

A person with long hair, wearing a bright green long-sleeved shirt and blue jeans, is riding a dark-colored bicycle on a paved street. The person has a black messenger bag slung over their shoulder. The background is a blurred scene of a campus with a large brick building on the left and green trees on the right. The overall image has a motion blur effect, suggesting the cyclist is moving quickly.

College of Business

2009 Dean's Annual Report

Oregon State
UNIVERSITY

OSU

College of Business



Large and small enterprises throughout Oregon and the world experienced major challenges in 2009. The College of Business has responded by working even harder to educate flexible, driven learners who can excel in an innovation-based economy. Throughout this report, you will see the evidence of the year's labor: our achievements, our progress toward long-term goals, and the awards we have given and received.

Much of what we accomplish at the College of Business depends on support from our alumni and our business partners. Even in the midst of an uncertain economic climate, many generous donors have committed their time and money to ensure the success of our programs. We are proud of the robust giving community that stands behind us and cannot thank our donors enough for supporting our educational mission. Although no one knows how 2010 will unfold, we do know that the College of Business—with help from our donors—will continue to prepare profession-ready graduates and supply outstanding programs to support Oregon's critical industries.

Ilene Kleinsorge, Dean
Sara Hart Kimball Chair

Don Robert, chief executive officer of Experian, and Ilene Kleinsorge, dean of the College of Business. Robert came to campus to deliver the Dean's Distinguished Lecture in October. Photo by Chris Ho.

The College of Business Dean's Circle of Excellence

David L. Andersen, Andersen Construction Company Inc, Portland, Ore.
Darrel T. Anderson, IDACORP, Inc, Boise, Idaho
Don C. Atkinson, Weyerhaeuser, Federal Way, Wash.
Stephen M. Bailey, Flir Systems Inc, Wilsonville, Ore.
Brian Bronson, RadiSys Corporation, Hillsboro, Ore.
Larry L. Brown, retired (PricewaterhouseCoopers), Lake Oswego, Ore.
Richard Carone, Korvis Automation, Inc, Corvallis, Ore.
Tanja C. Cebula, Resources Global Professionals, Irvine, Calif.
James E. Coleman, E. & J. Gallo Winery, Modesto, Calif.
Mary M. Coucher, IBM Corporation, Beaverton, Ore.
Larry L. Davis, Bank of America, Portland, Ore.
Diane Detering-Paddison, Behringer Harvard, Opportunity Fund II, Dallas, Texas
Lynn Egli, HP, Corvallis, Ore.
Jill Eiland, Intel Corporation, Hillsboro, Ore.
Gayle Fitzpatrick, Oracle, Morristown, N.J.
Pamela L. Garcia, NW Supermarket Holdings, Inc, Wilsonville, Ore.
R. Stevens Gilley, Clarence T. C. Ching Foundation, Honolulu, Hawaii
Brad R. Harlow, B Harlow & Associates LLC, Kirkland, Wash.
Scott Hildebrandt, Planar Systems, Inc, Beaverton, Ore.
Linda Hirneise, consultant, Agoura Hills, Calif.
Steve Johnson, RE/MAX Equity Group, Inc, Portland, Ore.
Allen P. Leggett, Arthur J. Gallagher & Company, San Francisco, Calif.
Jon A. Masterson, Wallboard Tool Company, Inc, Long Beach, Calif.
Elise McClure, retired (Starbucks), Portland, Ore.
Derrick E. McGavic, Newport Capital Partners, Skokie, Ill.
Bernard Newcomb, retired (E*Trade), Palo Alto, Calif.
Irva Neyhart, Stover Neyhart & Company, Corvallis, Ore.
Rob Nye, Seattle Northwest Securities Corporation, Portland, Ore.
James Parkin, Deloitte & Touche LLP, Seattle, Wash.
Scott Parrish, A-dec, Inc, Newberg, Ore.
Tod Perkins, TD Perkins & Company, LLC, Oldwick, N.J.
Kenneth Poorman, Poorman Enterprises, Portland, Ore.
John D. Porter, AAA Oregon/Idaho, Portland, Ore.
Peter V. Potwin, Benson Industries, Portland, Ore.
Eric H. Schoenstein, Jensen Investment Management, Lake Oswego, Ore.
Jean Shearer, The Hartford, Seattle, Wash.
Ron Susa, Chevron Corporation, San Ramon, Calif.
Ken Thrasher, Compli Corporation, Portland, Ore.
Jack Wilborn, Jr, retired (KPMG International), Lake Oswego, Ore.

EX-OFFICIO

Edward J. Ray, Oregon State University, Corvallis, Ore.
Ilene Kleinsorge, Oregon State University College of Business, Corvallis, Ore.



Jose Tomas
Montero Styles

Gustavo
Martinez

Achievements

- ▲ The Master of Business Administration program is once again among the top 100 in the world, according to the Aspen Institute's biennial survey that ranks business schools based on proven integration of social, environmental, and ethical issues into the curriculum.
- ▲ The college added new majors in business information systems, management, finance, and marketing. With the addition of these four degrees, the college now offers more undergraduate majors than any other college of business in the Oregon University System.
- ▲ The college expanded its annual Alumni and Business Partner Awards celebration to a campus-wide event, honoring a business leader alumnus from each of the university's 12 colleges. The event promoted cross-campus collaboration and acknowledged the global impact of business leadership.

Gustavo Montero (MS '84 and MBA '85) with his brother, Jose Tomas Montero Styles. As managing partner of the GAM Consulting Group in Switzerland, Montero was one of the 12 OSU alumni honored with the Innovative Business Leader Award by the College of Business. Photo by Chris Ho.



Teaching

- ▲ The Austin Entrepreneurship Program expanded its Introduction to Entrepreneurship course series (BA160) and Social Entrepreneurship course (BA362). Students in the BA160 series created and implemented a sales and marketing campaign, developed a business ethics activity and financial literacy program for the Boys and Girls Club of Corvallis, and started and managed small entrepreneurial businesses. Students in BA362 analyzed business models of local nonprofits. Both courses are designed to help students develop problem-solving, team-building, and critical-thinking skills in real-world business settings.
- ▲ The College of Business advising office promoted educational opportunities outside the classroom, including an annual event called C3: Creating Career Confidence, which aims to strengthen students' understanding of career challenges and teach vital skills such as networking etiquette and effective self-presentation. Nearly 70 students attended and gained valuable support from the 15 alumni, recruiters, and faculty mentors who shared their career expertise.
- ▲ The MBA program enhanced its curriculum and program offerings with a distinct focus on entrepreneurial and experiential learning activities. As a result, the program has grown by 20 percent in the past two years. Some highlights include:
 - ▶ The program continued to improve its Integrated Business Project—a team-based alternative to a traditional thesis—while developing new ways for students to earn their degree. The college recently approved a clean technology track that emphasizes sustainable business and a thesis track for research-focused students.
 - ▶ Members of the 2009 graduating class worked with industry partners and inventors to develop business plans for the annual Integrated Business Project competition. Six of the ten teams developed business plans for the commercialization of Oregon State University agricultural or physical science research. One team partnered with the College of Pharmacy and Oregon Health Sciences University, another was sponsored by the Boeing Company, and two teams generated projects based on students' ideas.
 - ▶ Intensive, fast-paced graduate-level courses were offered during the summer to provide prospective students with the foundational knowledge required for entry into the MBA program.



Experiential Learning

- ▲ Students in the Austin Entrepreneurship Program and the Oregon State chapter of Students in Free Enterprise had the opportunity to master significant entrepreneurial skills, including opportunity recognition, leadership, project management, planning, prioritizing, team-building, fundraising, and budgeting. The 12 finalist teams in the Enterprise Challenge business plan competition presented and defended their plans in front of panels of venture experts and investors. Five of the 12 finalist teams are still pursuing their start-up ventures.
- ▲ Students from the Oregon State Investment Group made a return trip to New York City to meet and network with professionals in the financial industry. The students visited major investment firm representatives, connected with successful Oregon State alumni, and developed crucial professional skills through hands-on experience.
- ▲ Nearly 100 business students studied abroad through the Arthur Stonehill International Business Exchange Program, the largest college-administered exchange program in the state. Students gained an international perspective by studying at one of nine partner

Forming the Oregon State Investment Group, a student-operated club, required the hard work of several key individuals, including (L - R): Ray Brooks, Byron Williams, Jimmy Yang and Adam Gulleddge. Photo by Chris Ho.

institutions around the globe. A recent \$1 million gift from Joe Lobbato, a College of Business alumnus, will provide scholarships for the exchange program and support international curriculum development.

- ▲ The 20-year-old Business Solutions Group employed more than 40 students in systems development, information technology testing, and business analysis services via consulting and development projects with state agencies, educational institutions, and private-sector clients. Generating more than \$1 million in revenue in 2009, it is one of the nation's most accomplished testing and development teaching facilities.
- ▲ The Close to the Customer (C2C) Project provided experiential learning opportunities to 25 students while conducting applied market research for the business community and other organizations. C2C is self-funded primarily through project-based revenue from companies and organizations like Gerber, Oregon Freeze Dry, Harley-Davidson Motor Company, Reser's Fine Foods, OSU Federal Credit Union, Corvallis Clinic, and the Oregon Wave Trust. In addition, C2C works with several campus entities such as the Extension Service, University Marketing, OSU Foundation, Dixon Recreation Center, Counseling and Psychological Services, the College of Forestry, and the College of Business. In 2009, two students received a C2C Target scholarship to fund their internship experience with the program.





Research

- ▲ John Becker-Blease's research on gender equality in angel investing and executive departure will appear in *Entrepreneurship Theory and Practice* and *Economic Inquiry*. Another article assessing the value of a smaller S&P index was accepted by *The Financial Review*.
- ▲ Ray Brooks wrote a textbook titled *Financial Management: Core Concepts*. The book is a practical guide to introductory finance and is the first paperback textbook in the field.
- ▲ Cory Cromer's article about online consumer behavior will appear in the *Journal of Consumer Affairs*.
- ▲ Julie Elston authored an article on corporate governance and capital accumulation for the *Scottish Journal of Political Economy*. A second article on financing high-tech entrepreneurs was accepted in *Small Business Economics*.
- ▲ Robert Garrett's research on corporate venturing was accepted in *Business Horizons* and the *International Journal of Entrepreneurial Venturing*. He also authored an article on the relationship between employee ownership and innovation that will appear in the *New England Journal of Entrepreneurship*.
- ▲ Dave Gobeli's article about how plant managers' experiences and attitudes toward sustainability affect operational performance was published in *Production and Operations Management*.
- ▲ James Hansen authored an article for *Current Issues in Auditing* on the internal auditor's assessment of management tone. He also wrote an article that reviews earnings management around earnings benchmarks for the *Journal of Accounting Literature*.
- ▲ Ping-Hung Hsieh and Jimmy Yang co-wrote an article for the *Journal of Empirical Finance* on the magnet effect of price limits.

John Becker-Blease, assistant professor of finance, published research on gender equality in angel investing and executive departure. Photo by Karl Maasdam.



- ▲ Theodore Khoury co-wrote a book chapter in *An Institution-based View of International Business Strategy*. Additionally, his research on performance implications of intra- and inter-regional geographic diversification was accepted for publication in the *Strategic Management Journal*.
- ▲ Nancy King's research on mobile commerce and consumer privacy was accepted for publication in the *Michigan Telecommunications and Technology Law Review* and the *International Journal of Private Law*.
- ▲ Erik Larson and Jack Drexler co-authored an article on fundraisers as vehicles for teaching project management that was accepted for publication in the *Journal of Management Education*.
- ▲ Keven Malkewitz' research on the formation of consumer price expectations based on package design was published in the *Journal of Marketing Theory and Practice*.
- ▲ Prem Mathew's research on the efficiency of international information flow will be featured in an article appearing in the *International Review of Financial Analysis*.
- ▲ Jim McAlexander and Hal Koenig co-authored an article on building community in large and small colleges that will be published in the *Journal of Marketing for Higher Education*.
- ▲ Jared Moore's article on the revenue effects of state corporate income tax policies was published in the *National Tax Journal*.
- ▲ René Reitsma and Byron Marshall co-authored an article about aligning curriculum with education standards that was accepted by *Information Processing & Management*. Reitsma also published a chapter in the book *Handbook of Technology Management*.

- ▲ Michele Swift authored an article that was accepted by the *Journal of Knowledge Management* on goal orientations and the motivation to share knowledge.
- ▲ Zhaohui Wu authored several articles on supply chain management, sustainable sourcing, intrapreneurship, and buyer-supplier relations. His work was published or accepted for publication in the *Journal of Supply Chain Management*, *Journal of Business-to-Business Marketing*, *Journal of Purchasing and Supply Management*, *Journal of Business Research*, and *Journal of Operations Management*. He also received a grant from Agriculture of the Middle to study rural co-operative operations.

Michele Swift, assistant professor of management, published research on the motivation to share knowledge. Photo by Jerry Hart.





Students

- ▲ During the past four years, 40 percent of Oregon State University accounting students passed all parts of the CPA exam, compared to 31 percent nationally. For three of the past five years, Oregon State students passed at a higher rate than students at other universities within the Oregon University System.
- ▲ The Oregon State chapter of Students in Free Enterprise (SIFE) won national awards for its social entrepreneurship efforts. The group took first place in Let's Can Hunger, a hunger awareness competition sponsored each year by the national SIFE office and Campbell Soup Company. As a reward, the team received \$3,000 and will be featured in an upcoming Campbell Soup print advertisement. In addition, the Oregon State SIFE chapter won third place in the national SIFE sustainability competition for its innovative design of a reusable water bottle.

MBA students Reed Reeve and Sithipon Suwanboriban presented their business plan for NeoHope Biomarker, a venture featuring technology used in the early detection of head and neck cancers. Photo by Karl Maasdam.

- ▲ A team of four accounting students from the College of Business took second prize in the 2009 Berntson Porter/University of Washington Master of Professional Accounting Tax Competition in Seattle, Washington. The students solved complex tax-planning problems and took home a \$2,000 prize after competing against 15 other teams, nine of which were from the University of Washington.
- ▲ Eleven 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. Scholarship applications increased from nine students last year to 39 quality applications in 2009.
- ▲ The Oregon State chapter of Beta Gamma Sigma, an international collegiate honors society for business students, was named an Exemplary Chapter. The group has earned the designation for several years running.

During the 2008-09 academic year, the College of Business initiated 24 undergraduate and seven MBA students into Beta Gamma Sigma's global network of scholastic achievers.

- ▲ Business student Stephanie Jorgensen received a grant from the Undergraduate Research, Innovation, Scholarship & Creativity fund for her research project with faculty advisor Hal Koenig on the motivation behind university giving. The study will provide valuable insights that can help development officers identify and cultivate potential alumni donors and grow a vibrant community of giving.
- ▲ The Epsilon chapter of Beta Alpha Psi, a national scholastic and professional accounting organization, was recognized as a Superior Chapter. During 2009, Beta Alpha Psi members visited a local high school and taught essential financial literacy concepts.



Business Community Connections

- ▲ Through its Dean's Distinguished Lecture Series, the college hosted leading industry figures who shared business concepts with students, faculty, and the larger community. Featured speakers in 2009 were Larry Miller, president of the Portland Trail Blazers, and Don Robert, chief executive officer of Experian. Miller and Robert discussed topics such as building a brand community, innovation, and the elements of a viable business model. Miller also delivered special remarks welcoming the 2009 class into the College of Business professional school at a convocation ceremony.

Larry Miller, president of the Portland Trail Blazers, delivered a presentation on building a brand and reputation for the September Dean's Distinguished Lecture. Photo by Chris Ho.

- ▲ The college hosted a Sustainability Lecture featuring Doc and Connie Hatfield of Country Natural Beef. For more than two decades, the Hatfields have worked with scientists at Oregon State University Extension and the College of Agricultural Sciences to develop and employ sustainable beef production methods and practices.
- ▲ For the second year in a row, the College of Business co-sponsored Oregon's Most Admired Companies, a Portland-based event that recognizes top Oregon and Southwest Washington businesses. The sponsorship increased the university's visibility and promoted collaboration between higher education and Oregon business.

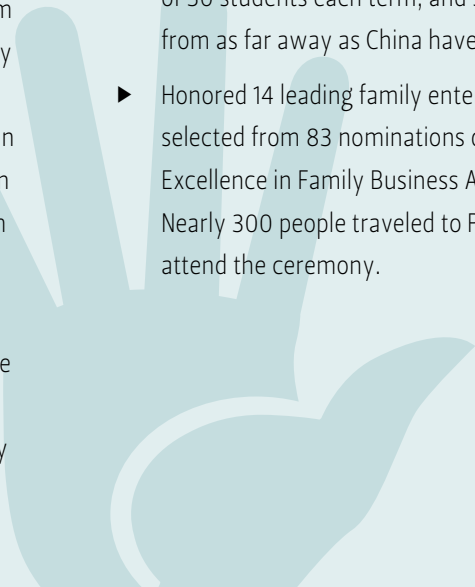


Fans of Trail Blazers' All-Star guard Brandon Roy were sighted at the Dean's Distinguished Lecture featuring Larry Miller. Photo by Chris Ho.



Outreach

- ▲ The Austin Entrepreneurship Program grew existing programs, launched new activities, and fostered deeper immersion into entrepreneurial thinking for students and the surrounding community. For example, the program:
 - ▶ Maintained close to Weatherford's full capacity of 290 student residents and offered distinctive programs that educate students and citizens on key entrepreneurial concepts such as commercialization, funding ventures, and opportunity recognition.
 - ▶ Launched the inaugural Entrepreneurs and Innovators Awards to recognize some of the region's most celebrated business leaders. The event also honored the 80th anniversary of historic Weatherford Hall—home of the entrepreneurship program—and the 5th anniversary of the Austin Entrepreneurship Program.
 - ▶ Organized the second Enterprise Challenge business plan competition as part of the college's attempt to promote a campus culture of innovation and commercialization. The Enterprise Challenge provided an opportunity for Oregon State students to present their business ideas to industry experts, including successful entrepreneurs, senior executives, venture advisors, and venture investors. Nearly \$18,000 was awarded to the top student ventures.
 - ▶ Grew the Oregon State chapter of Students in Free Enterprise, a group sponsored by the Austin Entrepreneurship Program that contributed almost 9,000 volunteer hours on 16 projects that addressed financial literacy, sustainability, success skills, business ethics, market economics, and more. The Oregon State team's most ambitious social entrepreneurship project was a 6,000-mile road trip across the country to raise awareness of hunger issues in America.

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- ▲ The Austin Family Business Program enhanced its education, outreach, and research support efforts for family enterprises throughout Oregon and the world. In 2009, for example, the program:
 - ▶ Continued to grow Ties to the Land, an award-winning outreach program that helps woodland owners plan for succession. Recently, Ties to the Land received a \$35,000 Western Forestry Leadership Coalition grant for curriculum development and evaluation. The money is part of a multi-state grant from the USDA Forest Service to provide education workshops to family forest owners, train volunteers, and develop new curriculum and evaluation methods.
 - ▶ Hosted the second annual Family Business Student Conference to promote leadership in family business through unique networking opportunities. Nearly 65 participants from four universities attended, including 44 family business students.
 - ▶ Developed an online version of its family business management course. The course provides students with an understanding of family business management, specifically the unique aspects of governance, estate planning, and succession that differentiate family businesses from other enterprises. Since it was first offered in winter 2009, the course has reached a registration cap of 30 students each term, and students from as far away as China have enrolled.
 - ▶ Honored 14 leading family enterprises selected from 83 nominations during the Excellence in Family Business Awards. Nearly 300 people traveled to Portland to attend the ceremony.





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