



College of Business

2013 - 2014

Annual

Report

From the Dean

If I had the opportunity to meet with you during the past year, it is likely that you heard me mention the exact number of days until our move to Austin Hall.

While the countdown brought much excitement and anticipation, it was also bittersweet. Throughout the year, I was constantly reminded of the last event, the last term or the last class that would be held in Bexell Hall, a place where I grew professionally and personally, worked alongside colleagues who became friends, and watched students become successful professionals.

As we begin a historic year for the College of Business, 2013-14 is one that I will always remember fondly as a transformational year. At our Celebration of Excellence event, we honored distinguished alumni and entrepreneurs who represent what we teach our students every day. We also inducted Jim Williams, one of our first MBA graduates, a successful businessman and someone I am proud to call my friend, into the Hall of Fame.

At that event we announced that the College of Business reached its \$76 million goal in Oregon State University's first funding campaign. Austin Hall was certainly an important part of the goal, along with scholarships, endowments and the investment in our first business Ph.D. program.

As we settle into our new state-of-the-art facility, I am proud that we have a new building to call home; however, I remain most proud of the people I get to work with every day. The faculty and staff, the students whom we are educating, and you—our alumni, business partners and friends—are the heart of the College of Business.

Thank you for your unwavering support. I look forward to showing you Austin Hall and sharing our stories of continued success with you.

Ilene K. Kleinsorge
Dean and Sara Hart-Kimball Chair





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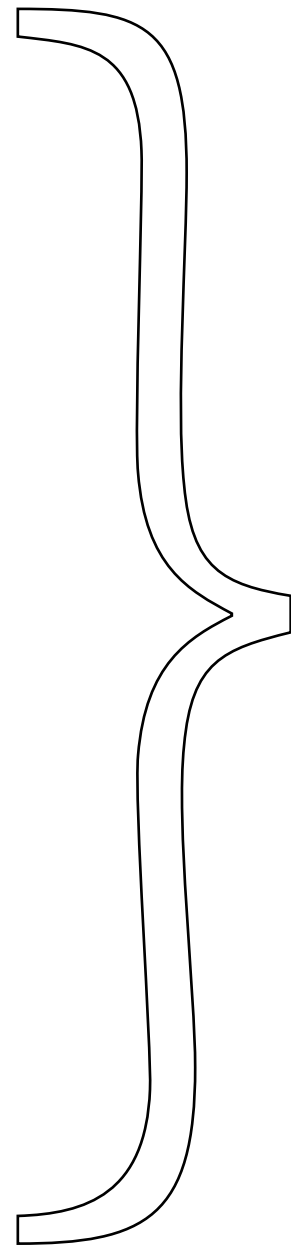
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THIS FALL, IT'S TIME TO CELEBRATE!

On October 31, the College of Business will officially and publicly open Austin Hall with a program beginning at 1:30 p.m., followed by an open house and tours. This kicks off the Campaign for OSU Celebration that will thank donors for the success of the \$1 billion campaign and showcase the buildings and programs that have benefited from their generosity.

Along with the opening of Austin Hall, the College of Business will hold an open house for the 10th anniversary of the Austin Entrepreneurship Program and Weatherford Residential College.

Since 2010, when it was announced that Ken and Joan Austin would provide \$10 million and the Reser family \$6 million in lead gifts to establish the campaign for a new College of Business home, more than 450 additional gifts have been made to make Austin Hall a reality. In just four years, we raised more than \$30 million in private philanthropy to design and build the building. Among the gifts for Austin Hall were 134 in the amount of \$10,000 or more. On November 14, there will be a donor dinner and celebration including a reception and open house in Austin Hall. Invitations to this event will be mailed in early October.

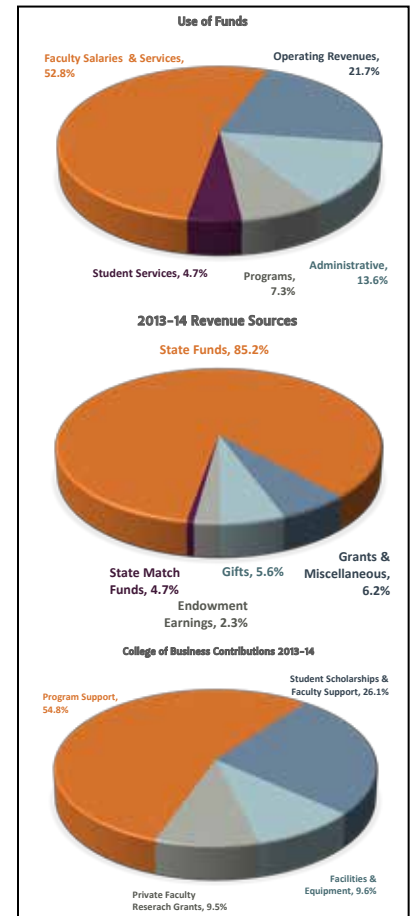
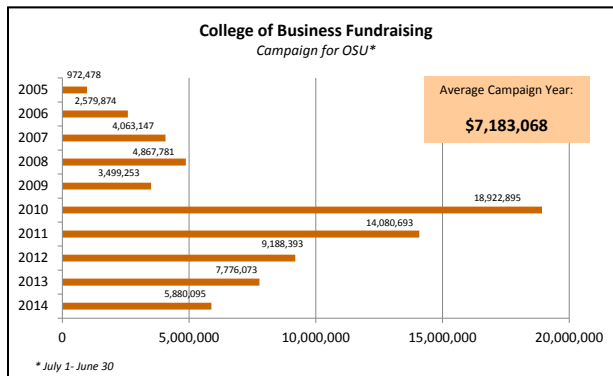
This is an unprecedented time in the history of the College of Business because of the donor support for our people, our programs and the place we now call home. We look forward to celebrating with you, our alumni, donors, business partners and friends, and to thanking you for the investment you make in the business education we provide.

Funding Excellence

It was a milestone year for the Campaign for OSU, the first comprehensive funding campaign for the university, as it reached the \$1 billion goal. The College of Business also reached its own goal of \$76 million, a significant portion of the overall campaign. Nearly 5,000 alumni, friends and business partners contributed to the college's campaign success.

In the 2013-14 fiscal year, more than \$5.8 million were raised for facilities and equipment, private faculty research grants, program support and scholarships/faculty support. Included in these gifts were:

- pledges from nearly all of the Dean's Circle of Excellence members
- a \$1 million charitable trust gift from a former faculty member
- a doctoral fellowship in the name of Dean Ilene Kleinsorge
- a financial literacy fund created by Leonard Aplet
- support of the college's business ethics initiative





Francesca Gino



John Hall

Out

- The year's first **Dean's Distinguished Lecture** featured **Francesca Gino**, associate professor at Harvard Business School. The talk focused on Gino's research and findings detailed in her book "Sidetracked: Why Our Decisions Get Derailed and How We Can Stick to the Plan."
- **John Hall**, owner and CEO of Portland's 16 Degree Advisory, discussed the importance of business ethics and making ethical decisions when success is defined by profitability in the second **Dean's Distinguished Lecture** in May.
- **Brian Oliver** '87, president of Aequitas Capital Management, spoke at the 2014 College of Business **Convocation** in January, addressing students accepted into the professional school. Oliver discussed why a business education is important and what students need to do now to be successful in their careers.

reach

- Retired executive vice president and CFO of NetApp, **Steve Gomo** '74, visited the College of Business in January to talk with MBA students, interns and stakeholders of the **OSU Advantage Accelerator**. Gomo serves on the board of advisors for the Advantage Accelerator and is an OSU Foundation trustee.
- In partnership with the university's Advantage initiative, the College of Business co-sponsored the **Oregon's Most Admired Companies** event put on by the *Portland Business Journal*. Nearly 900 people attended the event, which honored top companies and executives.
- The OSU Alumni Association and the College of Business hosted **OSU Business Roundtable** meetings in Portland and sponsored the **Portland Golf Classic** in August. This year's roundtable speakers included **Erick Frack** '82, president of Intellibot Robotics; **John Turner**, co-director of the OSU Advantage Accelerator; **Joth Ricci** '91, president of Stumptown Coffee Roasters; **Nate Armbrust** '01, product manager for Cold Brew; **Jarred Baker** '12, founder and director of War Scooters; and featured OSU president **Ed Ray** at the annual **State of the University** address.

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At right: Students interact with John Hall in the Q&A after his lecture.





- The **OSU Design Network** provided networking and professional development opportunities for design and merchandising professionals in the Portland metro area. Organized by the OSU Alumni Association and the School of Design and Human Environment, the network also hosted its annual Portland Fashion Show at OMSI in May, highlighting student work by apparel design majors.
- The **OSU Advantage Accelerator** worked with 12 companies to facilitate the commercialization of innovative ideas, with four of the companies moving on to the next phase of business development.
- The **Austin Family Business Program** hosted the 10th Annual **Family Enterprise Research Conference** with nearly 100 academic attendees from more than a dozen countries.
- **Family Business 360°**, an educational series offered by the **Austin Family Business Program**, held 15 sessions in Portland, Salem, Eugene, Corvallis and Newport covering a variety of topics of interest to the family

At left: College of Business Executive Director for Industry Relations Pam Knowles at the Nike outreach event.

business community. A podcast series was also launched to complement the sessions and extend the reach of the program.

- Graphic design alumni **Darrin Crescenzi** and **Erin Mintun** visited Oregon State to discuss the value of design thinking and to share experiences that led to their dream jobs in Manhattan. Crescenzi, named by *Fast Company Magazine* as one of the top 100 Most Creative People in Business, is the lead designer at Prophet; Mintun is currently the active editor for *Stylesight*.
- In January, Dean Kleinsorge spoke at **Intel's** annual **Finance Conference** on the company's Hillsboro, Ore., campus. Her presentation, "Innovation: Beyond the Product," given to approximately 400 finance professionals, focused on the process of innovation and what it means at the College of Business. In addition, she hosted a brown bag lunch for College of Business and Oregon State alumni who work at Intel.



Awarding Excellence

The College of Business honored four individuals and two companies for their support and professional contributions at the 2014 **Celebration of Excellence**. The honorees were **Jill Eiland '73**, **Peter 'Crazy Pete' Newport '98**, **Tim Jakubowski '04**, **Mutual of Enumclaw** and **Fred Meyer**. **Jim Williams '66**, a member of the first MBA class, became the newest inductee into the College of Business Hall of Fame.

The **Weatherford Award** winners were also honored at the Celebration of Excellence. The award recognizes innovators and business leaders who embody the pioneering spirit of Oregon State University. This year's honorees were **Bert Sperling**, founder

of "BestPlaces," and Grammy Award-winning musician and composer and Corvallis, Ore. native **Chris Botti**.

The 2013 **Excellence in Family Business Awards** honored family-owned-and-operated businesses which demonstrate a commitment to community involvement, innovation and entrepreneurship. The keynote address was given by Eric Allyn, 4th generation owner of medical device manufacturer Welch Allyn. In conjunction with the event, Oregon Governor John Kitzhaber proclaimed November 21 **Family Business Day** in the state. **Skipanon Brand Seafood** was honored as the Micro Family Business of the Year. The winner of the Small Family Business of the Year award

was **S. Brooks & Associates, Inc.** The winner of the award for medium-sized companies was **Aggregate Resource Industries, Inc.**, and **Reliance Connects & Day Wireless Systems** won the award for large companies.

Graphic design alum **Darrin Crescenzi** was presented with the OSU Alumni Association's **Alumni Fellows Award**. Crescenzi graduated in 2007 and is currently the lead designer in the New York offices of Prophet, an international branding and design firm.



Top row: Jim Williams (left), Jill Eiland (center) and Peter Newport (right) at the 2014 Celebration of Excellence. Bottom row: Excellence in Family Business medium-sized company award recipients Aggregate Resource Industries (center) and Weatherford Award recipient Bert Sperring and family (right).



Student Achievements

- College of Business-sponsored **scholarships** totaled \$473,450 in 2013-14 and were awarded to 254 students. Seventeen **OSU Presidential Scholarships** went to College of Business students, totaling \$132,000. **Student Recognition Award** winners included 29 business and design students.
- In its first year competing in the Principled Business Leadership Institute's annual Case Competition, the Theta Chapter of **Alpha Kappa Psi** took third place in its region and won a \$500 scholarship from the Carl J. Siegler Scholarship Fund. Two members were accepted as Alpha Kappa Psi Academy Fellows for this year.
- **Jenna Wiegand**, a third-year University Honors College and College of Business student majoring in management and sustainability, received a nationally-competitive Udall Scholarship for her commitment to global change. Wiegand is one of 81 U.S. students to receive a \$5,000 undergraduate scholarship this year.

- Accounting student **Scott Schaub** earned a prestigious \$10,000 scholarship from the Public Company and Accounting Oversight Board. OSU was one of only 77 institutions to be selected to nominate a student for the honor.
- The **Management Club** developed a Distinguished Member Program to engage members in club activities. **Brittany Baimbridge, Sarah Caufield, Tiga Evans, Hallie Exall, Robert Fredlund, Jesus Izquierdo, Kristy Nelson, Haley Polis, Lisa Rosenthal** and **Martin Sanchez** were recognized for their achievements during the program's inaugural year.
- **DAMchic**, a fashion magazine independently produced by design students, was named the People's Choice Award winner for Best Fashion Publisher in 2013 at the Portland Fashion and Style Awards.
- Fashion-schools.org ranked the **merchandising management** program #5 in its list of the "Top 75 Fashion Merchandising Schools in the U.S." and

ranked the **apparel design** program #11 in their "Top 75 Fashion Design Schools in the U.S." rankings.

- Undergraduate students **Elisa Olsen** (apparel design), **Josefa Gonzaales** (apparel design) and **Chelsea Wilkinson** (merchandising management) received the 2014 ITAA Undergraduate Best Paper award. They also received the Best Poster award for the College of Business at the Celebrating Undergraduate Excellence event.
- Interior design graduate student **Alana Pulay** received the 2014 Interior Design Educators Council Special Project Award. Interior design student **Harry Armstrong** was appointed as the Oregon State representative to the board of directors of the International Interior Design Association of Oregon.
- SDHE graduate student **Ruirui Zhang** received second place in best doctoral dissertation award from the International Textiles and Apparel Association in 2014.

Faculty

Achievements



- The college recognized the outstanding efforts and achievements of its dedicated faculty and staff at the annual **Celebration of Achievement** awards banquet on June 5. **Pauline Schilpzand** received the Betty and Forrest Simmons Excellence in Graduate Teaching Award, **Gene Young** the Byron L. Newton Award for Excellence in Teaching, **Zhaohui Wu** the Excellence in Scholarship Award, **Jayne Anderson** the Outstanding Professional Faculty and Staff Service Award, **John Turner** the Experiential Learning Award, **Doug Weir** the College Service Award and **Roger Graham** the College Service Outreach Award. **Colleen Bee**, **Brigitte Cluver**, **Malcolm LeMay** and **Robin Silveira** were selected as Newcomb Fellows.
- **Colleen Bee** and **Bin Zhu** were promoted to associate professor and granted tenure.

- Two finance faculty were honored at OSU's annual University Day. **John Becker-Blease** earned the OSU Faculty Teaching Excellence Award, honoring unusually significant achievement in teaching and scholarship. **Dave Berger** received the Promising Scholar Award, recognizing his high level of accomplishment achieved in only six years at Oregon State.
- **Zhaohui Wu** won a 2013 Citations of Excellence Award from Emerald Publishing. Wu's 2009 article "Building a More Complete Theory of Sustainable Supply Chain Management Using Case Studies of 10 Exemplars," originally published in the *Journal of Supply Chain Management*, was chosen as one of the top 50 articles with proven impact since its publication date. According to Google Scholar, Wu's article has been cited 224 times.

- **Andrea Marks'** rebranding of the Benton County Historical Society was chosen in the 2014 American Alliance of Museum Publications Annual Design Competition. Marks created the Capital Campaign Fundraising Packet for the Benton County Historical Society with graphic designer Mary Weldon of Dock No. 2 Design, and has won honorable mention in the fundraising/membership materials category.
- **Keith Leavitt** was asked by the editorial team at Reuters to contribute to an op-ed piece on notable NFL rookie Michael Sam.
- **Anthony Klotz's** paper with Kai Chi, Wei He and Scott Reynolds titled "Turning Good Soldiers into Bad Apples: Examining When and Why Citizenship Behavior Leads to Deviance," won the Best Paper Award from the Organizational Behavior Division at the Academy of Management meeting.

At left: College of Business award recipients and Newcomb Fellows (from left): Zhaohui Wu, Roger Graham, Jayne Anderson, John Turner, Brigitte Cluver, Gene Young, Pauline Schilpzand, Malcolm LeMay, Colleen Bee and Doug Weir.

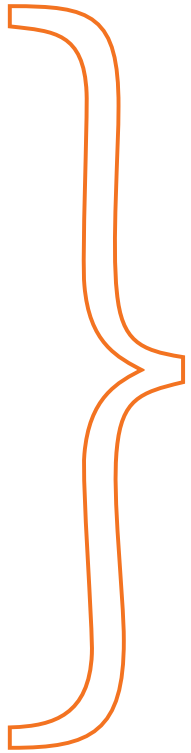
A man with short dark hair and a light beard, wearing a white button-down shirt, stands on a rooftop. He is smiling slightly and looking towards the camera. Behind him is a panoramic view of a city, likely Florence, Italy, featuring a large red-tiled dome (the Florence Cathedral) and a river (the Arno) winding through the city. The sky is overcast with grey clouds. On the left side of the image, there is a large orange curly bracket graphic.

Experiential **L**e**a**r**n**i**n**g

- International **exchanges and study abroad programs** took 101 business and design students to 20 different countries.
- The **Career Success Center (CSC)** engaged more than 1600 undergraduate and MBA students this academic year and provided career advice, résumé and cover letter reviews, interview practice and general advice about internship and job searches. The CSC also conducted industry information sessions that drew more than 140 students, and mock interviews that drew 535 students and 120 employers.
- The Career Success Center held the inaugural **Career Boot Camp**. The one-day program began with a “speed dating” session between business students and professionals representing all of the undergraduate business majors, followed by a keynote address by Dr. Will Keim about the keys to success in college and life. The event concluded with breakout sessions on personal branding, résumé writing and social media in the job search.
- In May, approximately 500 people attended the student-run fashion show **“Gilded Noir,”** where 15 apparel design and merchandising management majors showcased their designs on a runway.
- The OSU Fashion Organization presented the 24th annual recycled fashion show **“Trashin’ Fashion”** to the OSU community in February. Garments were constructed with 95% recycled post-consumer materials, such as soda can tabs, straws, a blow-up raft, grocery receipts and umbrellas.
- The 28th annual **SDHE Career Symposium**, “Designing for Tomorrow’s Business, Innovating Yourself Today,” was held in February and attended by 350 OSU students, 20 faculty members and 60 industry speakers/recruiters representing 30 companies.
- The **SDHE Internship Program** facilitated experiential learning opportunities to close to 100 students, representing 56 different companies and 45 new internship sites.

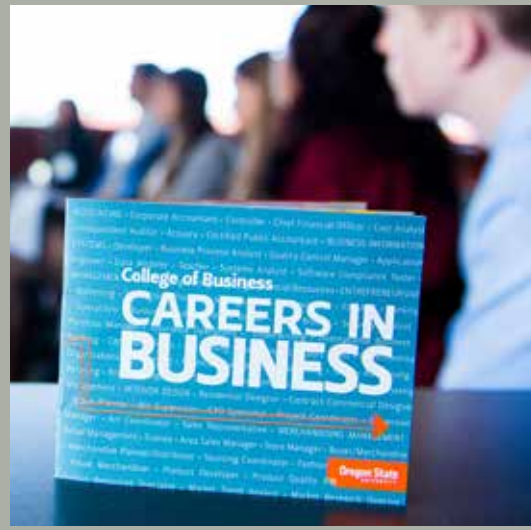
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At left: College of Business student Nick Heitzhausen in Florence, Italy.



- The **Close to the Customer Project** provided experiential learning opportunities to dozens of students while working with businesses and organizations on market research projects. Teams conducted five focus groups and four survey projects aimed at improving operations of the Career Success Center, OSU Parking Services and the university's business centers.
- The **Oregon State Investment Group** was ranked first of 20 universities in the annual DADCO portfolio competition finishing the year with a 38% gain. They will be awarded \$8,257 from D.A. Davidson & Co. for their performance.
- Every year the **Austin Entrepreneurship Program** at Weatherford Residential College hosts leading entrepreneurs and business executives through the **Austin Fellows Program**. During their visit, fellows dine

with residents, lecture in a variety of forums and often stay overnight in Weatherford's Executive Suites. These events provide students the opportunity to network with and listen to professionals who range from young alumni to mid-career professionals to CEOs. During the 2013-14 academic year, fellows included **Jesse Coombs**, an adventurer and professional athlete; **Kelly Fitzpatrick** from KPMG; **Doug Kemper** of Export Finance Assistance Center of Washington; **Sarah Moore** from Columbia Sportswear; **Kelly Nelson**, a CPA who has her own firm; **Alexis Ohanian** of Reddit.com; **Jack Spiegelman**, a retired partner with Buzz Oates Companies; and **Jaymes Winters** of Blue Leopard Capital LLC. Young alumni who visited included **Natasha Badaa**, **Darryl Lai**, **Taylor Moor**, **Willen Sin** and **Jenny Villalobos**.



College of Business students at experiential learning events: Gilded Noir Fashion Show, Career Boot Camp and SDHE Career Symposium.



GRADUATE Programs

- The **2014 MBA class** graduated 85 students this spring, including 28 graduates in commercialization, 13 in clean technology, 28 in global operations, four in marketing, three in research thesis and nine in the Accountancy-MBA.

- MBA graduates **Frances Chen, Defne Koch** and **Chip Ulstad** have moved on to permanent positions after completing internships with the OSU Advantage Accelerator.

- The College of Business accepted its first class of **Ph.D. students** in accounting and commercialization/

innovation who have begun classwork in September 2014.

- The **MBA in Executive Leadership** is now available in Portland and Bend. The curriculum is delivered as an online/hybrid program in partnership with Oregon State's Ecampus.


- The MBA Program is now offering a **business analytics option**. This option is targeted at three types of professionals: managers seeking to expand the use of data analytics within their organizations; information systems professionals charged with marshalling available organizational

data for analytical processes; and business analytics professionals performing data analysis to support decision making, strategy formation and operational improvement.

- The college welcomed three new faculty and staff to the MBA Program. **Brian Precious** is the new MBA program director, **Melissa Almanza** is the new graduate admissions advisor, and **Ashley Murphy** the new graduate business programs advisor.

At right: MBA graduate David Zhang poses for a photo with Dean Kleinsorge at the 2014 MBA Commencement Celebration.





RESEARCH

ACCOUNTING

- **Huang, H.**, Chi, W., Xie, H. "A Quantile Regression Analysis on Corporate Governance and the Cost of Bank Loans: A Research Note." To appear in *Review of Accounting and Finance*.

BUSINESS INFORMATION SYSTEMS

- **Curry, M. L., Marshall, B.**, Kawalek, P. "IT Artifact Bias: How Exogenous Predilections Influence Organizational Information System Paradigms." *International Journal of Information Management*, 34(4).
- Zai, L., Yan, X., **Zhu, B.** "The HI-index: Improvement of H-index Based on Quality of Citing Papers." *Akadémiai Kiadó and Springer Science+Business Media*, 98(2).

DESIGN & HUMAN ENVIRONMENT

- Collett, M., **Cluver, B., Chen, H.-L.** “Consumer Perceptions Regarding the Limited Lifespan of Fast Fashion Apparel.” *Research Journal of Textile and Apparel*, 17(2).
- Jai, T. M. C., King, N., **Burns, L.** “The Effect of Behavioral Tracking Practices On Consumers’ Shopping Evaluations and Repurchase Intention Toward Trusted Online Retailers.” *Computers in Human Behavior*, 29(3).
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- Reddy, S. L., **Burns, L.** “Understanding Resiliency to Appearance Dissatisfaction Among Adult Women.” *International Journal of Arts and Commerce*, 2(3).
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- Southworth, S., **Kim, M.** “Marketing Strategies to Alleviate Risk and Build Trust for Emerging Online Brands: Case of an Asian Cosmetic Brand Entering into the US.” To appear in *Journal of Digital and Social Media Marketing*.
- Yoo, J., **Kim, M.** “The Effects of Online Product Presentation on Consumer Responses: Mental Imagery Perspective.” To appear in *Journal of Business Research*.
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- **Mower, J. M., Pedersen, E.** “Historic Research Using Objects: Case Study of Extant Outdoor Garments from Oregon’s Historical Institutions, 1880 to 1920.” To appear in *Oregon Historical Quarterly*.
- Burton, K. L., **Pedersen, E.** “Comparing Words with Works: A Study of Pugin’s St. Augustine’s Church.” *Journal of Interior Design*, 38(1).
- Fidzani, L. C., **Read, M. A.** “Identity Expression and Bedroom Personalization by Urban Adolescents in Botswana.” *Journal of Adolescent Research*.



FINANCE

- **Berger, D.**, Pukthuanthong, K., **Yang, J.** “Is the Diversification Benefit of Frontier Markets Realizable by Mean-Variance Investors? The Evidence of Investable Funds.” *Journal of Portfolio Management*, 39.
- **Brooks, R., Mathew, P., Yang, J.** “When-Issued Trading in the Indian IPO Market.” *Journal of Financial Markets*, 19.
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- **Chira, I.**, Madura, J. “Impact of the Galleon Case on Informed Trading Before Merger Announcements.” *Journal of Financial Research*, 36(3).
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GLOBAL BUSINESS ANALYSIS

- **Chen, S., Elston, J.** “Entrepreneurial Motives and Perceptions: An Analysis of Small Business Owners in China’s Service Industry.” *International Journal of Hospitality Management*.
- Saxby, S., **King, N.** “2013 CLSR-LSPI Seminar on Electronic Identity, the Global Challenge.” *Computer Law and Security Review*, 30.
- **King, N.**, Jessen, P. W. “Smart Metering Systems and Data Sharing: Why Getting a Smart Meter Should Also Mean Getting Strong Information Privacy Controls to Manage Data Sharing.” *International Journal of Law and Information Technology*, 0.

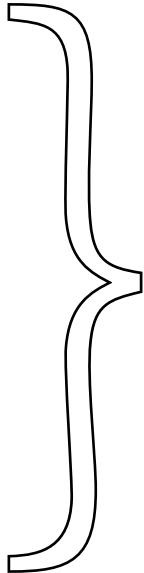
Above: Faculty researchers (pictured from left to right) are Jonathan Arthurs, Dave Berger, Leslie Burns and Hsiou-Lien Chen. Opposite page: Faculty researchers (pictured from left to right) Inga Chira, Jeewon Cho and Aimee Huff.



- **King, N.**, Jessen, P. W. “For Privacy’s Sake: Consumer ‘Opt Outs’ for Smart Meters.” To appear in *Computer Law & Security Review*.
- **Lu, G.**, Koufteros, X. “Adopting Supply Chain Security Practices for the Transport Logistics: Institutional Effects and Performance Drivers.” To appear in *International Journal of Shipping and Transport Logistics*.
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- Koufteros, X., Peng, D., **Lu, G.**, Peters, R. “Organizational Structure and Supply Chain Integration: An Empirical, Cross-regional Examination.” To appear in *Journal of Organizational Design*.
- Brodke, M., Hartley, J., **Wu, Z.**, Steward, M., Wheeler, J. “Exploring Supply Management Status, Internal Collaboration and Operating Performance.” To appear in *Operations Management Research*.
- Pathak, S., **Wu, Z.**, Johnson, D. “Towards a Structural View of Co-opetition in Supply Networks.” To appear in *Journal of Operations Management*.

MANAGEMENT

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- **Klotz, A.**, da Motta Veiga, S. P., Buckley, M. R., Gavin, M. “The Role of Trustworthiness in Recruitment and Selection: A Review and Guide for Future Research.” *Journal of Organizational Behavior*, 34.
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- **Leavitt, K.** “Publication Bias Might Make Us Untrustworthy, but the Solutions May Be Worse.” *Industrial & Organizational Psychology*, 6(3).
- **Schilpzand, P.**, Hekman, D., Mitchell, T. R. “An Inductively-Generated Typology and Process Model of Workplace Courage.” To appear in *Organization Science*.
- **Swift, M.**, Virick, M. “Perceived Support, Knowledge Tacitness, and Provider Knowledge Sharing.” *Group & Organization Management*, 38(6).

MARKETING

- **Barnhart, M., Huff, A.**, Cotte, J. “Like a Member of the Family: Including and Excluding Paid Caregivers in Performances of Family.” To appear in *Journal of Marketing Management*.
- **Bee, C. C., Neubaum, D.** “The Role of Cognitive Appraisal and Emotions of Family Members in the Family Business System.” *Journal of Family Business Strategy*.
- **Bee, C. C.**, Dalakas, V. “Rivalries and Sponsorship Affiliation: Examining the Effects of Social Identity and Argument Strength on Responses to Sponsorship-related Advertising Messages.” *Journal of Marketing Communications*.
- **Bee, C. C.**, Madrigal, R. “Consumer Uncertainty: The Influence of Anticipatory Emotions on Ambivalence, Attitudes, and Intentions.” *Journal of Consumer Behaviour*, 12(5).
- **Huff, A.**, Cotte, J. “Solution or Settlement? The Case of Childcare.” *Journal of Consumer Affairs*, 47(1).

At left: Faculty researchers (pictured from top to bottom) are Seunghae Lee, Anthony Klotz, Charles Murnieks and Don Neubaum. Opposite page: Faculty researchers (pictured left to right) are Elaine Pedersen and Pauline Schilpzand.

- **McAlexander, J., Koenig, H.,** DuFault, B. “Advancement in Higher Education: The Role of Marketing in Building Philanthropic Giving Communities.” To appear in *Journal of Marketing for Higher Education*.
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- Dibrell, C., Craig, J., **Neubaum, D.** “Acting and Reacting: Linking Adaptive Planning Capabilities and Innovativeness to Firm Performance.” To appear in *Journal of Business Research*.

Code of Honor

This year, the College of Business initiated a focus on ethics and emphasized the importance of teaching students ethics as it translates to both academic and professional careers.

In response to the initiative, students in the Dean's Student Leadership Circle committed to creating an ethical environment by writing a new student **Code of Honor**.

Student leaders **Evan Clark, Ashley Molholm, Jake Bertalotto, Brittany Donahue** and **Defne Koch** worked to create the guiding principles that all students admitted into the Professional School are expected to follow. The code, based on character and moral commitment, is built on the foundation of **Integrity, Respect and Responsibility**.

With faculty, staff and student investment in fostering an ethical environment and with the establishment of the Code of Honor, the College of Business has built a solid foundation that will ensure that students are prepared to enter the workforce and make ethical decisions, even when they are not easy to make.

The application of the code will uphold and strengthen the reputation of the college.



Photo: Dean Kleinsorge with members of the Student Leadership Circle

COLLEGE OF BUSINESS CODE OF HONOR



INTEGRITY | RESPECT | RESPONSIBILITY

A code of honor represents the moral commitments of those abiding to it. While each person lives by their personal code, the establishment of collective values creates a universal goal to which we can aspire. It is through the pursuit of these professional attributes that we reduce the possibility of immoral actions ourselves. In order to uphold our personal character and the organization that we proudly call our own, we take this oath.

Integrity

The quality of being honest and having strong moral principles, Integrity stands as the backbone of character and is essential for success.

Respect

Respect to others and yourself, is a commitment to the fair treatment and competition with others. Through respect we embolden the character of others and ourselves.

Responsibility

We are held accountable to our word and actions as professionals to embed a steadfast commitment to honor in our decisions.

College of Business

Dean's Circle of Excellence*

David L. Andersen, Andersen Construction Co. Inc. | **Darrel T. Anderson**, IDACORP Inc. & Idaho Power Co. | **Leonard A. Aplet**, Columbia Management Company | **Donald C. Atkinson**, Senior Executive Leader | **Monica Baez**, State Farm Insurance | **Stephen M. Bailey**, The Grand Cru Estates | **Larry Brown**, OSU College of Business | **Tanja C. Cebula**, Resources Global Professionals | **James E. Coleman**, E. & J. Gallo Winery | **Mary M. Coucher**, IBM Corporation | **Gayle Fitzpatrick**, Oracle | **Ann L. Flatz**, Intel Corporation | **John Gilleland**, Campbell Group | **R. Stevens Gilley**, Clarence T.C. Ching Foundation | **Brad Harlow**, B Harlow & Associates LLC | **Scott A. Hibbs**, The Standard | **Scott Hildebrandt**, Planar Systems, Inc. | **Rich Jansen**, Jubitz Corporation | **Pam C. Johnson**, Nike Foot Locker, Inc. | **Steve Johnson**, Celebrity Yacht Group | **Mark J. Kralj**, Ferguson Wellman Capital Mgt | **Thomas E. Leaptrott**, Quantum Leap LLC | **John M. Lefferts**, senior financial services executive | **Allen P. Leggett**, retired (Arthur J. Gallagher & Company) | **Toby Luther**, Lone Rock Resources | **Gerry Marshall**, Bernard A. Newcomb Foundation | **Jon A. Masterson**, Wallboard Tool Company, Inc. | **Elise F. McClure**, retired (Starbucks Coffee Company) | **Duane C. McDougall**, retired (Willamette Industries) | **Derrick E. McGavic**, Newport Capital Partners | **Dave Miller**, KPMG | **Irva Kay Neyhart**, Stover Neyhart & Co. | **Brian A. Oliver**, Aequitas Capital Management | **Judy Owen**, retired (Agilent Technologies) | **Diane Detering-Paddison**, Cassidy Turley | **James Parkin**, Deloitte & Touche LLP | **Scott Parrish**, A-dec Inc. | **Russell S. Pattee**, Precision Castparts Corporation | **Tod D. Perkins**, Barclays Capital Inc. | **Kenneth Poorman**, retired (Poorman Enterprises) | **Carol Potts**, American Web Services | **Peter V. Potwin**, retired (Benson Industries Inc.) | **Eric H. Schoenstein**, Jensen Investment Management | **Jean Shearer**, The Partners Group | **Ryan K. Smith**, Nike Golf | **Angela Snow**, Nike | **John A. Stirek**, Trammell Crow Company | **Ron Susa**, Chevron Corporation | **Ken Thrasher**, Compli Corporation | **Mike Wells** | **Jack Wilborn**, retired (KPMG International) | **David R. Williams**, NW Natural | **Robert G. Zahary**, higher education consultant | **Edward Ray**, Oregon State University | **Ilene Kleinsorge**, OSU College of Business

*as of September 2014



Business graduate Shannon Conklin proudly displays her diploma during graduation 2014.

The Annual Report

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

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