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SUNY Oswego

SCHOOL OF BUSINESS NEWSLETTER
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Dean's Message



How can the quality of education be measured? Whether quality is measured by accreditation, rankings, or student demand, evidence shows that the School

of Business provides a high quality education.

The Association to Advance Collegiate Schools of Business (AACSB) uses a peer review process to ensure accredited institutions deliver a high quality business education. Accreditation is an external validation of quality and less than 30% of U.S. business programs are AACSB accredited. This past year, our accreditation was reaffirmed by the AACSB board of governors.

Program rankings are another validation of quality. This past year, our online MBA program was ranked #14 in the nation by U.S. News and World Report, an improvement over the #26 ranking that we had the previous year.

Finally, student demand driven by reputation is another indicator of quality. From spring 2006 to spring 2014, in the face of declining demographics, School of Business undergraduate enrollment increased 60% and MBA enrollment 175%.

By all measures, our business school provides a quality education due to the efforts of dedicated faculty and staff, engaged students, and loyal alumni.

A handwritten signature in black ink that reads "Richard Skolnik".

School of Business Updates

School of Business Reaccredited by AACSB

Originally accredited by the Association to Advance Collegiate Schools of Business (AACSB) in 2002, the School of Business recently underwent another intensive periodic review and was successful! Dean Skolnik commented that "Reaccreditation is an affirmation of the quality of our program, the expertise and engagement of the faculty and the engagement of students and alumni in the entire learning process." According to the AACSB less than 5 percent of business schools globally have met their standards for accreditation. The next accreditation review cycle for the School of Business will be in the Fall of 2017.



Online MBA Program Ranked #14 by U.S. News & World Report



SUNY Oswego's online MBA Program jumped to #14 in 2014 from #26 the previous year as ranked by U.S. News & World Report. Rankings are based on five core criteria: student engagement, admissions selectivity, peer reputation, faculty credentials and training, and student services and technology. SUNY Oswego's highest criteria score was in student engagement, at 96 points.

<http://www.usnews.com/education/online-education/mba/rankings>

MBA Health Service Administration Program had a Successful First Year

The MBA Health Service Administration program was approved by the New York State Education Department in July 2013 and the entirely online program began matriculating students in the Fall Semester of 2013. The program continues to grow as awareness of and interest in this new offering increases.

PwC Chairman and Oswego Grad, Bob Moritz Visited Campus in April

Bob Moritz graduated from Oswego with an accounting degree in 1985 and is now Chairman of PricewaterhouseCoopers, one of the Big Four accounting firms. Moritz returned to campus on April 3, 2014 to speak about "Global Trends and Your Role in a Sustainable Future." The lecture was well attended and was also viewed by many via live video stream. The School of Business is proud to have such distinguished alumni. It is especially rewarding when alumni return to campus, eager to share the wisdom they have gained with another group of students.

Online MBA and MBA-HSA Selected to Participate in Open SUNY

The online MBA and the MBA in Health Service Administration were selected to participate in the first wave of Open SUNY. The Oswego programs were the only graduate programs selected for this system wide pilot program. The Open SUNY initiative is designed to further develop the online learning experience for students. Programs chosen for the Open SUNY January 2014 launch were spotlighted as some of SUNY's premier online degrees. Selected as design partners, SUNY Oswego has been helping to identify student, faculty, and institutional supports that will most effectively contribute to high quality online learning experiences. Seven programs at six campuses were selected as part of the first wave. Inclusion in the Open SUNY initiative will provide resources and expertise to improve program delivery and student support.

Students Participate in Shanghai Normal University/SUNY-Oswego Student Research Conference

Shanghai Normal University and SUNY Oswego co-sponsored a student research conference in May in Shanghai. Accompanied by finance faculty member Dr. Hong Wan, eight SUNY Oswego students presented research papers. Eyub Yegen received a 1st place award and Jason McLeod received the 3rd place award. The conference will be hosted by SUNY Oswego in April 2015. Shanghai Normal University and SUNY Oswego have a 2+2 degree articulation in Finance and Risk Management.



Dean's Advisory Board Members

The School of Business Dean's Advisory Board meets twice a year, once in the spring and once in the fall.

Kevin Bryans '89 - Managing Member, NStar Tech, LLC

Joseph Chemotti '90 - Partner, Dannible & McKee, LLP

Diane Cooper-Currier - Executive Director, Oswego County Opportunities

Michael Durney '83 - President & Chief Executive Officer, Dice Holdings Inc.

Jocelyn Egan '84 - Senior Vice President of Discovery Solutions, Discover Communications, Inc.

J. Russell Findlay '89 - EVP, Global Marketing and Client Strategy, NuVista Strategies, Inc.,

Jeffrey Gibbs '80 - Vice President of Internal Audit, Biogen Idec, Inc.

Jeffrey Grimshaw - Director, Office of Business & Community Relations, SUNY Oswego

Tracy Higginbotham '86 - President, Women TIES

James Holland '82 - Executive Vice President, Administration, SRC

Matthew Jenal '78 - Chief Financial Officer, Cadogan Management

Michael Lisson '94 - Partner, Grossman St. Amour Certified Public Accountants, PLLC

Patrick Murphy '74 - Managing Director, Human Resource Solutions

Michael Paez '80 - Senior Vice President, Commercial Vehicle Market Manager, Sovereign Bank

Robert Pagano '84 - President & Chief Executive Officer, Watts Water Technologies, Inc.

Thomas Schneider - President & Chief Executive Officer, Pathfinder Bank

Curt Schultzberg '87 - Asset Management Advisor, Gerstein Fisher

Lisa Tamilia '89 - Vice President, Regional Sales, Chautauqua Patrons Insurance Company

Timothy Thomas '04 - Vice President & Client Consultant, Manning & Napier Benefits, LLC

Mary Vanouse '78 - Director of Community Development, City of Oswego

Jacqueline Wilbur '82 - Executive Director for Undergraduate & Masters Programs, MIT Sloan School of Management

John Wooley '78 - Human Resources Director, Radio Frequency, Alcatel-Lucent

Visiting Scholars

Dr. Licai Lei

(August 2014 – October 2014)

Dr. Lei is an associate professor of business at Xiangtan University and is being sponsored by Dr. Ding Zhang. She will be pursuing research on the impact of decision-makers' behaviors on construction projects based on behavioral decision theory (BDT).

* * *

Dr. Xinru (Carol) Liang

(August 2014 – August 2015)

Dr. Liang is an associate professor in the School of Economics and Management at Zhejiang Sci-Tech University. Dr. Liang is being sponsored by Prof. Tom Ingram and her research centers on Shame and Guilt, different roles to affective organizational commitment: a comparison between East and West.

* * *

Dr. Jiashun Liu

(September 2014 – September 2015)

Dr. Liu is an associate professor of Human Resources Management from Wuhan University of Technology. Dr. Liu is being sponsored by Dr. Ding Zhang and his research will focus on the relevance of traffic systems to the formation and evolution of metropolises.

Dr. Yucan Liu

(April 2, 2014 to April 1, 2015)

Dr. Yucan Liu, Associate Professor in the Department of Applied Economics at Nanjing University of Science & Technology (NUST). Dr. Liu's research is in empirical finance, specifically in the areas of IPO abnormal return, idiosyncratic volatility, the investment behavior of open-ended funds and corporate finance in the Chinese securities market. Dr. Liu will be pursuing research with Finance faculty member Dr. Hong Wan.

Dr. Yanping Wen

(July 16, 2014 - July 16, 2015)

Dr. Wen is an Associate Professor in the School of Finance and Business at Shanghai Normal University (SNU). Her research is in information management in business. She will be pursuing research with Operations Management professor June Dong on e-commerce platform based enterprise.

International Scholars in Residence

During the 2013-2014 academic year the School of Business hosted six fully-funded international scholars. The scholars included four from China and two from Pakistan. Since 2007, the School of Business has hosted 32 fully-funded international scholars from China, Turkey, Pakistan, France and Egypt. The scholars are typically in Oswego for one year pursuing research and there have been 13 peer-reviewed journal publications and 14 presentations with SUNY Oswego faculty as coauthors resulting from their residencies. Current visiting scholars are featured on the left.

MBA Program Enjoying Their New Home

Over the summer of 2013 the MBA Program staff moved into a suite of offices dedicated to the MBA programs on the first floor of Rich Hall. Working out of boxes and on card tables for almost a year, their new offices finally got a facelift with new furniture and an open design. Previously housed in the Department Office, the MBA staff are pleased to have a professional and welcoming space for students, faculty, and visitors.

MBA Staff Update

Darlene Tynan joined the MBA team in January in an administrative support position. Darlene previously worked in Communication Studies and the English and Creative Writing Department. MBA staff are happy to have her onboard!

Rachel Belair joined the MBA team in March as a Student Advisor. Rachel previously worked with the NYS Department of Labor. MBA staff and students are glad to have her on the team!



MBA Offered to SRC Employees

MBA Director Irene Scruton worked with Syracuse-based SRC, Inc. to begin offering the MBA program to an employee cohort. SRC employees will take a combination of hybrid courses offered at SRC, and online electives to complete the MBA program. This innovative program partnership creates a delivery model available to other organizations.

Faculty Updates



Carrie Fellows - Ms. Fellows teaches classes in Human Resource Management, business organization and career planning. She holds a B.S. and MBA in Business Administration from SUNY Oswego. Ms. Fellows previously worked at Oswego Hospital as the Director of Nursing Services and began teaching as an adjunct professor in 2006.

Napatsorn Jiraporn - Dr. Jiraporn teaches courses in marketing principles and advertising & promotion. She holds a B.A. in International Business from Chulalongkorn University, Bangkok, an MBA in Marketing from Virginia Polytechnic Institute and State University and a Ph.D. in Marketing from SUNY Binghamton. Her research interests include consumer behavior, judgment and decision making, adoption of new technology, goal pursuit, cross-cultural marketing, branding, food consumption, exercise behaviors, marketing-HR interface, and marketing-finance interface.



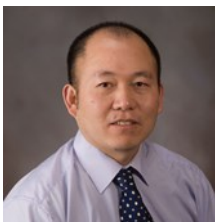
Heather Losi - Ms. Losi teaches principles of accounting courses. She is a Certified Public Accountant with 17 years of experience in public and private accounting. Ms. Losi is an active member of NYSSCPA and a member of AICPA. She received her B.S. degree from SUNY Plattsburgh and her MBA from American Intercontinental University (AIU). Her research interest is the use and application of web-based technology in the accounting profession.



Susan Wright - Dr. Wright teaches principles of accounting and finance courses. She holds a B.S. in Economics, and Finance & Accounting, an MBA in Accounting from Clarkson University and a Ph.D. in Management & Finance from Carleton University, Ottawa. Her research interests include electronic trading in US equity markets, dividend payout practices in incentive pay, and linking executive compensation to sustainability.



Jinpei Wu - Dr. Wu teaches courses in business strategy, entrepreneurship and principles of management. He holds a B.A. in English from Beijing Second Foreign Languages Institute, an MBA in Business Administration from Appalachian State University and a Ph.D. in Management from Virginia Tech. His research interests include strategy, entrepreneurial orientation and new venture creation in a Chinese context, and international business.



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Ding Zhang- ding.zhang@oswego.edu

Student Organizations

Accounting Society

- President – Rose Ward, rward@oswego.edu
- Faculty Advisor – Prof. Andrea Pagano, andrea.pagano@oswego.edu

American Marketing Association (AMA)

- President – Jessica McChesney, jmchesn@oswego.edu
- Faculty Advisor – Dr. Stathis Kefallonitis, e.kefallonitis@oswego.edu

Beta Alpha Psi (BAP)

- President – Elise Tartaglia, tartagli@oswego.edu
- Faculty Advisor – Prof. Andrea Pagano, andrea.pagano@oswego.edu

Business Management Club (BMC)

- President – Trevor Bacon, tbacon2@oswego.edu
- Faculty Advisor – Prof. G. Rob Scott, guy.scott@oswego.edu

DECA

- President – Max Luttinger, mlutting@oswego.edu
- Faculty Advisor – Dr. Mary Rodgers, mary.rogers@oswego.edu

ENACTUS

- President – Mark Michel, mmichel2@oswego.edu
- Faculty Advisor - Dr. Susan Wright, susan.wright@oswego.edu

Financial Management Association (FMA)

- President – Trevor Bacon, tbacon2@oswego.edu
- Faculty Advisor – Dr. Eric Tsai, eric.tsai@oswego.edu

International Business Student Organization (IBSO)

- President – James Goebel, jgoebel@oswego.edu
- Faculty Advisor – Lisa McGhee-Laracuente, lisa.mcgheela@oswego.edu

Investment Club

- President – Dianora DeMarco, ddemarc2@oswego.edu
- Faculty Advisor – Dr. Mary Rodgers, mary.rogers@oswego.edu

Phi Beta Lambda (PBL)

- President – Mark Prezioso, mearson@oswego.edu
- Faculty Advisor - Dr. Xiaoyu Pu, xiaoyu.pu@oswego.edu

SCOPE

- President – Christopher Romita, cromita@oswego.edu
- Faculty Advisor – Dr. June Dong, june.dong@oswego.edu

Society for Human Resource Management (SHRM)

- President – Nicole Schnorr, nschnorr@oswego.edu
- Faculty Advisor - Dr. Barry Friedman, barry.friedman@oswego.edu

Student News

Accounting Students Provide Income Tax Assistance

The Accounting Society and Beta Alpha Psi once again offered free income tax assistance to low and moderate income households through the Volunteer Income Tax Assistance (VITA) program. The IRS-certified student volunteers that provide this assistance to the community gain valuable experience both in navigating income tax laws and interacting with clients. Tax preparation services were offered in Rich Hall, the Fulton Department of Social Services and Oswego Hamilton Homes; over three hundred returns were completed.

College-Access Program in Accounting

In partnership with the NYSSCPA, the Accounting, Finance & Law Department and the Center for Accounting Research and Education (CARE) offered the fifth annual Career Opportunities in the Accounting Profession (COAP) Program in July. The four-day residential program continues to successfully introduce underserved high school seniors to career opportunities in the Accounting profession.

Chancellor's Award for Student Excellence



Kyle Brayton was honored with a Chancellor's Award for Student Excellence. Brayton held internships with Biogen Idec in Boston and accounting firms in New York City and Syracuse, and served as assistant to the director of SUNY's Professional Science Masters Consortium. He was chapter president of the Accounting Society and the Financial Management Association, as well as finance vice president of WTOP-TV and Beta Alpha Psi honor society. He also helped organize "Meet the Accountants Night" and assisted community members with tax returns through the Volunteer Income Tax Assistance program. He is a member of Phi Kappa Phi National Honor Society. He moved to New York City in July to begin working with PriceWaterhouseCoopers (PwC) as an audit associate.

Meet the Accountants Night was a Success!

The Accounting Society's 2014 Meet the Accountants Night was a big success. Recruiters in attendance included representatives from 14 CPA firms, 5 industry organizations looking to hire accountants, and a representative from Becker, a company that offers CPA Exam preparation. Ernst & Young came to the event for the first time this year, giving students the opportunity to speak with representatives from three of the Big Four national firms. Over one hundred students attended, looking sharp in their suits, ready to network and hand out resumes. The Accounting Society also organized the first ever Mock Meet the Accountants Night this year, a week before the real event. Professors and graduate students played the part of the professionals, giving students a chance to practice networking, and get advice on the types of professional conversations they will need to employ when they face the recruiters.



MBA590 & MKT 465 Students Travel to Costa Rica

Students enrolled in MBA 590 & MKT 465 in the spring semester traveled to Costa Rica for an eight-day intensive educational immersion program hosted through Costa Rican Business Program (CRBP). Dr. Efstathios Kefallonitis teaches the course on sustainability marketing strategies and brings his students down to Costa Rica in order to show them first hand the importance of sustainability in a rich, biodiverse setting. Students use the knowledge they gain in Costa Rica as a jumping off point for the rest of their regular coursework throughout the semester, as they develop marketing plans and strategies that effectively consider, address, and reconcile the multiple, and often conflicting dimensions of sustainable business management.



School of Business Vision & Mission Statement:

Vision: The School of Business at the State University of New York at Oswego will build upon our high quality programs, service to students, and teaching excellence to further our reputation as a premier business school within the State University system.

Mission: The mission of the School of Business is to prepare students to be knowledgeable, skilled, ethical professionals and leaders; to produce impactful scholarly research that advances knowledge and contributes to learning and the practice of business and its related disciplines; and to serve as a resource for local, regional, and global communities.

Through engagement of its stakeholders, the school will be a proactive leader providing educational services, community outreach, and impactful intellectual contributions in a global context. The primary and distinguishing features of the School of Business are as follows:

- A commitment to serve the residents of the State of New York;
- Support for an academic environment that values teaching effectiveness, experiential learning, and diversity;
- A commitment to professionalism, lifelong learning and the development of the socially conscious student; and
- The ability to provide high-quality educational opportunities in response to evolving technology, globalization, and the changing needs of society.

We love to get feedback on our newsletter.

If there is anything in particular that you would like to see in future issues, email or call!

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