

College of Business

# 2010 Dean's Annual Report



# The College of Business Dean's Circle of Excellence

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**Ilene Kleinsorge**, Oregon State University College of Business, Ore.

*Cover photo: James Curleigh, president and CEO of KEEN, Inc., delivered the fall 2010 Dean's Distinguished Lecture.  
(Photo by Chris Ho)*

## Message from the Dean

As the nation reshapes its workforce to meet the demands of a global economy, the College of Business remains dynamic and innovative. We are changing with the changing workforce, while adapting to the ever-evolving needs of the business landscape. Yet, we also remain steadfastly committed to the time-tested principles of a land grant university.

With this vision in mind, we reached several milestones in 2010. We significantly invested in growing our MBA program, developed a strategic partnership with the College of Engineering that will bring more Oregon State research to the marketplace, and—thanks to our generous donors—successfully met important deadlines in our fundraising effort to build a state-of-the-art facility.

Our remarkable faculty and the next generation of leaders they teach are literally changing lives. Scholarly contributions from our faculty are helping to improve business models and manage creative workforces. Our students are impacting society while gaining valuable career skills through ambitious experiential learning projects. As indispensable partners, our alumni provide the backbone that supports our mission. With your continued support, we look forward to building on our progress in 2011.

Ilene K. Kleinsorge, Dean  
Sara Hart Kimball Chair





Oregon CEO Summit:  
Winning Strategies and

# Achievements

- ▲ The College of Business raised the necessary \$25 million of its \$30 million goal to seek matching bonds from the Oregon legislature to build a \$55 million state-of-the-art facility. The facility will be a five-story, 100,000-square-foot building with classrooms, offices, student services, and collaborative learning spaces for the college's growing undergraduate and graduate programs.
- ▲ The college hosted the inaugural CEO Summit in May at Portland's Governor Hotel. Business executives from across the state and the nation attended the summit to gain valuable insights from respected industry leaders who offered winning strategies for business leadership in difficult times.
- ▲ The colleges of Business and Engineering formed an innovative partnership in response to the university's goal of creating economies of scale, fostering greater collaboration, and encouraging synergies in teaching, research, and innovation. The Division of Business and Engineering is identifying research partnerships to improve economic vitality and social progress while delivering research impact through commercialization.

*Roger Hinshaw, president of Bank of America's Oregon & SW Washington region, was the keynote speaker at the inaugural CEO Summit, which drew professionals and executives from around the state.  
(Photo by Chris Ho)*



# Teaching

- ▲ The TeachEngineering digital library received a recognition of excellence from the National Science Foundation's National Science Digital Library, surpassing collections such as the Math Common Core Collection, the NSDL Science Refreshers, and the Harvard Smithsonian Digital Library. TeachEngineering is an e-library of K-12 engineering lesson materials designed and developed by a multi-institutional team, including Associate Professor René Reitsma and a group of students at the College of Business.
- ▲ The OSU-Cascades campus launched a hospitality management program. Students are now able to specialize their business administration major with skills in asset management, environmental scanning, and competitive methods in the hospitality and tourism industry.
- ▲ In collaboration with the College of Science, the College of Business taught required business courses in the Professional Science Master's program (PSM). The PSM

program is a unique blend of science, policy, and practical business skills that prepare students for environmental leadership.

- ▲ The MBA program continued to expand and improve its Integrated Business Project, which provides an intense experiential learning opportunity for students. In 2010, 12 teams developed an investor-ready business plan—the largest number of teams in the history of the MBA program. Integrated Business Projects suggested commercialization techniques for cutting-edge technologies invented by researchers through the Oregon State University's Office of Technology Transfer, College of Agricultural Sciences, College of Engineering, and College of Science, in addition to Hewlett-Packard and Oregon Health and Science University.
- ▲ V.T. Raja, an instructor in Business Information Systems, was awarded two in-kind grants from the Amazon Web Services education program. The grants totaled \$9,000 in credits for Amazon Web Services and were used to support the business telecommunications and networking course held during the 2010-11 winter term.

**Accounting Instructor Amy Bourne (right) with students**  
(Photo by Chris Ho)



# Experiential Learning

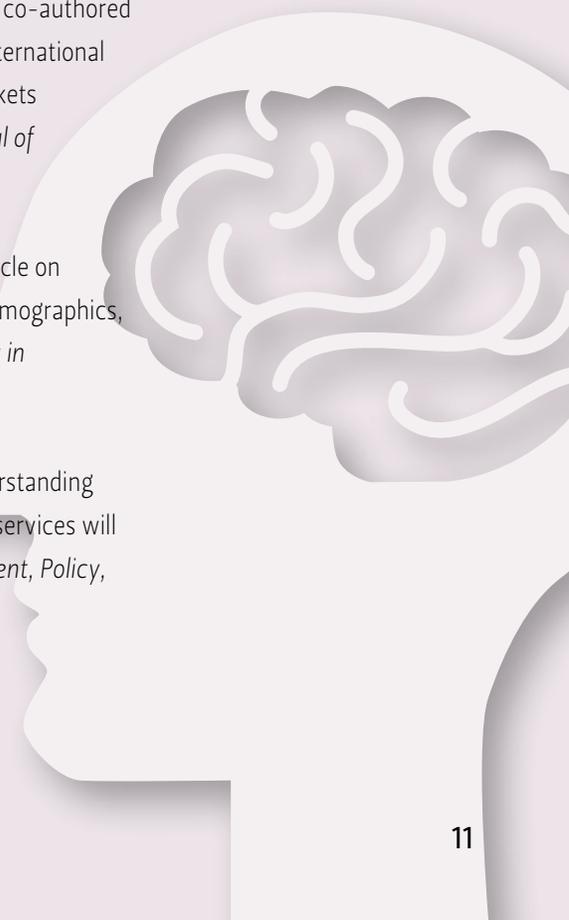
- ▲ The Arthur Stonehill International Business Exchange Program continued to provide business students with a global education through experiential learning opportunities cultivated while studying and living abroad. More than 100 students had an international experience, making the exchange program the largest of its kind in the state.
- ▲ The Close to the Customer Project provided experiential learning opportunities to dozens of students while working with businesses and organizations on marketing-related projects. In 2010, teams conducted 14 focus groups, four survey projects, and embarked on an entrepreneurial venture called the Building Communities Initiative. The Building Communities Initiative is a research tool that assists university foundations and development professionals. Projects like these prepare students for careers in the marketing profession by allowing them to experience every step in the research process, from formulating objectives to presenting the final analysis.
- ▲ The Business Solutions Group provided hands-on learning opportunities to more than 40 students. Participating students learned fundamentals in systems development, IT testing, and business analysis services while working with clients such as Fortune 500 companies, the Oregon Department of Transportation, the Oregon Department of Human Services, and several Oregon State University entities.
- ▲ Students from the Austin Entrepreneurship Program and Students in Free Enterprise (SIFE) embarked on new social entrepreneurship initiatives at home and abroad. Several students traveled to Guatemala to help increase distribution channels and integrate sustainable business practices within the coffee and cosmetic industries. Locally, students are creating an integrated brand marketing campaign for Cornerstone Associates, a Corvallis company that provides supported employment for people with developmental disabilities.

***Students in the Austin Entrepreneurship Program and Students in Free Enterprise traveled to Guatemala to assist local coffee growers. (Photo courtesy of SIFE)***



# Research

- ▲ David Baldrige and Michele Swift co-authored an article for the *Journal of Management* about the role of individual differences in withholding requests for disability accommodation.
- ▲ John Becker-Blease's research on the relationship between employees, firm size, and profitability in U.S. manufacturing industries was published in *Investment Management and Financial Innovations*. In addition, his article on the impact of gender on executive departure was accepted by *Economic Inquiry*, and a book chapter on corporate responsibility in finance was included in the textbook *Mainstreaming Corporate Responsibility*.
- ▲ Dave Berger's two articles about investor perceptions of volatility and the capital asset pricing model were accepted by *Applied Financial Economics*. He also wrote an article for the *Global Finance Journal* on emerging market contagion and co-authored research with Jimmy Yang on international diversification with frontier markets that was accepted by the *Journal of Financial Economics*.
- ▲ Carol Brown co-authored an article on accounting doctoral program demographics, which will be published in *Issues in Accounting Education*.
- ▲ Cory Cromer's research on understanding Web 2.0 influences on public e-services will appear in *Innovation: Management, Policy, & Practice*.





- ▲ Julie Elston and Jimmy Yang co-authored a publication on the relationship between venture capital, ownership structure, accounting standards, and IPO under-pricing that was published in the *Journal of Economics and Business*. Elston's research on risk attitudes, wealth, and sources of entrepreneurial start-up capital was published in the *Journal of Economic Behavior and Organization*.
- ▲ Robert Garrett's research on knowledge protection and governance decisions in multilateral research and development alliances was accepted by *Organization Science*.
- ▲ Roger Graham and Jared Moore co-wrote an article about the impact of book-tax differences on investor opinions that will appear in the *Journal of the American Taxation Association*. Graham's research on the earnings effects of advertising expenditures during recessions will be published in the *Journal of Advertising*.
- ▲ Ted Khoury authored an article exploring whether institutional reform of intellectual property rights leads to more inbound foreign direct investments in developing countries. The article will appear in the *Journal of World Business*.

**Robert Garrett (Photo by Chris Ho)**

- ▲ Nancy King's two articles on mobile consumer privacy were published in *Computer Law and Security Review*. In addition, an article about online customer profiling was accepted for publication in the *International Journal of Private Law*.
- ▲ Erik Larson and Jack Drexler co-wrote an article on project management as a service-learning project for the *Journal of Management Education*.
- ▲ Byron Marshall, Kristian Mortenson, and Amy Bourne authored an article about visualizing basic accounting flows for the *International Journal of Digital Accounting Research*.
- ▲ Zhaohui Wu's research on integrating business and environmental value in China was published in the *Journal of Cleaner Production*. He also wrote an article on decision-making in sustainable supply chain management, which was accepted by the *Journal of Operations Management*.

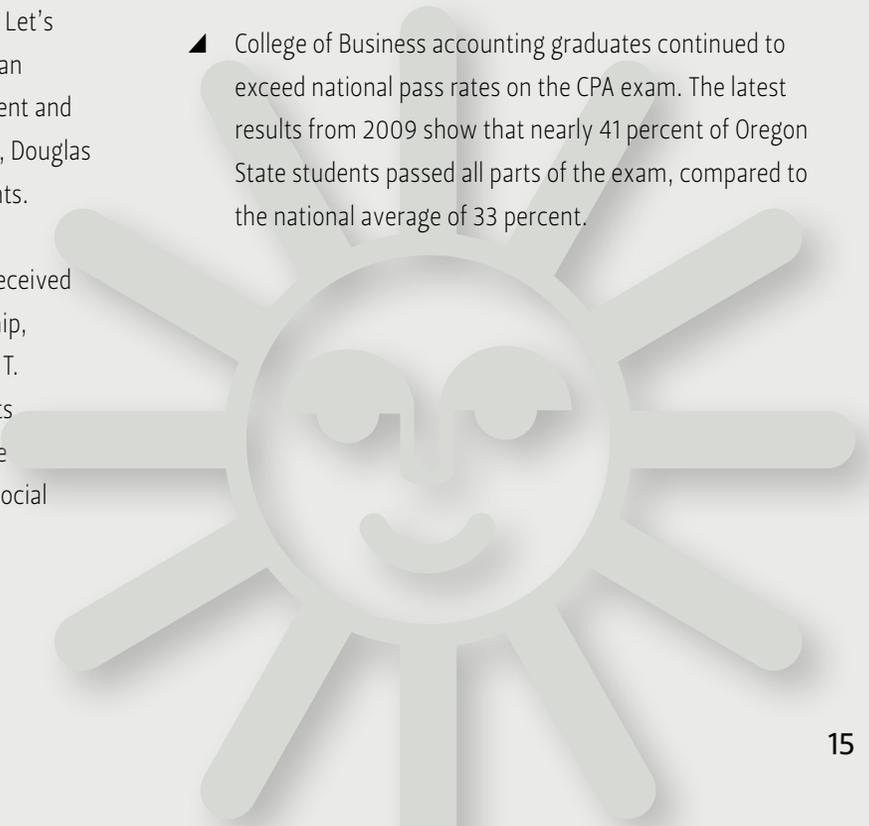
Erik Larson (Photo by Chris Ho)





# Student Achievements

- ▲ The Oregon State University Students in Free Enterprise (SIFE), sponsored by the Austin Entrepreneurship Program, consistently advances to national competitions for their Hunger in the Homeland project, a campaign to raise hunger awareness. For the last two years, they achieved first place in the national Campbell Soup Company Let's Can Hunger competition. The team raised more than 60,000 pounds of food for food banks. The president and chief executive officer of Campbell Soup Company, Douglas Conant, visited campus to honor their achievements.
- ▲ Eleven college students from across the country received a John T. Petters Foundation spring 2010 scholarship, and three were College of Business students. John T. Petters provides scholarships to deserving students who want to enhance their educational experience through international business study abroad and social entrepreneurship service programs.
- ▲ Fifteen outstanding students won a \$1,000 scholarship as part of the Dean's Leadership and Professional Achievement Award. Student award winners demonstrated leadership and professionalism in clubs, student government, and experiential learning activities. Quality scholarship applications from students increased from 39 in 2009 to 50 in 2010.
- ▲ College of Business accounting graduates continued to exceed national pass rates on the CPA exam. The latest results from 2009 show that nearly 41 percent of Oregon State students passed all parts of the exam, compared to the national average of 33 percent.



SKYLINE

VISTA

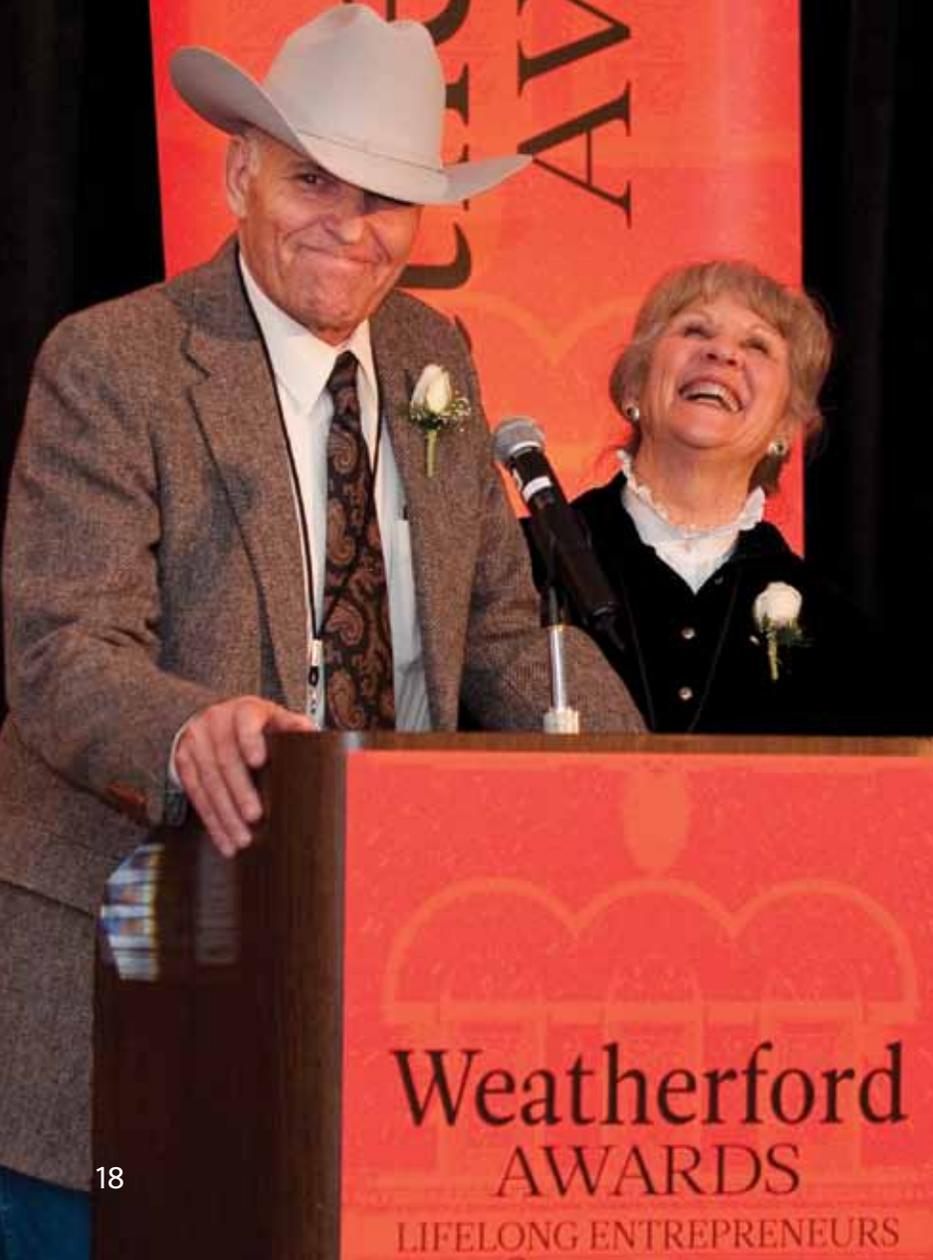
College of Business  
Austin Family Business

**OREGON STATE UNIVERSITY**  
**AUSTIN FAMILY BUSINESS PROGRAM**

# Outreach

- ▲ The Austin Family Business Program expanded its outreach efforts to assist family enterprises throughout the region and the world. For example, the program:
  - ▶ Hosted the 2010 Family Business Student Conference, “where future family business leaders gather.” The conference was presented in partnership with the Columbia Leadership Institute, a consulting firm that designed a custom workshop for students from family businesses. Fifty-three students from five post-secondary institutions attended.
  - ▶ Held a breakfast event at the Allison Inn & Spa to recognize the 25th anniversary of the Austin Family Business Program. More than 100 family business community members attended, representing more than 24 family businesses.
  - ▶ Honored 13 family enterprises, selected from 119 nominations, at the 2010 Excellence in Family Business Awards. More than 300 people—one of the largest crowds in recent years—attended the Portland ceremony.
- ▶ Expanded Ties to the Land, a program designed to help family landowners successfully pass their land to the next generation. Ties to the Land workshops are being delivered in 14 states, and curriculum materials are in use by individuals and organizations in 30 states.
- ▲ The Austin Entrepreneurship Program (AEP) engaged the entrepreneurial community through lectures, events, and competitions. For example, the program:
  - ▶ Hosted the Entrepreneur in Residence Series, which gives individuals a chance to interact with entrepreneurs and visionaries through presentations and lectures. In 2010, entrepreneurs in residence included Bob Moore from Bob’s Red Mill, Greg Pierson from Iovation, and young entrepreneur Ryan Kirkpatrick from Galvanic Design.

*The 2010 Family Business Student Conference  
(Photo courtesy of the Austin Family Business Program)*



- ▶ Launched the Building Your Killer Business Plan Series to help budding entrepreneurs learn how to turn innovative ideas into a business plan that will guide their ideas to market and attract investors. Entrepreneurs and experts were invited to campus to explain and demonstrate the logic of a business plan, section by section.
- ▶ Launched the American Dream Elevator Pitch Competition, which featured aspiring students and community entrepreneurs delivering 90-second business pitches to a panel of judges.
- ▶ Celebrated the second annual Weatherford Awards to honor Oregon's lifelong entrepreneurs and innovators. Award winners included Doc and Connie

*Doc and Connie Hatfield of Country Natural Beef were honored at the 2010 Weatherford Awards, a celebration of lifelong entrepreneurs and innovators.  
(Photo by Jim Carroll)*

Hatfield, founders of Country Natural Beef; Frank Cloutier, one of the fathers of the ink jet printer; and Douglas Engelbart, an Oregon State alumnus who is best known for inventing the computer mouse.

- ▲ The Dean's Distinguished Lecture Series featured prominent executives in the apparel and high-tech industries. James Curleigh, president and chief executive officer of Portland-based KEEN Inc., discussed how to re-think success for the 21st century. In addition, he shared key factors that led to KEEN's position as one of the fastest growing outdoor brands of this century. Justin Rattner with Intel discussed technology trends and next-generation products that could change the way we live and do business.

- ▲ The College of Business co-sponsored the Willamette Innovators Night (WIN), the largest annual gathering of entrepreneurs in the Willamette Valley. WIN brings together community leaders, business people, students, and Oregon State faculty, and highlights research, innovation, creativity, and business.

- ▲ The colleges of Business and Engineering co-sponsored Oregon's Most Admired Companies, a Portland-based event that drew more than 700 people to celebrate top companies in Oregon and Southwest Washington.

*Backcover photo: Keegan Warrington (left) was one of two College of Business students to travel across Africa as part of a charity race in support of social and environmental causes. He is also co-founder of Citizen of the World, a local nonprofit that encourages students to engage in global causes. (Photo courtesy of Citizen of the World)*





**Oregon State** | College of Business  
UNIVERSITY

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