

Dean's Report

College of Business

Spring 2008

COMMERCE

Oregon State
UNIVERSITY

OSU

College of Business



Ursula Burns (left), president of Xerox, delivered the Dean's Distinguished Lecture.

New research, thriving programs, and academic excellence characterized the College of Business during the 2007 year. This report will acquaint you with some of our most noteworthy achievements. Our students studied abroad, participated in internships, and excelled in experiential learning courses. Our faculty research was published in front-running journals of varied business disciplines. And, the expansion of our outreach programs helped secure the bond between higher education and the business community. I invite you to discover what we have accomplished in 2007 and hope you will join us in celebrating our Centennial in 2008.

Ilene Kleinsorge, Dean
Sara Hart Kimball Chair

College of Business Dean's Circle of Excellence

Robert E. Bauer, Rebcos Enterprises, Portland, Oregon
Larry Brown, Retired (PricewaterhouseCoopers), Lake Oswego, Oregon
Steve Brown, 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
Lynn Egli, Hewlett-Packard, Corvallis, Oregon
Gayle Fitzpatrick, Oracle, Morristown, New Jersey
Pamela L. Garcia, NW Supermarket Holdings Inc., Wilsonville, Oregon
Scott Hildebrandt, Planar Systems Inc., Beaverton, Oregon
Linda Hirneise, J.D. Power & Associates, Westlake Village, 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, RREEF Funds, Chicago, 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, CB Richard Ellis Inc., El Segundo, California
James Parkin, Deloitte & Touche, Seattle, Washington
Kenneth Poorman, Poorman Enterprises, Portland, Oregon
Sally Smedal, Basic American Foods, Walnut Creek, 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

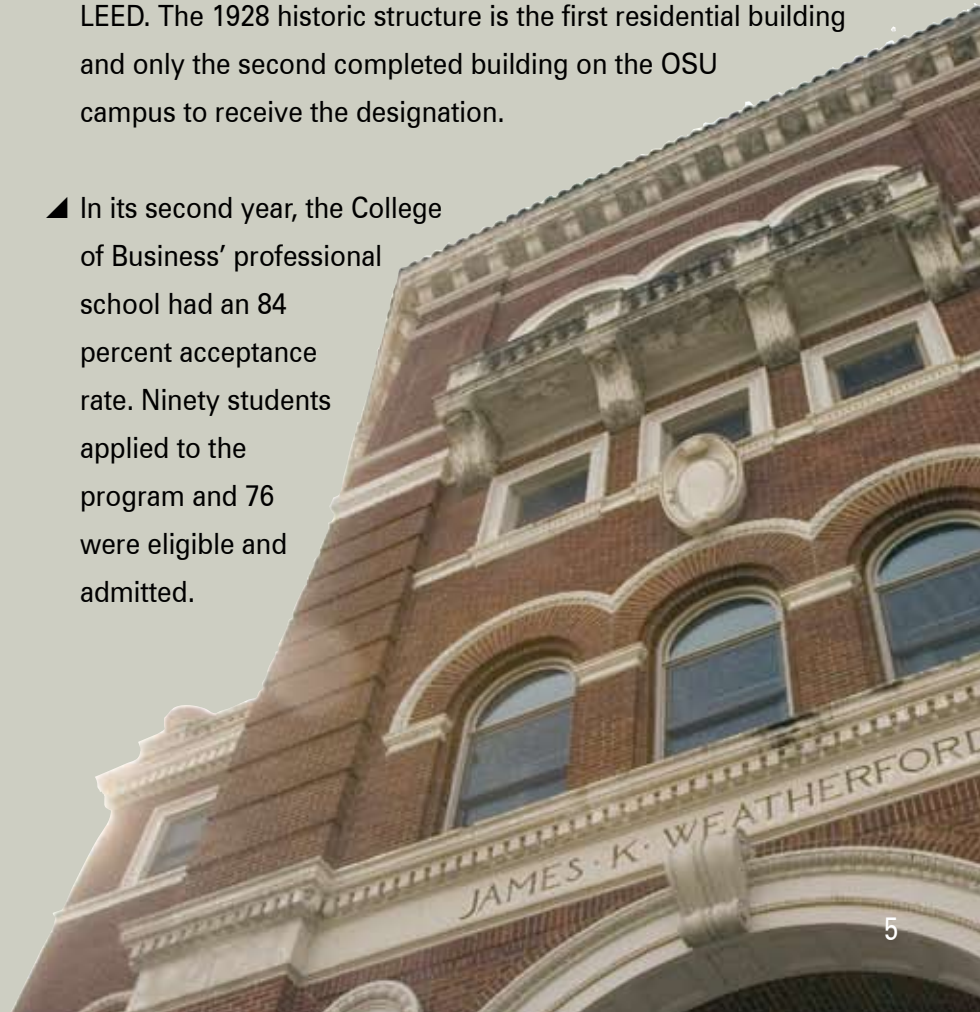


Great Achievements

- ▲ OSU's Master of Business Administration program is among the top 100 in the world, according to the Aspen Institute's 2007-2008 edition of "Beyond Grey Pinstripes," which ranks business schools based on proven integration of social and environmental issues into the curriculum. Other business schools mentioned include Yale, Cornell, and Stanford.
- ▲ Weatherford Hall, home of the Austin Entrepreneurship Program, achieved certification as a "green" building by

the Leadership in Energy and Environmental Design program, or LEED. The 1928 historic structure is the first residential building and only the second completed building on the OSU campus to receive the designation.

- ▲ In its second year, the College of Business' professional school had an 84 percent acceptance rate. Ninety students applied to the program and 76 were eligible and admitted.





Teaching Innovation

- ▲ A new introductory course called *Business Now* has been added to the curriculum. The course presents an integrated view of both established and entrepreneurial business organizations and introduces theory to develop basic skills in management, finance, accounting, and marketing.
- ▲ Ten students enrolled in a new pilot course, *Professional Development*. The course improves students' ability to sell themselves in professional networking and job interviews. It also teaches résumé writing skills and workplace integration for new jobs.

- ▲ Nine out of 11 MBA students passed the Certified Associate in Project Management (CAPM) exam, administered by the Project Management Institute. The CAPM is considered an essential step for project team members who provide expertise in marketing, finance, customer care, and other areas.
- ▲ Students in Professor Erik Larson's project management class organized a video game tournament—Halo 4 Heroes—to benefit the National Military Family Association, Inc. Overall, more than 100 contestants participated, and the group raised over \$3,000 in ticket sales and donated items.
- ▲ Carol Brown was recognized with the Outstanding Educator Award by the Artificial Intelligence/Emerging Technologies Section of the American Accounting Association for excellent perception and leadership in the application of technology to accounting education.





Experiential Learning

- ▲ The Arthur Stonehill International Business Exchange Program continues to be the largest exchange program on campus. Art Stonehill co-founded the program 20 years ago. Since then, Art and Kari Stonehill have made generous donations in excess of \$60,000 towards student scholarships. Several participating students in 2007 went on to fulfill careers in their host country, including one who was hired by an oil company in Norway and another who was appointed to a six-month internship by a \$10 billion/year family business in Germany. Additionally, one business exchange student continued his stay in Hong Kong and now teaches English, and a student who studied in the Czech Republic will be returning

to Brno for a full-time position with a local business.

- ▲ The Oregon State Investment Group invested \$50,000 and saw noteworthy returns for the year. At the end of 2007, the portfolio value exceeded \$66,000, giving an annual return of nearly 24 percent. During the same period, the S&P 500 (the group's benchmark) returned less than four percent.
- ▲ The Business Solutions Group (BSG) continues its commitment to providing students with relevant hands-on experience and clients with quality services. By leveraging relationships with multiple state agencies, the MIS program, Microsoft,

and the Open Source Lab at OSU, BSG is able to provide over 50 students a year with opportunities to learn the newest advances in systems development, IT testing and business analysis services. Revenues for FY08 will exceed \$1.2 million.

- ▲ Now in its third year, the Close to the Customer Project has worked with high-profile clients such as MSN and Harley-Davidson in providing professional market research and consulting services. Students gained valuable applied experience by performing market audits, brand assessments, statistical analysis, and telephone surveys for private and non-profit organizations.





Research Excellence

- ▲ Raymond Brooks and Jimmy Yang co-authored a research paper on using the dividend growth model in financial planning, forthcoming in the *Journal of Economics and Finance Education*. Yang also authored a paper on the effects of price limits on intraday volatility, to be published in the *Pacific-Basin Finance Journal*.
- ▲ Carol Brown's research on continuous and real-time audit technologies appeared in the 2007 issue of the *Journal of Emerging Technologies in Accounting*.
- ▲ Dennis Caplan published an article on internal audit outsourcing for the *Research in Accounting Regulation* journal.

- ▲ Clay Dibrell co-authored papers on family-based brand identity and fueling innovation through information technology in the *Journal of Small Business Management*. Additionally, he had his work published in the *Journal of Business and Economic Studies* and the *Journal of Business and Management*.
- ▲ Julie Elston published several works in 2007. Most notably, her research on shareholder protection and the cost of capital was published in *Statistica Applicata* (Italian journal of applied statistics).
- ▲ Ping-Hung Hsieh and his research team published two papers on identifying and quantifying factors that affect the performance of an engineering design team in the *Journal of Design Research*.





- ▲ Nancy King and Kishani Kalupahana researched tension between expanding trade in services under the General Agreement on Trade in Services and World Trade Organization members' abilities to adopt and enforce domestic regulations, published in the *Vanderbilt Journal of Transnational Law*.
- ▲ Keven Malkewitz's article, "Holistic Package Design and Consumer Brand Impressions," is forthcoming in the *Journal of Marketing*.
- ▲ Byron Marshall and his co-authors explored how automatically generated visual network displays can help biomedical researchers find useful information in vast collections of online articles. The article was published in *IEEE Transactions on Information Technology in Biomedicine*.

- ▲ Prem Mathew's paper on whether Standard and Poor's stability ratings accurately assess Canadian Income Trusts is forthcoming in *Applied Financial Economics*.
- ▲ Jim McAlexander and Hal Koenig had their work on the transcendent consumption experience and brand community published in the *Journal of the Academy of Marketing Sciences*.
- ▲ Don Neubaum's research on social entrepreneurship will appear in the *Journal of Business Venturing* and the *Strategic Entrepreneurship Journal*.
- ▲ René Reitsma had his research on information space maps and their usability published in *Geoinformatica* and *Information Visualization*.



Outreach

- ▲ The Austin Family Business Program, Close to the Customer Project, and Laird Norton Tyee partnered to conduct a family business survey, *Family to Family 2007*. The survey provides one of the most comprehensive looks at the state of family-owned businesses and explores the attitudes and perceptions of senior leadership within U.S. family enterprises. The results of the study have been published broadly in media outlets such as the *New York Times*, *Private Asset Management*, and *Commerce Magazine*.
- ▲ For the second consecutive year, the Austin Entrepreneurship Program hosted the “Toward 2020: Addressing Tomorrow’s Problems Today” conference. The event brought together leaders in business, education, and government to discuss how various industries use creativity and innovation to develop proactive solutions for current and upcoming issues.
- ▲ The 2007 McHenry Lecture featured Elise McClure, vice president of Tax and Customs for Starbucks and a College of Business graduate. Established in 2001, the McHenry Lecture Series is supported by the McHenry Family Fund and has provided learning experiences that

give young people first-hand knowledge of the business world. The fund was a gift from the McHenry family to the Austin Family Business Program.

- ▲ Late 2007 marked the 20th anniversary of the Excellence in Family Business Awards, the oldest such awards program in the country. For two decades, the Austin Family Business Program has honored the accomplishments and contributions of family businesses and recognized their innovation, entrepreneurship, commitment, and community involvement. More than 120 businesses were nominated for the awards and 35 went through the application process. The winners were Wanderlust Tours, Thompson's Sanitary Service Inc., Kadee Quality Products Co., and Typhoon!
- ▲ The Austin Entrepreneurship Program benefited greatly from the efforts of the Weatherford Leadership Team. Leadership Team students are a select group of Weatherford students who learn professional development skills by organizing and leading Weatherford activities.





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