



2005 Dean's **REPORT**



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SIUE School of Business at a Glance

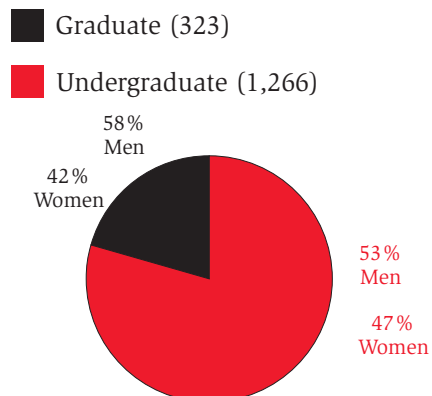
Undergraduate (Baccalaureate) Programs

Accountancy
 Business Administration
 Business Economics and Finance
 Computer Management and
 Information Systems

Graduate Programs

Master of Business Administration
 Master of Science in Accountancy
 Master of Marketing Research
 Master of Arts in Economics and Finance
 Master of Science in Economics and Finance
 Master of Science in Computer Management and
 Information Systems

Fall 2005 Enrollment



SIUE Goals

Engaged Students and Capable Graduates
 Innovative High Quality Programs
 Committed Faculty and Staff
 Harmonious Campus Climate
 Active Community Engagement
 Excellent Reputation
 Sound Physical and Financial Assets

Diverse programs taught by quality faculty prepare business students to begin productive careers in business fields or to enter advanced studies in one or more of the business disciplines. Norris Manning, director of Student Services, is pictured advising a student.



The goal of CEO is to inform, support, and inspire business students to be entrepreneurial and seek opportunity through enterprise creation and to provide resources, skills, and contacts to help them be successful.

CEO Prepares Entrepreneurs for Rigors of Company Ownership

“Luck is a dividend of sweat. The more you sweat, the luckier you get.” Ray Kroc’s entrepreneurial aspirations eventually put Golden Arches in every city in America. The Collegiate Entrepreneurs’ Organization (CEO) is helping aspiring entrepreneurs from the SIUE School of Business establish their networks and pave the way to their own golden futures.

“We bring together students from all disciplines to a forum where they can network with other entrepreneurs,” said CEO’s President Michelle Kostek, an MBA student. “Eight students attended the CEO national conference this year, which was an extremely valuable experience.” More than 2,000 students from all over the country were inspired by keynote speakers such as the editor of *Entrepreneur Magazine*, the founder of Monster.Com and the director of the Susan G. Kohlman Foundation.

Tom Douglas, assistant professor of management and advisor to CEO, sees his role as a facilitator for the networking that is critical to an entrepreneur’s success. Douglas has extensive industry experience including 25 years with SBC Communications and a past affiliation with the Arthur M. Spiro Center for Entrepreneurial Leadership at Clemson University in South Carolina.

“Successful entrepreneurs are the ones who build their networks ahead of time, even before they start their business,” said Douglas. “Once they’re established, the continual feedback from those networks helps them be successful.”

The SIUE School of Business serves the external business community through a variety of outreach programs including the Small Business Development Center, the Entrepreneurship Center, and the International Trade Center. Theresa Ebeler, director of the Small Business Development Center, discusses a project with a client.



Admission to School Requires Greater Student Commitment

Getting through the doors of the SIUE School of Business will become more challenging when the new admissions standards are put into effect in 2006. “Students have traditionally entered the School after meeting minimum course and grade requirements,” said Norris Manning, director of student services. “The new admission process will require students to apply for a limited number of available spaces allowing the School to shape its student enrollment.”

An increasing number of students declaring a business major, larger class sizes, and longer wait lists for courses were key factors that drove the decision to move to the new admissions standards.

The new application process requires completion of 12 courses prior to applying to the School. “We want students to demonstrate that they can do college-level work before progressing into a business program at SIUE,” said Manning.

The new process looks carefully at the student’s co-curricular activity as well as their work history, and patterns and trends of grades. The new essay requirement will challenge students to reflect on what they’ve done to prepare to enter the program and why majoring in business is the right choice for them. “This allows the School to select good students who are able to communicate why they’re interested in becoming good business professionals,” said Manning.

“We are making these changes to continually improve the quality of our School,” said Gary Giamartino, Dean of the School. “The new admissions process will communicate to potential students that we are looking for superior students who are seeking a quality business education.”



SIUE School of Business students captured first place and the title of Best Business Model in the International Collegiate Business Strategy Competition in San Diego. The students competed against business school teams from the U.S. and around the world. Pictured: Andy Kenny, student competition team member.

Fewer than 15 percent of business schools worldwide have earned the prestigious seal of approval from The Association to Advance Collegiate Schools of Business (AACSB). The SIUE School of Business has been AACSB accredited since 1975. This assures that students receive the highest quality in strategic resource management, interaction with faculty, and achievement of learning goals.

The SIUE School of Business Accounting Program is accredited through AACSB. Less than 33% of AACSB accredited business schools also hold the accounting accreditation.

SIUE business faculty are leaders in bringing innovations in business practices into the classroom.

Faculty: 53 Full-time/18 Part-time

Professor is a Leader in MIS World

Jo Ellen Moore, associate professor of Computer Management & Information Systems for the SIUE School of Business, is interested in organizational behavior as it applies to the MIS world. Her interest and research activities have positioned her as a leader in her field.

Moore was asked to be associate editor of the top international journal in the MIS world – *MIS Quarterly*. A peer reviewed scholarly journal, *MIS Quarterly* publishes research concerning both the management of information technology and the use of information technology for managerial and organizational purposes.

In addition, Moore and Susan Yager, also an associate professor of Computer Management & Information Systems, recently served as program co-chairs for a national conference on personnel research. The meeting brought together approximately 60 researchers including experts from the leading MIS programs around the world.

According to Moore, SIUE has become a name in this field as well. “The MIS research community looks to us, and they know we’re doing important work...we have a presence,” said Moore. “People recognize that Professors Susan Yager, Anne Powell, Mary Sumner, and I fill a niche in MIS professional research.”

Moore has worked in the School of Business CMIS Department since 1997. “SIUE understands and supports my work,” said Moore.

School of Business students benefit from the knowledge and real-world experience faculty members bring to the classroom. Susan Yager, associate professor, Computer Management & Information Systems discusses research methods with her students.





Selected Faculty Scholarly Activities

BOOKS & CHAPTERS

Bordoloi, Bijoy, & Bock, Douglas B. (2004). Oracle SQL. Prentice Hall.

Bordoloi, Bijoy, & Bock, Douglas B. (2004). SQL for SQL Server. Prentice Hall.

Hafer, Rik W. (2005). The Federal Reserve: An Encyclopedia. Greenwood Press.

Dwyer Jr., G.P., & **Hafer, Rik W.** (2004). Bank failures in bank panics: Risky banks or roadkill? In Bank and Financial Market Efficiency: Global Perspectives. IAI Press.

Moore, Jo Ellen, & Burke, L.A. (2004). Managing limited-perspective bias in IT. In Strategies for Managing IS/IT Personnel. Idea Group Publishing.

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Burke, L.A., & **Moore, Jo Ellen.** (2004). Turnover culture: Toward understanding the problem of retaining technology professionals. In Managing Impressions with Information Technology. Praeger.

Sumner, Mary R. (2005). Enterprise Resource Planning. Prentice Hall.

JOURNAL ARTICLES

Bock, Douglas B., & Yager, Susan E. (2005). Using the data modeling worksheet to improve novice data modeler performance. Journal of Information Systems Education, 16 (3), 341-350.

Demirer, Riza, Lien, D., & Shaffer, D. (2005). Comparisons of short and long hedge performance: The case of Taiwan. Journal of Multinational Financial Management, 15 (1), 155-167.

Demirer, Riza, & Lien, D. (2005). Correlation and return dispersion dynamics in Chinese markets. International Review of Financial Analysis, 14 (4), 477-491.

Eksioglu, B., **Demirer, Riza, & Capar, I.** (2005). Subset selection in multiple linear regression: A new mathematical programming approach. Computers & Industrial Engineering, 49 (1), 155-167.

Edmonds Jr., Radcliffe G., & So, Jacky. (2004). Is exchange rate volatility excessive? An ARCH and AR approach. Quarterly Review of Economics and Finance, 44, 122-154.

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Jones, Garrett, & Kutan, Ali M. (2004). Exchange rate management strategies in the accession countries. Comparative Economic Studies, 46 (1), 23-44.

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Kutan, Ali M., & Yigit, T.M. (2005). Real and nominal stochastic convergence: Are the new EU members ready to join the Euro zone? Journal of Comparative Economics, 33 (2), 387-400.

Brada, J.C., **Kutan, Ali M., & Zhou, S.** (2005). Real and monetary convergence between the European Union's core and recent member countries: A rolling cointegration approach. Journal of Banking and Finance, 29 (1), 249-270.

Zhou, S., & **Kutan, Ali M.** (2005). Does the forward premium anomaly depend on the sample period used or on the sign of the premium? International Review of Economics and Finance, 14 (1), 17-25.

Kutan, Ali M., & Zhou, S. (2005). Has the link between the spot and forward exchange rates broken down? Evidence from rolling cointegration tests. Open Economies Review, 14 (4), 369-379.

Kutan, Ali M., & Hayo, B. (2005). The impact of news, oil prices, and international spillovers on Russian financial markets. Economics of Transition, 13 (April), 373.

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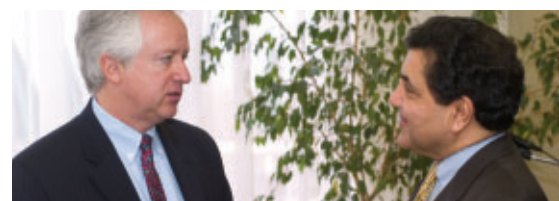
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- Ferratt, T., Agarwal, R., Brown, C.V., & **Moore, Jo Ellen**. (2005). IT Human Resource Management configuration and IT turnover: Theoretical synthesis and empirical analysis. *Information Systems Research*, 16 (3), 237-255.
- Moore, Jo Ellen,** & **Love, Mary Sue**. (2005). IT professionals as organizational citizens. *Communications of the ACM*, 48 (6), 88-93.
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- Piccoli, G., **Powell, Anne,** & Ives, B. (2004). Virtual teams: Team control structure, work processes, and team effectiveness. *Information Technology and People*, 17 (4), 359-379.
- Keller, S., **Powell, Anne,** Horstmann, B., Predmore, C., & Crawford, M. Senior research project SIUE students. (2005). Information security threats and practices in small businesses. *Information Systems Management Journal*, 22 (2).
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- Schrage, John F**. (2005). Data validation matrix for programming courses. *Journal of Information Systems Education*.
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- Ward, Mark A**. (2004). Internet diffusion public policy in the U.S.: A critique. *Ethics & Critical Thinking Journal*, 18 (4), 57-73.
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- Ward, Mark A**. (2005). Towards an accurate assessment of exhaustion in information systems (IS) professionals. *Business Journal for Entrepreneurs*, 18 (1), 13-20.
- Ward, Mark A**. (2005). An empirical assessment of peer review reliability: The ipsitive instrument paradox. *Journal of Education for Business*, 81 (1), 35-40.
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- Le Marre, K., **Grünhagen, Marko,** & Wells, G.J. (2004). Regulating genetically modified foods in the European Union and the United States: A comparison of public policy and marketing implications. Marketing and Public Policy Conference. Salt Lake City, Utah, Session 7.2, 170-173.
- Wells, G.J., Le Marre, K., **Grünhagen, Marko,** Surak, J.G., & Miller, S.E. (2004). French and American consumer perceptions of risks associated with genetically modified foods. Southeast Decision Sciences Institute. Charleston, S.C., 47-49.
- Grünhagen, Marko**. (2005). What motivates franchisees? A segmentation approach for franchisors. 3rd German Franchise Forum. Cologne, Germany.
- Lovata, Linda M**. (2005). Earnings management: The game. American Accounting Association Annual Meeting. San Francisco, Calif.
- Love, Mary Sue,** & **Moore, Jo Ellen**. (2005). An examination of prestigious stigma: The case of the technology geek. Academy of Management. Hawaii.
- Mason, J. David,** & Levy, L. (2005). Are preparer penalties effective tax compliance tools? American Accounting Association Annual Meeting. San Francisco, Calif.
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- Powell, Anne, Yager, Susan,** Vandever, J. & Huffstetler, S. (2005). Why isn't everyone an early adopter? Americas Conference on Information Systems. Omaha, Neb.
- Reed, Brad,** & **Rose-Green, Ena**. (2005). Cookie jar reserves – The case of Callaway Golf Company. International Conference of the Allied Academies. Las Vegas, Nev.
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- Dawkins, M., & **Rose-Green, Ena**. (2005). Wall Street Journal distress disclosures and bankruptcy research. International Conference of the Allied Academies. Las Vegas, Nev.
- Sumner, Mary R.,** & **Yager, Susan E**. (2005). Career orientation of Information Technology personnel. ACM SIGMIS CPR Conference. Atlanta, Ga.
- Yager, Susan E**. (2004). March Madness: The view from the campuses. AITP Meeting. St. Louis, Mo.



Accounting Professor Brings Enthusiasm and Experience

“Teaching is my passion,” says Ena Rose-Green. That feeling has been recognized by her students and peers. Rose-Green is a recent addition to the School of Business, teaching financial accounting theory. She is a four-time winner of the Beta Alpha Psi Most Outstanding Professor Award and was honored with the Accounting Excellence Award while at Florida State University.

Her northward journey to SIUE has been accompanied by a radical change in climates - starting with her home in Jamaica, Tallahassee, to Miami and ending with her arrival in the heart of the Midwest. “The climate of the SIUE School of Business is very conducive to my teaching and research endeavors,” said Rose-Green. “The people are nice and I’m getting to teach a wide range of students.”

Like fellow School of Business faculty members, Rose-Green brings real-world business experience to the classroom. She has worked for such major companies as Price Waterhouse and Touche Ross Thorburn and Company in Jamaica.

Rose-Green is making her mark through publications in business information, accounting, and energy industry journals. She is also a regular invitee and presenter at accounting conferences and universities throughout the country, a fact that further confirms her value to the SIUE School of Business.



SIUE business students learn from expert faculty, like Ena Rose-Green, who are current in their fields and strive for excellence in teaching.

Code of Professionalism (What We Expect of Each Other)

Faculty, staff, and students in the SIUE School of Business are expected to contribute to a culture of integrity and professionalism. The School’s culture encourages behaviors associated with education and self-disciplined individuals. Those behaviors include being:

- **Honest;**
- **Reliable and prepared;**
- **Responsible for one’s own actions and decisions; and**
- **Respectful of all individuals.**

SIUE School of Business students have the opportunity to enhance their education and engage in community service by joining any one of 13 active student organizations, including five national honor societies.

VITA a Vital Community Program

There is no substitute for real-world experience. VITA student volunteers also get the invaluable benefits of doing for others.

The Volunteer Income Tax Assistance (VITA) program is a joint venture between the Internal Revenue Service and SIUE. The mission of the program is to provide free tax assistance to families, generally with a household income of \$30,000 or less.

In addition to filling out their federal and state forms, the student tax specialists help eligible families take advantage of the Earned Income Credits and additional child tax credits. "It's important to understand that we're not competing with area CPAs or tax firms for customers," says Jim Dixon, VITA director and accounting instructor. "We are serving an unmet need in the area."

Rigorous training is required of the volunteers because of the complexity of the tax laws. To qualify for the program, student volunteers are required to attend classes taught by an SIUE instructor and pass an IRS exam. At tax time, approximately 25 student volunteers work with more than 150 families to meet their tax-filing requirements.

Rigorous training, including classes taught by an SIUE instructor, study material provided by the IRS, and an exam, is required for all VITA student volunteers. Jim Dixon, VITA director and accounting instructor pictured second from the right oversees students working with a VITA program client.





The business world is an exciting and challenging place to be. Providing international business experience is just one of the many ways the School of Business prepares students for success. Fernando Aguirre, SIUE School of Business alumnus, discusses the global nature of today's business world.

Top Executive Returns to Alma Mater

“There is no more exciting part of a career than being involved in different cultures,” says Fernando Aguirre, CEO of Chiquita Brands International. Aguirre spoke with students, faculty, and other business executives last spring as a guest at the Executive Lecture Series sponsored by the School of Business.

Aguirre is a 1980 Business Administration graduate from SIUE. He came from Mexico as a high school exchange student and went on to receive a baseball scholarship to SIUE. A summer job at Procter & Gamble instilled a love of marketing that stole him away from the diamonds.

His journey from his Alma Mater was a fruitful one. After spending 23 years at Procter & Gamble, he moved to Chiquita Brands International in 2004 as chairman and CEO. The Fortune 500 Company is the largest banana producer in the world and has \$4.2 billion net sales in 60 countries.

Aguirre says his education at SIUE prepared him for his career in international business. “I learned how to look at problems and deal with them in the business world,” he said.

As the business environment becomes increasingly global, the SIUE School of Business recognizes that students need experience and education in international business. The School of Business is an active participant in international exchange programs, sending SIUE faculty and students each year to its exchange partners in France, Germany, Mexico, and China, and welcoming students from around the world.

Since 1958, more than 19,000 students have graduated from the SIUE School of Business.

Alumni Hops the Red, White and Blue Path to Success

Following the bouncing Bud across the United States ultimately landed Jim Zink, Sr. (BS '67) in the seat of his own distributorship. Zink's 35-year career with Anheuser Busch began in his college days when he worked midnights on the docks checking in trucks. "I found I had better grades if I went to school during the day and worked at night," says Zink.

His degree is in business with a marketing focus, but early on he worked at the brewer as a computer programmer. From there he went to the Inventory Management and Product Distribution Department, and in 1974, he became a district sales manager for 28 markets in Central Indiana. He would eventually wind his way back to Indiana but first hit Chicago, Charlotte, Atlanta, and Los Angeles along the way.

It was in L.A. that an SIUE alumni development representative caught up with him. "I was impressed by the trouble they went to in order to visit with me," says Zink. "It was then that I made my commitment to support the university, and Anheuser Busch matches what I give."

"SIUE gave me the opportunity to get a great degree so I could do something at a higher level," says Zink, a founding member of the Dean's 1000 Club. "I've always felt grateful for that."

*"Quite frankly, if it wasn't for the SIUE School of Business I wouldn't be where I am today."
Jim Zink, SIUE School of Business alumnus and donor*



School of Business Advisory Boards—Fiscal Year 2004-2005

The School of Business advisory boards reflect our commitment to working with the business community to develop programs that are relevant, rigorous, and that provide a foundation for students to become leaders. Members serving on our advisory boards provide business intelligence and act as ambassadors for the School within their respective business communities.

School of Business Advisory Board

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Technologies, Inc.

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CIO, Monsanto

Don Woodworth

Director,

Northrop Grumman Mission Systems

Message From the Dean of the School of Business

“We were the best,” Andy said. “It felt good to know that we could compete with great business students from all over the world.”

Andy Kenny (BS '05) was the Chief Financial Officer of the SIUE School of Business student team that took top honors at the International Collegiate Business Strategy Competition at the University of San Diego in April 2005.



*Gary A. Giamartino, Ph.D.
Dean, SIUE School of Business*

Andy expressed what many have known for a long time about our School of Business – that we educate outstanding students who become successful leaders in their companies, their communities, and their families. While many people know of our success stories, there are many more people, especially outside Southwestern Illinois, to whom our School and University are not well known.

Changing that awareness is one of the goals of this Annual Report for the 2004-05 academic year and one of the strategic goals of our School for 2005-07. This was an outstanding year, even by SIUE standards of excellence, and we want to share that news with our alumni, students, and friends so you can celebrate our successes with us.

Our report is organized according to the long-term goals of the University...

- Engaged Students and Capable Graduates
- Innovative High Quality Programs
- Committed Faculty and Staff
- Harmonious Campus Climate
- Active Community Engagement
- Excellent Reputation
- Sound Physical and Financial Assets

...which drive the mission and goals of the School of Business.

We look forward to great accomplishments in the coming years, too. Our agenda for the next two years is to:

- Embark on a marketing plan designed to enhance our image and reputation;
- Further engage our alumni by extending more invitations for them to join us on campus and by meeting them in their workplaces and communities;
- Enhance our physical spaces in ways that will better identify our space as an important element of our learning community;
- Improve student achievement by focusing more on assessment of student learning and developing innovative programs that provide students with skills they need to excel in the marketplace; and
- Encourage faculty development by rewarding innovation and excellence.

I hope you enjoy reading about the outstanding accomplishments of our students, alumni, faculty, and staff as we strive to accomplish the goals of SIUE and the School of Business.

A handwritten signature in black ink, appearing to read "Gary A. Giamartino". The signature is fluid and cursive, written over a white background.

Gary A. Giamartino, Ph.D.
Dean, SIUE School of Business

Mission of the School of Business

The mission of the School of Business is to prepare students and business professionals and to improve business practice through high quality instruction, research, and professional activities.

Temple-Inland Foundation
Thrivent Financial for Lutherans
Towers Perrin
U.S. Bancorp Foundation
The UPS Foundation
Verizon
Wells Fargo Bank

Gifts-In-Kind

Alfonzo's Restaurant Co.
Andria's Restaurant
Arch Riverboat Cruises
Belleville News Democrat
Bissell Mansion
Busch Entertainment Corporation
Candicci's Restaurant &
Catering Company

Corner George Inn Bed & Breakfast
Eckert's Orchards
Fox Creek Country Club
Funny Bone Comedy Club
Hawthorn Suites Lake Buena Vista
Illinois Business Journal, Inc.
Pizzini Distributing Company
Raging Rivers Waterpark
The Repertory Theatre of St. Louis

Rusty's Restaurant
Saint Louis Blues
Saint Louis Cardinals
Saint Louis Fish Market
Scott Credit Union
Schwartzkopf Printing, Inc.
Skyview Drive-In
Starbucks
Zink Distributing

"I attribute my early success in the banking world to what I learned at SIUE."

*Dennis Terry, BS '76, SIUE School of Business
CEO, Cloverleaf Bank, Edwardsville/Glen Carbon, Illinois
President of the Edwardsville YMCA Board*



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE

SCHOOL OF BUSINESS

Box 1051
Edwardsville, IL 62026-1051

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