



2009 Dean's Report

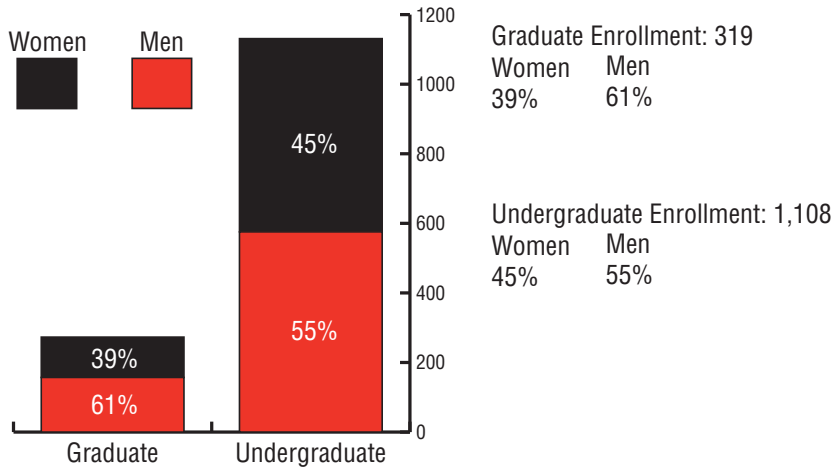


siue.edu/business

Our Mission

To prepare students and business professionals and to improve business practice through high quality instruction, research and professional activities.

Fall 2008 Enrollment



Academic Programs

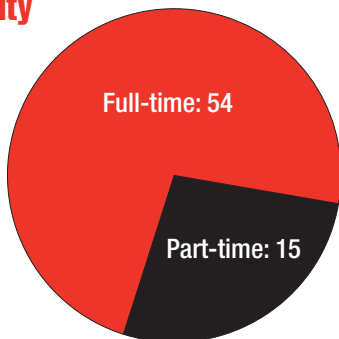
Undergraduate Programs

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

Graduate Programs

- Master of Business Administration
- MS Accountancy
- Master of Marketing Research
- MS Economics and Finance
- MS Computer Management and Information Systems

Faculty



On the cover: Jasmine White, senior accounting major, and Dr. Shrikant Jategaonkar, MS '04, assistant professor of economics and finance.

The SIUE School of Business is among an elite 10 percent of business schools worldwide that have earned the prestigious seal of approval from the Association to Advance Collegiate Schools of Business (AACSB) International. The SIUE School of Business accounting program is accredited through AACSB International. Less than 33 percent of AACSB accredited business schools also hold the accounting accreditation.

Home to the Small Business Development Center, Entrepreneurship Center and International Trade Center, the SIUE School of Business is committed to supporting economic growth and a strong business climate for the region.

The *Princeton Review* continues to rank the School as one of the best MBA programs in the U.S.



From the Dean

Dear Friends,

What a year! Will the next year bring us greater market certainty and prosperity, or more of the same upheaval and unpredictability? Was 2008-09 the most challenging year in your company's history? Was it the most demanding in your professional career? How did your personal portfolio fare amidst the market mayhem? How will you remember 2008-09?

For 596 students who graduated from the SIUE School of Business from August 2008 through May 2009, they will remember:

- Our chapter of the American Marketing Association traveling to New Orleans to participate in a national student case competition;
- Beta Alpha Psi receiving an Enterprise Rent-A-Car Student Organization of the Year award for their innovative program, "Meet the Firms," which gave students the opportunity to speak with company representatives and learn about opportunities in the accounting field;
- Creating a YouTube video to attract students to the computer management & information systems major;
- Preparing to enter the newly designed MBA program or, for some, graduating from the first MBA cohort with an emphasis in project management;
- Listening intently to Alumni Hall of Fame inductee **Tim Keenan, MBA '85**, talk about how a set of core values drove his company, High Performance Technologies, to success; and
- Excitedly walking across the stage to receive their diplomas.

The ebb and flow of the academic calendar reminds us that, regardless of economic conditions, a new generation of leaders is born every year as students graduate from the SIUE School of Business.

In the following pages, you will read more about our student and faculty successes during the 2008-09 academic year. Read about how our faculty research is recognized in the top business journals and academic associations in our industry. Read about how our students learn, often beyond their (and our) expectations. Read about how the generosity and foresight of our alumni inspires innovation in our educational programs.

We don't know what the future holds for the economy. But we know that the SIUE School of Business will continue to prepare students and business professionals and to improve business practice. That is our mission, and with your help, we will pursue it with excellence!

Sincerely,



Gary A. Giamartino, Ph.D.
Dean



Gary A. Giamartino
Dean of the School of Business

Enhancing Undergraduate Success

Walk through the hallways of Founders Hall today and you will see students huddled around tables working on team projects, preparing presentations or studying for exams. Student organization leaders hustle to find space where their clubs can meet to practice the leadership skills necessary for succeeding in today's highly competitive marketplace. Competition for good study and meeting space is keen.

“So much of our business curriculum today is taught in team-based modalities,” said Dean Gary A. Giamartino. “Founders Hall was built in a different era to support a different curriculum. Our physical facilities must support our innovative programs so that our students and faculty can maximize learning opportunities. Our students need a dedicated business resource center to support their hands-on career preparation. That is why we are creating the Cougar Business Student Resource Center (CBSRC).”

Space on the third floor of Founders Hall became available when the SIUE Career Development Center moved to the new Student Success Center adjacent to the Morris University Center. “When we learned the Career Development Center was moving, we jumped at the chance to secure that space to support student learning and student organizations,” Giamartino said.

“We are committed to providing students a more engaging and exciting environment in which they can generate ideas, share knowledge and practice critical skills,” Giamartino said. “Our physical facilities must support our innovative programs and allow our students to maximize their potential.”

The CBSRC will be a hub of student learning resources and activities. Comprised of a staffed physical center as well as online resources, the 3,000 square-foot facility will offer:

- Small group meeting rooms where student teams can work on assignments and practice presentations;
- A permanent home base for the thirteen School of Business student organizations which will increase their visibility and encourage a sense of esprit de corps;
- Executive-in-residence office space where experienced business executives can provide guidance and mentoring to students;
- A state-of-the-art conference room in which students and faculty can meet with colleagues in person and virtually through internet technology; and
- A convenient place to access online professional development resources such as leadership assessment tools, portfolio development, professional certification study programs and other online resources to help ensure students success.





“Having a dedicated space for business students will provide enormous opportunities to develop their presentation, writing and interpersonal skills which are essential to their classroom performance and future endeavors as business professionals,” said Norris Manning, director of student services in the School of Business. “I am very enthusiastic about the opportunities this new center will provide to the faculty to assist students in developing those skills.”

Funding for the CBSRC will come mainly from private gifts to the School. “Private support from alumni and friends of the School has been on the rise in recent years,” said Judy Woodruff, director of development for the School of Business. “This project is one of highest priority for the School, and it will allow us to ramp up the quality of our programs very quickly.”

“Providing a quality business education today means that we must pay close attention to all of our facilities and learning resources,” Giamartino said.

“We have more than 20,000 SIUE business alumni leading important corporations and communities throughout the world. We owe it to them and to our current and future students to make sure that the places in which our students learn are as excellent as our educational programs and the people who teach and learn in them.”

– Dean Gary A. Giamartino

Alumni and friends interested in supporting this initiative should contact Woodruff at 618.650.2317 or jwoodru@siue.edu.

Department of Accounting

The Association to Advance Collegiate Schools of Business (AACSB) International has continually accredited the SIUE School of Business for more than 30 years. The accounting program is also accredited through the AACSB International. Less than 33 percent of AACSB accredited business schools—only 169 worldwide—also hold the accounting accreditation.

Professor Michael Costigan, chair of the Accounting Department, recently completed a three-year term as a member of the AACSB Accounting Accreditation Committee. The group oversees all initial accreditation and reaffirmation of AACSB accounting accreditation processes.

SIUE School of Business accounting students had the third best pass rate in 2008 of any state school in Illinois—a number that supports the School’s approach to accounting curriculum, according to Costigan.

“Our high pass rate on the CPA exam is interesting because unlike some schools, we don’t offer a CPA review course,” Costigan said. “We have made a conscious decision that our objective is to prepare accountants for success in their careers and not just for success on a specific exam. The expectation is that students prepared this way will do well on the exam and in their professions.”

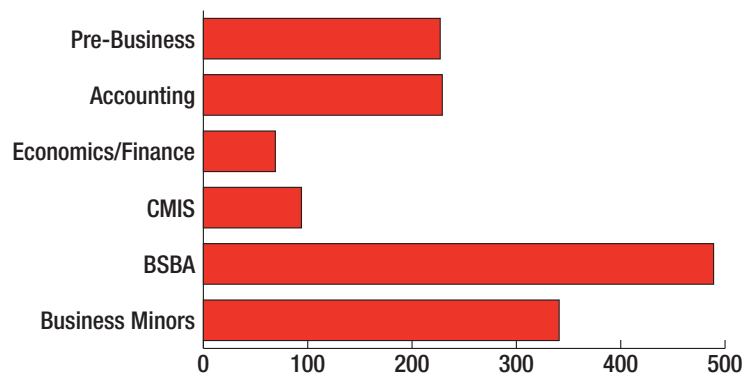
Another effort to help students succeed is the recent addition of two outstanding faculty. Greg Sierra (Ph.D., Washington University) was named assistant professor this year. “Greg possesses an enthusiasm for research and strong research skills, along with a strong commitment to classroom teaching,” Costigan said.

Carol Jessup (Ph.D., St. Louis University) is a visiting associate professor with an expertise in governmental accounting. “Her expertise allows us to offer our students, for the first time, a graduate-level course in governmental accounting,” Costigan said.

Jasmine White
Senior accounting major



By the Numbers: Undergraduate Enrollment



Total Majors and Pre-Business: 1,108

Total Business Minors: 341

Department of Management and Marketing

The Department of Management and Marketing recently received national recognition when a leading marketing research textbook prominently featured the department's Master of Marketing Research (MMR) program. The sixth edition, to be published in 2010, of *Marketing Research* by Alvin Burns and Ronald Bush, includes a profile of the MMR program.

"This is a top-selling marketing research textbook for undergraduate students," said Ralph Giacobbe, associate professor of management and marketing and chair of that department. "It includes a lot of detail about our program and holds it up as a standard in the field."

The book refers to the MMR program as a "well-regarded program" and features two MMR advisory board members, **Jeff Minier, MMR '95**, director of global research and business intelligence at Merial Animal Health, and Michael Brereton, president and CEO of Maritz Research.

Minier helped create the MMR advisory board, which is comprised of marketing research industry leaders from several leading research agencies and Fortune 500 client organizations. "The creation of this board is evidence that marketing research executives see and recognize that SIUE's MMR program plays a crucial role in industry," Minier said.

Matt Senger, MMR '06, associate manager of client consulting with the Nielsen Company BASES also was featured prominently in the textbook and is quoted as saying, "The MMR program has an advisory board of industry-leading practitioners which helps guide the curriculum so graduates are ready to hit the ground running with up-to-date knowledge of industry practices."

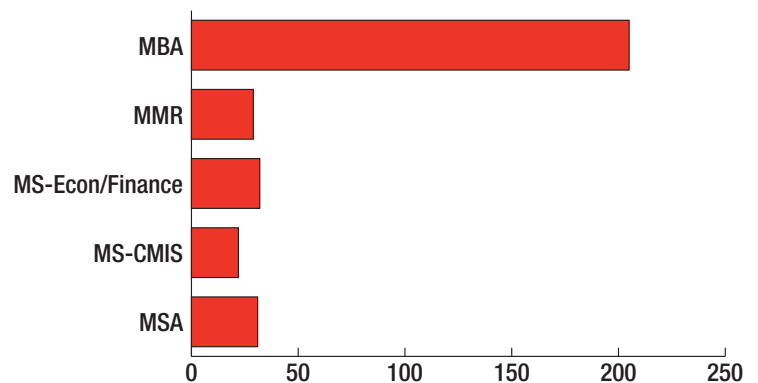
In the management area, the department is celebrating the addition of a new faculty member. Susan Dustin, assistant professor, recently completed her Ph.D. in organizational behavior at the University of Iowa and will be teaching organizational behavior at SIUE.

"I am excited about the opportunity to work in a balanced institution that is focused on both teaching and research," she said. "I've been really impressed with the faculty and the enthusiasm of the student body."



Jeff Minier, MMR '95

By the Numbers: Graduate Enrollment



Total Graduate Enrollment: 319

Department of Economics and Finance

The master's in economics and finance stands out as a research-oriented program comprised of faculty members who are passionate about inquiry. That research focus has created an environment where a full 25 percent of the program graduates go on to doctoral programs.

“Our faculty not only have a strong interest in research, they come from a vast array of research backgrounds,” said Rik Hafer, distinguished research professor and chair of the Department of Economics and Finance. “Students quickly discover that research is enjoyable and interesting, which contributes to the large number of graduates who pursue their doctorate.”

The program prepares students for their careers, but also gives them the competitive edge to apply to and be accepted by some of the best economics and finance doctoral programs in the country.

“The breadth of the places our students are going is testament to the quality of our faculty and our program,” Hafer said. “In just the last few years, we’ve had students begin doctoral programs at the University of Florida, University of Arizona, Temple, Virginia Tech and Kent State.”

One such graduate, **Shrikant Jategaonkar, MS '04**, recently completed a Ph.D. in finance at the University of Arizona and came back to SIUE as an assistant professor this year. “Shrikant brings expertise in the area of corporate finance to our department,” Hafer said. “He solidifies the teaching and research we will do in this area, and students taking his courses in corporate finance are learning cutting-edge material.”

“I was grateful for the encouragement and mentoring I received from the faculty when I was a student at SIUE,” Jategaonkar said. “I’m excited to have the chance to do the same for my students.”

Shrikant Jategaonkar, MS '04
Assistant professor





Andrea Hester, MS '04
Assistant professor

Department of Computer Management and Information Systems

The Department of Computer Management and Information Systems (CMIS) was acknowledged on an international stage when three faculty members were chosen to present papers at a conference in France and one professor won a Best Paper award.

Professor Jo Ellen Moore, Assistant Professor Clay Williams and Associate Dean Mary Sumner presented papers at the International Conference on Information Systems in Paris, France in December 2008. "The Department of CMIS was honored to have three faculty members' papers accepted for presentation at such a prestigious conference," said Doug Bock, professor and chair of the department.

Further enhancing that honor was the fact that Moore's paper, which was co-authored by Jason Thatcher of Clemson University and Janet Ply of Pendere Consulting, won best paper in the IT and Human Behavior Tract. The paper summarized the group's research in which they tested the prevalent belief that employee attitudes and perceptions improve as organizations' information systems mature to more advanced stages. Their research, however, indicated

that there is a point in which cynicism among information systems employees actually increases as their organizations' technology systems improve.

"We found that it takes a real toll on IT workers as their organizations' systems progress to a certain point," Moore said. "These findings should help increase awareness among managers of the importance of being proactive in alleviating the stress on IT employees during certain stages of progression."

Assistant Professor **Andrea Hester, MS '04**, the CMIS department's newest faculty member, will present a paper at the Hawaii International Conference on System Sciences. Hester recently completed her Ph.D. in computer science and information systems at the University of Colorado in Denver.

"I am thrilled to be back at the University where I completed my master's," she said. "I love SIUE and I knew this is where I wanted to teach. This is a great department and an amazing University and I'm excited to be a part of it."

Recognizing Success

Alfred C. Hagemann, BS '63, gives much of the credit for his professional successes to the education he received at the SIUE School of Business. For that reason, he committed to endow a minimum of \$100,000 for a scholarship for students seeking a business degree at SIUE.

Hagemann earned his bachelor of science in accounting from SIUE in 1963 and secured a job at Arthur Andersen & Co. upon graduation. He enjoyed a life-long career with the company and retired as a senior partner in 1998.

“SIUE gave me the foundation to be successful in business and in life,” Hagemann said. “It gave me the opportunity to embark on an accounting career that delivered the earnings and capability to create this endowment. I want to give recognition to the University for having been a part of my success and also provide funds for students in need of financial assistance.”

Hagemann’s scholarship, called the Alfred C. and Delores A. Hagemann Scholarship, for Hagemann and his wife, will be made available to incoming freshmen in good academic standing with financial need who have stated a business education interest. The scholarship will be available to students for up to eight semesters.

In addition to this gift, the couple has contributed in other ways to enhance education and highlight business ethics in the School of Business. The Hagemann Tax Learning Center in the Department of Accounting demonstrates Al’s commitment to assuring that students who study tax accounting have access to the best resources. The Hagemann Leadership Room, which provides a space for leadership education and recognizes the importance of business ethics in leadership, was dedicated in summer 2002. Their gift also supported the adoption of the School’s Code of Professionalism.

“Business ethics is a very important topic to me and one that I believe must be included in a business education,” Hagemann said. “I have always tried to operate in an ethical manner, and I think that students need to be reminded of the importance of ethics as they pursue careers in business.”

Hagemann serves on the board of the SIUE Foundation where he is a member of the investment committee.

Alfred C. Hagemann, BS '63



Selected Faculty Scholarly Activities

Books and Chapters

Schoenecker, T., & Ault, D. (2009). Business Education in the First Half of the 21st Century. In C. Berger (Ed.), *A Model for Academic Change: SIUE in the 21st Century* (pp. 61-73): Southern Illinois University Edwardsville.

Sullivan, T., Levin, S., & Meisel, J. (2008). The Impact of the Internet on the Law and Economics of the United States Motion Picture Industry. In Y. K. Dwivedi, A. Papazafeiropoulou & J. Choudrie (Eds.), *Global Diffusion of Broadband Transmission: Factors Affecting the Adoption, Usage and Economics of Broadband*: Idea Group Publishing.

Sullivan, T., & Meisel, J. (2009). Convergence of the Internet and Telecommunications. In I. Lee (Ed.), *Handbook of Research on Telecommunications Planning and Management for Business*: Information Science Reference.

Journal Articles

Belasen, A., & Polachek, S. (2008). How Hurricanes Affect Wages and Employment in Local Labor Markets. *American Economic Review*, 98(2), 49-53.

Belasen, A., & Polachek, S. (2009). How Disasters Affect Local Labor Markets: the Effects of Hurricanes in Florida. *Journal of Human Resources*, 44(1), 251-276.

Douglas, T., Judge, W., & Kutan, A. (2008). Institutional Predictors of Corporate Governance Legitimacy. *Journal of Management*, 34, 765-785.

Douglas, T., & Zu, X. (2008). The Evolving Theory of Quality Management: The Role of Six Sigma. *Journal of Operations Management*, 34, 765-785.

Evrensel, A. (2009). Banking Crisis and Financial Structure: A Survival Time Analysis. *International Review of Economics and Finance*, 17(4), 589-602.

Evrensel, A. (2009). Determinants of Bank Supervisory Agencies' Power and Accountability: A Cross-Country Analysis. *Applied Economics Letters*, 16(8), 791-795.

Evrensel, A. (2009). Differences in Bank Regulations: The Role of Governance and Corruption. *Journal of Economic Policy Reform*, 12(2), 91-110.

Fung, H.-G., **Sierra, G.**, Yau, J., & Zhang, G. (2008). Are the U.S. Stock Market and Credit Default Swap Market Related? Evidence from the CDX Indices. *The Journal of Alternative Investments*, 11(1), 43-61.

Jia, J. (2008). Institutional Ownership Stability and BHC Performance. *Journal of Banking and Finance*, 32(9), 1767-1781.

Kutan, A., Bahmani-Oskooee, M., & Ratha, A. (2008). The S-Curve in Emerging Markets. *Comparative Economic Studies*, 50, 341-351.

Ozcan, T., & Woodside, A. (2009). Customer Choices of Manufacturer versus Retailer Brands in Alternative Price and Usage Contexts. *Journal of Retailing and Consumer Services*, 16, 100-108.

Reed, B., Louwers, T., Gordon, E. A., & Henry, E. (2008). Deficiencies in Auditing Related Party Transactions: Insights from AAERs. *Current Issues in Auditing*, 2(2), A10-A16.

Segal, M., & et al. (2008). Effective Communications and Leadership Essentials for a Global Workforce. *The International Journal of Knowledge, Culture and Change Management*, 8(6), 63-71.

Segal, M., Hershberger, E., & Osmonbekov, T. (2009). Rethinking Assessment of Marketing Research Skills and Knowledge: A New Approach. *Qualitative Market Research: An International Journal*, 12(1), 70-82.

Sumner, M. (2009). Information Security Threats: A Comparative Analysis of Impact, Probability, and Preparedness. *Journal of Information Systems Management*, 26(1), 2-12.

Watson, G., & Berkley, R. (2009). Ambiguous Allure: Value-Pragmatics in Ethical Decision Making. *Business and Society Review*, 114(1), 1-29.

Watson, G., Freeman, E., & Parmar, R. (2008). Connected Moral Agency in Organizational Ethics. *Journal of Business Ethics*, 91(4), 153-157.

Fiscal Year 2008-2009

School of Business Advisory Boards

The School of Business works closely with the business community in order to provide the very best business expertise to develop programs that provide a foundation for students to become leaders in their chosen careers. The commitment of these advisory board members to lend their expertise and to serve the School of Business as ambassadors in the business community is gratefully recognized and appreciated.

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Alan Gilmore

CEO, Jersey County Business Association

John Herzog

Economic Development Specialist, Madison County Community Development

Janice Kerin

Program Manager, St. Clair County Economic Development Department

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Southwest Region Manager, Illinois Department of Commerce & Economic Opportunity

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Director, Small Business Development Center, SIUE School of Business

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Special Assistant to the Chancellor for Regional Economic Development & Executive Director of University Park, SIUE

Hasan Sevim, Ph.D.

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