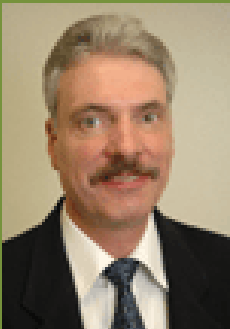


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SUNY OSWEGO

SCHOOL OF BUSINESS NEWSLETTER
VOLUME 11, ISSUE 1, FALL 2011



Dean's Message

The AACSB-accredited School of Business at SUNY Oswego is known for its engaged students, alumni and faculty. The articles in this newsletter highlight this engagement.

A Five-Year Accounting graduate became involved in student activities beginning with her freshman year and culminating in the Future Oswego Leaders Conference during her fifth year. As President of Omicron Delta Kappa, the national leadership honor society, Michelle Hamann planned a conference that would develop and showcase leadership skills among Oswego students. The Future Oswego Leaders Conference featured student leader presentations, StrengthQuest assessments, alumni panel presentations and a keynote talk delivered by SUNY Oswego alumnus and W.R. Grace president Fred Festa.

Alumni are also engaged throughout the year—in numerous and varied activities such as the Alumni Symposium, Future Oswego Leaders Conference, School of Business Advisory Board meetings, CARE and HRM centers, Alumni Sharing Knowledge program, New York City Career Connection program, and through considering students for internship and co-op experiences. If you have opportunities available at your firm, please contact us; our Chairs are always happy to talk with you and help find a student that best suits your needs.

School of Business faculty are engaged in the university and the local and global communities. Examples include faculty involvement in community-based outreach programs, organizing conferences and conducting research. As you read the stories in the newsletter, I think you will be impressed with the accomplishments of the greater School of Business community.



School of Business Mission Statement:

The mission of the School of Business is to prepare students as competent and ethical professionals; to produce scholarly research that advances knowledge and contributes to learning and the practice of business and its related disciplines; and to serve as a resource for the local, regional, and global community.

Alumni Symposium Recap



The 2011 Alumni Symposium held on October 6-7 was a huge success. During this 12th annual event, eleven alumni were brought back to campus for class presentations, individual student meetings and interaction with faculty. The alumni included recent graduates as well as more seasoned professionals, in fields ranging from Human Resource Management to Finance. Students learned what types of entry level jobs are available, how recent alumni obtained their positions, and the path to successful career development. The symposium also offers students the ability to explore the internship process, as well as what to expect during an internship at a particular business. Overall, the symposium continues to be a successful event in keeping alumni connected to the School of Business and offering an outreach of real world experience for our students.

Other Alumni Contributions:

Because of alumni efforts, School of Business students have participated in internships and co-ops with a variety of companies including Biogen Idec, W.R. Grace, PricewaterhouseCoopers, Gypsum Express and KPMG.

School of Business International News



Nanjing University of Science and Technology & Zhejiang Sci-Tech University Agreements

The School of Business signed 2+2 agreements with Nanjing University of Science and Technology, and with Zhejiang Sci-Tech University. Students will study for two years in China before transferring to SUNY Oswego to complete their undergraduate degree. Students will receive baccalaureate degrees from both institutions. The agreements cover several business majors, and students are expected to arrive in Oswego in Fall 2012.

Additional Pending International Opportunities

In Fall 2011, the School of Business also hosted delegations from Kempten University (Germany) and Shanghai Normal University (China) to explore a number of possibilities. Discussions involved opportunities for student exchange and faculty collaboration.

2011 Entrepreneurship in Africa Conference

The School of Business co-sponsored the 2011 Entrepreneurship in Africa Conference held on April 1-3 at Syracuse University. Other sponsors included Makerere University Business School (Uganda), Université Laval (Montreal), and Paris-Dauphine University. Faculty member Ann Edwards and Advisory Board member Newton Paul initiated the contact. More information about the conference can be found at: <http://whitman.syr.edu/ABP/Conference/Partners.asp>.

Global Entrepreneurship Monitor Project in Pakistan

Dr. Sarfraz Mian, Professor of Management and Chair of the Marketing and Management Department, coordinated the Global Entrepreneurship Monitor (GEM) project in Pakistan. GEM, a not-for-profit academic research consortium, makes high-quality data available in the largest study of entrepreneurial activity in the world. For more information, visit http://www.gemconsortium.org/region_new.aspx?region=89.

June Dong, Chair, IEEE Conference on Supernetworks and System Management

The School of Business co-sponsored the May 29-30, 2011 IEEE Conference on Supernetworks and System Management in Shanghai, China. Other sponsors included the Center for Supernetworks Research at the University of Shanghai for Science and Technology (USST), the Business School at USST, the Shanghai Municipal Government and the Isenberg School of Management at the University of Massachusetts~Amherst. Dr. June Dong co-chaired the conference.

Online Masters in Business Administration

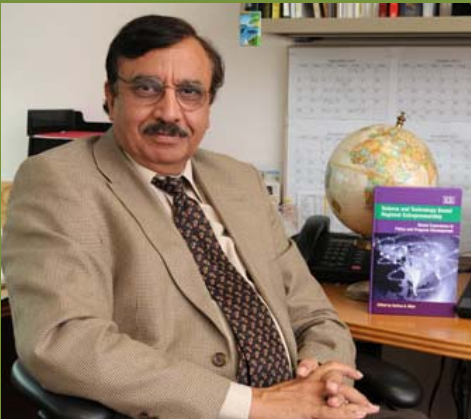
The School of Business launched an online MBA program in January 2011. The online program builds upon ten years of experience in online education in the MBA program. The MBA program is also offered on campus and at the SUNY Oswego Metro Center in downtown Syracuse. The School of Business was recognized by the Princeton Review's Student Opinion Honors in the Accounting category for 2009.

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Dr. Sarfraz A. Mian edited and contributed to the 2011 edition of the book entitled Science and Technology Based Regional Entrepreneurship: Global Experience in Policy and Program Development.

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SUNY Oswego’s Dr. Efsthios Kefallonitis receives commemorative token of appreciation from the US Army Field Band for developing a marketing plan for their concert in early November.

School of Business Faculty Update

New Faculty Welcome

This year, the School of Business welcomed 6 new faculty members:

Boris Berkovich is a Visiting Assistant Professor of Finance who will be with SUNY Oswego’s School of Business for the Fall 2011 and Spring 2012 semesters. He received his MBA from the University of Florida and is currently working on attaining a doctorate degree.

Dr. Donald Cram is an Assistant Professor of Accounting, who joined the School of Business in Spring 2011. He received his Ph.D. in Business (Accounting) and an M.S. in Statistics from Stanford University, and has an MBA degree from Yale University. His latest publication, “70/30 Analysis for Capital Project Selection with Multiple Objectives” (2011) won Dr. Cram a Best Paper Award from the Academy of Business Research (see below).

Dr. Efsthios Kefallonitis is an Assistant Professor of Marketing, who joined the School of Business in Fall 2011. Dr. Kefallonitis received his Doctorate in Marketing Management from Cranfield University in the United Kingdom (UK). He completed a Post-Doctoral Fellowship in Brand Experience Management at the University of the Arts London, U.K. and holds a Master's from Goldsmiths, University of London, UK. Dr. Kefallonitis also serves as the Managing Director of branding.aero in New York City, specializing in aviation industry branding.

Mary McGowan is a Visiting Assistant Professor of Business Law since Spring 2011. Professor McGowan earned her BA in History/Secondary Education from LeMoyne College, and her Juris Doctorate from Syracuse University. She is licensed to practice law in New York State, and is also acting as the Writing Coordinator for the School of Business.

Dr. David McLain is an Assistant Professor of Management, who joined the School of Business in Fall 2011. Dr. McLain received his PhD in Management from the University of Wisconsin-Madison. He has been a Visiting Professor at the University of Wisconsin in Milwaukee and the University of Colorado in Colorado Springs, as well as an Assistant Professor of Management at Virginia State University. He most recently worked as an Associate Professor of Technology Management at SUNY Institute of Technology at Utica/Rome. Dr. McLain has been published in a number of journals, including *Project Management Journal* and *Journal of Safety Research*.

Gary Scherzer is a Visiting Assistant Professor of Health Services Management, who is teaching health service administration courses for the School of Business, as well as developing a proposal for an MBA in Health Service Administration. Professor Scherzer earned an M.P.H. in Health Planning/Administration from the University of Tennessee-Knoxville, as well as a B.S.E. in Health Science from SUNY Cortland.

Andrea Zielinski is a Visiting Assistant Professor who received her BS/MBA in Accounting here at SUNY Oswego. Her experience includes internal auditing with KPMG, LLC. In addition to teaching Accounting courses, Ms. Zielinski serves as the faculty advisor for Beta Alpha Psi and the Accounting Society and also coordinates the Volunteer Income Tax Association efforts.

Award Winning Paper

Congratulations to Dr. Donald Cram on receiving a Best Paper Award from Academy of Business Research, for his paper “70/30 Analysis for Capital Project Selection with Multiple Objectives.” The paper was one of five accepted for a section of the annual Academy of Business Research conference and was tied with another paper for “best paper” in that section. His paper is now being considered for publication in the Academy of Business Research Journal.

Dr. Ding Zhang Returns From Sabbatical Leave



Dr. Ding Zhang in China

While on sabbatical during the 2011-2012 academic year, Operations Management professor Ding Zhang conducted research on supply chain dynamics and strengthened institutional ties with Chinese universities. Dr. Zhang worked on collaborative research projects with Halbin University of Science and Technology (HUST), Nanjing University of Science and Technology (NUST) and Shanghai University. Completed research projects included papers submitted to the *European Journal of Operations Research* and the IEEE 2011 International Conference on Management Science and Industrial Engineering, with topics ranging from "Supply Chain Competition Model with Customer Preference: A Theoretical Perspective" and "Study of Supply Chain Risk Diffusion and Control". Furthermore, Dr. Zhang helped facilitate the negotiation of the 2+2 articulation agreement with NUST.

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Visiting Scholars

Dr. Nergis Aziz

(January 2011 ~ January 2012)

Dr. Nergis Aziz is an Assistant Professor in the Department of Management at the International Ataturek-Alatoo University in Bishkek, Kyrgyz Republic. She received a Ph.D and Masters in International Business from Marmara University. Her research interests are in positioning, integrated marketing communications, and branding. Dr. Aziz is funded by the North East Turkish American Scholars Foundation.

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Dr. Ali Cuneyt Cetin

(February 2011 ~ October 2011)

Dr. Cetin is an Assistant Professor in the Department of Accounting and Finance at Suleyman Demirel University, Turkey. He received his MBA and Ph.D. from Suleyman Demirel University. Dr. Cetin has research interests in financial institutions and researched investment trusts while here. Dr. Cetin was funded by the Turkish Higher Educational Council.

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Dr. Wadid Lamine

(October 2011 ~ January 2012)

Dr. Wadid Lamine is an Assistant Professor of Entrepreneurship at the Champagne School of Management - Troyes, France. He received his Ph.D. and MBA degrees in International Management Activities and Foreign Trade from Jean Moulin Lyon3 University. While at SUNY Oswego, Dr. Lamine will be researching "Building Modern Regional Innovation Platforms: Evidence from the US and French STP Models", "Do Entrepreneur's Social Skill Sets Contribute to Innovative New Ventures?" and "The Performance Determinants of Technology Business Incubators".

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Dr. Shusheng Sun

(August 2011 ~ June 2012)

Dr. Shusheng Sun is a Professor of Management at Wuhan University of Science and Technology in China. She received her Ph.D. from Wuhan University of Technology in 2003. During her time here, Dr. Sun will be working closely with Dr. Ding Zhang, researching theories and methods of regional logistical management. Dr. Sun is being funded through a scholarship from the Chinese Scholars Council.

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Dr. Honglin Yang

(October 2011 ~ October 2012)

Dr. Honglin Yang is an Associate Professor in the School of Administration and Business at Hunan University in China. He received his Ph.D. from Hunan University in 2008. While at SUNY Oswego, Dr. Yang will be researching timescale characteristics of financial assets, inter-temporal dynamic risk evaluation and investment decision, heterogeneous investor behavior and expected utility function design. Dr. Yang is also being funded through the Chinese Scholars Council.

Program Highlight: Accounting

Chancellor’s Award for Student Excellence



Recently graduated Five Year Accounting student Michelle Hamann was awarded the Chancellor’s Award for Student Excellence. Michelle has been president and past treasurer of Omicron Delta Kappa (ODK), an honor society for student leaders. Among her many other organization affiliations were:

- WTOP-TV finance director
- Financial Management Association treasurer
- VEGA peer advisor
- Membership in Beta Alpha Psi, Phi Beta Lambda and Beta Gamma Sigma, all honor societies in the School of Business, and
- Membership in Phi Kappa Phi, an all-discipline honor society.

Accounting Updates

- Area accounting alumni have actively supported minority-recruitment efforts on behalf of the School of Business. With the support of the New York State Society of Certified Public Accountants, the school offered the Career Opportunities in Accounting Program for the second year this past summer. The four-day residential program at SUNY Oswego is designed to help minority high school juniors learn more about business and the accounting profession.
- Alumnus Jeff Sorensen was the keynote speaker at the annual dinner of the SUNY Oswego chapter of Beta Alpha Psi, the honor society for students majoring in accounting and financial services, in May 2011. Twenty-one new members were inducted at the annual dinner, which was attended by a large number of SUNY Oswego Accounting alumni.
- Accounting students, under the guidance of faculty members Dean Crawford and Andrea Zielinski, provided income tax assistance through VITA (Volunteer Income Tax Assistance) to over 300 low and moderate income households in Fulton and Oswego during Spring 2011.
- SUNY Oswego has been awarded a \$10,000 diversity grant from PricewaterhouseCoopers in efforts to attract and retain minority students in accounting. Professor Charles Spector, Chair of SUNY Oswego’s Accounting, Finance and Law Department, submitted the grant proposal. He expressed delight at its success, stating that “there has been a lack of minority students in accounting over the years. We’re really happy about this opportunity to increase that number.”

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Summer Scholars Program

The campus’ Scholarly and Creative Activity Committee recommends grants for faculty to work with students on selected projects. These recommendations are then approved by President Deborah F. Stanley and Provost Lorrie Clemo for funding. Several School of Business students participated in the Summer Scholars Program this past summer. Working under the guidance of faculty members, the student projects assessed the health of New York State pension systems; created a pension stress prediction model; and researched the link between national human development indicators and entrepreneurial activity.

Dr. Donald Cram’s project entitled, “Understanding Pensions and Other Postretirement Benefits in New York’s Governmental, Non-Profit, and Private Organizations” was approved for funding, and Dr. Cram worked closely with William Meier, Brittany Plumley, and Armando Franco conducting this research throughout the summer.

Dr. Barry Friedman published research for the *International Journal of Humanities and Social Science* entitled, “The Relationship Between Governance Effectiveness and Entrepreneurship.” The student scholar, Ms. Caitlyn Carson, worked alongside Dr. Friedman in preparing databases for analysis. The conclusion of Dr. Friedman’s and Ms. Carson’s research determined that there is a negative correlation between countries’ governance and their level of entrepreneurship.

Dr. Ann Edwards also worked with two students, Andrew Clement and Nicholas Staiano, on a presentation entitled “The Effects of Social Networking on the Academic Performance of Business Students.” The two students were escorted by their faculty sponsor to the Association for Business Communications 76th Annual International Convention, held in Montreal, Quebec, Canada on October 20-22, 2011. The students presented their paper to a small group of professors at the conference on October 21, from which they received valuable feedback. The trip was partially funded through a Provost Office grant, and supplemented by the School of Business Dean’s budget.

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Student Organizations

Accounting Society

- **President** - Christoper Galante, galante@oswego.edu
- **Faculty Advisor** - Andrea Zielinski, andrea.zielinski2@oswego.edu

American Marketing Association (AMA)

- **President** - Christina Blanchard, cblanch2@oswego.edu
- **Faculty Advisor** - Dr. James Molinari, james.molinari@oswego.edu

Beta Alpha Psi (BAP)

- **President** - Gary Gregory, ggregory@oswego.edu
- **Faculty Advisor** - Andrea Zielinski, andrea.zielinski2@oswego.edu

Financial Management Association (FMA)

- **President** - Qing Zhao, qzhao@oswego.edu
- **Faculty Advisor** - Dr. John MacDonald, john.macdonald@oswego.edu

Investment Club

- **President** - Charlie Tribble, tribble@oswego.edu
- **Faculty Advisor** - Dr. Eric Tsai, eric.tsai@oswego.edu

Phi Beta Lambda (PBL)

- **President** - Caitlin Carson, ccarson@oswego.edu
- **Faculty Advisor** - Dr. Steven Abraham, steven.abraham@oswego.edu

Society for Human Resource Management (SHRM)

- **President** - Michelle Cash, cash@oswego.edu
- **Faculty Advisor** - Dr. Barry Friedman, barry.friedman@oswego.edu

Students In Free Enterprise (SIFE)

- **President** - Sean Sharp, sharp@oswego.edu
- **Faculty Advisor** - Dr. Raihan Khan, raihan.khan@oswego.edu

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If you are interested in participating in a future Alumni Symposium, please send us an email or give us a call. We also love to get feedback on our newsletter. If there is anything in particular that you would like to see in future issues, email or call!

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School of Business Student Organization News

SIFE Provides Financial Literacy Workshops

SIFE students have partnered with Pathfinder Bank to provide financial literacy workshops to the Oswego community, the SUNY Oswego campus and the Oswego School District.



SIFE co-sponsors the MoneySmart financial literacy program, which has a goal to improve the financial management skills of Oswego residents and students. With 17.4% of households living below the poverty line in Oswego, and with so many students taking out student loans and building up credit card debt, it is essential for people to learn proper financial management skills, for the sake of their bank accounts and credit scores.

Overall, the Spring 2011 MoneySmart sessions had 101 attendees, with 10 community members attending all 5 sessions. SIFE is expanding its reach by continuing the partnership with Pathfinder Bank and increasing outreach to include high school students. (Information from TrueHero: www.truehero.org/projects/?id=629)

The SUNY Oswego chapter of Students in Free Enterprise (SIFE) also hosted a roundtable discussion on overall national debt and deficit on November 17, 2011. Professors, professionals and students were all in attendance, making the discussion very enriching. Previous roundtables on the financial crisis were attended by over 100 students.

Beta Alpha Psi News

SUNY Oswego’s student chapter of Beta Alpha Psi (BAP) recently received one of four \$5,000 ethics awards presented by Grant Thornton LLP, an audit, tax and advisory organization. The award was received at the national BAP conference held in Denver in August 2011 to recognize the chapter's efforts in establishing an ethics committee to instill a commitment to ethical behavior in the accounting, finance and information technology professions.

Financial Management Association News

SUNY Oswego's chapter of Financial Management Association (FMA) recently received three national awards: Superior Chapter Status and two Superior Faculty Advisor Awards (for Eric Tsai & John MacDonald). The Oswego chapter of FMA is currently the only superior chapter in New York State. Membership is open to all full-time and part-time students and staff at SUNY Oswego.

Student Advisory Council Comments on Alumni Symposium

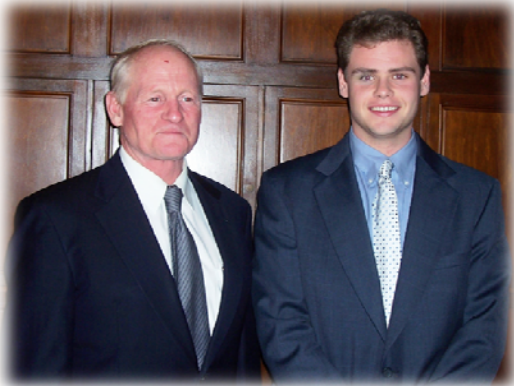
David Passonno, Vice President of VITA for the Accounting Society and co-chair for the Student Advisory council, commented that “This year's Alumni Symposium was a fulfilling experience for both students and alumni. The mix of recent and seasoned alumni was a testament to the great accomplishments of graduates of the School of Business. Students found it refreshing to discover that Oswego graduates continue to be successful even in this weak economy.” When asked if he had any suggestion for faculty regarding future Alumni Symposiums, he answered, “[It would be nice] if faculty would announce the upcoming Symposium every class period starting two weeks before the event.” Overall, the Alumni Symposium was a rewarding experience for students, faculty and alumni.

Students Represent the School of Business at Syracuse Start-Up Weekend

A group of students represented SUNY Oswego and SUNY IT at the Syracuse Start-Up Weekend the first weekend in November. Nicholas Poorman, Armando Franco, Joe Mirizio, Steve Pomerville, Josh Primrose and SUNY IT student Darren Samson will receive a business incubator to support their business idea. They plan on implementing a cell phone application called “Special Menu.” The application is designed to inform customers of current specials at local restaurants. Congratulations to the team of students who placed fourth out of 47 participating teams.

CPCU Syracuse Chapter Grants Scholarship to SUNY Oswego Student

Chartered Property Casualty Underwriter (CPCU) granted a scholarship to its first SUNY Oswego student enrolled in the Risk Management and Insurance Major program. Michael Turdo received \$1000 in scholarship money for his essay and response questions regarding risk management and insurance issues. The CPCU recognized Michael at the CPCU Society’s conferment dinner held on November 7, 2011. Michael’s parents, and Dr. Richard Skolnik, Dean of the School of Business at SUNY Oswego, were in attendance to congratulate Michael on his achievement and passion for excellence.



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