

Business@Oswego.edu

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Bits & Pieces

New Student Finance Group

SUNY-Oswego has a new student organization, which has been recognized by the Student Association. Through the incredible efforts of some of our finance majors, we now have a Student Chapter of the Financial Management Association (FMA), open to all interested students at Oswego. The parent professional organization (Financial Management Association International) offers two of the foremost finance conferences each year and encourages finance research for academics and practitioners. The student chapter has already begun to arrange for a speaker series and other activities that will increase financial knowledge and contacts for the campus. Please watch for the chapter's upcoming webpage and bulletin board (outside 319 Rich Hall).

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Festa Fellowship

Two MBA students, Jonathan Bentley and Sagar Adik, were awarded the Festa Graduate Leadership Fellowship in 2007. The Festa Fellowship, established by Mr. Fred Festa, a 1981 SUNY Oswego Business Administration graduate, provides a unique, professional leadership experience for highly-qualified Oswego graduate students. Both Jonathan and Adik worked for the Central New York Biotechnology Research Center (CNY-BRC) in Syracuse last summer directly under the supervision of the executive director, John Fieschko. They developed a project for assessing the current market needs of CNY-BRC, studying the marketing strategies adopted by other biotech research centers in the region, and proposing a revised marketing strategy for CNY-BRC. The Festa Fellowship provides financial support for the recipient to obtain exceptional and unique leadership experiences.

New School of Business Dean

We are pleased to announce that, following a nationwide search, Dr. Richard J. Skolnik has been named the new Dean of the School of Business. Dr. Skolnik served as MBA Director from 2003-2006, and then as Chair of the Accounting, Finance and Law Department for the academic year 2006-2007. In July 2007, he became Interim Dean of the School of Business, and in December 2007, he accepted the position of Dean. Dr. Skolnik holds a Ph.D. in Managerial Economics, an M.S. in Operations, Research & Statistics, and two BSE degrees, one in Computer Engineering and one in Electrical Engineering. He is also a Chartered Financial Analyst. Please join us in congratulating him on his new position. His first Dean's Message is featured below and continues on page 2.



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Greetings! It is with great honor that I write this newsletter column, and I would like to begin by extending my thanks to everyone for supporting me in my new position as Dean of the School of Business.

I look forward to leading the school in its vital role of furthering SUNY Oswego's vision to be "...a premier institution that provides a transformative experience to a diverse body of students..." In realizing this vision, the leadership at SUNY Oswego has set into motion an inspiring plan for the future. As Dean, it is my responsibility to implement the sesquicentennial plan as articulated through its five strategic directions or VIEWS: vitality, intellectual rigor, engagement, world awareness and solutions.

In keeping with tradition and with an eye to the future, the School of Business is committed to excellence through providing programs of distinction that are defined by renowned faculty, engaged students, connected alumni, a rigorous curriculum and strong links to employers.

This commitment towards excellence is inspired by the engagement of the faculty, staff, students, alumni and partners of the school. In the past year, our faculty have received awards for paper presentations, published in well-regarded academic journals, delivered keynote lectures at other institutions, and served as consultants to business and industry.

Not only have the faculty brought distinction to our school, they have been catalysts in engaging students in meaningful activities beyond the classroom. Under their direction, students have undertaken projects that develop their professional skills while benefiting the community. Examples of student projects which help to create solutions for the larger community include: income

Dean's Message (continued)

tax help through the Volunteer Income Tax Assistance (VITA) program, workshops on financial education through the MoneySmart program, and fundraising activities for community organizations such as the Oswego Public Library and Literacy Volunteers of Oswego County.

I am inspired by the willingness of alumni to give back to their alma mater. Whether it is traveling back to Oswego for the Alumni Symposium, serving as mentors in the Alumni Sharing Knowledge (ASK) program, meeting with students in New York City during Career Connections, presenting information about their business during a site tour, serving on the Advisory Board, or supporting the school with financial donations, our alumni display profound affinity to the college and its students.

In collaboration with the faculty, it is the responsibility of the Dean to ensure that the curriculum is rigorous so that students are prepared for the challenges of a global and competitive world. We are pleased that outcome measures, such as the CPA exam pass rates, demonstrate that our curriculum prepares students to achieve success. We continually review the curriculum to ensure that it meets the needs of students as they journey through an ever-changing world.

Through partnerships with employers, we are able to offer students internships and career opportunities. These mutually beneficial links will become stronger with the establishment of a facility in downtown Syracuse. The Syracuse Metro Center will increase the profile of the school and the college in the region.

Finally, as a community of faculty, staff, students, alumni and external partners, the School of Business will work collaboratively, innovatively and with agility on a shared commitment towards excellence. I am sure that you will be as excited as I am when you read the stories that are profiled in this newsletter.



Richard Skolnik, Dean

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RMI Program Update

Dr. John MacDonald joined the faculty in Fall 2007 to lead the Risk Management and Insurance (RMI) program. Dr. MacDonald is teaching Introduction to Risk Management and Insurance in the undergraduate program and an online graduate version for the MBA program. In the summer, he will be teaching an Employee Benefits online course.

Last semester, RMI Advisory Board member Kathleen A. Weinheimer, CPCU, AAI Senior Vice President of Industry Relations and Education for Independent Insurance Agents & Brokers of New York, Inc., organized a College Hour presentation on entrepreneurial opportunities in the insurance industry. Other Advisory Board members include: Mr. Robert Connor, of Marsh; Mr. Terrence Curtin, of Travelers Insurance Company; Mr. Nicholas Dereszynski, of Brown & Brown Empire State; and Mr. Victor DiSerio, of Haylor, Freyer, and Coon, Inc.



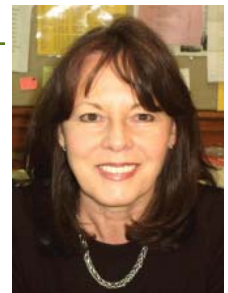
Metro Center

SUNY Oswego has leased 11,700 square feet in the Atrium at 2 Clinton Square in Syracuse, with plans to open the SUNY Oswego Metro Center in late March. The Metro Center will host graduate courses, customized training and development, and seminars. The School of Business plans to offer a part-time MBA program at the Metro Center. In addition to making the MBA program more attractive for professionals in the greater Syracuse region, the Metro Center will increase the School of Business visibility in Central New York, leading to enhanced internship and career opportunities for our students.



Retirement Planned

Our Assistant Dean, Paloma Jalife, is retiring this May after 17 years with SUNY Oswego. She will be accompanying her husband to Ann Arbor, where he will be leading his cardiological team in research at the University of Michigan. Paloma has been an extremely accomplished Assistant Dean and has contributed admirably to advance the strategic goals of the School of Business. She leaves behind a legacy of several successful initiatives and programs, which are now intrinsic to the school. She will truly be missed, and we wish her the best in her new endeavors.



Acct/Fin/Law Dept. Notes

Dr. Hema Rao has returned from a very successful sabbatical leave in Washington, D.C. during Fall 2007, where she worked in the Office of the Chief Financial Officer of the city. Her experiences will undoubtedly enrich future classes in both auditing and governmental accounting.

On the job front, we have 19 students so far who have accepted jobs with: Beard Miller Co., Bowers, Dermody Burke & Brown, Fust Charles Chambers and KPMG in Syracuse; Ciashi D.L.M. & Co. in Ithaca, KPMG in Albany, and Deloitte & Touche, KPMG and Weiser in NYC. We also have two students signed up for summer internships at PWC in Albany and KPMG in Syracuse.

We strive to continue improving our programs in many ways:

- Assessment of our accounting program with an eye toward changing courses, methods and outcomes will take place this semester. We will consult with the School of Business Advisory Board throughout this process.
- Increasing the visibility of our finance major and getting the ball rolling on the Risk Management & Insurance Program. We have great hope for both Finance and RMI. Our goal is to imbue these programs with student projects and opportunities similar to accounting's Volunteer Income Tax Assistance initiative.
- Exploring the possibility of offering a non-credit CPA Review Course on campus or in the Metro Center during the summer.
- Continuing interaction with employers to give our students the best internship and job opportunities.

MBA Program Notes

The SUNY Oswego MBA program continues to grow in size and quality. Major developments include a new five-year program, the offering of classes in Syracuse, and the enhanced admission standards.



In 2007, the New York State Department of Education approved a five-year program in BA Psychology/MBA. The Psychology BA/MBA program is a multidisciplinary program offered jointly by the Department of Psychology and the School of Business, and is designed to prepare Oswego Psychology graduates for careers in business.

Beginning Fall 2008, MBA classes will regularly be offered at the Syracuse Metro Center to accommodate the needs of working professionals in the Syracuse area. The Metro Center is located in the Atrium on Clinton Square in downtown Syracuse. Students will be able to take classes in the evening and online. We will continue to offer a full-time program on the Oswego campus.

As part of our effort to raise the quality of our program, we are also steadily increasing our standards for new student admissions in terms of GMAT scores. Minimum GMAT scores have already increased from 450 in the 2006-2007 academic year to 470 in 2008-2009, and they will continue to increase by 10 points per year until leveling off at 500 in 2011-2012.

Research Notes from the Marketing & Management Dept.

As part of her sabbatical, Pamela Cox has been studying factors affecting the ethical attitudes of students. Particularly noteworthy is her examination of the effects of the movie, "The Smartest Guys in the Room" (on the Enron incident) on student attitudes.

Raihan Khan is joining Steve Abraham in studying labor unions in an international context. In particular, they will be examining how different national cultures influence union outcomes.

Steve Abraham has also developed a number of studies using event study methodology. He uses this approach to determine how events influence particular outcomes. He is currently using this methodology on two projects: one to examine how the process of unionization affects returns to shareholders of firms, and the second to determine how newspaper reports of events affect Wal-Mart's profits.

Both Barry Friedman and Pamela Cox have been studying college student motivation and performance issues—in particular, how to encourage students to provide accurate formative impact to team members. Barry is also studying predictors of college student performance and retention. In a different research line, Barry is analyzing data concerning school (non-college) effectiveness. Barry and Pam have been joined by Ann Edwards-Giumarra in their inquiry into student attitudes towards ethics.

James Molinari and John Huonker are studying the effects of student-centered learning techniques on student perceptions of their own involvement in the classroom.

Supply chain management is the focus of Ding Zhang's most recent work. In a recently published article in an international management science journal, Ding proposed the first mathematical model for analyzing inter-supply chain competition. The model enables its users to determine the chains that "win" the competition, and thus may shed light on best supply chain practices.

June Dong is much in demand for her expertise. She was an invited keynote speaker at the Annual Meeting of Management Science/Operations Management in Shanghai in December, and gave lectures at the Shanghai Normal University during the winter (2008) break. The Shanghai Science and Technology Commission funded her lectures from their Outstanding Overseas Scholar Fund.

FOCUS ON FACULTY

Faculty Highlight (Pamela Cox's Sabbatical Notes)

During my sabbatical, I completed several research projects and attended a faculty development seminar in international business. I conducted a literature review of expatriation and turnover including expatriate premature return and turnover, and organizational turnover that occurs following an expatriate's return to his/her home country (repatriation turnover). Based on my literature review, I developed a model of Repatriate Turnover. I attended a Faculty Development in International Business (FDIB) seminar at the Moore School of Business, University of South Carolina in June 2007. The FDIB seminar included instruction in teaching and developing international business courses plus supplemental coursework in conducting business in South America, China, and Eastern Europe. I gained a tremendous amount of knowledge as a result of attending the FDIB program. I have subsequently revamped and updated two of my courses: MGT 395 (International Business) and MGT 469 (Cultural Environment of International Business). I also co-wrote several papers (with Barry Friedman, Ann Edwards-Giumarra, and Hema Rao) on international business ethics and teaching business ethics in the classroom. An additional paper on peer assessment was co-authored with Barry Friedman and Larry Maher, and has been accepted for publication in the Journal of Management Education.



New Faculty - John MacDonald

Professor John MacDonald recently joined the faculty as an assistant professor of finance in the Accounting, Finance & Law Department. His chief area of interest is in Risk Management & Insurance and he will play a crucial role in providing that anticipated new major in the School of Business. John comes to Oswego with significant business and academic experience. He worked in inventory management and production scheduling in a multinational corporation before obtaining a Ph.D. in Finance from Virginia Tech in 1987. Since then, he has published in a variety of financial journals on such topics as banking, IPO markets, and market volatility. His current research interests include early history of the insurance industry in America, copula use in risk management models, and seasons in capital markets.



"When I interviewed here, a student asked me why I wanted to come to SUNY-Oswego. On a personal level, location had a lot to do with my decision, since I am from northern New York and found the campus location beautiful. Professionally, I was very impressed by several things. First, the design of the Risk Management & Insurance major is superb; SUNY-Oswego took the time and sought out the expertise to design a major that will prepare students lucky enough to get into the program with a great education in risk management and insurance. Second, the educational facilities in the School of Business are first rate and set in a comfortable, well-designed building. So, I am very pleased I made the move to Oswego."



Visiting Scholar - Chaoyang Zhou

Chaoyang Zhou, an associate professor of accounting from Wuhan University of Technology of China, is a visiting scholar in the School of Business for the 2007-2008 academic year. Professor Zhou has been actively involved with our faculty in teaching, research and service to the School of Business. She is teaching an accounting lab in Spring 2008, collaborating in research with Oswego colleagues and is participating in a faculty committee. The visit of Professor Zhou has strengthened our international cooperation with Wuhan University of Technology.



Student Organizations

AMA (American Marketing Association) ~ AMA continues to be active this year. Some projects planned for this semester include: organizing speakers in the field of marketing to talk about their careers, resume critiques, etiquette dinner, Marketing Awareness Campaign for Oswego Hots, community service for the YMCA and fundraising at Fajita Grill, and many other great fundraising and social activity ideas.

Beta Gamma Sigma ~ The SUNY-Oswego chapter of Beta Gamma Sigma has held yearly induction ceremonies since the chapter was founded in April 2003. The chapter received special recognition as an exemplary chapter for the years 2004-2007, enabling it to award a \$1,000 scholarship to one of its members each year. This year's scholarship winner will be announced at the induction ceremony in April. Dean Richard Skolnik is the president of the SUNY-Oswego chapter.

SHRM (Society for Human Resource Management) ~ SHRM activities include professional speakers in the parent chapter and local businesses. An annual conference is held by the students, as well as seminars and workshops on resumes, interviews and internships. Other activities include luncheons, shadow days and letter writing to legislators discussing human resource issues. Among the most exciting activities is the "HR Games" where Oswego competes with other leading schools on a regional and national basis. The Oswego student chapter is proud that it has achieved national recognition in the form of a national merit award the past three years.

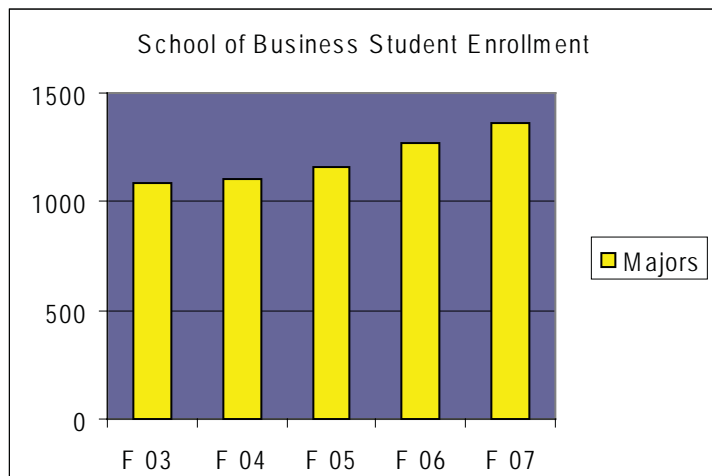
SIFE (Students in Free Enterprise) ~ This year, SIFE has achieved growth in membership and added more projects. Last year, SIFE won first runner-up in Philadelphia after attaining the title of regional champion two years ago in NYC. SIFE members hope to regain their title as NYC regional champions when they attend this year's annual competition in April. SIFE continues to provide knowledge and assistance to entrepreneurs in the community. This year, SIFE is working with a local barber shop and small farm, focusing on marketing aspects. SIFE will hold its 4th annual career and job skills fair on March 4th in the campus center, giving students necessary skills and connections. SIFE has also put together several informative workshops, two of which focused on the important topics of credit card debt and budgeting.

PBL (Phi Beta Lambda) ~ The 20 members of PBL host guest speakers from the campus and community and engage in community service activities. They are currently working with Oswego Literacy volunteers on a "Scrabble-fest." This spring, PBL will compete in knowledge- and skill-based events at the State Leadership Conference.

Enrollment Update

If the number of student applications is an acceptable metric for program value, the School of Business should be very pleased. Since the fall of 2003, the number of student applications to our undergraduate programs has been increasing at an unprecedented pace; and as a result of the application “boom”, the number of students admitted to the business program has increased by 26%. It is important to note that during this period of growth, the campus Admissions Office has been raising admission standards! Obviously, our program has earned a reputation for excellence among public colleges in New York State.

In today’s highly competitive environment, business programs must strive for academic excellence through intellectual rigor and innovation without ignoring graduate satisfaction. Nowadays, students come to campus with high expectations about instructors, quality of teaching, availability of courses, technology and other learning opportunities. Moreover, excellence in learning should be supported by a suitable physical environment. In this context, the facilities at Rich Hall are still a magnet: prospective students have the opportunity to admire the School of Business building during Open House tours or individual visitations and their impression is always very positive. When planning for continuous improvement, the School of Business has considered multiple factors including those discussed above. We would like to believe that our continuing student application “boom” is a direct response to our strategic efforts.



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Faculty & Staff Awards

Barry Friedman was presented the Provost’s Award for Scholarly Research and Creative Activity in Spring 2007. Dr. Friedman has been a prolific producer of quality scholarly works despite his recent transition from private industry to academia. He has been applying his analytical skills and behavioral science knowledge to topics ranging from Human Resource Management to college teaching, to teaching children. Those who work with Barry are also impressed by his willingness to collaborate and share knowledge.

Carrie Izzo, our MBA Program Assistant, received the Bernie Henderson Award for outstanding volunteerism last summer. Carrie receives much satisfaction from volunteering in a number of various community-wide causes.

School of Business

Dean’s Advisory Board

The Advisory Board meets twice per academic year, once in the spring and once in the fall.

Nancy Bellow ’78, Director, Office of Business & Community Relations, SUNY Oswego

Kevin Bryans ’89, Director of Finance, Sirius Computer Solutions

Joseph Chemotti ’90, Partner, Dannible & McKee, LLP

Rose Cardamone Crane ’81, Company Group Chairman, Consumer Pharmaceutical & Nutritionals, Johnson & Johnson

Michael Durney ’83, Senior VP for Finance & CFO, Dice Inc.

Russ Findlay ’89, VP, Field Marketing, Pepsi-Cola

Chris Gagas, Retired Chairman of the Board, PathFinder Bank

William Hartman ’83, Senior Director, Cushman and Wakefield NYC Office

T. Scott King ’74, Managing Director, Sun Capital Partners, Inc.

John Mueller, Retired Senior VP & Chief Nuclear Officer, Niagara Mohawk Power Corporation

Patrick Murphy ’74, Managing Director, Horton International

Michael Paez ’80, Senior VP, Network Capital Alliance Division, Sovereign Bank

Robert Pagano ’84, VP of Finance, ITT Corporation

Corte Spencer, Retired Administrator & CEO, Oswego Health

Millard Sullivan, Retired Plant Manager, Agrilink Foods, Inc.

Timothy S. Tower ’80, EVP, Business Development, US Biogistics, Inc.

Mark E. Tryniski ’85, President and Chief Executive Officer, Community Bank System, Inc.

Jacqueline Wilbur ’82, Director, MBA Program Career Development, MIT Sloan School of Management

School of Business Dean’s Student Advisory Council

The Advisory Council meets with the Dean monthly, throughout the academic year.

Cadie Belardo (MKT, ’08), AMA
Paul D’Addio (FIN, ’08), Beta Alpha Psi
Robert Greer (MKT, ’08), AMA
Tyler Hilliard (BUS, ’11), Freshman Class
Daniel Lupa (BUS, ’08), SHRM
Lucas Pettit (BUS, ’11), Freshman Class
Katie Rabent (HRM, ’09), SHRM
Jessica Steinhoff (MKT, ’08), Senior Class
Christian Sterk (FIN, ’08), SIFE, FMA
Ben Williams (BUS, ’11), Freshman Class

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Return to Oz



Pictured above from left to right, Newton Paul, Michael Todd Davenport, Afua Davenport, Tavier Jones, Bintu Davies-Drayton.

School of Business alumni attending the third Alumni of Color Reunion on September 28th-30th, 2007 had a chance to tour Rich Hall. Many of the alumni had graduated before the School of Business moved into its new facility. Strong supporters of SUNY-Oswego, the alumni were pleased with the achievements of the School.

We would love to get feedback on our newsletter. Is there anything in particular that you would like to see in future issues? Email or call us!

Contact information for all faculty and staff is available at our website. Please feel free to visit!

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