

COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

This is what we do:

Developing professionals—one student at a time

“It is time for us to be even more forward looking as we prepare to move into our new building in fall 2010 and as we build on our significant accomplishments,” said **Dr. Mohammed Khayum**, dean of the college.

“What is our core purpose? We guide people of value to become professionals. How do we do this? We provide personal attention—often one student at a time,” he continued. “We foster lifelong learning. We prepare students with discipline-specific knowledge to which we add these employer sought-after skills: critical thinking, written communication, oral communication, analytical problem solving, ethical

decision making, teammanship, and technological skills.”

What resonates in the college is the theme of one-on-one attention and small classes where students are able to reflect upon their experiences as they develop from students to professionals.

With the idea of capturing the strengths of the USI College of Business, **Dr. Kevin Celuch**, professor of marketing and Blair Chair of Business Sciences, designed a project for his students in a course on promotional strategies. Student-centered teams began developing a list of the strengths of the college and opportunities for USI business students. They developed a number

of suggestions to capture in words the essence of the college, the most popular being “building professionals, one student at a time” and “developing professionals, one student at a time.”

Professionals are people who apply their expertise to increase value to themselves, to their professions, and to their wider communities. **Nancy Bizal**, instructor in business communication and coordinator of external relations, described what the College of Business does to build professionals.

“We develop our students’ ability to think on their feet. We help them

See **Professionals**, page 4

Students hit Otters plan for Kids Zone out of the ballpark

Management students will see a class project become reality when a planned Kids Zone marks the opening of the Otters 2010 season at Bosse Field.

The Frontier League team based in Evansville engaged a management class to research ways to bring more families with young children to baseball games.

See **Otters**, page 5

Bill Bussing, right, Otters owner, and Pat Rayburn, back to camera, Otters senior vice president, were at Bosse Field to hear final Kids Zone presentations. Students, from left, are Aaron Trafton, Omar Bibi, Daniel Cullen, and Brittany Lash.



Accounting team wins national competition again
 Another example of developing professionals (page 3)

Creativity—foundation for future prosperity

How creative are you? Compare your score with a global average

By Mohammed Khayum

Creativity is often viewed as a rare quality associated with the particular personality or genius of a person. Yet, the study of creativity over the past six decades has shown that it is possible to develop creative thinking within individuals. Creative thinking has multiple dimensions, such as the ability to make connections involving ideas and experiences to synthesize or generate new things.

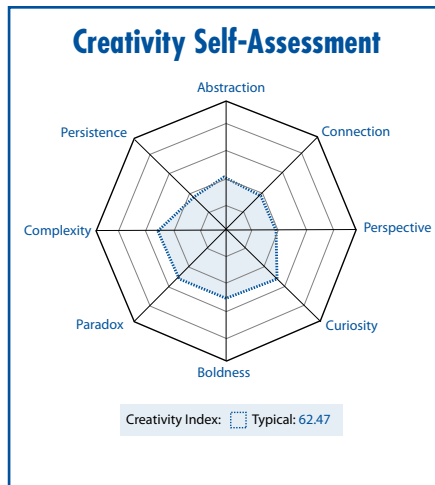
In the context of the rapid and complex change processes that characterize contemporary societies, individuals and organizations are constantly required to adapt to changing conditions. Increasingly, creative thinking is being identified as a key factor in generating new and adequate responses to the challenges caused by these changes.

This is particularly evident in the importance being attached to innovation as a solution to current challenges facing the global economy. Innovation as a process of transforming an idea into reality begins with creative thinking about doing something different. In this sense, creativity is a driving force for innovation. It is not surprising, therefore, to find that innovation and creativity are increasingly linked in discussions and policy proposals related to future prosperity of cities, regions, and national economies. The most recent illustrations of this include the European Union's designating 2009 as the European Year of Creativity and Innovation (create2009.europa.eu/) and a

May 2009 report by the Conference Board on U.S. Innovation and Competitiveness (www.conference-board.org/publications/reports.cfm). In both instances, complex questions of the present and the future are identified as likely to be solved by cultivating creativity and innovation to foster social and econom-



Khayum



ic growth, solve problems, forge new frontiers, and quickly adjust to changing economic forces.

One tool for exploring personal creativity is a creativity self-assessment provided by CREAX (www.creax.com/csa). This self-assessment measures creativity in eight different areas and provides a comparison with more than

100,000 other individuals who have completed the self-assessment. Aspects of creativity emphasized include an individual's ability to make connections as well as qualities such as curiosity, perspective, abstraction, persistence, complexity, paradox, and boldness.

Awareness of an overall creativity index and the ability to benchmark oneself against others in these eight attributes of creativity pave the way for a focused approach to strengthen creative thinking skills.

Creativity is linked to creative individuals, but it also results from interaction among individuals. Organizational structure can enhance or impede creativity, depending on how it organizes and re-organizes its teams and units. Institutional leadership has a special role to play in this context by developing and implementing structures favorable to creativity.

Creative thinking may be enhanced (or hindered) by specific institutional and environmental situations. Favorable conditions include teamwork, cross-cultural exchange grounded in sociocultural diversity, time and resources, and a risk-taking culture that tolerates failure.

The economic future of organizations and societies depends on their ability to create wealth by fostering innovation, creativity, and entrepreneurship. This requires time to experiment, learn, evolve, reflect, generate ideas, and provide solutions.

Within the College of Business, the establishment of an entrepreneurship minor provides opportunities for developing the creative thinking competencies of students. One of the courses has been especially designed with strong emphases on the role of creativity and innovation in the business setting.

New minor will help non-business majors develop entrepreneurial mind set

A minor in entrepreneurship will be available in fall 2010 to non-business majors.

The new program reflects the growing recognition of the vital role played by entrepreneurs in economic development in areas such as firm growth, employment generation, intellectual property development, and innovation.

Bryan K. Bourdeau, instructor in business, said the pro-

gram is aimed at developing an entrepreneurial mind set among students in a variety of disciplines. The minor will require 18 credit hours—nine hours of management courses and nine hours from a student's major. The management requirement includes courses in ideation and innovation, entrepreneurship feasibility analysis, and small business and entrepreneurship.

Accounting team repeats win in national competition

Two College of Business teams qualify for finals

A team of accounting students from the University of Southern Indiana has won first place for the second year in a row in the national Student Case Competition sponsored by the Institute of Management Accountants.

This was the fourth straight year for USI College of Business students to qualify for the national finals and the first time for USI to have two of the final four teams. Other teams in the final round of competition represented North Carolina State University and Wright State University. The finalists competed June 7 at the 90th IMA Annual Conference and Exposition in Denver.

As qualifiers for the “final four,” each of the two USI teams received an award of \$3,000. The winning team received an additional \$2,000.

Students on the winning team were accounting majors **Ashley Hancock**, **Anand Pandit**, **Yekaterina Shirokova**, and **David Ubelhor**, all of Evansville.

Also competing for USI was the team of **Kiersten Deig** and **Matt Garza** of Evansville; **Angela King** of Santa Claus, Indiana; and **Anna Shade** of Henderson, Kentucky.

Faculty sponsors were **Jeanette G. Maier-Lytle**, instructor in accounting, and **Dr. Brian McGuire**, associate dean of the College of Business and professor of accounting. Maier-Lytle coached both teams.

Teams from universities throughout the country entered the first round of IMA competition. To qualify for the finals, each team prepared a 15-minute DVD presentation and submitted it for blind judging. Four teams were chosen to make live presentations in the final round. In the finals, each team’s 15-minute presentation was followed by a single question from the judges.

The case required the students to develop recommendations that would help the academic advising department of a fictitious university’s college of business manage its operations and costs strategically.

2009 IMA student case competition teams



Hancock



Pandit



Shirokova



Ubelhor



Deig



Garza



King



Shade

McGuire said, “Both USI teams did very well, and both teams arrived at different solutions that provided creative approaches to a complex situation. The team that won offered a number of techniques, including SWOT

“Both USI teams did very well, and both teams arrived at different solutions that provided creative approaches to a complex situation.”

— *Brian McGuire*

[strengths, weaknesses, opportunities, threats] analysis, activity-based budgeting, and a balanced scorecard approach, in their recommendations.”

Judges were from industry and academia across the country.

USI accounting students are experienced competitors. Two students on the national championship team—Ashley Hancock and David Ubelhor—were members of the USI team that took first place in the 2008 case competition sponsored by the Indiana CPA Society. USI teams have won that competition five years in a row. Hancock and Ubelhor also participated in a recent case competition at a Canadian university (*page 6*).

King made her second trip to the IMA finals. She was a member of USI’s first-place team in 2008. She also was on the 2007 team in the INCPAS competition.

McGuire said that two characteristics made this year’s national competition unusual. It was only the second time that two of the final four teams represented the same university. It was only the second time that the same university has won two years in a row.

All final four teams were recognized at an awards luncheon during the conference.

IMA is an organization for management accounting and finance professionals. It has about 70,000 members worldwide.

Professionals

Continued from page 1

practice and perfect oral and written communication. We insist upon their considering varying points of views. We teach and expect expertise in the use of technology that is useful to businesses. We provide examples and cases to help students identify ethical issues and recognize the consequences by providing opportunities to discuss and practice ethical decision-making models. We assign and discuss problems that require analytical problem-solving skills. We teach teamwork skills and assign activities to assist students in developing team strategies and learning to be effective team members. We expect students to share their results using effective oral presentation skills.”

David Burns '09 and **Holly Mayer '09** were members of the winning team in the recent management class project to develop ways to attract more young families to Otters' baseball games. They told how the real-world project as consultants to a small business contributed to their preparation for the professional world.

Burns said the experience was a lesson in teamwork.

“It helped with learning to structure and run a more efficient group,” he said. “This was my first group-work project that wasn't structured. We didn't attend

Seven skills

These skills determine how students apply knowledge.

- ✓ Written communication
- ✓ Oral communication
- ✓ Use of technology
- ✓ Ethical decision-making
- ✓ Analytical problem-solving
- ✓ Teamwork
- ✓ Critical thinking

a scheduled class. We designed our own meeting times and schedule.”

Mayer said, “Our success was a result of our mind set and approach to the project, preparing and presenting each phase of the project as if we were truly hired business consultants—taking pride in our role and responsibility as engineers of a new family attraction for the Evansville community.”

Mayer said the team spent at least 20 hours a week conducting industry research; communicating with the client and professor and among themselves; brainstorming; and developing recommendations for their presentations to the client.

“Overall, this project has been personally and professionally rewarding, allowing me to develop friendships that hopefully will last a lifetime and gain experience with the consulting model as I begin my career with HydroTech,

an environmental consulting and engineering firm,” she said.

Ryan Greenlee '09, computer information systems, has found the skills he developed in business communication to be an asset in his job as a systems analyst with Flanders Electric in Evansville.

“Whether it be a professional conversation, formatting an email, or organizing a meeting, I always think back to the skills you taught me,” he wrote to Bizal. “The kind of care and advice that you have given me has helped my career in ways that could accrue a debt I may never be able to repay.”

Nick Pressley '09, business administration, was a member of an Alpha Kappa Psi team that recently placed third in a regional competition.

He said, “I think this accomplishment paints a vivid picture of just how increasingly competitive and prestigious USI's College of Business is becoming. Other student organizations from the college, like teams in the Indiana CPA Society case competition and Beta Alpha Psi's student competition, also are representing us very well.”

Pressley thanked fellow Alpha Kappa Psi member **Scott Roberts '09**, a member of the team that won the 2008 Indiana CPA Society case study competition, for coaching the team. Roberts volunteered as a way of giving back for experiences that have helped him grow as a professional.

University honors Mahoney, Maier-Lytle as outstanding academic advisors

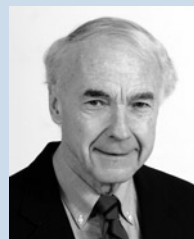
Two College of Business faculty members are among five faculty members recognized University-wide for their excellence as academic advisors.

Tim Mahoney, instructor in economics, and **Jeanette Maier-Lytle**, instructor in accounting, were chosen by the Faculty Awards for Service, Teaching, and Research Committee of the Faculty Senate to receive the USI Outstanding Advisor Awards for 2009.

Mahoney joined USI in 1987. He has advised students for 40 years at USI and at Danville Area Community College where he previously taught. He has presented papers on advising and has attended advising conferences across the country.

A colleague who describes Mahoney as “the Pied Piper of advising” said, “The line of students standing outside his door seeking his counsel is endless.”

A mentor to student athletes, Mahoney also is the 2009 recipient of the Dr. Jane Davis-Brezette Faculty Excellence



Mahoney



Maier-Lytle

Award presented by the USI Department of Athletics.

Dr. Mohammed Khayum, dean, said, “Jeanette Maier-

Lytle's approach to advising is character-

ized by her passion, caring, and the high standards she sets for students. She puts considerable effort in her preparation—meeting with students on weekends, arranging review sessions with accounting professionals, and stressing the importance of excellence.”

Maier-Lytle has coached accounting teams to statewide victory in case study competitions five years in a row and to national victories in 2008 and 2009.

Harlan Van Over earns fifth-degree black belt in taekwondo

Kicking, sparring, and breaking boards, **Dr. Harlan C. Van Over** earned a fifth-degree black belt following testing at the American Taekwondo Association (ATA) Spring Nationals in

Las Vegas. The professor emeritus of business is 86. He is the oldest practicing member of the ATA.

The national testing by a panel of judges required Van Over to complete

an 84-movement form (a sequence of techniques from the martial art), spar two matches with partners of his rank, and break boards on the first attempt using two different moves.

Mike Parks, head instructor at the Morris Dynamics Martial Arts Training Center where Van Over trains and teaches, said the judging standards are rigorous. "They don't give you a pass for your age," he said.

In the form, judges look for the speed and power of technique as well as the stance and balance. In the sparring, the participant must demonstrate an ability to attack, evade, and counter. Both of Van Over's sparring partners in the March test were less than 40 years old. To break the boards, he used a side kick and a back-elbow move.

Van Over, who began studying taekwondo in 1981, became the 1999 world champion in the age-60-and-over category. Since 1986, he has been a certified instructor.

Van Over taught in the College of Business from 1973-75 and returned in 1977 to teach until his retirement in 1988. He later was associated with Western New Mexico University.



Harlan Van Over demonstrates the kicking power and style of a fifth-degree black belt.

Otters

Continued from page 1

Nancy Kovanic, instructor of the course in small-business consulting, divided the class into teams of three and four students. Each team researched site selection, equipment and amenities, budget, operations, and marketing. Following the study of each category, students made presentations to a panel of judges that included Otters executives. The panel chose the winning presentation. The final overall presentation was made at the ballpark.

Ultimately, the student teams presented plans that would include commercial-size inflatables, a custom speed-pitch activity, and other amenities to appeal to children ages 3-12. Otters officials are reviewing the proposals and plan to break ground on a Kids Zone.

Kovanic said, "One of the biggest benefits is that students experienced an actual client relationship. They learned that the goal is to meet the goals of the client. Sometimes client demands changed, and the students had to adapt to that as well as compete with the other teams. It was as if they were competing against other agencies to win a client. It was very different from the usual classroom setting."

David Burns '09, a member of the winning team, said, "The key to our success was doing a lot of research. We weren't just thinking things up. We based all our suggestions on research."

Burns team, which also included **Lynn Schmitt** and **Holly Mayer**, contacted the other 11 Frontier League teams to learn what they were doing to engage families and how it was working for them. The student team also interviewed families with young children.

For Burns, the hardest part of the project was its open-ended nature. "It gives me confidence that I can handle that kind of project in the future," he said.

Brandon McClish, director of operations for the Otters, said, "We treated the students like consultants, and we expected professionalism."

He was especially impressed with the detailed report on other Frontier League teams.

Bryan Bourdeau, instructor in business, learned of the Otters' need and suggested the project to Kovanic. The Evansville Small Business Development Center and the Idea Club, an organization of high school students, also were partners in the project.

Students on the go put their knowledge to the test

College of Business students participated in an unprecedented number of regional and national meetings and competitions in recent months. Through these events students gain skills in preparing presentations and learn through research. They also network with students, faculty, and professionals.

Here's a look at some of these activities.

Multidisciplinary team presents case in Canada

Jeanette Maier-Lytle, the instructor in accounting who has coached accounting teams to five statewide wins and two national wins in case study competition, took a team to Canada earlier this year to compete internationally.

The multidisciplinary team included **Ashley Hancock**, accounting; **Courtney Mickel**, marketing; **Michael Patzer**, finance; **David Ubelhor**, accounting; and **Kasey Wright**, marketing. They traveled to Royal Roads University in Victoria, British Columbia, to participate in the 2009 International Case Competition sponsored by the university's management faculty. Maier-Lytle learned of the competition at an Academic Business World International Conference in Nashville, Tennessee, three years ago.

"I decided after the number of wins we have had in the accounting competitions that it would be fun to enter this business competition," she said. "We didn't place in the top three, but we learned a great deal about what it takes to compete in this type of competition."

The 11 teams—nine from Canada, one from the University of South Carolina, and USI—had three hours to evaluate a case and prepare a 20-minute PowerPoint presentation to address the case requirements. A panel of five judges from various business backgrounds heard the presentations and posed questions to the teams.



Traveling to Royal Roads University in Canada for a case study competition were, from left, David Ubelhor, Courtney Mickel, Kasey Wright, Jeanette Maier-Lytle, Ashley Hancock, and Michael Patzer.

Ubelhor said, "It was a great opportunity for us to apply the knowledge that we have learned in all of our classes to a real-world example. We were able to bring tools from all disciplines—marketing, management, finance, accounting, and even some CIS [computer information systems]."

Alpha Kappa Psi competes in regional case study contest

A four-person team of Alpha Kappa Psi members—**Julie Coburn**, **Nick Pressley**, **Christina Seedorf**, and **Matt Youngs**—took third prize in a student case competition at the organization's regional conference in Chicago.

Eighteen teams entered the competition. The case study required teams to present recommendations for an organization that is transitioning from a classical management style to an increasingly popular management style known as "self-directed work teams."

The USI team received \$250 and a plaque for its performance.

Alpha Kappa Psi is America's

oldest professional business fraternity. Fifteen members from USI's Theta Phi chapter attended the meeting.

Jeopardy-style quiz tests SHRM team

The USI Society for Human Resource Management (SHRM) student chapter competed in the North Central Region HR Games competition in March at St. Thomas University in Minneapolis.

The regional competition was the largest on record with 35 teams participating. This was the College of Business' third year to enter. The team of **Emiley Esche**, **Adam Schmitt**, and **J. Ryan Whitehead** won their first four rounds of competition. The HR Games is a Jeopardy-style quiz testing students on their human resource knowledge.

Dr. Dane Partridge, associate professor of management, is chapter advisor.

The Evansville-Area Human Resource Association sponsors the USI student chapter.

AITP students distinguish themselves in national competition

Seven University of Southern Indiana students studying computer information systems or computer science passed the Associate Computing Professional (ACP) examination administered recently at the Association of Information Technology Professionals (AITP) 14th annual National Collegiate Conference in Oklahoma City, Oklahoma.

Fifty-nine students took the ACP exam. Fifteen students passed. With seven students passing, USI College of Business students accounted for almost half of those successfully completing the exam.

David Batey received the second-highest score of all students who took the exam. Other USI students passing the exam were **Devin Burke, Casey Cambron, Nathan Haynes, Drew Helfert, Jason Nichols, and William Walker.**

The students now hold ACP designation, which validates an individual's knowledge of the general computing industry and specific programming language or specialty area knowledge and skills. The exam was developed by the credentialing organization, the Institute for Certification of Computing Professionals (ICCP).

Dr. Abbas Foroughi said, "The students' performance at the conference reflects the rigor of the courses they have taken, the caliber of the College of Business faculty, and the high quality of students which USI and the College of

Business attract." Foroughi is chair of the USI College of Business Department of Management, Management Information Systems, and Computer Science.

In other events at the conference, Batey finished first in the personal-computing troubleshooting competition. He documented and diagnosed specific hardware and software issues with personal computers in a lab environment.

Josh Sackett earned second place in the artistic category of the student banner competition. **Rebecca Adamson** and **Ben Lantaff** were chosen to compete in the finals of the web development competition which involved developing or updating a web site for a nonprofit organization. They received an honorable mention award for their work with Voices, Inc.

Twenty-one USI students were among more than 600 students, faculty, and information technology professionals who attended the national meeting in April. Approximately 80 colleges and universities from throughout the country were represented at the national conference.

Ernest E. Nolan, assistant professor of computer information systems, and **Dr. Marvin Albin**, professor of computer information systems, are advisors for the USI AITP chapter.

USI College of Business students accounted for almost half the students successfully completing the Associate Computing Professional examination at the 14th annual National Collegiate Conference of the Association of Information Technology Professionals.

Beta Alpha Psi members to compete in New York

A team of accounting students will compete nationally in August after placing first in the "Chapter Sustainability" category of the Deloitte Best Practices competition during the 2009 Beta Alpha Psi Midwest Regional Meeting in Indianapolis.

The USI team included **Kiersten Deig, Anna Shade, Emily Shetler, and Yekaterina Shirokova.** They will attend the 2009 Beta Alpha Psi Annual Meeting August 6-8 in New York.

The competition required the organization members to review their current procedures and practices for sustaining the success of their chapter, identify areas that need attention, and develop and implement strategies in weak areas.

As winners of the regional competition, the USI chapter received a \$500 award to support chapter activities.

Beta Alpha Psi is an honor society available only to students enrolled in business schools accredited by AACSB International—the Association to Advance Collegiate Schools of Business. The organization recognizes the outstanding achievement of students enrolled in accounting, finance, and computer information systems programs.

Dr. Brian McGuire, professor of accounting and associate dean of the College of Business, and **Dr. Mehmet Kocakulah**, professor of accounting, are chapter advisors.

Alvin Basham leads Alumni Association

H. Alvin Basham '00, business administration, will lead the USI Alumni Association in 2009-10 as president of the Alumni Council.

Basham is vice president/portfolio manager in the Wealth Management Division at Integra Bank in Evansville. He recently earned certification as a Certified Financial Planner.

He and his wife Tiffany '99, business administration, and children, Riley and Reese, live in Mt. Vernon, Indiana.



Basham

Faculty recognized during Honors Week

Three faculty members have been recognized with 2008-09 awards for excellence.

Dr. Manfen Chen, assistant professor of finance, received the award for teaching. **Dr. Mohammed Khayum**, dean of the College of Business, said she has been consistent and persistent in her commitment to tracking student learning.

Dr. Katherine M. Sauer, assistant professor of economics, was recognized for research. She has integrated her research methods and findings into the courses she teaches.

Dr. Sudesh Mujumdar, associate professor of economics, was recognized for service. He has applied his expertise to community needs, including a tourism impact study for Spencer County, and responded to a variety of media requests. These activities contribute to the community and enhance the visibility and reputation of the college.

Faculty awards were presented for the first time this year at the college's annual Honors Week ceremony celebrating student achievement.

Four awarded summer research fellowships

Four faculty members are recipients of summer research fellowships.

• **Dr. Sudesh Mujumdar**, associate professor of marketing, received a community engagement fellowship. He

will explore how to present economic data and analysis in a manner that is accessible to the community at large. The goal is to provide data and analysis that will lead to stronger economic development efforts.

• **Dr. Curtis R. Price**, assistant professor of economics, received a College of Business fellowship. He will study the development and persistence of gender-wage disparity. He is particularly interested in comparing promotion disparity in early and later parts of a worker's life cycle and in evaluating wage gains attached to promotions.

• **Dr. Daria Sevastianova**, recipient of the R. Malcolm Koch Fellowship, will continue her research into the relationship between a country's armed conflict and economic growth. She is an assistant professor of economics.

Sevastianova received a Lilly Summer Research Fellowship in 2008. Since that time, she has presented a paper at the Eastern Economic Association Annual Conference in New York City during a session on terrorism and the economy. She and coauthor **Dr. Solomon Polachek** of the State University of New York Binghamton have submitted a paper to the *Journal of Economic Growth*. Sevastianova continues to develop the subject through research.



Chen



Sauer



Mujumdar



Price



Sevastianova



Shields

She will share her research with faculty and Board of Advisors members at a dinner during fall semester. The Board of Advisors sponsors the small-group dinner meetings to foster communication between the business community and the College of Business faculty.

• **Dr. Peggy O. Shields**, associate professor of marketing, will continue previous research on the role of students in the learning process. Her work will include development of a survey to measure faculty and student attitudes and perceptions regarding the role of collaborative learning experiences and other aspects of student-centered learning. Using a fall 2009 marketing course as a prototype, she also will develop and test a framework for a student-centered course. Shields received a Teaching Innovation and Learning Fellowship.

Timothy Schibik named assistant dean of College of Business

Dr. Timothy J. Schibik, professor of economics, has been named assistant dean for the College of Business. The appointment was effective June 15.

Making the announcement, Dr. Mohammed Khayum, dean, said, "Dr. Schibik's expertise in the areas of student advising and data analytics will be of considerable benefit to the college in this position. His research on labor market

issues in higher education, knowledge of higher education trends and challenges, and his years of experience as an outstanding teacher will be of considerable value in the role of assistant dean."

Schibik joined USI in 1988. He holds a doctorate from West Virginia University.

As assistant dean, he succeeds **William C. Henderson**, who returns to full-time teaching.



Schibik

Choe, Rhim devote semester to research

Sabbaticals are investments in faculty members. Two College of Business professors will devote sabbatical time in 2009-10 to scholarly pursuits that will enhance their teaching and contribute to their academic disciplines.



Choe

Focus on North Korean trade

Dr. Sang T. Choe, professor of marketing, will be on sabbatical during fall semester.

Choe's most recent research focuses on North Korean consumers, North Korea's foreign trade, and the trade relationship between the United States and North Korea as well as the Inter-Korean trade. His published works include six journal articles and five conference proceedings on this topic.

He plans to have two books published in fall 2009. His book *North Korea: A New Market for Global Businesses* will be published by the Edwin Mellen Press, Ltd., New York. He also has written *Fifty Facts of North Korea Every CEO Needs to Know*.

Research on global financial markets; editorship of academic journal

Dr. Jong C. Rhim, professor of finance and chair of the Economics and Finance Department, will use his sabbatical in the spring to pursue his interest in global financial markets. Rhim also has assumed editorship of an academic journal and will devote attention to improving its quality and outreach.



Rhim

About his research, Rhim said, "The recent chain of events in domestic and international financial markets has brought my research attention to issues in global financial markets and systems. My tentative research agenda includes topics such as volatility in domestic and international security markets and probable overreaction to liquidity problems caused by the sub-prime mortgage lending in the U.S. housing market."

He expects to focus on 1) investigating the positive and negative effects of exotic securities (e.g., derivative securities) on risk diversification and portfolio management and 2) critically

examining roles played by hedge funds and their contributions to the current financial turmoil.

The peer-reviewed journal *Global Business and Finance Review* is a publication now housed at the USI College of Business and edited by Rhim. Its primary objective is to provide a forum to stimulate the exchange of ideas, information, and analysis in the emerging era of globalization.

Rhim said he plans to establish close relationships with international business schools to expand circulation and improve the journal's quality. He also wants to add scholars in business, finance, and economics to the editorial board. Rhim hopes to expand the journal from a twice-a-year publication to a quarterly.

Transferred to USI this spring, the journal was previously coedited by faculty at Nicholls State University and Montclair State University.

Coming in September

Fifth annual campus-wide

Business Ideation Competition

A prelude to Indiana Entrepreneurship Week activities later in the semester

BOA members share success tips

A special thanks goes to 15 members of the Board of Advisors who participated in the first BOA Days at the College of Business.

Senior executives from companies in the Tri-state visited classes to talk about factors that contribute to career and personal success and the role an entrepreneurial mind set plays in success.

The initiative was developed under the leadership of **Carl L. Chapman**, 2008-09 BOA president. The class visitation took place during National Entrepreneurship Week.

Speakers

Tom Austerman, president and CEO, Evansville Commerce Bank

Donald Breivogel '83, senior vice president and CFO, American General Financial Services

Alan R. Brill, president, Brill Media Company

Mark Cox, financial advisor, Northwestern Mutual Financial Network

Robert DiNardo, vice president/general manager, WOW!

Kay Forbes-Smith, president, KFS & Associates, Inc.

Patrick C. Harvey, FAB project manager, Alcoa

Michael Head '80, president and CEO, First Federal Savings Bank

Allen R. Mounts '74, executive vice president and chief administration officer, Old National Bancorp

Dave Papariella '84, vice president, Harding, Shymanski & Company

Linda White, president, Deaconess Hospital

Carl L. Chapman, president and COO, Vectren Corporation

Bob Keller, president/CEO, Escalade

Donald Neel '85, president/CEO, United Bank

Todd Tucker, president/owner, Tucker Publishing Group

IN BRIEF

Austerman to lead Board of Advisors

Tom Austerman, president and chief executive officer of Evansville Commerce Bank, will chair the Board of Advisors for 2009-10. The board is a group of senior business leaders who help the College of Business establish and maintain a connection to the business community.

Kerry Jackson '84 is chair-elect. He is executive vice president, chief financial officer, and treasurer of Shoe Carnival, Inc., in Evansville.

Connor to chair Accounting Circle

Deidra Connor '87, president of Evansville ARC, chairs the Accounting Circle for 2009-10. The circle links the college's accounting programs with accounting professionals in the region.

Michael Haynes, a partner at Umbach & Associates, LLP, is chair-elect.

Beta Alpha Psi sponsors first annual Meet the Firm

Accounting students and professionals had an opportunity to meet and exchange ideas when the College of Business chapter of Beta Alpha Psi sponsored the first annual Meet the Firm event.

Emily Shetler, BAP president, said the spring event was designed to bring students and professionals together to begin networking before the recruiting process begins.

"The event is most beneficial to sophomores and juniors. Seniors still benefit, but it is not meant to be a job fair. Professionals who talked to me afterwards mentioned that it was a fun, but beneficial, evening, and they can't wait until next year's event," she said.

The 35 accounting students who attended networked with 20 accounting professionals representing six organizations: Becker CPA Review; BKD, LLP; Dauby, O'Connor, and Zaleski; Harding, Shymanski & Co.; Kemper CPA Group, LLC; and Vectren.

"It is always easier to interview when you have already met the professional sitting across from you," Shetler said.

Proceeds from the evening will benefit chapter members attending regional and annual conferences. The dinner was held on campus following a meeting of the Accounting Circle.

BAP is an international honor society recognizing outstanding achievement by financial information students. The organization is available only in institutions with business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

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A contribution of \$25 or more to any USI Foundation fund makes graduates "active" members of the USI Alumni Association.

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Alumni Association honors Kerry Jackson, Stephanie Buchanan

Two College of Business alumni have been recognized by the USI Alumni Association with awards presented at the 2009 Graduation Celebration Reception and Dinner.

W. Kerry Jackson '84, accounting, received the Distinguished Alumni Award.

Kevin L. Hammett '90, accounting, president-elect of the USI Alumni Council, said, "Kerry Jackson has distinguished himself as a prominent business leader in our community. He well represents the spirit of USI alumni by the giving back to the University of his time and support of the College of Business."

Jackson is executive vice president, chief financial officer, and treasurer of Shoe Carnival, Inc., in Evansville. As alumnus in residence for the College of Business in February, he talked with students about supply chain management at the shoe retailer, or as he termed it, "The Life Cycle of a Shoe."

"Shoes are not wine. They don't get better with age," he said as he explained all aspects of supply chain management from merchandise assortment to delivery to distribution center to markdown strategy.

Shoe Carnival is a leading retailer of name brand and private label footwear with more than 300 stores in 29 states in the Midwest, South, and Southeast.

Jackson has held various accounting positions with Shoe Carnival since joining the company in 1988. A certified public accountant, he was previously associated with a public accounting firm.

"Shoes are not like wine. They don't get better with age."

— Kerry Jackson



As a one-stop shopping experience for family footwear, Evansville-based Shoe Carnival has a sophisticated supply chain management system to meet customer expectations. Kerry Jackson explained the life cycle of a shoe in his presentation as alumnus in residence.

Jackson is chair-elect of the USI Board of Advisors for 2009-10. He is also a member of the USI Accounting Circle.

He and his wife Teran have three children, Tara, Tyler, and Megan.

Stephanie Buchanan '97, business administration and German, received the Alumni Service Award.

Jean M. Blanton '01, immediate past president of the Alumni Council, said, "Stephanie

Buchanan has dedicated a great deal of her time to serve the University and is accordingly an obvious choice for recognition. She has served USI in numerous capacities."

Buchanan has been a USI Foundation Board member since 2004, serving as chair of the Alumni Annual Fund Campaign, member of Development Office selection committee, and member of the Alumni President's Associates.

She has been a USI Varsity Club board member since 2007, lending assistance with the Steak Fry 'n Auction committee. She served as president of the USI Alumni Association in 2005-06 and Alumni Council member from 2002-08. She is a past member of the following alumni committees: scholarship, travel, special events, nominating, and executive.

Buchanan is an account executive for Kentucky Data Link. She and her husband Jason have four children: Katherine, Noah, Benjamin, and Alexander.



Stephanie Buchanan's husband Jason and daughter Katie shared in the celebration of her award from the USI Alumni Association.

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Topping off



The campus community gathered in April to watch the final steel girder being hoisted into place atop the framework of the new Business and Engineering Center. Dr. Mohammed Khayum, dean of the College of Business, signs the beam with Dr. Julie Edmister, dean of the Bower-Suhrheinrich College of Education and Human Services, looking on. The building is scheduled to open in fall 2010.

College of Business

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- News and events
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- Faculty contact information
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