



HIGHLIGHTS

School of Business
The University of North Carolina at Pembroke



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Extreme Entrepreneurship Tour visits UNC Pembroke—sponsored by the UNC-Pembroke SIFE (Students In Free Enterprise) Team and the Thomas Family Center for Entrepreneurship

Michael Simmons & Sheena Lindahl award-winning entrepreneurs, bestselling authors, and renowned speakers spoke at UNC-Pembroke on Wednesday, February 21st in the Chavis University Center Lounge. Michael is the author of the bestselling book, *The Student Success Manifesto*. Paul Orfalea, founder of Kinko's said, "The *Student Success Manifesto* is an inspiration, not only for students, but an entire generation!" Stephen Covey, author of mega-bestselling book, *7 Habits of Highly Effective People*, said "Michael

Simmons' Manifesto is sure to give you an edge on your classmates and a jumpstart in life."

Their presentation was focused on helping college students in planning, prioritizing, and pursuing one's own vision in life. As 2005 graduates of New York University and young business people, they are able to deliver a unique perspective that connects with students.

The Extreme Entrepreneurship Tour (EET) is a nationwide, 50-school tour taking



Students in Free Enterprise
"Preparing our community for the changing global market One individual at a time."

SIFE is one of the biggest student organizations on the UNCP campus. They consist of a great mix of majors, such as Business, Biology, Education, Psychology, and Nursing. SIFE works with local and national companies.

Dr. John A. Parnell published in business journal



Dr. John A. Parnell, Professor/Belk Chair of Management, had an article, titled "Assessing Strategic Philosophy Across Borders: A Research Note," published in the *Journal of Global Business Advancement*, Volume 1, No. 1, pp.

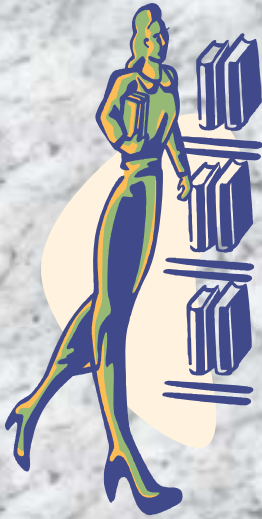
102-113; 2006. It was co-authored by Donald L. Lester.

Another published work:

"Generic strategies after two decades: a reconceptualization of competitive strategy."

Management Decision, 44, 1139—1154

Two School of Business junior faculty members awarded Summer Research Fellowships



“The Summer Research Fellowship Grant Program provides junior faculty with the opportunity to make progress on their research, scholarship, and service agendas, without compromising their focus on excellence in teaching.”

**Dr. Lucie Li,
Assistant Professor**



“Towards a Trustworthy Online Environment: An Investigation of E-Commerce Security and Privacy Issues”

**Dr. Cliff Mensah,
Assistant Professor**



“Determinants of a Farmer’s Decision to Adopt Roundup Ready Soybeans in Southeastern North Carolina”

Paper Acceptances: Presented March 2007 at the Midwest Business Administration Association Meeting in Chicago



*Dr. William “Rick” Crandall,
Professor*

“When Crisis Management Goes Abroad: The Demise of SK-IT China”

AND

“A Look to the Future: Emerging Trends in Crisis Management”

Articles in the Journal of Government Financial Management and the Journal of Accountancy

Dr. Craig Shoulders has been named *Chair of Accounting and Information Technology.*

(v) 910.521.6463

(f) 910.521.6750

(e-mail address)
craig.shoulders@uncp.edu



*Dr. Craig D. Shoulders,
Professor*

“Homeland Security and Natural Disasters: Are States Up to the Financial Demands?”

Co-authored by
Randall Kinnersley

Journal of Government Financial Management

Spring 2007

“Closing the Gaps in GAAP”

Co-authored by
Robert J. Freeman

Journal of Accountancy

June 2007

Thomas Family Center for Entrepreneurship Dedication



Jim Thomas, speaker at dedication

The University of North Carolina at Pembroke recently opened the Thomas Family Center for Entrepreneurship at COMtech. near campus. Funded by Los Angeles real estate developer and Pembroke, N.C., native Jim Thomas, the center is a program to assist new and emerging small businesses in

the community . Thomas contributed \$500,000 to the University, which was matched by the North Carolina’s Distinguished Professors Endowment Trust Fund for creating distinguished professorships at UNC’s 16 universities.

Thomas said he vividly

remembers working in tobacco fields and picking cotton as a youth. Today, he is chief executive officer and chairman of Thomas Properties Group (TPGI, Nasdaq), a commercial real estate company with an enterprise market value of approximately \$500 million.

The dedication was held on March 26, 2007.



Mr. Jim Thomas, Chairman, President and CEO of Thomas Properties Group

First Annual Entrepreneurship Summit

The School of Business, Thomas Family Center for Entrepreneurship, and Students in Free Enterprise (SIFE) at the University of North Carolina at Pembroke sponsored the **First Annual Entrepreneurship Summit** on March 26, 2007 at the Regional Center, COMtech.

Distinguished panel members discussed:

- ◆ **Entrepreneurial Startup:** Opportunity Recognition, Ambiguity Tolerance, and Vision Definition
- ◆ **Entrepreneurial Growth:** Understanding and executing on new venture growth plans

- ◆ **Entrepreneurial Funding:** Understanding the process by which new ventures are funded
- ◆ **Creative Destruction:** Benefits and obstacles of this creative process and the role of innovation and entrepreneurship





SCHOOL OF BUSINESS
THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE

Highlights



One University Drive
P.O. Box 1510
Pembroke, NC 28372-1510

Phone: 910-521-6214
Fax: 910-521-6750
E-mail: business@uncp.edu

WE'RE ON THE WEB!
WWW.UNCP.EDU/BUSINESS

Mission Statement

The School of Business strives to provide a contemporary business education by qualified faculty to a diverse student population in an environment that promotes critical thinking and values intellectual curiosity.

Core Values

- ◆ Faculty members contribute to a balanced and contemporary program of teaching, eclectic research, and service
- ◆ In keeping with our historical roots, an emphasis is placed on undergraduate education, small business, Native American students, and southeastern North Carolina.
- ◆ We value small classes and faculty accessibility in a state of the art learning environment.
- ◆ We value honesty, integrity, and ethical behavior.

Highlights is a publication of the School of Business
Questions, please call extension 6214, or e-mail business@uncp.edu.

Dean's Corner

Welcome to the inaugural newsletter for the School of Business at The University of North Carolina, Pembroke. We have so many wonderful things going on that we need to be in regular communication about, so this newsletter will serve as one way to highlight these activities.

We have just completed another extremely successful year. A short list of some of the highlights would include:

- ⇒ graduating the largest number of Business School students ever
- ⇒ having the highest scholarly productivity year ever
- ⇒ having three Business School faculty elected to the Faculty Senate (Drs. Parnell, Maysami, and Frederick)
- ⇒ having Business School students start the Ruritan Club and sponsor an

- extremely successful Relay for Life
- ⇒ creating more opportunities for students than ever before through SIFE, student projects in organizations, internships, conference attendance and presentations, and so forth
- ⇒ seeing a new School of Business building rise to the third priority on the university's major capital projects list
- ⇒ making great progress in learning outcome assessment so we know better what students are learning and how to increase that
- ⇒ having the CEOs of BB&T Corporation and Minute Maid, Incorporated speak on our campus

I look forward to the 2007-08 academic year with great anticipation. Please participate with us in anyway that you can.



*Dr. Eric B. Dent,
Dean, School of Business*