

COMMERCE

Dean's Report

College of Business

Spring 2009

Oregon State
UNIVERSITY

OSU

College of Business



The College of Business had a productive year. We honored our 100-year legacy of business leadership and ushered in new programs and practices. In addition to celebrating our centennial throughout 2008 and reflecting on our past achievements, we advanced our vision and mission by graduating top-notch business students who are well versed in entrepreneurship, sustainability, business technology, and the global economy. Our faculty and students won awards for business excellence, our programs launched new events, and our curriculum featured valuable experiential learning activities. You will notice that this year's report is more comprehensive and includes a new section on student achievements—a demonstration of our quality programs and successful students. Please take a look at what we've been up to, and I wish you well in the coming year.



Ilene Kleinsorge, Dean
Sara Hart Kimball Chair

College of Business Dean's Circle of Excellence

Donald C. Atkinson, Weyerhaeuser, Federal Way, Washington
Robert E. Bauer, Rebco Enterprises, Portland, Oregon
Larry Brown, Retired (PricewaterhouseCoopers), Lake Oswego, Oregon
Steve Brown, MDO Limited, Retired (Hewlett-Packard), Corvallis, Oregon
Richard Carone, Korvis Automation Inc, Corvallis, Oregon
Craig Chambers, Oregon Financial Services Group, Portland, Oregon
James E. Coleman, E&J Gallo Winery, Modesto, California
Larry L. Davis, Bank of America, Portland, Oregon
Lynn Egli, Hewlett-Packard, Corvallis, Oregon
Jill Eiland, Intel, Hillsboro, Oregon
Gayle Fitzpatrick, Oracle, Morristown, New Jersey
Pamela L. Garcia, NW Supermarket Holdings Inc, Wilsonville, Oregon
R. Stevens Gilley, Clarence TC Ching Foundation, Honolulu, Hawaii
Brad Harlow, B Harlow & Associates LLC, Kirkland, Washington
Scott Hildebrandt, Planar Systems Inc, Beaverton, Oregon
Linda Hirneise, Consultant, Retired, (JD Power & Associates), Agoura Hills, California
Allen P. Leggett, Arthur J Gallagher & Co, San Francisco, California
Jon A. Masterson, Wallboard Tool Company Inc, Long Beach, California
Elise F. McClure, Starbucks, Seattle, Washington
Derrick E. McGavic, Newport Capital Partners, Skokie, Illinois
James S. Merryman, Oregon Freeze Dry, Albany, Oregon
Bernie Newcomb, Retired (E*Trade Group Inc), Palo Alto, California
Irva Neyhart, Stover Neyhart & Co, Corvallis, Oregon
Diane Paddison, ProLogis, Denver, Colorado
James Parkin, Deloitte & Touche, Seattle, Washington
Kenneth Poorman, Poorman Enterprises, Portland, Oregon
Sally Smedal, G L Mezzetta, American Canyon, California
Ron Susa, Chevron Corporation, San Ramon, California
Ken Thrasher, Compli Corporation, Portland, Oregon
Art Tokin, Retired (PricewaterhouseCoopers), Honolulu, Hawaii
Dan Whitaker, D & W Enterprises, Corvallis, Oregon
Jack Wilborn, Retired (KPMG International), Lake Oswego, Oregon
EX-OFFICIO
Edward J. Ray, Oregon State University, Corvallis, Oregon
Ilene K. Kleinsorge, Oregon State University, Corvallis, Oregon



Achievements

- ▲ OSU's Accounting and Management Information Systems curriculum earned certification by the Information Systems Audit and Control Association, making OSU one of only five higher learning institutions in the country and one of only 13 in the world to receive this recognition. Graduates of the program gain expertise in information systems and accounting, and qualify for one year's work experience toward the Certified Information Systems Auditor designation.
- ▲ The OSU Foundation entrusted students in the Oregon State Investment Group (OSIG) with managing a \$1 million fund. Composed of roughly 22 undergraduate and graduate students, the OSIG saw an annual return of nearly 24 percent on a \$50,000 investment last year.
- ▲ The College of Business celebrated its centennial throughout 2008. In honor of 100 years of business education, the college hosted an open house in Bexell Hall for the business community and an awards dinner in Portland where nearly 500 alumni and business partners gathered to celebrate.

OSU student Steven Vo testing networking equipment for the Business Solutions Group



Teaching



- ▲ Accounting faculty Monica Banyu, Amy Bourne, Carol Brown, Larry Brown, Dennis Caplan, Roger Graham, Byron Marshall, and Jared Moore received Oregon State University's Student Learning and Success Teamwork Award for their excellence and innovation in student mentoring, teaching, and curriculum development. The team received \$5,000 to support student learning and achievement activities.
- ▲ OSU Extended Campus (Ecampus) and the College of Business launched a new online minor in business and entrepreneurship that offers a comprehensive series of courses to provide flexible learning options for both undergraduates and working

College of Business faculty member Sandy Neubaum teaching her organizational behavior students, who helped the Old Mill Center for Children and Families design, organize, and raise funds for a brand new playground.

professionals. Some topics explored in the curriculum include money and investment, entrepreneurship, managing organizations, financial management, marketing and marketing research, project management, and family business management.

▲ The College of Business selected accounting Professor Jared Moore as the first holder of the Mary Ellen Phillips Professorship in Financial Accounting. The professorship was made possible by OSU alumnus Thomas W. Toomey ('82), who committed \$1 million in honor of his former OSU accounting professor, the late Mary Ellen Phillips.

▲ The Austin Entrepreneurship Program initiated a year-long course open to all academic majors called the Austin Enterprises. Students in the course create, launch, and manage a campus-based start-up company and learn venture skills such as business plan writing, concept feasibility, and market assessment.

▲ The newly remodeled Moss Adams Classroom in Bexell Hall provides an innovative learning space designed specifically for accounting students. The classroom features large white boards for solving accounting problems, ample desk space, and tiered seating that promotes active learning by allowing students to engage with fellow classmates and the instructor. Moss Adams, the largest accounting and consulting firm headquartered in the West, donated \$200,000 for the remodel.

▲ College of Business instructors collaborated to bring real-life learning activities into two management classes: BA 357, a junior-level core course in operations management, and BA 302, a sophomore-level course in business process management. Both courses now feature an integrated set of work assignments that provide students practice in applying management fundamentals. These include business forecasting, production planning, and modeling and simulating processes.



Experiential Learning

The College of Business is committed to teaching students how to apply classroom concepts to real-world challenges. Experiential learning activities are integrated throughout the program, equipping students with the necessary skills to navigate an innovative, knowledge-based economy. Some examples of experiential learning projects are included here.

- ▲ Students in Professor Erik Larson's Project Management class plan, arrange, and execute their own fund-raising activities, ranging from video game tournaments to karaoke contests. They have raised more than \$45,000 for charities like the American Cancer Society and the Children's Miracle Network.
- ▲ Graduate students in Mark Elton's Essentials of Management and Marketing course learn vital business skills by presenting marketing plans to regional enterprises. In 2008, student teams developed marketing strategies for businesses such as Animal Crackers Pet Supply and Target.
- ▲ Students in Geoff Archer's Business Now class submit weekly business memos to industry leaders. During the year, students presented memos and pitched business concepts to guest speakers, including demographic insights for a Web 2.0 start-up and franchise ideas for a local entrepreneur.
- ▲ Students in Rene Reitsma's Information Systems Design and Development class designed and prototyped parts of an information system that can help the Standard Insurance Company in Portland, Oregon, manage its information security policies and practices.

▲ Students in Michele Swift's Human Resource Management course interviewed business managers about human resources practices. Participating businesses included local firms like Barker-Uerlings Insurance, state-funded agencies like Greater Albany Public Schools, large corporations like IBM, and family-owned operations like Bekins Northwest Moving and Storage. Students analyzed the effectiveness of the businesses' practices in the context of different organizational behavior theories and made recommendations for improvement. Several students provided the results of their analysis to the organizations.

▲ Students in John Turner's Technology Commercialization class worked directly with intellectual property developed by OSU researchers. In 2008, students developed commercialization plans for new inventions in alternative energy sources, biodegradable polymers, bioremediation techniques, and pharmacology. Students evaluated

technologies for commercial viability, developed market analyses and financial plans, and presented their strategies to a panel of potential investors, entrepreneurs, and business professionals.

▲ Students in V.T. Raja's senior-level capstone course in information management developed their skills in virtual team environments and technologies by working on a seven-week project. Teams used collaborative technologies such as Web conferencing, wikis, and traditional video conferencing to support organizational analysis and the development of a prototype system for remote organizational clients based in Washington state.

▲ Graduate students in Keven Malkewitz's New Product Development class researched and evaluated several new technologies developed and patented by OSU researchers. These included technologies for recycling aircraft interiors, producing biodegradable fish lines, building a radio-frequency harvester used to monitor

temperature in cold-channel industries (e.g., frozen foods), and organizing a bike-share program for the OSU campus.

- ▲ For more than two decades, the Arthur Stonehill International Business Exchange Program has provided students with opportunities to increase their cultural competence and gain a new vantage point by studying in one of the program's nine partner schools around the globe. Ninety business students studied overseas during the year, and in fall 2008 alone, 65 students applied to the Arthur Stonehill International Business Exchange Program. A student studying international business in Norway supplemented her academic experience by coaching a children's gymnastics team, and a finance student studying in Hong Kong established connections with JP Morgan and Grosvenor-Asia Pacific, a property development company with \$7 billion in assets.
- ▲ College of Business strategy Professor Don Neubaum and members of OSU Students in Free Enterprise (SIFE) traveled to Arusha, Tanzania, to meet with the founders of Naisosian, a micro-enterprise sewing program for local women. Women in the program learn sewing skills and receive sewing machines at the completion of the training to enable them to start their





own businesses. Video footage, photographs, and stories will be compiled by SIFE students to create a marketing campaign and generate additional support for the program in the United States.

- ▲ A team of students participating in a freshman entrepreneurship class were inspired to join SIFE and launch Think!BLUE, a social venture seeking to educate students and the local community about water-related issues. The students designed a sales and marketing campaign for reusable water bottles and sourced production to a North American company. Profits from the sale of the reusable water bottles are used to fund other SIFE projects.
- ▲ The College of Business MBA degree offers students an accelerated

management program with an emphasis on entrepreneurship and innovation. Program students learn practical, hands-on business tools by composing and delivering research-driven business plans called Integrated Business Projects. Several Integrated Business Projects completed by the 2008 graduating class featured technologies with origins in the OSU Office of Technology Transfer, the commercialization arm of the university.

- ▲ OSU students engaged in academic research in a very real way. Anthropology master's students Chris Bates and Rachel Nelson, along with marketing Professor Jim McAlexander, co-authored an article on entrepreneurial education in a residential college for the *New England Journal of Entrepreneurship*. Likewise, business student Monée Madrigale received a grant from the Undergraduate Research, Innovation, Scholarship, and Creativity fund for her work with faculty advisor Hal Koenig on increasing fruits and vegetable consumption among Oregon's food stamp recipients.

- ▲ 2008 brought diverse audiences and new clients to the Close to the Customer Project (C2C), which is the experiential and market research arm of the College of Business. Students and faculty teams worked for several local clients, including nonprofit groups such as Corvallis Clinic where C2C studied support services for breast cancer survivors. Cutting-edge research included consulting work for the Oregon Wave Energy Trust in the emerging field of wave energy production. C2C also worked with internal clients such as OSU Extension Service on a social marketing campaign.
- ▲ The Business Solutions Group continues to provide experiential learning for nearly 50 students via consulting and development projects with OSU, the Oregon Department of Energy, Oregon Department of Transportation, and major private sector clients. The group brought in outside revenue of more than \$1 million for OSU and the program.



Research

Numerous scholarly contributions authored by College of Business faculty were published or accepted in 2008. These contributions represent cutting-edge research in diverse academic arenas, from mobile commerce advertising, to student moral philosophies, to low-waste operations.

- ▲ Several College of Business faculty authored journal articles related to sustainability. Research topics included environmental management, corporate social responsibility, green supply chain strategies, and sustainable enterprises.
- ▲ Colleen Bee's article on the relationship between involvement, psychological commitment, and behavior loyalty in a sport spectator context was

Professor Zhaohui Wu researches e-waste recycling strategies and how they affect supply-chain relationships.

accepted by the *International Journal of Sports Marketing and Sponsorship*.

- ▲ Dave Berger co-wrote an article that was published in the *Journal of Financial Research* that explores time variability in market risk aversion.
- ▲ Clay Dibrell and Don Neubaum co-authored an article for *Entrepreneurship Theory and Practice* on family culture and strategic flexibility. Clay also authored an article on the influence of founding families within high-margin industries in *Small Business Economics*.
- ▲ Bobby Garrett authored a piece for the *Journal of Business Research* on market responsiveness, top management risk taking, and the role of strategic learning in market pioneering.
- ▲ Nancy King authored an article about designing regulation to ensure adequate disclosure and consent mechanisms for emerging

mobile advertising practices for the *Federal Communications Law Journal*.

- ▲ Keven Malkewitz and Colleen Bee co-authored an article about gender and personality drivers of consumers' mixed emotional response to advertising that was accepted in the *Journal of Current Issues & Research in Advertising*. Malkewitz's article examining television advertising accompanying war news was accepted for the same journal.

- ▲ Byron Marshall's work in criminal activity networks appeared in the *Journal of the American Society for Information Science and Technology* and will be published in *IEEE Transactions on Intelligent Transportation Systems*.

- ▲ Jim McAlexander's article on entrepreneurial education in a residential college was accepted for publication in the *New England Journal of Entrepreneurship*.

- ▲ Jared Moore's article on how tax status impacts the association between employee stock options and debt appeared in *The Journal of the American Taxation Association*.

- ▲ Don Neubaum, Jack Drexler, and Erik Larson researched the influence of business education on student moral philosophies, and their article was published in the *Academy of Management Learning and Education*.

- ▲ Dayna Simpson authored an article that was published in *Business Strategy and the Environment* that explores complementarities between environmental strategy and low-waste operations. In addition, her article about the use of supply relationships to recycle secondary materials was published in the *International Journal of Production Research*.

- ▲ Zhaohui Wu's research in sustainable supply chain management and triads in supply networks will appear in the *Journal of Supply Chain Management*. He also wrote an invited essay on buyer-supplier relationships in supply networks for the *Journal of Operations Management*.
- ▲ Jimmy Yang authored a piece on the relative performance of trading halts and price limits for the *International Review of Economics and Finance*, and his article on the effects of price limits in the *International Review of Finance* is forthcoming. He and Ping-Hung Hsieh also co-authored an article about the estimation of price limit moves, to be published in the *Journal of Empirical Finance*.





Grants

Faculty researchers received grants from prestigious foundations, respected institutions, and established enterprises.

- ▲ Clay Dibrell was awarded a grant for \$10,000 to conduct an initial study of *Building Legitimacy in Rural-based New Ventures* from the University of Idaho. He also received a \$12,000 grant to conduct a *Survey of Oregon Business Practices* from the College of Health & Human Sciences at Oregon State University.
- ▲ Julie Ann Elston received a \$33,900 grant over two years from the Ewing Marion Kauffman Foundation to study the financing of entrepreneurship.

▲ Ted Khoury received a research grant from the Ewing Marion Kauffman Foundation for approximately \$10,000 for his entrepreneurship-related research in patenting and the reputation of underwriters for companies seeking an initial public offering.

▲ Rene Reitsma garnered a \$15,000 grant from the Agilent Foundation for working with the University of Colorado on analyzing use patterns of TeachEngineering.org.

▲ Zhaohui Wu's research team received a \$25,000 grant from AT&T's Industrial Ecology Faculty Fellowship program. The award will support the team's project on end-of-life waste management regulations and practices in China's telecommunications sector.

▲ Jimmy Yang and his research team received a three-year grant for \$299,265 from the National Science Foundation to study microreactor-assisted nanoparticle deposition as an efficient, green route to functionally gradient films.





Outreach

- ▲ The College of Business hosted two lecture series: the Dean's Distinguished Lecture and the Sustainability Lecture. The first series featured some of the nation's foremost business leaders, including Ursula Burns, president of Xerox Corporation, and Alfred Lin, COO, CFO, and Chairman of Zappos.com. Through its Sustainability Lecture series, the college hosted an executive from Nike in addition to a climate change adaptation specialist from the World Wildlife Fund and the global program manager for supply chain energy at HP.
- ▲ The Austin Entrepreneurship Program launched the New Enterprise Challenge, a campus-wide business plan competition that gives student

Alfred Lin, COO, CFO, and chairman of the online retailer Zappos.com talked to students after delivering the Dean's Distinguished Lecture in October 2008.

entrepreneurs an opportunity to develop an idea into a viable business venture. Student participants receive feedback and advice from project mentors and a panel of successful entrepreneurs, senior executives, venture advisors, and investors. This year's winning projects featured a nanoparticle coating that eliminates reflection from films and surfaces and was developed by OSU's College of Engineering with aid from the Oregon Nanoscience and Microtechnologies Institute; a hydrogen production technology for fuel cells and other process technologies that was developed by OSU's Biological and Ecological Engineering Department; and a nondestructive method to test the quality of wood utility poles, which is a concept that originated in OSU's College of Forestry. The New Enterprise Challenge demonstrates the ability of the College of Business to engage the campus community and bridge different disciplines in the spirit of collaborative innovation. It also provides an intensive experiential learning platform for students to explore the commercial potential of a concept.

- ▲ The Austin Family Business Program revitalized legacy programs, premiered new programs, and laid the foundation for a cutting-edge future. Some accomplishments included:
 - ▶ Honoring some of the Pacific Northwest's top family businesses—including Reser's Fine Foods of Beaverton, Nosler of Bend, and Solar Summit of Philomath—through the annual Excellence in Family Business Awards. Previous award winners gathered for a 20th reunion celebration.
 - ▶ Organizing the inaugural Student-to-Student Conference—the first in the nation—where students established a crucial network of their family business peers.
 - ▶ Receiving \$1 million in matching funds from James Coleman to support the program's strategic vision. Additionally, the American Forest Foundation awarded the program more than \$500,000 to expand Ties to the Land, a nationally recognized outreach program that helps woodland owners plan for succession.



Student Achievements

- ▲ A four-member MBA student team took home OSU's New Enterprise Challenge grand prize of \$10,000, besting nine other finalist teams. The business plan for S-Ray, a dental imaging alternative to X-rays that uses sonar, impressed the judges with its combination of innovative technology and a convincing business model. Organized by the Austin Entrepreneurship Program, the competition provided an opportunity for OSU students to present their new business ideas to experts that included successful entrepreneurs, senior executives, venture advisors, and investors.
- ▲ A team of four College of Business accounting students won first prize in the 2008 Berntson Porter/ University of Washington Master of Professional Accounting Tax Competition in Seattle. Rebecca Fouts, Laura Gray, Jaclyn Huehn, and Juzi Yu solved complex tax-planning problems and took home a \$3,000 grand prize after competing against 11 teams from five universities.
- ▲ Thirty-four percent of accounting OSU graduates who took the CPA exam in 2007 passed all four parts, compared to the national average pass rate of 27 percent.





Oregon State
UNIVERSITY | College of Business

College of Business
200 Bexell Hall
Corvallis, OR 97331-2603

**NON-PROFIT ORG
US Postage
PAID
Corvallis OR
Permit No 200**