Organizations Including S.I.F.E.



On September 8, 2010, UNCP celebrated the continuing support of Progress Energy. Progress Energy donated \$30,000 to UNCP to support the Region IV Science Fair, Pembroke Undergraduate Research and Creativity Symposium (PURC), the Pembroke Professorship, and Students in Free Enterprise (S.I.F.E.).

Dr. Cammie Hunt, Acting Dean of the School of Business, explained the S.I.F.E. program. She has served as faculty advisor to the student club for all of its 11 years on campus.

From left: Alisia Oxendine, Dr. Martin Slamm, Andy Honeycutt, Progress Energy's Community Relations Manager, Chancellor Kyle R. Carter, Melody Birmingham-Byrde, Progress Energy's Vice President Southern Region, Dr. Cammie Hunt, and Dr. Lee Phillips.

S.I.F.E. Students Begin a Promising Academic Year!

How Will S.I.F.E. Prepare You for the Real World?

S.I.F.E. will prove to be one of the best investment that you make in preparation for your future

- Provides connections and networking
- Leadership opportunities
- Opportunities to seek employment with donors and partners of S.I.F.E.
- Gain knowledge and experience in working in a team-based environment
- Develop relationships with other S.I.F.E. members across the region and world
- Preparation for being a life time contributor to providing service and support to your local community
- Being a mentor to K-12 students

Fall Semester 2010 S.I.F.E. Members

This Can Be **YOU!!!!**



The S.I.F.E. Mission Statement

To provide students the necessary tools to learn and develop strong leadership, management, business ethics, and social skills students will need in the business world and to provide these opportunities through various projects within the community that will allow students to develop their communication skills, creativity, and team-building to become LEADERS of the present and future.

S.I.F.E. Members for 2010 Fall Semester—*From top:*

Thomas Fiorio, Dylon May, James Hampton, Jeremy Sessoms, Timothy Sampson, Charlisa McLean Brandon Edwards, Tiffany Tyler, Jarred Holmes, Joshua Jones, Marcia McCoy, Sean Kirkrendall, Quincy McAdoo, Justin Mullins and Co-Advisor, Kathy McCoin.

Not pictured: Dr. Cammie Hunt-Advisor, Owen Thomas, Cristi Radar, Amanda Wilcher, and Chris Mathews.

S.I.F.E. Projects

S.I.F.E. members have been extremely busy this semester implementing and executing several projects. The S.I.F.E. Team was instrumental in the success of the 2010 Business Summit and Expo, the Second Annual Brain Buster Challenge, NCIEDI (North Carolina Indian Economic Development Initiative), For the Love of Money, S.I.F.E. presentations to Freshman Seminar classes in an effort to recruit new members and maintain sustainability, recruitment table set up in the Chavis University Center on a monthly basis, Sam's Club Environmental Sustainability Challenge, Let's Can Hunger Challenge, development of a new UNCP S.I.F.E. Mission Statement, S.I.F.E. fundraisers, and office clean up, and organization in an effort to be more productive while working on projects in the S.I.F.E. room.

Project Overviews:

2nd Annual Brain Buster Challenge Held on December 2, 2010!

The Brain Buster Challenge is designed to give select students from our 11 surrounding counties to participate by allowing high school students to test their business knowledge base, compete for scholarships, tour the UNCP campus, meet the School of Business Dean, Faculty and Staff!

The students had an opportunity to chose two exams from the following categories:

Microsoft Office Concepts
Business Finance
Accounting
Current Events
Economics
Management
Marketing Principles

Over 10 different high schools attended the event with an attendance of over 100 students. The students who scored the highest grade in each category were presented with certificates. The three high schools who had the overall highest performance scores were presented with a first, second and third place trophy.

The winners were:

First place: Gray Classical High School
Second: St. Pauls High School
Third place winner: Purnell Swett High School



Knowledge trophies were presented to the three top performing high schools during the 2010 Brain Buster Challenge.

Over 10 different high schools attended the event with an attendance of over 100 students. The students who scored the highest grade in each category were presented with certificates. The three high schools who had the overall highest performance scores were presented with a first, second and third place trophy.

Dr. Stewart Thomas presents certificates to students during the awards banquet.



From left: S.I.F.E. members James Hampton, Brandon Edwards, Tim Sampson, and Kathy McCain (SIFE Advisor) during the awards.

Students from the surrounding 10 high schools complete exams during the Brain Buster Challenge.



S.I.F.E. Assists Pembroke Chamber of Commerce

Pembroke Chamber's 2010 Business Summit and Expo a Growing Success

On November 17, the Pembroke Chamber of Commerce held its 2nd Business Summit & Expo at the UC Annex with some 25 vendors taking part. Virgil Oxendine, Chamber President, explained why the chamber holds the event, "It is a networking opportunity for the exhibitors, local businesses, chamber members, UNCP faculty, staff, and students to build those important 'Business 2 Business' relationships and 'Building Communities Through Partnerships'. The Expo is a networking event where exhibitors provide detailed displays of their products and services."

The Business Summit and Expo was an event months in the making and committee members Betsey Maynor, Pembroke Hardware, and Robert Canida, UNCP Director, Multicultural and Minority Affairs, were quick to add, "Anytime there is an opportunity to bring people and businesses together it is good for our Chamber and communities," with Betsey Maynor providing a local business perspective, "For my company, Pembroke Hardware, it is an opportunity to explain the additional services we offer. We have a 'Just Ask Rental' service and rent everything from chairs, tables, chain saws, hedge trimmers, cotton candy machines, you name it. This is a great opportunity to let other companies and the communities know about this service; that is one of the reason we were a sponsor."

In addition to Pembroke Hardware, 11 other companies co-sponsored the event. Golden Corral, Buffet & Catering of Lumberton, NC, joined in as a sponsor providing an onsite pot roast catered lunch for the 60 business representatives and exhibitors to the delight of all. Amanda Marks, Catering Manager for Golden Corral of Lumberton, explained why, "We were honored to co-sponsor the event and take on the role of catering the vendors luncheon, "To us it was an opportunity to show our support for the Chamber while letting people know we can cater any event, just about anywhere, and we offer over 140 items on our catering menu. The Business Expo provided us an opportunity to put the great taste of Golden Corral in the mouths of others."

Other major sponsors included SAS Institute from Cary, NC, UNCP, NC Indian Economic Development Initiative (NCIEDI) from Raleigh, NC, Holiday Inn Express, Pembroke, NC, Locklear Winery, Pembroke, NC, McDonald's, Pembroke, NC, The Staffing Alliance of Lumberton, NC, Progressive Business Solutions of Raleigh, NC, TrueValue/Pembroke Hardware and Building Supply, Pembroke, NC, Skanska of Raleigh, NC, and the Lumbee Tribe of North Carolina.

Article courtesy of Media Contact: Bob Greene, MARCCOM, rgreene@marccom.com or 919-577-0634

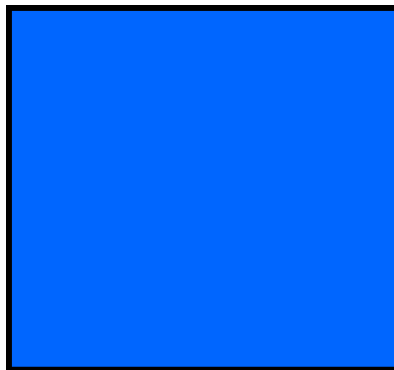
For more information, please visit: www.pembrokechamber.com

Contact Information: Virgil Oxendine, 910-522-2162.

S.I.F.E. Students assist with registration during the 2010 Business Expo.

2010 Business Expo - Sponsored Exhibitors

S.I.F.E. President, Tim Sampson, and Co-Advisor, Kathy McCoin welcome NCIEDI and local businesses to the 2010 Summit and Expo hosted by UNCP and S.I.F.E.



From left: Charlisa McLean and Tim Sampson

S.I.F.E. joins GLOCK (Giving Gifts of Love on Christmas to Kids) gift drive.

S.I.F.E. members donated several toys, shoes, clothes, and school supplies. From left: Amanda Wilcher, Kathy McCoin, S.I.F.E. Co-Advisor, and Marcia McCoy.



From left: Joshua Jones, Quincy McAdoo, and Virgil Oxendine, Chamber

School of Business Develop a New Mission and Values

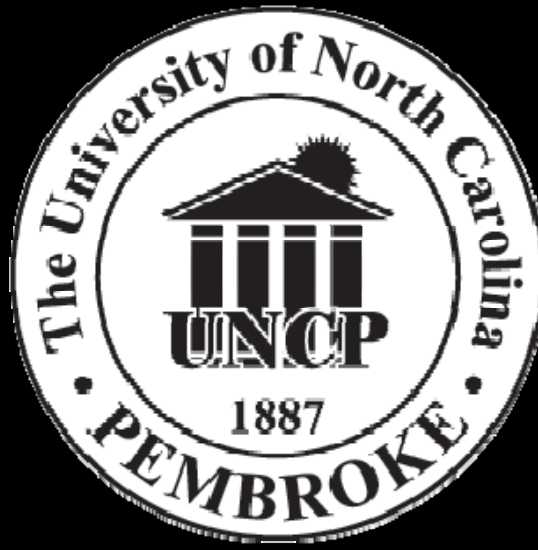
SCHOOL OF BUSINESS MISSION STATEMENT

OUR MISSION:

The School of Business strives to provide each student an outstanding business education.

WE VALUE:

- Internationalization to prepare students for a competitive global environment.
- Diversity to enrich personal growth and enhance the learning experience.
- Preparing students for ethical decision-making as business leaders.
- Educational excellence integrating conceptual and practical knowledge across disciplines.
- Scholarship to benefit our student's education.
- A personal learning environment where each student's success matters.
- Engagement in service that adds value to our institution, professions and communities.



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