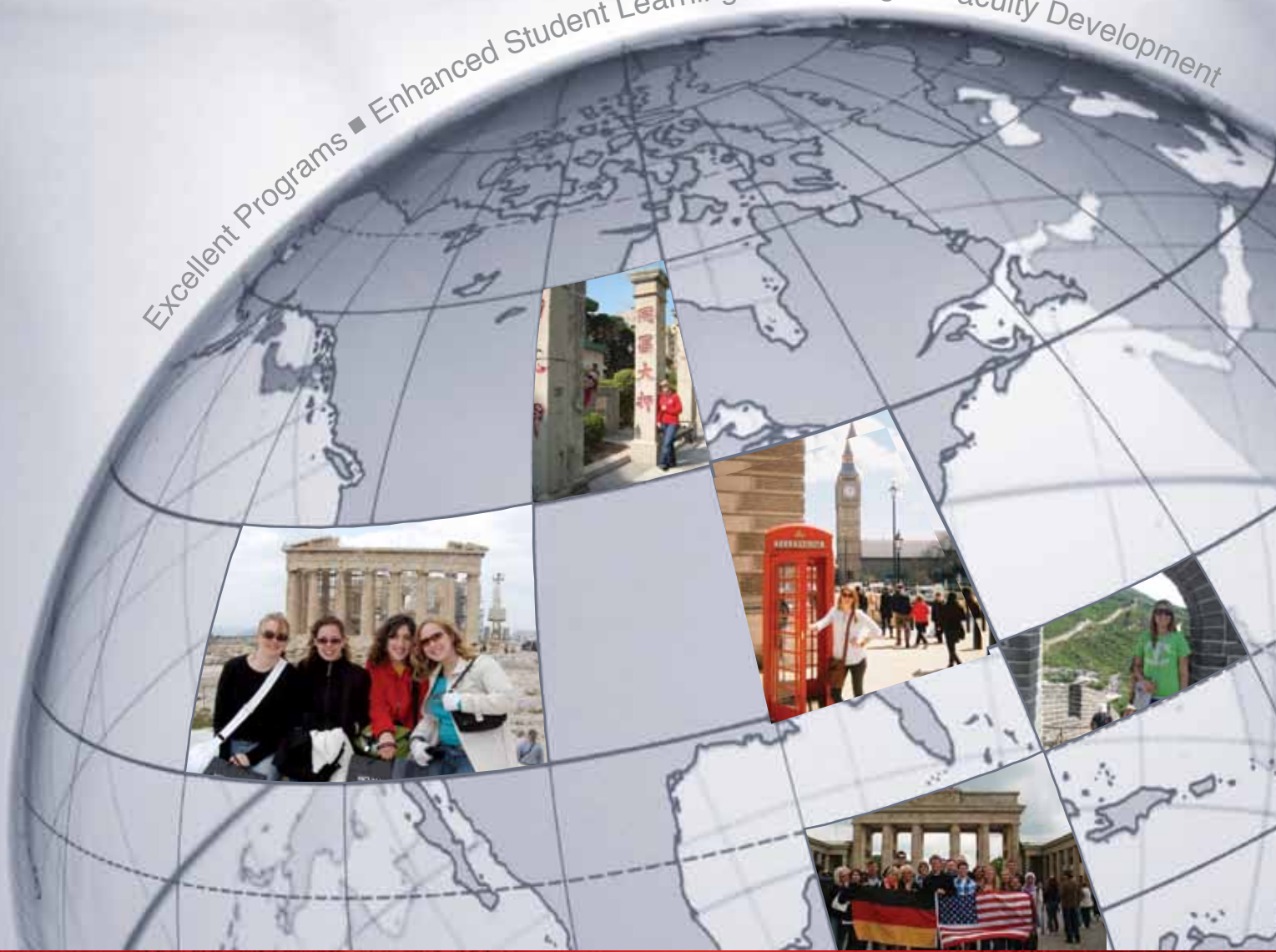


Excellent Programs ■ Enhanced Student Learning ■ Investing in Faculty Development



2011 Dean's Report



About the School of Business

Our Vision

The SIUE School of Business will be a nationally recognized premier Metropolitan business school that develops highly skilled and innovative graduates who enhance businesses, organizations and communities.

Our Mission

Our mission is to engage in high-quality instruction, research and professional activities to prepare current and future business professionals and improve business practices. These efforts add value: for students, by enhancing their career prospects; for organizations, by developing business professionals who meet their needs and stimulate innovation; and for business disciplines, by producing and disseminating timely and relevant scholarship.

Academic Programs

Undergraduate Programs

- BS Accountancy
- BS Business Administration
- BS Business Economics and Finance
- BS Computer Management and Information Systems

Graduate Programs

- Master of Business Administration
- MS Accountancy
- Master of Marketing Research
- MS Economics and Finance
- MS Computer Management and Information Systems

53

Full-time faculty

21

Part-time faculty

14

Student organizations
(including three national honor societies)

302

Employers who recruited SIUE and School of Business students through on-campus career fairs last year

22,520

School of Business graduates from 1958-2011

58/42

Male/female ratio in undergraduate business programs

66/34

Male/female ratio in graduate business programs

310

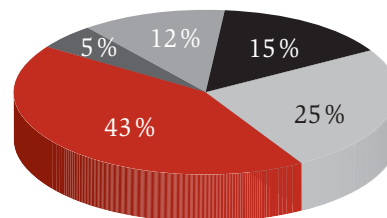
Students with a business minor

31

School of Business students who studied abroad in 2010-2011

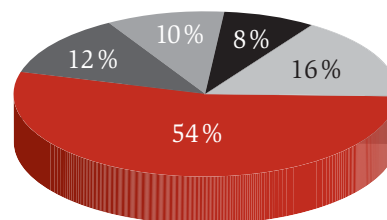
Fall 2011 Undergraduate Enrollment

- Pre-Business: 163 (15%)
- Accountancy: 266 (25%)
- Business Administration: 466 (43%)
- Economics & Finance: 58 (5%)
- Computer Management & Information Systems: 132 (12%)



Fall 2011 Graduate Enrollment

- Accountancy: 39 (16%)
- Business Administration: 136 (54%)
- Economics & Finance: 31 (12%)
- Computer Management & Information Systems: 25 (10%)
- Marketing Research: 21 (8%)



Rethinking Business, Rethinking Business Education

Message from the Dean

This is the fourth consecutive dean's report in which we open by acknowledging a global economic recession. As we recognize the achievements of our School of Business, we cannot help but think of the global nature of this recession and how important it is for our students to have a global business education.



When one thinks of global business, images such as a jet taking off for Shanghai, London, or some other center of commerce often come to mind. In reality, the adventure of global business begins for many of our students right here in Southwestern Illinois. Some of our students begin their global business education when they meet here on campus with foreign exchange students from our British, Chinese, French or German partner business schools. Some students experience global business education when they enroll in one of our short-term travel study courses to Hong Kong or Budapest. Some very fortunate and forward-looking students benefit from the immersion experience of an entire semester abroad.

Most students describe their adventure abroad as “life-changing” and their perception of the global community forever changed. That’s important because future business leaders will need insights and problem-solving skills developed in a global, rather than local or national, context. The difficulty world leaders have today in dealing with the global economic recession may be the result of our collective limited experience with global economic systems. Can we afford to educate another generation of business leaders whose perspectives are shaped by predominantly local or national experiences?

In the *2011 Dean's Report*, we highlight some of our achievements and challenges in global business education as well as the international leadership of our alumni. We believe that the success of our alumni, whether they are from the United States or abroad, can be traced in part to the global exposure provided in our increasingly diverse business school. We need to find more ways to continually extend that global exposure to more of our students.

I write this letter from my hotel room in Lisbon, punctuating the importance of global leadership with my own experience. As the mentor for the business school of the Instituto Universitário de Lisboa (ISCTE-IUL), I have an opportunity to promote quality business education by helping ISCTE prepare for AACSB International accreditation of its programs. I feel fortunate to be able to promote quality business education as an AACSB mentor and fortunate to be exposed to different perspectives on business education.

I bring what I have learned back to SIUE so that our students and faculty can benefit from new ideas. It’s important to share with students how their peers (and future competitors!) are being educated around the world. Students are right; global education is a life changing experience—one that never ends and never grows old!

Sincerely,

Gary A. Giamartino, Ph.D.
Dean

The School of Business knows the formula for student success: Classroom learning enhanced with extracurricular activities and opportunities for professional development prepare students to excel in the world of global business. Each year, students study abroad, attend professional networking events and participate in business student organizations to enrich their academic experience and prepare for careers in business leadership as reflected in the following highlights.

1. Other 40 Competition “The Other 40” business pitch competition, presented by the Collegiate Entrepreneurs’ Organization, provided students with the resources, skills and incentives required to launch businesses from initiation to incorporation. Eric Trey Garrison, a junior business major, won first place for his idea to develop “a safe, affordable, non-alcoholic, high-quality music venue for students and young adults in the Edwardsville area.” SIUE School of Engineering students and second place winners created a virtual reality stationary bike application that allows the rider to “bike” anywhere in the world via Google Earth.

2. Edward Jones CEO Visits Finding a new job is never easy. In the current economy this is particularly true. As a guest of the SIUE Chancellor’s Residence Program, James D. Weddle, managing partner at Edward Jones, met with leaders of student organizations in the SIUE School of Business. He spoke about faring the recession, job searches and the importance of internships. Junior business administration student Kelsey Norris said, “His advice for entering the job market was so helpful and it was a great opportunity to be able to meet and network with one of St. Louis’ most prominent business leaders.”

3. AMA Competition School of Business students challenged their creativity at the Nintendo-sponsored 2011 AMA International Collegiate Conference in New Orleans. “Students captured the importance of blending creativity with strategy by tying the conference sponsor to their exhibit theme,” said Dr. Edmund Hershberger, associate professor of marketing and faculty advisor to the SIUE AMA Chapter. “Students also competed in several business competitions, attended professional development sessions, engaged in networking and learned from some of today’s top marketers.”

4. Enterprise Award The School of Business has a long-standing partnership with the Enterprise Rent-A-Car Foundation. Each year, the Foundation underwrites a Student Organization of the Year Award. “The program is a great way for us to see what the most innovative and involved students are working on,” said Sarah Schuh, talent acquisitions manager at Enterprise. According to Schuh, students maintain that same commitment and innovation after graduation. “SIUE

business graduates are aggressive—yet professional—job seekers. They come to us prepared and polished.”

5. Executive-in-Residence When Paulo Gonzalez, senior business major and member of the SIUE tennis team, heard that the next School of Business Executive-in-Residence was Dion Joannou, BS ’89, successful entrepreneur from Miami, he looked forward to meeting a “superstar” in the business world. “Mr. Joannou helped me better understand the difference between college and the real world. A former SIUE tennis player, he put it to me in terms that we both understand well—sports. Without proper and focused practice, an athlete cannot expect great results in competition,” Gonzalez said. “The same idea applies to college and my career. A successful business career starts by taking advantage of all the resources inside and outside the classroom that are available at SIUE.”

6. Cox Scholars Recipients of the Homer L. and Helen L. Cox Scholarship receive financial assistance, and opportunities to enhance their academic and creative potential. Students provided residents of Our Lady of the Snows Retirement Community in Belleville, Ill., with a brief presentation on computer basics including general computer functions and how to use Google and email. “Organizing service projects has been especially rewarding,” said Jeffry Harrison, senior business major and Cox Scholar. “I enjoy working with residents at Our Lady of the Snows and believe that being computer literate is important at any age.”

7. Study Abroad The School of Business offers a variety of travel learning experiences for students, including semester study abroad programs at partner institutions in England, France, Germany, Hungary, and Shanghai; 1-2 week travel study in Brazil, China, Germany and Hong Kong; and summer travel study in Angers and Paris, France, Budapest and Shanghai. Having the opportunity to live and study in another culture brings the concept of working in a global economy to a very personal level. MBA student Lindsey Conner attended the summer program in Angers. “Visiting the different branches of government really helped reinforce what we learned in the classroom about the European Union,” Conner said. “The program increased my global awareness and clearly demonstrated the impact global economies have on each other.”



1



2



3



4



5



6



7

Business Transition Courses

Two new one-credit courses—one to prepare students to be successful in the School of Business, one to help students be successful in their transition to the world of work. Support for these courses will allow us to engage students more deeply in “real-world” learning activities

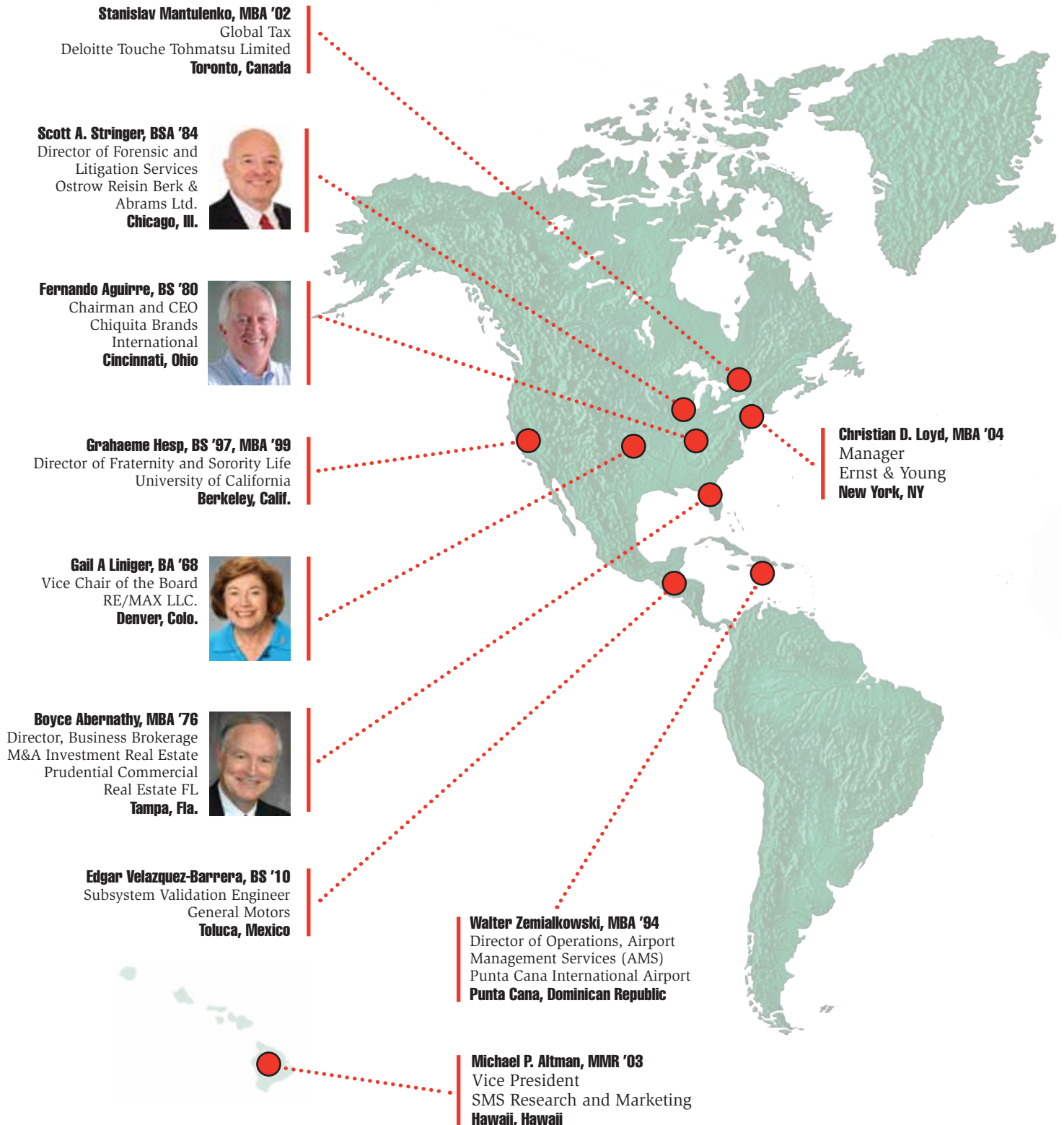
Help us *define excellence* in the School of Business

Defining Excellence

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Global Alumni Network

At home and around the world, SIUE School of Business alumni are making an impact as top executives, managers and entrepreneurs in a variety of corporations and industries. Students at SIUE's School of Business are able to connect with an extensive network and join more than 22,520 alumni worldwide who call the School of Business their *alma mater*. This map is a small sample that highlights some of the prominent roles of our alumni around the globe.



Christelle Henry, MMR '00
Global Category Market Research Manager
Reckitt Benckiser
London, England



Teodora Borota, MA '04
Researcher, Economics Department
Uppsala University
Uppsala, Sweden



Mark C. Stock, BS '80
Senior VP of Global Operations
DSM Nutritional Products
Kaiseraugst, Switzerland



Dan Pu, MS '09
Advisor
Financial Advisory Services
Limited Beijing Branch
Deloitte Touche
Beijing, China



Marco Reiners, BS '95
Practice Lead Rewards
AON Hewitt
Munich, Germany



Lingling Zheng, MS '09
Risk Manager
Xiang Yo Rong Tong
Group Co. Ltd.
Ningbo, China



Esra Sokmen, MS '08
Cost Controller
Schneider Electric
Istanbul, Turkey



Yosuke Irie, BS '05
Senior Business
Consultant
Deloitte Tohmatsu
Consulting
Osaka, Japan

Arif Nasib, BS '82, MBA '85
General Manager
Petroleum Institute
of Pakistan
Karachi, Pakistan



Jinhu (Kurt) Liu, MS '03
Financial Analyst
Sealand Securities
Shenzhen, China



Kumar Abhay, MS '09
Development Officer
Life Insurance Corporation
of India
Jamshedpur, India



Maureen Abongo, MS '06
Administrator
Ongata Rongai Christian
Women Works of Charity
Nairobi, Kenya



Vikrant Deshmukh, MS '05
Executive Assistant to the Chief
Managing Director
Dorf Ketal Chemicals, India Pvt. Ltd.
Mumbai, India

Abdullah Moechsin, BS '02, MBA '04
MIS Manager
PT Hutchison CP Telecommunications
Jakarta, Indonesia

Current Business Trends in Project Management

Imagine this: A workplace where all of the employees are completely satisfied with their jobs. Sound impossible? Dr. Jo Ellen Moore, professor of computer management and information systems (CMIS), does not think so. She is working to develop a better understanding of today's major issues in project management and human resources. In collaboration with her colleagues in the School of Business CMIS department, Moore is studying the impact of emerging business trends, including workplace dissatisfaction.

Moore's industry experience, PMP® credential and studies in human behavior inform the work that she does both in the classroom and in the field as a researcher.

PMO-Lite

Moore is collaborating with Dr. Clay Williams, assistant professor of CMIS, and Dr. Mary Sumner, professor of CMIS and associate dean of the School of Business, to study the role of informal controls in the use of project management offices (PMOs). There is a trend in project management called a "PMO-Lite" structure that is becoming increasingly popular among companies that are trying to survive and thrive in today's marketplace. These PMO-Lite structures decrease management-defined formal controls with the goal of reducing overhead costs.

According to Moore, this trend is disconcerting to many experts in the field. "Some feel that formal controls are in place for a reason," she said. "Management research tells us that *informal* controls (best practices that are agreed upon by the



workers themselves, rather than being dictated by management) are vital when formal controls are reduced, so our study is focusing on informal controls in PMO-Lite environments."

Exit Voice Loyalty

In collaboration with fellow CMIS department faculty member Associate Professor Susan Yager, Moore is also studying workplace behavior through a theoretical lens of exit-voice-loyalty based on the work of economist Albert O. Hirschman.

"We are examining the behavior of dissatisfied information technology employees at a large corporation," Moore said. "Our methodology includes field research consisting of participant observation and surveys."

Research projects like this influence the project management courses Moore teaches at both the undergraduate and graduate levels.

"The research I do in the field comes through in the practices that I encourage—it influences the way I guide and advise my students in the classroom, particularly on aspects of project management," Moore said. "Being immersed in research keeps me current on knowledge and evidence that I can pass on to the students."

In the information systems research community, Moore serves on the editorial board of *MIS Quarterly Executive*. She is also senior editor at *The DATABASE for Advances in Information Systems*.

Endowed Chairs and Professorships

The School of Business seeks to establish fully-endowed faculty positions that will attract the best teacher-scholars—like Professor Jo Ellen Moore—and give them the flexibility to pursue opportunities such as designing new courses, engaging students in research and mentoring younger faculty.

Help us *define excellence* in the School of Business

Defining Excellence

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Sharing Success

To many SIUE alumni, the university is more than just their *alma mater* — it is part of the bedrock upon which their personal and professional success has been built. Steve McCann (BS '79) is proud of the foundation SIUE and the School of Business provided him, and that's why he chooses to share his success.

McCann retired in 2008 from Longs Drugs where he served as executive vice president, CFO and treasurer and oversaw the merger between the company and CVS Caremark. He currently sits on the board of directors for two companies. He chooses to give to the University because he believes in contributing to those things in life that have made us who we are.

"The education and experience I received at SIUE put me on a good path and allowed me to compete in the business world," said Steve. "I believe when you meet success, you should share that."

McCann has certainly lived up to his beliefs. He recently made a major contribution to the Cougar Business Resource Center, a new wing recently opened in Founders Hall that will provide students with technology and space for effective teamwork, and other professional and educational endeavors.

He feels that this resource center is an invaluable addition to the School of Business. "I remember having group project meetings in hallways and stairwells years ago. The educational experience will be greatly enhanced by resources like this."

The Cougar Business Resource Center is just part of the School's vision for the future. "It's clear that Dean



"Anyone can rise to the top. You are only limited by your imagination and how hard you work."

Gary Giamartino, and the School of Business faculty and staff are making huge strides," McCann said. "The School is growing and expanding in positive ways, and earning national recognition."

The School's growth and development were major motivating factors in McCann's choice to give to SIUE.

"I feel that the faculty and staff have created an environment where students are given the confidence and opportunities they need to succeed," he said. "For me, it's worth the investment."



Cougar Business Resource Center

A professional skills resource center will enhance the School's rich learning environment by providing the technologies and resources students need to foster teamwork, and demonstrate and assess their communication skills.

Help us *define excellence* in the School of Business

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Selected Faculty Scholarly Activities

Book Chapters

Jessup, C. (2010). Fraud Awareness in Nonprofit Settings. *Leadership in Nonprofit Organizations*. K. A. Agard. Thousand Oaks, Calif., Sage Publications Inc.: 422-432.

Meisel, J., J. Navin, and T. Sullivan (2011). The Federal Communication Commission's National Broadband Plan. *Adoption, Usage, and Global Impact of Broadband Technologies: Diffusion, Practice and Policy*. Y. K. Dwivedi, Information Science Publishing: 57-72.

Moore, J., and C. Williams (2011). Selection: The Crux of IT HR Management. *Managing IT Human Resources: Considerations for Organizations and Personnel*. J. Luftman. Hershey, Pa., IGI Global: 46-65.

Watson, G., and M. Love (2011). Moral Intuition in Organizational Crisis. *Psychology of Intuition*. B. Ruelas and V. Briseno. Hauppauge, NJ, Nova Science: 89-113.

Peer Reviewed Journal Articles

Bahmani, S., and **A. Kutan** (2010). "How Stable is the Demand for Money in Emerging Economies?" *Applied Economics* 42(26): 3307-3318.

Bahmani-Oskooee, M., **A. Kutan**, and S. Zhou (2010). "Black and Official Market Exchange Rates and Purchasing Power Parity: Evidence from Latin America." *Applied Economics Letters* 17(15): 1453-1459.

Cline, B., and **X. Fu** (2010). "Executive Stock Option Exercise and Seasoned Equity Offerings." *Financial Management* 39(4): 1643-1670.

Demirer, R., and A. Kutan (2010). "The Behavior of Crude Oil Spot and Futures Prices around OPEC and SPR Announcement: An Event Study Perspective." *Energy Economics* 32(6): 1467-1476.

Demirer, R., A. Kutan, and C. Chen (2010). "Do Investors Herd in Emerging Stock Markets? Evidence from the Taiwanese Market." *Journal of Economic Behavior and Organization* 76(2): 283-295.

Elyasiani, E., **J. Jia**, and C. Mao (2010). "Institutional Ownership Stability and the Cost of Debt." *Journal of Financial Markets* 13(4): 475-500.

Evrensel, A. (2010). "Institutional and Economic Determinants of Corruption: A Cross-Section Analysis." *Applied Economics Letters* 17(6): 551-554.

Fu, X., and J. Ligon (2010). "Exercises of Executive Stock Options on the Vesting Date." *Financial Management* 39(3): 1097-1126.

Hayo, B., **A. Kutan**, and M. Neuenkirch (2010). "The Impact of U.S. Central Bank Communication on European and Pacific Equity Markets." *Economics Letters* 108(2): 172-174.

Hester, A. (2011). "Examining the Varying Influence of Social and Technological Aspects on Adoption and Usage of Knowledge Management Systems." *International Journal of Social and Organizational Dynamics in Information Technology* 1(1): 49-65.

Lovata, L., T. Schoenecker, and M. Costigan (2011). "Corporate Characteristics and the Disclosure of Earnings Restatements." *Journal of Legal, Ethical, and Regulatory Issues* 14(1): 43-58.

Moore, J., and M. Love (2011). "An Examination of Prestigious Stigma: The Case of the Technology Geek." *International Journal of Social and Organizational Dynamics in Information Technology* 1(2): 1-25.

Stewart, G., T. Darnold, R. Zimmerman, L. Parks, and **S. Dustin** (2010). "Exploring How Response Distortion of Personality Measures Affects Individuals." *Personality and Individual Differences* 49(6): 622-628.

Sumner, M., and D. Slattery (2010). "The Impact of Leadership Effectiveness and Team Processes on Team Performance in Construction." *International Journal of Construction Education and Research* 6(3): 179-201.

Scholarly Presentations

Belasen, A. (2011). "Measuring the Impact of Development on Corruption Perceptions: A Comparative Study of Developed and Developing Countries." Midwest Economics Association Annual Meeting. St. Louis.

Belasen, A. (2011). "Measuring the Impact of Development on Corruption Perceptions: A Comparative Study of Developed and Developing Countries." Eastern Economics Association Annual Meeting. New York.

Bharati, R. (2011). "The Role of Information: The Effect of 10-K Filings on Stock Returns." Southwestern Finance Association Annual Meeting. Houston.

Brada, J., J. Kubček, **A. Kutan**, and V. Tomsik (2011). "Inflation Targeting from the Perspective of Behavioral Economics." Allied Social Science Association Annual Meeting. Denver.

Chen, Y., M. Shaffer, **J. Joplin**, S. Chan, and R. Posthuma (2011). "Etic demands and emic resources: A cross-national study of nurses." Society for Industrial & Organizational Psychologists Annual Conference. Chicago.

Dalman, M., J. Min, and **M. Segal** (2011). "Trivial Attributes in Service Context: Preliminary Findings." MBAA International Conference. Chicago.

Demirer, R. (2011). "The Benefits of Portfolio Diversification in Gulf Arab Stock Markets." Allied Social Science Association 2011 Annual Meeting. Denver.

Dustin, S. (2010). "The Impact of Negative Compensation Shocks on Individual Performance." 2010 Annual Meeting of the Academy of Management. Montreal.

Fu, X., and J. Ligon (2010). "Executive Compensation and Strategic Earnings Management: Smoothing or Swinging." Financial Management Association Annual Meeting. New York.

Hafer, R., G. Jones, and B. Hobbs (2011). "State Economic Growth: The Role of IQ." Midwest Economics Association Annual Meeting. St. Louis.

Hsu, Y., and **J. Joplin** (2010). "Expanding the Boundaries of the Work and Family Interface: A Review and Agenda for Future Research." 2010 Annual Meeting of the Academy of Management. Montreal.

Hunt, A., B. Reed, and G. Sierra (2010). "An Accounting Change at American Rock Salt Company." Allied Academies Fall 2010 International Conference. Las Vegas.

Jategaonkar, S. (2011). "If it's Good for the Firm, it's Good for Me: Insider Trading and Repurchases Motivated by Undervaluation." Southwestern Finance Association Annual Meeting. Houston.

Jategaonkar, S. (2011). "If it's Good for the Firm, it's Good for Me: Insider Trading and Repurchases Motivated by Undervaluation." Midwest Finance Association Annual Meeting. Chicago.

Jessup, C., and H. Nance (2010). "An Audit Failure Case as Reported in SEC Documents: Revisited with Current Regulatory Guidance and an Ethics Perspective." 2010 American Accounting Association Midwest Region Meeting. Oakbrook, Ill.

Jessup, C. (2011). "A Reflection on How VARK Awareness Is Changing My Teaching in Accounting." North American Accounting Society Annual Meeting. Chicago.

Jessup, C., P. Feller, S. Moncada, and T. Moncada (2011). "A Taste of MERLOT for Accounting Educators." North American Accounting Society Annual Meeting. Chicago.

Jessup, C., and T. Young (2011). "Using Image Restoration Theory to Analyze Audit Firm Responses to PCAOB Inspection Reports." International Academy of Business and Public Administration Disciplines Conference. Orlando, Fla.

Madupalli, R., G. Pannirselvam, and C. Williams (2011). "Relationship Quality in B2B Services: Impact of Customer-Supplier Differences." Marketing Management Association Conference. Chicago.

Min, J., and **M. Segal** (2010). "Supplier Opportunism and Relationship Performance in Marketing Research Outsourcing Relationships." Decision Sciences Institute 2010 Annual Conference. San Diego.

Moore, J. (2011). "Illuminating the Other Road: The Role of Voice in IT Turnover." The 44th Hawaii International Conference on System Sciences (HICSS), Kauai, Hawaii.

Moore, J., and S. Yager (2011). "Understanding and Applying Participant Observation in IS Research." ACM SIGMIS Personnel Doctoral Consortium and Research Conference 2011. San Antonio.

Navin, J., T. Sullivan, and W. Richards (2011). "Does a Good Job Really Require a Breath of Fresh Air?" Midwest Economics Association Annual Meeting. St. Louis.

Reed, B., and G. Sierra (2010). "The Voluntary Demand for Audits in the United States: The Case of Privately-Held Banks." 2010 American Accounting Association Annual Meeting. San Francisco.

Springer, T., B. Cline, and **X. Fu** (2011). "Insider Trading in REITs: Evidence from Informed Stock Option Exercise Around Seasoned Equity Offerings." American Real Estate Society Annual Meeting. Seattle.

Sumner, M. (2010). "EMR Implementation: Lessons Learned from ERP." Pre-ICIS Workshop on Enterprise Systems Research in MIS. St. Louis.

Watson, G., M. Velasquez, B. Victor, J. Darley, and L. Sekerka (2010). "A Symposium on the Moral Psychology of Corruption." 2010 Annual Meeting of the Academy of Management. Montreal.

White III, G., T. Hemphill, and **J. Joplin** (2010). "Legal System Contingencies and Determinants of WOFs Relation-based Strategies." 2010 Annual Meeting of the Academy of Management. Montreal.

Wolff, L. (2011). "Using Forward Contracts and Options to Hedge Exchange Rate Risk." NASBITE International Annual Conference 2011. Charleston, S.C.

Yager, S., and Z. Szabo (2011). "Using an e-Book to Teach Technology: Effects on Student Performance." ACM SIGMIS Personnel Doctoral Consortium and Research Conference 2011. San Antonio.

Faculty Scholarship

74: peer-reviewed journal articles, book chapters, presentations and external grants/contracts in fiscal year 2011

School of Business Advisory Boards

The School of Business works closely with the business community in order to provide the very best business expertise to develop programs that provide a foundation for students to become leaders in their chosen careers. The commitment of these advisory board members to lend their expertise and to serve the School of Business as ambassadors in the business community is gratefully recognized and appreciated.

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Entrepreneur

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Timothy A. West, BS '07

Vendor Manager, ExpressScripts Inc., Infrastructure Shared Services

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