Dear College of Business Alumni and Friends,

Spring term has arrived! Here at the College of Business, we’re entering the homestretch of what continues to be an accomplishment-rich and momentum-building academic year. And as the new term begins, we wanted to update you on some of our work that’s centered around our strategic initiatives of student recruitment and retention, strengthening our reputation and better serving our region.

This past winter we expanded our footprint in Portland and established a Portland headquarters for the college at the WeWork building on the edge of the Pearl District. WeWork is a community-based co-working space that houses multiple ventures, often startups. We also have announced new online/in-person hybrid programs in the Portland metro area: MBAs in Innovation Management and Supply Chain and Logistics Management, plus a graduate certificate in Financial Planning. And, we’ve begun our work with community colleges to establish a 2-plus-2 partnership program that makes a top-flight undergraduate business education available to students who may not be able to relocate to Corvallis.

We’ve launched a focused fundraising effort for scholarships and programs designed to drive student success. We’re establishing a first-year living/learning experience for our incoming students – it’s called Innovation Nation – that will help first-time students connect to each other and to our College of Business family from the moment.

(More from Dean Montoya on page 2)
The College of Business is committed to helping students build and act on their entrepreneurial goals. From our new Innovation Nation living/learning community to the Advantage Accelerator to the Austin Entrepreneurship Program, developing business ideas and taking them to market is a tie that binds all aspects of the college.

"Entrepreneurship and innovation can and should coexist with formal education," said Mitzi Montoya, Sara Hart Kimball Dean of the College of Business. "We’re working hard to build a culture of big ideas and leadership – where our students take what they learn in class and use their creativity and critical-thinking skills to drive change."

Given the emphasis on entrepreneurship and the support we provide, it’s no wonder College of Business graduates are launching businesses around the globe.

Cyan Cooper, for example, traveled to China to start his own company, Pioneer Sourcing. The purchasing agency offers a variety of services to shoe and apparel companies wanting to manufacture abroad, including freight management, quality control and contract negotiation.

Xiuyu Xue (pictured on page 3), on the other hand, charted almost the opposite course: He left China for Oregon and now owns and operates a Corvallis restaurant, The Show. The diner caters to the tastes of OSU’s 1,500 Chinese students looking for authentic, and quickly served, food from their homeland.

"Classes helped me get enough knowledge to start the business," Xue, a finance graduate, said, "and the College of Business gave me the skills to find answers to questions I don’t know the answer to."

Cooper ’07 and Xue ’15 are just two illustrations of what the College of Business hopes becomes an ever-growing trend: students turning their startup dreams into reality soon after earning their degrees, or even before they graduate.

Entrepreneurship has long been part of the OSU fabric – think A-dec, the dental equipment company founded by Ken Austin ’53, or E-Trade, started by Bernie Newcomb ’65. And it’s taken on an even larger role over the last dozen years following the reopening of Weatherford Hall as an innovation-focused living/learning center. Weatherford houses 400 students bound by a common interest in turning ideas into marketable products and also doubles as the headquarters for the 2004-founded Austin Entrepreneurship Program.

The College of Business is advancing student success through entrepreneurship by designing student experiences that will accelerate their performance as results-driven, hard-working business men and women. Starting in fall 2016, the college will also add a reconfigured Poling Hall as a second living/learning community, which together with these...
Inara Scott is taking a look at century-old area of business law that intends to benefit consumers and society but now, in some situations, may hinder collaboration in socially responsible business innovation: U.S. antitrust legislation.

Scott, an attorney and an assistant professor in the College of Business, is conducting research that shows collaboration among businesses could be a valuable tool for combating issues like climate change and natural resource limitation, but companies are often afraid to even try working together for fear of being perceived as breaking the law.

On March 28, Scott was a guest on Oregon Public Broadcasting’s “Think Out Loud” program. Scott, who studies environmental law issues, was interviewed about her antitrust research, which was published in the spring issue of the American Business Law Journal. Her work also received coverage in multiple news outlets nationwide.

Scott’s research suggests antitrust laws could hamper the efforts of companies to creatively work together on sustainable and socially responsible business practices, even as consumers and businesses increasingly value them.

Antitrust legislation doesn’t fit with today’s global concerns, Scott said. “A lot of companies want to be part of the solution,” she said “They want to become more socially responsible and drive sustainability for themselves and the consumer.”

Businesses do not want to risk even the appearance of impropriety, she said. Continued on page 4)
Minnesota native Björn Lapakko landed in the Oregon State MBA program looking for the kinds of personal and professional growth opportunities that would prepare him to take on challenges and solve problems of the global variety.

A decade later, he’s doing just that, part of a thriving startup scene in the Baltic nation of Estonia.

“There’s a quote by a German writer that sums up my decision to enroll in OSU’s MBA program: ‘Plunge boldly into the thick of life, and seize it where you will, it is always interesting,’” he said. Before I packed my truck and drove the 1,760 miles from Minneapolis to Corvallis, I had never been to the Pacific Northwest, but I figured there are mountains, there’s an ocean, it will never be minus-20 during winter, and they love orange. It’s got to be perfect there.”

Lapakko is the “growth hacker” for a company called Funderbeam, which bills itself as “The World’s Startup Marketplace” and bears the motto, “Investing, trading and liquidity for all.” Funderbeam provides data for discovering, tracking and researching startups for investment, prospecting or industry analysis; soon it also plans to be an exchange through which investors can make and trade syndicated startup investments using the blockchain, a secure, digital ledger of transactions.

Lapakko moved to Estonia this past winter after learning about Funderbeam on a website, Jobbatical.com, that specializes in relocating professionals to jobs all over the globe.

“OSU’s MBA program developed me in the ways you’d expect — deeper knowledge and expertise in how to run a successful business,” Lapakko said. “And it also prepared me for hurdles I’d encounter later in life which weren’t so obvious back in 2009. For example, working in global markets with an international team.”

For questions or more information:

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