



Name

2011-12

Initiates, cont.
Signature

Alex Oldfield

Brooke

Jordan West

Brent Robinson

Dennis Moss

Nick Bryan

Mark Davis

Angela

Tom

Chris

John

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College of Business

2011-2012

Dean's Annual Report

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Front cover photo: Student signatures at the 2012 College of Business Convocation.

Back cover photo: 2012 College of Business graduate Alexa Carey carries the college's banner at the OSU Commencement Ceremony.

Message from the Dean

During the 2011-12 academic year, the College of Business graduated nearly 600 masters and undergraduate students. They are our greatest contribution to the state and the world. I note that much has changed in our world since these young people started their educational journey at OSU, particularly the undergraduates. It was the fall of 2008 and the economy was as volatile as it's been in recent history. The banking industry was in dire trouble, we were facing a recession and in the midst of an unprecedented presidential election. Our world was changing...and four years later it continues to evolve, influenced by national and global forces.

For our graduates, their reality is constant change: the global economy, the job market, technologies, industries, climate, political environments, etc. In this changing environment, innovation and entrepreneurship have never been as important as they are now and as necessary to adapt quickly.

In the proceeding pages, you will see highlights of our successes and indicators of our changing environment. You will learn how we are adapting to the need for continued innovation and entrepreneurship in education and research. I am continually impressed with our faculty and staff and the way they are preparing our students as internationally competent business professionals.

This past year, our successes were significant: we made strides toward our philanthropic goal for Austin Hall, added new tracks to the MBA program, faculty gained national attention for their research and we made a significant investment in our partnerships with the business community and in providing tools for our students and their careers. In addition, the School of Design and Human Environment was approved to transition into the College of Business, bringing nearly 800 students and 17 faculty, effective fall 2012.

The immediate future of the College of Business is exciting and vibrant. Change continues to be at the forefront, as does innovation and entrepreneurship, and you continue to be an important part of all that we do!



Dean Ilene Kleinsorge and alumna Diane Detering-Paddison at the 2012 Alumni and Business Partner Awards

Ilene K. Kleinsorge, Dean
Sara Hart Kimball Chair



An exterior rendering of Austin Hall, which will break ground in early spring of 2013. Rendering produced by THA Architecture.



Ron Coblantz (pictured above with his wife Sherry) began his career working in the apparel industry and then made a switch to financial planning, where he spent 23 years with Smith Barney.

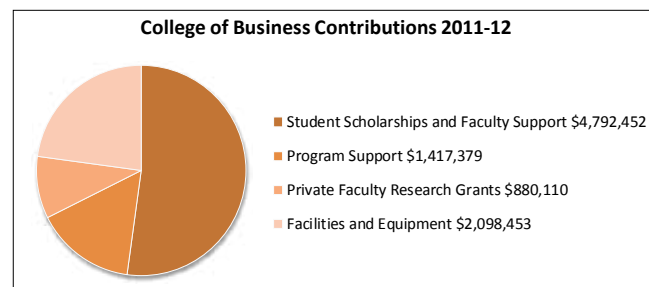
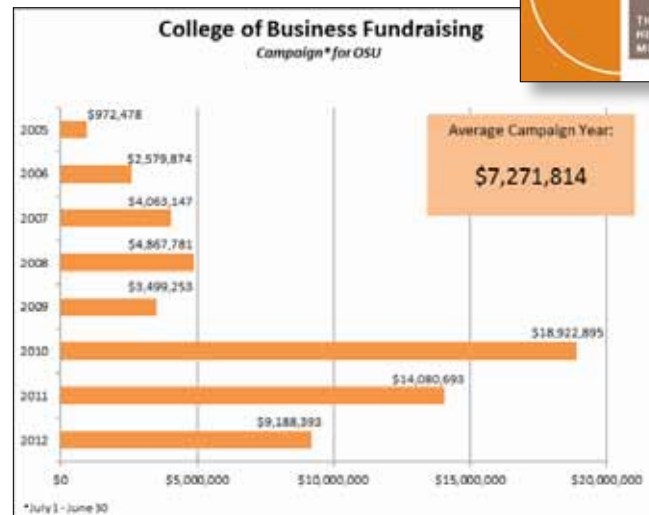
Making it count: Business school grad pledges \$3 million for scholarships

Ron Coblantz, '65, was the first in his family to go to college. And even though he graduated, making the dean's list as a senior, attending school was a constant financial struggle.

To this day, he's not sure how he found the money to get through four years of higher education.

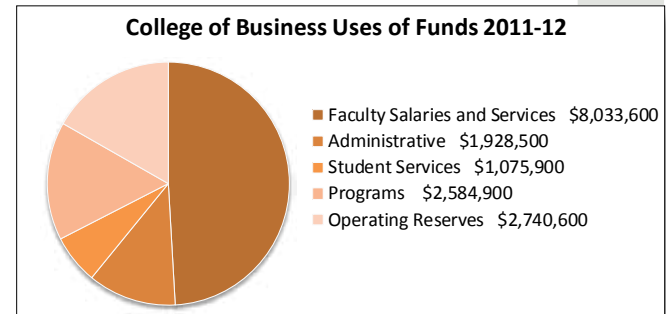
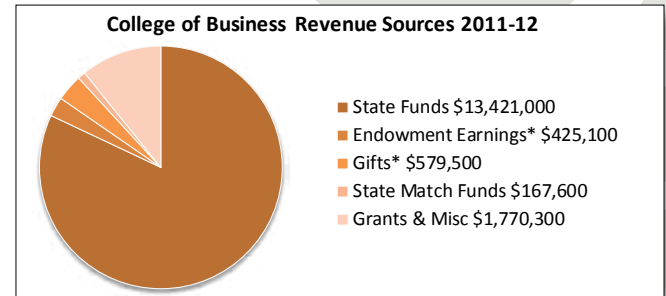
It is with this history in mind that Coblantz made OSU part of his estate plan. He has pledged \$3 million to create the Ronald M. Coblantz Business Scholarship Fund. The endowed fund will benefit future College of Business students with financial need.

"I just want to make it easier for someone else to complete their degree," said Coblantz. "Education is one of the pillars of society; it makes a measurable impact on moving our community forward."



Funding Excellence

- ▲ Private support continues to play a major role in growing OSU and the College of Business. The Campaign for OSU, now in its eighth year, surpassed the \$840 million mark and, for the third consecutive year, raised more than \$100 million in new gifts, pledges and private grants. This success has led OSU leadership to declare a new goal of \$1 billion, a remarkable figure for the university's first ever capital campaign.
- ▲ The College of Business secured more than \$9 million in new gifts and grants this past year to support a variety of strategic initiatives, including the following highlights:
 - ▶ More than \$2 million for Austin Hall, the new home for business slated to open in fall 2014
 - ▶ A \$3 million endowed scholarship gift, the largest in the history of the college
 - ▶ \$1 million for a College of Business Presidential Scholarship, OSU's most prestigious undergraduate scholarship





Panelists at the 2012 CEO Summit discuss the current economic challenges and opportunities in the real estate industry.

Outreach

- ▲ College of Business alumna **Diane Detering-Paddison**, chief strategy officer for Cassidy Turley, gave the remarks at the College of Business Convocation in January. After the event, Detering-Paddison participated in a public lecture titled “Finding Balance: Practical Wisdom for Young Professionals.”
- ▲ Alumnus **Tom Toomey**, president and CEO of UDR, Inc., gave the keynote and **Diane Detering-Paddison** moderated the third Oregon CEO Summit in Portland. The event examined change and innovation in the real estate market and featured panelists **Mark Edlen**, CEO of Gerding Edlen and College of Business alumni **David Andersen**, president of Andersen Construction Company, **Derrick McGavic**, founder and principal of Newport Capital Partners and **John Stirek**, president, Western Operations, at Trammell Crow.
- ▲ **Pam Knowles** was hired as executive director for Industry Relations and is strengthening the relationships with alumni and business partners in Portland and throughout the state, creating strategic partnerships between industry and college programs, placing students in internships and jobs with these companies and creating opportunities to better prepare our students for their careers.
- ▲ The college’s **Career Success Center** was created and offers information sessions, workshops, classes and showcases that provide companies the opportunity to interact with students and vice versa. More than 450 students utilized the resources at the center since it opened mid-way through the year and nearly 550 students and 100 employers participated in mock interviews. Through these efforts students are working in internships at a variety of companies including adidas, Bank of America, Boeing, Daimler, Intel, Levi Strauss, Inc., Nike and Pimco.



Howard Behar



Pam Knowles

- ▲ **Howard Behar**, the founding president of Starbucks International, spoke as part of the Dean's Distinguished Lecture Series. Behar discussed how Starbucks focused on people first as it grew from only 28 stores to more than 15,000.
- ▲ The Austin Entrepreneurship Program welcomed two speakers as part of the Entrepreneur in Residence series. Oregon State University alumnus **Bert Sperling** of Sperling's BestPlaces discussed creating a personal brand. **Junki Yoshida**, CEO of the Yoshida Group and face of the popular sauce line, explained his own "American Dream" and how he went from starting a business in the basement of his karate school to owning a multimillion-dollar conglomerate.
- ▲ More than 850 people attended the *Portland Business Journal* **Oregon's Most Admired Companies** event in December. The College of Business and OSU Marketing co-sponsored the event, along with other key businesses in the Portland area.
- ▲ The Austin Family Business Program hosted the **2012 Family Business Student Conference** in Bend. The event brought business majors from around the state to discuss the craft business scene with the family business owners of Volcano Vineyards, Oregon Distillery and Boneyard Brewery.
- ▲ The **AFBP 2011 Business for Breakfast** series hosted more than 200 family business owners and members of the professional advising community with events in Portland and Bend. The talks addressed issues such as succession planning, human resources and research related to family business.
- ▲ College of Business faculty took part in **OSU Alumni Association** events outside of Corvallis. **Jim McAlexander** spoke at the Seattle Showcase in October, while in April **Nancy King** took part in a panel at the Orange and Black Evening in Portland.
- ▲ The **Division of Business and Engineering** continued to unite the two colleges, advancing research, innovation and commercialization. Key to this division are Tech Tuesdays, which are held monthly and provide an opportunity for faculty of each college to meet, initiate collaborations and build key relationships.

Photo at right: College of Business alumnus, president and CEO of UDR, Inc. Tom Toomey addresses participants of the Oregon CEO Summit.

REAL ESTATE NOW: Rethinking, Renewing, Reorienting

Presented by the Oregon State

Oregon State



*Screenwriter Mike Rich
receiving his 2012
Weatherford Award*

Awarding Excellence

- ▲ The **11th Annual Alumni and Business Partner Awards** recognized individuals and companies that have supported the College of Business. Honored were **Diane Detering-Paddison '81, Tom Toomey '82, Eric Winston '98, Angelina Lusetti '07** and the **Boeing Company**. **Wayne Ericksen '58** was inducted into the college Hall of Fame.
- ▲ The fourth annual **Weatherford Awards** honored four individuals who have furthered Oregon's pioneering, innovative spirit. Recognized were **Jim Bernau**, founder of Willamette Valley Vineyards; **Carolyn Chambers**, philanthropist and Oregon pioneer of the telecommunications industry; **Stanley Chang**, chairman and CEO of Meyer Corporation; and screenwriter **Mike Rich**.
- ▲ The **2011 Excellence in Family Business Awards** recognized 16 businesses and individuals demonstrating innovation, entrepreneurship, commitment and passion for family enterprises.
- ▲ Faculty and staff members **Nancy King, René Reitsma, Michelle Barnhart, Alan Sprague, Carrie Hertel, Byron Marshall** and **Mark Van Patten** were recognized at the College of Business Celebration of Achievement. **John Becker-Blease, Kim Calder** and **Jared Moore** were named Newcomb Fellows.
- ▲ Also at the June Celebration of Achievement, College of Business students presented awards voted on by the Dean's Student Leadership Council. Three honorees were recognized for outstanding commitment to important student values: **Keith Leavitt** (Academic Learning), **Byron Marshall** (Experiential Learning) and **John Turner** (Integrative Learning). **Jeewon Cho** was recognized as the Rookie of the Year, **V.T. Raja** as the Inspirational Leader within the college, and **Susan Matson** was recognized with the Heart and Soul of the College of Business Award.



Stanley Chang



Wayne Ericksen



College of Business student Willen Sin acts as master of ceremonies at the inaugural TEDxOSU.

Student Achievements



- ▲ A team of **accounting students** won first prize in the 2012 Foster School of Business Master of Professional Accounting Tax Case Competition held in Seattle. **John Baglien, Kathryn Cook, Victoria Uong** and **Brittany Weede** took home a \$2,400 grand prize after competing against nine teams from the Northwest. This is the second time since 2008 OSU has won the competition.
- ▲ The **Oregon State University Students in Free Enterprise (SIFE)**, sponsored by the Austin Entrepreneurship Program, was named one of the top 20 teams in the nation at the SIFE USA competition and was second in the Campbell Soup Company's Let's Can Hunger Competition. The group will make its sixth trip to Guatemala this summer, where students provide microloans.
- ▲ College of Business **accounting students** had three of the top ten scores on the Oregon CPA exam in 2011.
- ▲ MBA student **Jennifer Villalobos** organized the first ever TEDxOSU conference. Modeled on the TED Conferences—Technology, Entertainment and Design—the event brought together four speakers to discuss issues about energy, resources and sustainability.
- ▲ The **Oregon State Beta Alpha Psi** team placed third out of 16 teams in the fraternity's Northwest Regional competition. The team presented on the use of social media to promote and manage the chapter, including a tutoring space in the Second Life network.
- ▲ More than 300 College of Business students earned **scholarships** through the college, totaling approximately \$440,000 in academic support. These awards came from 50 different scholarship programs, including a number endowed by College of Business alumni and former faculty. The **Newcomb Family Scholarship** helped nearly 40 students with more than \$50,000 awarded.



John Becker-Blease

Faculty Achievements

- ▲ **John Becker-Bleuse** was the first professor in Oregon to be named the Aspen Institute Faculty Pioneer in the Rising Star category. He also was acknowledged with the Best Paper Award at the 2012 European Foundation for Management Development Entrepreneurship Conference in Maastricht for a paper he co-authored titled “The Sources of Legitimacy for New Venture Angel Investors.”
- ▲ Professor of International Business at Oregon State University–Cascades **Julie Elston** was named a 2012–13 Fulbright Scholar and will travel to Austria to study firm creation and growth.
- ▲ A journal article by **Jim McAlexander** and **Hal Koenig** on brand communities in higher education was selected for the Alice L. Beeman Award for Outstanding Published Scholarship by the Council for Advancement and Support of Education (CASE). The paper was published in 2010 in the *Journal of Marketing for Higher Education*.
- ▲ **Don Neubaum** co-authored a paper, “Stewardship Climate Scale: Measurement and an Assessment of Reliability and Validity,” which was awarded the Kenesaw State University Coles College of Business Best Empirical Paper Award.
- ▲ **V.T. Raja** received two in-kind grants totaling approximately \$6,500 from the Amazon Web Services education program to support the BA479 Business Telecommunication and Networking course.
- ▲ **René Reitsma** helped bring two large grants to OSU as part of the TeachEngineering program, a collaboration between the OSU College of Engineering, the University of Colorado, Duke University and the OSU College of Business. The program received grants of \$150,000 and \$60,000 from the National Science Foundation, with approximately \$60,000 to OSU.
- ▲ **Jimmy Yang** earned the 2011–12 International Programs Faculty Grant and Award from Oregon State’s International Programs Office. It is the second consecutive year Yang has been awarded the grant.



Experiential Learning

- ▲ **The Austin Entrepreneurship Program** started the **Weatherford Garage**, a program for Weatherford students providing a yearlong immersion in entrepreneurship, from developing an idea to starting a business and creating products. The **Austin Fellows** program brought in 30 professionals to speak with students.
- ▲ The **Close to the Customer Project** provided experiential learning opportunities to dozens of students while working with businesses and organizations on marketing research projects. In the 2011-2012 academic year, teams conducted seven focus groups, 12 survey projects, and secured two new projects for their entrepreneurial venture called the Building Community Initiative. 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 (BSG)** gave students real-world experience serving clients in systems development, IT testing and business analysis services. BSG secured a \$5 million, five-year Master Agreement with the Oregon Department of Transportation and was named vendor of choice for a new line of HP technology services. This year saw a marked increase in competition for BSG graduates, with students hired by companies such as Intel and Cambria.
- ▲ The **Arthur Stonehill International Exchange Program** continued as the largest international business exchange program in the state. Overall, 92 College of Business Students studied abroad in 2011-12, including programs in Spain, China, Germany, Denmark and other countries.
- ▲ The **Students of Information Management (SIM)** Club was active in a number of programs, including volunteering in middle schools to promote Engineering Week and IT jobs, hosting informal professional development seminars as well as leading technology projects within the college.

Photo at left: Students in the Arthur Stonehill Exchange Program in Murcia, Spain, a recently added destination for the program.

MBA The 10th Annual
Business Plan Competition
Featuring The Elevator Pitch

Elevator

Or



Graduate Programs

- ▲ Two new MBA options were announced:
 - ▶ The **Pharm.D./MBA** will be a joint MBA and doctorate of pharmacy program. The program will help pharmacy grads who wish to own their own business, work as a manager or executive in the health care industry or community pharmacy chain, or simply broaden leadership and business abilities.
 - ▶ The **MBA in Accountancy** (MBAA) allows accounting students to earn an MBA while studying to complete CPA certification.
- ▲ Eleven teams participated in the **Integrated Business Project**, developing investor-ready business plans for technologies invented by researchers at Oregon State University, Hewlett Packard, Intel, CH2M HILL, Onto Technologies and others. One of the companies that participated in the IBP released its first products in 2012.
- ▲ Oregon State University was among the institutions recognized annually by the Aspen Institute on the **Beyond Grey Pinstripes Top 100 List of MBA Programs**. The recognition goes to programs that integrate the social, environmental and economic realities into management teaching and research.
- ▲ Among the opportunities afforded OSU MBA students is the opportunity to network with successful and distinguished alumni, professionals and key members of the business community. This year speakers included **David Andersen** of Andersen Construction Company; **Charlie Denson**, president of Nike Brand; **Steve Gomo**, executive vice president & CFO of NetApp, Inc.; **Don Robert**, CEO of Experian; **Brad Zenger**, managing director, Pivotal Investments; and **Matthew Till**, co-founder and chief operating officer at Olukai.

Photo at left: OSU College of Business alumnus Bob Mayes (left) listens to MBA student Bobby Taylor as part of the Elevator Pitch at the 11th Annual MBA Business Plan Competition.



A group of approximately ten graduates in black academic regalia are posed for a photograph. They are wearing black caps and gowns with various colored stoles and hoods. The graduates are of diverse ages and ethnicities, and many are smiling. In the background, a large orange banner hangs from a structure, featuring the text "COLLEGE OF BUSINESS" in white, bold, sans-serif capital letters. The setting appears to be an outdoor or semi-outdoor area with a large, light-colored structure, possibly a stadium or arena, in the background. The lighting is bright, suggesting daytime.

COLLEGE OF
BUSINESS

Research

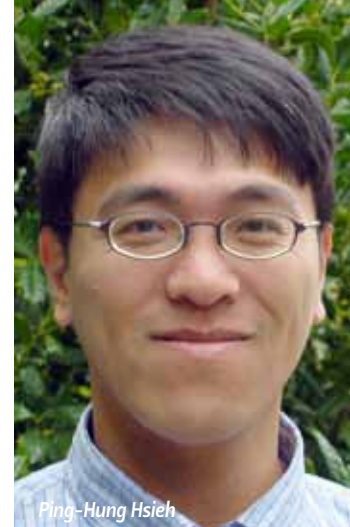
Accounting

- ▲ **Graham, R.,** Morrill, C., Morrill, J. (2012). “Does It Matter Where Assets Are Held and Income Is Derived? Further Evidence of Differential Value Relevance from Quebec.” To appear in *Journal of International Accounting, Auditing & Taxation*.
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- ▲ **Graham, R.,** M. Banyl, and D. Caplan (2011). “The Short Happy Life of Celiant Corporation: Did Managerialism at Lucent Technologies Divert Shareholder Wealth to Private Equity Investors?” *Critical Perspectives on Accounting*, vol. 22, issue 4, pp. 337-350.

Global Business Analysis

- ▲ Pullman, M and **Z. Wu.** (2012). “Food Supply Chain Management: Economic, Social and Environmental Perspectives.” Routledge (a book printed on August 17, 2011, with copyright of 2012).
- ▲ **Hsieh, P.-H.** (2012). “Tales from the Tail: Robust Estimation of Moments of Environmental Data with One-Sided Detection Limits.” *Computational Statistics and Data Analysis*, 56(12), 4266 – 4277.
- ▲ **Hsieh, P.-H.** (2011). “A Nonparametric Assessment of Model Adequacy Based on Kullback-Leibler Divergence.” *Statistics and Computing*, Online First: doi:10.1007/s11222-011-9298-0.
- ▲ **Kim, Y.,** Choi, T.Y., Dooley, K., Yan, T. (2011). “Structural Investigation of Supply Networks: A Social Network Analysis Approach.” *Journal of Operations Management*, 29(3), 194-211.
- ▲ **Elston, J.,** Hoffer, R., Lee, J. (2011). “Dividend Policy, Agency Costs and Institutional Ownership in Germany.” *Journal of Accounting and Finance*, 11(1), 89-102.

Photo at left: College of Business faculty gather in Truax Center before marching to Reser Stadium for the 2012 Oregon State Commencement.



Ping-Hung Hsieh



Julie Elston

- ▲ **Elston, J.,** Bhattacharyya, N. (2011). "Dividends, Executive Compensation, and Agency Costs: Empirical Evidence From Germany." *Journal of Accounting and Finance*, 11(1), 11-20.

Business Information Systems

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- ▲ **Reitsma, R.,** Diekema, A. R. (2011). "Comparison of Human and Machine-based Educational Standard Assignment Networks." *International Journal on Digital Libraries*, 11, 209-223.

Entrepreneurship

- ▲ **Garrett, R. P., Neubaum, D.** "Top Management Support and Initial Strategic Assets: A Dependency Model of Internal Corporate Venture Performance." To appear in *Journal of Product Innovation Management*.
- ▲ **Chen, J.,** Reilly, R., Lynn, G. (2012). "New Product Development Speed: Too Much of a Good Thing?" *Journal of Product Innovation Management*, 29(2), 288-303.
- ▲ Patanakul, P., **Chen, J.,** Lynn, G. (2012). "Autonomous Teams and New Product Development." To appear in *Journal of Product Innovation Management*.
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- ▲ **Berger, D.,** Turtle, H. J. "The Diversification Benefits of International Equities: A water-soluble Umbrella." To appear in *International Review of Applied Financial Issues and Economics*.
- ▲ **Liu, Y., Yang, J.** (2011). "Private Debt, Unused Credit Lines, and Seasoned Equity Offerings." *Quarterly Review of Economics and Finance*, 51(4), 376-388.
- ▲ **Brooks, R., Yang, J.** (2012). "Emerging from Bankruptcy with When-issued Trading." *The Financial Review*, 47 (August 2012) 445-467.

Hospitality

- ▲ **Chen, S.,** Raab, C. (2011). "Predicting Resident Intentions to Support Community Tourism: Toward an Integration of Two Theories." *Journal of Hospitality & Leisure Marketing*, 21(3), 270-294.
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David Berger



Don Neubaum

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Assistant professors of management Pauline Schilpzand and Keith Leavitt

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Marketing

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- ▲ Madrigal, R., **Bee, C. C.**, **Chen, J.**, LaBarge, M. (2011). “The Effect of Suspense on Enjoyment Following a Desirable Outcome: The Mediating Role of Relief.” *Media Psychology*, 14(3), 259-288.



Michelle Barnhart



Jeewon Cho



DCE members, alumni, donors and corporate partners gather at the 2012 Alumni and Business Partner Awards.

The College of Business Dean's Circle of Excellence

David L. Andersen, Andersen Construction Co. Inc. | Darrel T. Anderson, Idacorp | Leonard A. Aplet, Columbia Management Company | Donald C. Atkinson, Weyerhaeuser | Stephen M. Bailey, The Grand Cru Estates | Larry L. Brown, retired (PricewaterhouseCoopers) | Richard Carone, Korvis Automation, Inc. | Tanja C. Cebula, Resources Global Professionals | James E. Coleman, E. & J. Gallo Winery | Mary M. Coucher, IBM Corporation | Larry L. Davis, Bank of America Commercial Banking | Diane Detering-Paddison, Cassidy Turley | Gayle E. Fitzpatrick, Oracle | Ann L. Flatz, Intel Corporation | Pamela L. Garcia, NW Supermarket Holdings, Inc. | John Gilleland, The Campbell Group, LLC | R. Stevens Gilley, Clarence T.C. Ching Foundation | Brad R. Harlow, B Harlow & Associates LLC | Scott A. Hibbs, Standard Insurance Company | Scott Hildebrandt, Planar Systems, Inc. | Linda Hirneise, consultant, hospitality industry | Rich Jansen, Jubitz Corporation | Steve Johnson, Celebrity Yacht Group | Thomas E. Leaptrott, Quantum Leap LLC | John M. Lefferts, financial services executive | Allen P. Leggett, retired (Arthur J. Gallagher & Company) | Toby A. Luther, Lone Rock Resources | Jon A. Masterson, Wallboard Tool Company, Inc. | Elise F. McClure, retired (Starbucks Coffee Company) | Derrick E. McGavic, Newport Capital Partners | Bernie Newcomb, philanthropist | Irva Kay Neyhart, Stover Neyhart & Co. | James D. Parkin, Deloitte & Touche | Scott N. Parrish, A-dec Inc. | Tod D. Perkins, Barclays Capital Inc. | Carol A. Potts, HP | Ken R. Poorman, Poorman Enterprises | John D. Porter, AAA Oregon/Idaho | Peter V. Potwin, Benson Industries Inc. | Eric H. Schoenstein, Jensen Investment Management | Jean Shearer, The Hartford | Ryan K. Smith, Nike Golf | Ron J. Susa, Chevron Corporation | Ken Thrasher, Compli Corporation | Mike Wells, CB Richard Ellis | Jack G. Wilborn, Jr., retired (KPMG International) | EX-OFFICIO: Edward Ray, Oregon State University | Ilene Kleinsorge, OSU College of Business

Distinguished Faculty Retire

This summer **Carol Brown** and **Jack Drexler** retired after more than 60 combined years teaching at Oregon State and the College of Business.

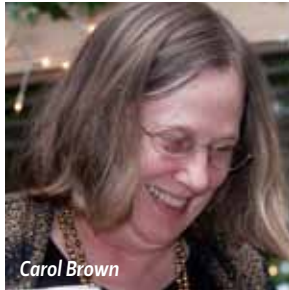
Brown, an instructor and then professor of accounting before serving as associate dean of academic programs, started at OSU in 1978.

“I feel very comfortable retiring,” Brown said. “We have the strongest young faculty. They are bright, caring, hardworking. They do research, teaching, everything.”

They’re the epitome of what a college professor should be.”

Drexler, who began at OSU as an associate professor of management in 1985 before becoming associate dean for faculty, will return to the classroom to teach a few classes this year.

“For an academic, retirement isn’t you pack up your bags and your books and never think about it again,” he said. “It’s not like I’m going to ride off into the sunset and disappear somewhere.”



The Dean’s Annual Report

The Dean’s Annual Report is published by the Oregon State University College of Business Office of Communications and Marketing.

Comments and questions about this issue can be sent to jenn.casey@bus.oregonstate.edu.

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