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College of Business Clubs

Accounting Club

President: Dan Harris
Vice President: Steven Garcia
Secretary: Amelia Duffy
Treasurer: Joseph Sabatino
Advisor: Dave Wagaman, DF 218

American Advertising Federation (AAF)

President: Heather Galusz
Secretary: Tierney Bechtel
Treasurer: Sam Melchiorre
Advisor: TBA

American Marketing Association Club (AMA)

President: Lily Rubinstein
VP - John Wenner
Treasurer - Justin Roach
Secretary - Autumn Anthony
Advisor: Dr. Paul Sable, DF 220;

Entrepreneurship Club & Student in Free Enterprise (SIFE) will merge SP 2014

President: Nicole Davidson
Advisor: Dr. Roger Hibbs, DF 233

Financial Management Association

President: Ognjen Cvetkovic
Vice President: Bilawal Suri
Treasurer: Rushi Amin
Secretary: Frank Adames
Advisors: Dr. Keshav Gupta, DF 209

Sport, Leisure Athletic Management club (SLAM)

President: Tim Szewczak
VP - Mike Lineman
Secretary - Kate Herlinhy
Treasurer - Ashley Currao/
Zach Werner
Advisor: Dr. Kerri Cebula, OM 212

Supply Chain Management & Business Logistics Club

President: Justin Maynard
Advisor: Dr. Gary Chao, DF 222

College of Business Featured Business *Freedom Toyota*

ERIC SAVAGE

President, Freedom Automotive Group



Eric Savage as president and CEO of the successful **Freedom Auto Group** is a 23-year automotive industry veteran. But for **Eric**, "people first" is more than a task – it's a way of life, and the very core of the culture of the Freedom Toyota and Freedom Hyundai dealerships. **Eric** and his staff have

contributed meaningful funding, and most significantly, time and energy to numerous worthy causes that attest to this "people first" attitude.

Working in the family business, Eric then took on the role of Mergers & Acquisition and Turnaround Operator for the small company, expanding it from 2 dealership operations in 1998 to 9 dealerships by 2003 by acquiring under-performing competitors. Employee count topped 400 and total vehicle volume increased to nearly 8,000 units per year.

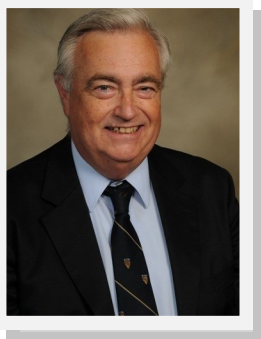
In 2006, **Eric** decided to leave the family business and form his own dealership operation, naming it the Freedom Auto Group. Starting with a Toyota dealership in Hamburg, the Freedom Auto Group now includes a Hyundai dealership (also in Hamburg), a Toyota dealership and a Chrysler Dodge Jeep Ram dealership, both in Harrisburg. Freedom Auto Group employs nearly 300 people and retails over 5,000 vehicles per year.

But no matter how many cars his dealerships sell, Eric's focus remains on improving the lives of his customers, employees and the community.

For more information about Freedom Toyota, newest location, Hamburg, PA which opened in 2007 or careers, visit the website: <http://www.freedomtoyota.com/aboutus.aspx>

Thursday, February 20th 11:00am DF 100

Message from the Dean



As mentioned in the November 2013 **Cob Web**, we are busy working toward producing an effective Self-Evaluation Report that will be submitted to the AACSB by September 1, 2014. Three action areas are particularly important - hiring well qualified tenure track faculty, adjusting and improving our strategic plan for the Department of Business Administration, and continuing to develop and operate an effective assurance of learning processes for our B.S.B.A. and M.B.A. programs. In regard to hiring well-qualified tenure track faculty members we succeeded in hiring

Connie O'Brien ("ABD" at Georgia State University) in accounting and **Ashwini Gangadharan** ("ABD" at The University of Texas-Pan American) in management. We are continuing to search for another accounting faculty member. Committees on strategic planning and assurance of learning are moving ahead.

Continued on page 2

Message from the Dean continued:

The Department of Sport Management and Leadership Studies continues to do well in managing recent increases in the number of majors for the B.S. in Leisure and Sport Studies. The department is moving forward in working on accreditation from the Commission on Sport Management Accreditation (COSMA).

At this time, the College is working with the other colleges and units at KU to meet the significant challenge of making budget cut-backs that need to be made in 2014-15.

Congratulations!

Dr. Ernie Post, SBDC Director, completed his doctorate at Penn State University. He successfully defended his dissertation "Exploring Nascent Entrepreneurial Learning: A Mixed Method Study" on December 9, 2013.

Congratulations on your achievement!

News from Small Business Development Center

Latino Business Resource Center (LBRC)-November 20, 2013-- twelve entrepreneurs graduated from the eight-week bilingual program in Kennett Square offered in Spanish entitled, "Business Skills for Latino Entrepreneurs."

LBRC - November 21 - eleven entrepreneurs graduated from the eight-week bilingual program in Reading offered in Spanish entitled, "Business Skills for Latino Entrepreneurs".

To learn more about the **Small Business Development Center** visit their website at: <http://www.kutztownsbdc.org/default.asp> or contact the office at 484-646-4009

Student Internship at Small Business Development Center

Hello, my name is **Justin Roach**. I am currently a senior at Kutztown University with a major in both Marketing and Management, and a minor in Economics. I am also on the Executive Board of the American Marketing Association on campus.

Justin Roach continued:

My position here at the Berks County Community Foundation is a Marketing Intern where I help clients at the Berks Jump Start Incubator with marketing materials and their business plans. I am originally from Millersburg, Pennsylvania where I played football and golf throughout high school. After completing my degree, my plan is to attain a Masters in Business Administration and continue my education.

My passion for small business is what attracted me to the incubator for this internship. I plan to use the experience I gain here and apply it to my career. I would like to start my own business once I have completed my education and the skills I have learned as an intern here will help take my business to the next level. I enjoy working with the small business owners to develop their dream into a successful reality.

Other items of interest involving the Small Business Development Center and the Department of Business Administration**Economic Forecast project with the Reading Eagle - role of SBDC - role of Drs. Li, Dalgin and COB/KU**

John Green, Associate VP, Communications/Marketing and Dean Dempsey, met with several staff members from the Reading Eagle on December 11. The Reading Eagle reached out to KUSBDC in December to work with them on developing an economic forecast report for the greater Reading Metro region. **Dr. Liaoliao Li and Dr. Muhammed Dalgin**, faculty members in the Department of Business Administration are working with the Reading Eagle on the economic analysis report on key industry sectors in the region. **Dr. Post and the SBDC** are conducting the Executive Pulse Survey that will solicit the perceptions of local executives and entrepreneurs concerning their growth and capital formation expectations for this coming year. The results of the economic analysis and the Executive Pulse Survey will be published in early march in the Reading Eagle Business Weekly and this information.

Paul Frederick - several staff members from **Paul Frederick** (Fleetwood) met with **Dean Dempsey, Dr. Ernie Post (Director of KU-SBDC), Peter Hornberger (SBDC) and Duane Crider (Faculty Coordinator for the Entrepreneurial Leadership Center)** on December 12th. Paul Frederick, is a catalog distributor of high-end men's clothing that has grown in sales to over \$50,000,000 annually. They are located in Fleetwood, PA about 7 miles from campus. They requested undergrad /MBA & faculty assistance on strategic marketing for their company. As a result of the initial meeting, **Dr. Roger Hibbs, Chair for Department of Business Administration, Dr. Ernie Post and Marty Brill (SBDC)** met at the company this month and developed the scope of the project. **Dr. Roger Hibbs** sought the help of **Dr. Therese Maskulka** and her marketing class to work on the strategic marketing objectives for the company for this winter/spring term. In addition, the KUSBDC will work with the company on location analysis, financial planning and projections as they seek to grow and expand in the local area. The Greater Reading Economic Partnership was also brought into the project for site and expansion process in the local area.

SBDC News Continued...

WeDnet is a university program with the state of DCED. DCED provides training grants for manufacturing and technology companies to reimburse them for workforce training. KUSBDC will be managing that program and helping local companies secure the grants and implement training programs for their staff. It would be an opportunity for faculty to deliver a certificate program involving logistics, quality control, export, certification or software programming types of certifications. Transitioning from Career Services to KUSBDC that will take place in July.

Department of Sport Management & Leadership Studies

Dr. Lorri Engstrom,

Chair, Department of Sport Management & Leadership Studies

Office: 209 Old Main - 610-683-4376
engstrom@kutztown.edu

Office Hours: MW 11:30-1:30pm
 Fri. 11:30 - 12:30pm

Secretary: Ms. Leslie Scroble
 610-683-4370, 214 Old Main



SLAM Club Coordinates 2nd Year Super Bowl Trip

**Club officers :**

President : Tim Szewczak,
tszew512@live.kutztown.edu

Vice President: Mike Lineman

Secretary: Kate Herlinhy

Treasurer: Ashley Currao and Zach Werner

Faculty Advisor: Kerri Cebula,
 Dept. of Sport Management & Leadership Studies at OM 212
cebula@kutztown.edu

Super Bowl trip - Denver Broncos vs Seattle Seahawks Congratulations Seahawks fan!

The students left on Thursday, January 30 and had shifts on January 31 and February 1. **Professor Kerri Cebula** indicated the students volunteered with the Host Committee and were assigned to Times Square to help answer questions about all of the Super Bowl activities taking place in New York City. It was a really great opportunity for the students and they looked forward to going. It was a wonderful opportunity for our students and for the university. Dr. Lorri Engstrom, Chair, and Professor Kerri Cebula accompanied the students.

The following leisure and sport management students are participating: Paige Baltzersen, Greg Bamberger, Brittany Bridi, Brittany Byers, Ashley Currao, Paige Donmoyer, Michael Fantry, Kirstin Gockley, Faith Gruber, Kathleen Herlihy, Madison Houseal, Colin Klauder,

SLAM Club Continued.....

Meghan Kowalchuk, Michael Lineman, Cameron Lipnicky, Hannah Martin, Dean May, Ryan McFarland, Anthony Mollitor, Camala Nichols, Alex Oleginski, Kimberly Reimel, Lamont Riley, Ryan Rodriguez, Erika Sallavanti, Lauren Schlitt, Molly Schwab, Michael Sharpe, Noah Sneeringer, Brandon Sochovka, Lauren Sopko, Britney Stone, Timothy Szewczak, Nicholas Vuotto, Michael Wasco Zachary Werner. There are a lot of great opportunities for students to participate in SLAM club this spring.

NOTE: On February 1st the Reading Eagle posted a photo and article on club members participating at the Super Bowl. The article was written by Bruce R. Posten.

Get to know.....

For those who are reading this whom I have not yet had the pleasure of meeting, please allow me to introduce myself. My name is **Elizabeth Rogol** and for the past 30 years I have had the opportunity of teaching here at Kutztown University. My current University residence is in the **Department of Sports Management and Leadership Studies, located in Old Main 202, 610-683-4589**. I taught marketing course for many years and have recently expanded my areas of teaching. In addition to teaching the sport marketing course for the Leisure and Sport Studies (LSS) major, I have been teaching personal finance and leadership courses, which are open to all students in the university and can be used as general education electives. My move to the department also gave me the unique opportunity to travel to New Orleans with a number of the LSS majors last February to volunteer at the NFL's Fan Experience at the Super Bowl. The experience was fabulous (except for the 24 hours bus ride, each way).

The expansion of teaching responsibilities was the motivation behind my enrolling in a graduate program in organizational leadership. For the past couple of years I have been taking courses toward completing a degree. The information I have been studying has not only been useful for the leadership course I teach but also from a practical standpoint. There has also been an additional benefit that initially I did not anticipate. Taking classes again has allowed me to better appreciate the student's perspective because I am living it. Like many of you, I can see light at the end of my current academic journey and am as excited as you are to get to the finish line.

Occasionally you might find me traversing our beautiful campus, especially on weekends, with my two golden retrievers. They enjoy Kutztown University as much as I do.

Dr. Lorri Engstrom, DSMLS Chair, indicated that Professor Rogol has the most longevity in the Department. Her commitment to "Life Long Learning" and excellence in teaching is commendable. Our department is strengthened and enriched by her hard work ethic, passion for teaching and expertise in all curriculum matters.



Professor Elizabeth Rogol

APPLIED INVESTMENT MANAGEMENT (AIM)



Dr. John Walker, Professor of Finance, Department of Business Administration is the instructor for the course FIN 375-Applied Investment Management. This course is dual listed for honors and has writing intensive and critical thinking competencies. **Students are enrolled in the course based on GPA, major in finance, and recommendation of finance faculty.** Dr. Walker

reported the average GPA for the spring 2014 class is 3.83. **Students are: Arjun Arora**, double major in Business

Administration, marketing and Leisure and Sport studies, **Corey Cherif**, Business with majors in finance and economics **Christopher Detz**, Business with a major in accounting **Adam Dobson**, business with a major in finance, **Trevor Frey**, Business, major in finance, **Kevin Sekulic**, business with majors in finance and economics, **Stephanie Spatz**, business with management major; music minor, **Chloe Swope**, business with marketing major; Spanish minor **Briane Koert**, business with management major; communication studies, **Kelly Quigley**, business with a accounting and finance major

Projects these students will be involved in during spring include: after a stellar year for the stock market and the AIM portfolio, the AIM team will be reviewing the portfolio to see if all the stocks continue to look poised for another good year of performance. The AIM students analyze each company's earnings, dividends, and expense structure, along with other fundamentals, to ensure that the stocks are positioned to meet or exceed their portfolio benchmark-the SPY. The SPY is an exchange traded fund that mimics the performance of the S&P 500, a common benchmark used by portfolio managers.

This year the **Global Asset Management Education (G.A.M.E.) Forum** will be held in New York City on March 19-22. AIM students will have the opportunity to attend this conference and hear industry leaders such as Abbey Joseph Cohen from Goldman Sachs and Guy Adami from Fast Money on CNBC. While in New York, the AIM students will have the opportunity to meet with students from other schools to discuss and learn about alternative portfolio strategies. Plus, Dr. Walker mentioned, the students enjoy having a little time to explore the city.

Dr. John S. Walker, CFA, currently teaches AIM, a course created by **Dr. Jonathan K. Kramer, CFP®**, about ten years ago. In addition to AIM (which stands for applied investment management and is listed in the course catalog as FIN 375), Dr. Walker teaches Financial Markets & Institutions, as he worked in the banking industry for 12 years prior to coming to KU. Walker points out that finance majors find their careers going in many directions upon graduation. He said that "recently I heard from Eric Gibson who accepted a job as a wealth operations specialist at TD Bank."

AIM Students in the News....



Pulak Parag was a December 2013 Business graduate with a dual major in Accounting and Finance and a minor in Economics. He graduated with a 4.0 GPA.

When **Dr. John Walker, Associate Professor of Finance**, learned of the news that **Pulak Parag** had been offered a job by **Goldman Sachs**, he stated, "Goldman is one of the top investment banks in the world. **Pulak**

has the perfect background to be successful at this multinational company -- a dual major in accounting and finance, with a minor in economics. Often accountants don't fully understand the financial markets; and many in finance don't fully understand the accounting impact of their decisions. **Pulak's** double major, and the experience he gained by participating in our Applied Investment Management program, gives him that understanding and makes him a perfect fit for the company. I'm thrilled to see one of KU's top students go to Wall Street. **Pulak's** hard work is going to pay off and he has a bright future ahead!" **Pulak** is excited to begin his position at Goldman Sachs on January 27, 2014.

On February 5th, **Pulak** stated, "I just finished my first week here at Goldman. It's been a good first week. I think my job will be challenging, yet satisfying." Below is a picture that was taken by **Pulak** when leaving the building at the end of a day's work.

The College of Business congratulates **Pulak** and wishes him continued success throughout his career.



Ryan Friedman was a 2009 Business graduate, who majored in Finance. Dr. John Walker recently shared the news, "Ryan" just reported that he won the Regional Paragon Award while working for CVS, which is only given to 50 of the more than 7500 managers company-wide, for his performance.

Congratulations Ryan on your success!



American Advertising Federation - AAF

President: Heather Galusz
Secretary : Tierney Bechtel
VP Social : Joe Favinger
Creative Director: Josh Moyer
Treasurer: Nikki Kyriakopoulos
AAF Faculty Advisor:
 For information contact Dr. Roger Hibbs, Chair, DBA Rm. 233 DF



The **American Advertising Federation** is a competitive organization that strives to better the students knowledge of current advertising. Through an exciting advertising campaign competition, the American Advertising Federation works diligently on a specified advertising task which is presented in New York City in April. During your experience, you will learn a great amount about developing and implementing an efficient advertising campaign.

AAF plans a large event/concert in April and will be selling things for Valentines Day through out the week. Also, a goal is to create packets for other clubs if they are interested in having us do any type of advertising for them.

Supply Chain Management Business Logistics Club

Club Officers:

President: Justin Maynard
jmayn442@live.kutztown.edu
VP: Blasé Garrecht
Secretary: Kaci Sell
Treasurer: Daniel Rouse
Faculty Advisor:
 Dr. Gary Chao, DF 222,
chao@kutztown.edu



The Supply Chain Management & Logistics Club provides business students who are interest in supply chain management and/or logistics with the opportunity to meet with other students who express the same interest.



American Marketing Association AMA

Club Officers:

President - Lily Rubinstein
Vice President - John Wenner
Treasurer - Justin Roach
Secretary - Autumn Anthony
VP of Fundraising - Casey Utz
Advisor: Dr. Paul Sable: DF 220: sable@kutztown.edu



Heatwaves Tanning owner, **Breanna Kramer** is displaying an award on behalf of AMA.

Breanna Kramer was awarded a certificate of appreciation due to her involvement with **AMA**. She has donated several free tanning sessions and other great deals. We are so thankful for her generosity.

Treasurer **Justin Roach** (left), and Advisor **Dr. Paul Sable** (right) Justin Roach and Dr. Sable are discussing important matters.

Justin commented, "Without having Dr. Sable to guide us in the right direction we would not be as successful as we are today."



ACCOUNTING CLUB

Message from club advisor, Professor Dave Wagaman:

"Our initial meeting was on Tuesday (2/4) and we will discuss our plans for the semester and a presentation will be made on the benefits of student memberships in various accounting organizations (AICPA, PICPA, IMA). So far, the only date and speaker that has been confirmed is Kimberly (Hedden) Stank, '95 who is a director for Zelenkofske Axelrod LLC in Harrisburg. She will be here on March 25. Our annual banquet has also been scheduled for **Friday evening, April 25.**"

Other events the club will be working on to sponsor later in the semester include: Recent Alumni Panel, Becker CPA Review, and two additional speaker events.



President: Daniel Harris
Treasurer: Joseph Sabatino
Secretary: Amelia Duffy
Club Advisor: Professor Dave Wagaman, DF 218
dwagaman@kutztown.edu

FINANCE CLUB

President: Ognjen Cvetkovic
Vice President: Bilawal Suri
Treasurer: Rushi Amin
Secretary: Frank Adames
Parliamentarian: Corey Cherif
Advisers: Dr. Gupta, DF 209
gupta@kutztown.edu

The finance club is a student-run organization offering various benefits to our members, which include resume building, networking & career information sessions. Our activities include meetings with potential employers who are giving advice on possible career choices, fundraising, and ongoing discussions of current events and issues in the finance field.

Department of Business Administration

<http://www2.kutztown.edu/BusinessAdministration>

Dr. Roger Hibbs,

Chair of Business Administration

Office: 233A deFran -610-683-4580

hibbs@kutztown.edu

Office hours:

Mon.—Friday 10-11am.

Secretaries: Mrs. Donna DeLong & Mrs. Kim Kilgus



Dr. Donna Steslow, Assistant Chair of Business Administration

Office: 232 deFran - 610-683-4587

steslow@kutztown.edu

Office hours:

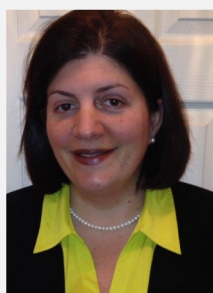
Mon & Wed -1-2pm.

Tuesday - 8:30-9:30am & 3-5pm

Secretaries: Mrs. Donna DeLong & Mrs. Kim Kilgus

WELCOME - Julie Brinker,

a new Development Officer for the Kutztown University Foundation, brings 15 years of experience in fundraising and sales to her position. Julie held positions at WNET, PBS New York and the Bravo! Vail Valley Music Festival. She will be responsible for raising funds for the College of Business and the College of Liberal Arts & Sciences. Julie can be reached at 610-683-4742 or by email at brinker@give2ku.org

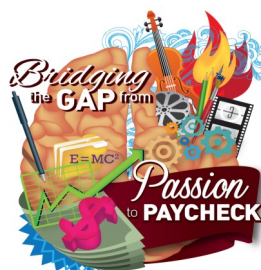
**Entrepreneurial Leadership Center**

Dr. Duane Crider, ELC Faculty Coordinator, Old Main 210
 610-683-4375

crider@kutztown.edu

Visit the ELC website at:

<http://www2.kutztown.edu/ELC>



Entrepreneurship Day
Thursday, March 6th,
11 a.m., MSU 218

Entrepreneurship Day will be held on Thursday, March 6, 2014 at 11a.m. in MSU 218. All Kutztown University Students & Faculty were welcome to attend the event, sponsored by the Entrepreneurial Leadership Center, **Dr. Duane Crider**, faculty coordinator. The purpose of this event is to expose students and faculty to successful entrepreneurs and support services in the area, spread awareness of the Entrepreneurial Leadership Center and create support and awareness for the Business Plan Competition and classes. As details are confirmed, information will be posted across campus.

SIFE (Students in Free Enterprise) Club and Entrepreneurship Club Planning to Merge

President: Nicole Davidson
VP of Marketing: Vanessa Sundra
VP of Operations: Holly Zellner
VP of Finance: Miranda Berry
Club Faculty Advisor: Dr. Roger Hibbs, DF 233,
hibbs@kutztown.edu

Entrepreneurs



Dr. Christine Rhoads, former advisor to

SIFE, met a few days ago with the executive board of the newly forming **Entrepreneurship Club**. They have decided to merge with SIFE. **SIFE (Students in Free Enterprise) will be changing its name to the Entrepreneurship Club**, and the Executive Board of the new Entrepreneurship Club will take over as the executive board of SIFE/Entrepreneurship Club. **Nicole Davidson is the new student Club President.**

Dr. Roger Hibbs will be serving as the advisor to the Entrepreneurship Club. **Dr. CJ Rhoads** will help out in an advisory role, or co-advisor as needed.

Chad Fry, MBA student and former President of SIFE (fall 2013 semester) has decided to stay on as a student advisor to the new Entrepreneurship Club. Chad will be sending

Continued on page 7

SIFE (Students in Free Enterprise) club and Entrepreneurship Club Planning to Merge continued....

out an email to all former SIFE members and invite them to join the Entrepreneurship Club.

Dr. Rhoads commented, "I am thrilled with these events, as the new Entrepreneurship club members seem to be involved and passionate, and will undoubtedly do wonderful things. They've expressed interest in all the existing projects of SIFE, and have several new projects they would like to do."

Kutztown Tutoring Services

At Kutztown University, tutoring is designed to give students individualized attention to help them succeed in their courses. Our tutoring services provide excellent tutors who connect with students at their level and help guide them towards academic success. (Need some quick study tips on-line? Check out our [Study Toolkits!](#))

Using our services, students are guaranteed reinforced learning, support for in-class learning, and an advanced sense of community. Tutors can help build a student's confidence while connecting them with other useful campus resources.

We are proud to say that all of our tutoring is peer tutoring, meaning that students are tutored by students. This is a great advantage to tutees, as their tutors will understand their perspective. Our tutors have excelled in their classes and at Kutztown University, with a minimum of a 3.0 in their major courses. Check out our [Tutoring Services Facebook](#) page for study tips and updates on our tutors!

Tutoring Services is located in Rohrbach Library Room 30. Our hours are 9-4 Monday through Friday and can also be reach at tutor@kutztown.edu



Kutztown Launches Meritpages Website:

Some students may have recently received an invitation to **Meritpages**, an online record of exceptional academic, athletic and personal accomplishments worthy of praise. This is a brand new, official university website that provides a way to easily share accomplishments on social media, as well as hometown traditional media. By accepting the invitation, you will gain access to your own page that includes your digital badges, indicating what areas you have excelled in at KU.

Through Merit, you have the opportunity to share the badge received via social media (e.g. Facebook and Twitter) for employers, family and friends to see. The accomplishments are automatically shared with students' hometown media. Check the website to see what achievements have been added so far, and keep an eye on your KU email for your invitation to setup your Meritpage. More Information: <http://kutztown.meritpages.com/>

Study Abroad ***International Studies***



Kutztown University is home to nearly 100 international students from 30 different countries around the world. Opportunities for cross-cultural exchange abound at KU. Students seeking opportunities for international enrichment can join the International Student Organization (ISO), elect an International Studies minor, or study abroad. Located in Boxwood House, the International Office serves incoming and current international students as well as students who wish to participate in a study away program.

The College of Business has exchange partner agreements with Reutlingen University, Germany, INHOLLAND The Netherlands, and Southern Denmark University. There are many other opportunities for exchanges which are available through NSE, National Student Exchange.

Plan to attend the study abroad fair, an information session or visit a study away table to learn more about the opportunities that are available to you at KU! **Study Abroad Fair (includes NSE)** Wednesday, February 19 at 12:00 - 3:00 pm, MSU 218

MARK YOUR CALENDAR -

International Week April 13 - 19: The International Student Organization and the International Affairs Committee Conferences, Symposia, and Colloquia Task Force will join together with the KU campus community to host events for International Week in April. We encourage the entire campus community to get involved!

Please contact us if you and/or your department would like to be involved with International Week. You can host an event, a display, or an information session, just to name a few ideas. Contact Nicole Becker, Assistant Director of International Admissions, at nbecker@kutztown.edu or x6-4257 if you want to participate.

Department of Business Administration Research Workshop Scheduled

The first DBA Research Workshop for spring 2014 will be on **Friday February 14, at 2:00 pm in DF 117.**

Professors **John Walker** and **Jonathan Kramer** will present a paper titled "*Applying Bogle's Decomposition Model to the Review and Analysis of a Community Bank's Stock Performance.*"

All are welcome to attend.





College of Business Department of Business Administration Fall 2013 Faculty Scholarly Activity

Faculty Scholarly Activity beginning Fall 2013:

- Akca, Okan** - (2013). Product color choice and meanings of color: A case of Germany. *International Journal of Business and Social Science*, 4(14).
- Dalgin, Muhammed, Gupta, Keshav, & Sraiheen, Abdul** (2012). Testing capm for the Istanbul stock exchange. *International Journal of Economic Perspectives*, 6(3).
- Hogan, Eileen, Maskulka, Therese, & Kaminski, Kathleen.** (2012). Assessment of BSBA students' conversancy in current business issues: A case study. *Journal of Case Studies in Accreditation and Assessment*, 3.
- Kumar, Rajeev.** (2013). Efficient customization of software applications of an organization. *International Journal of Business and Social Science*, 4(11), 36-41.
- Li, Liaoliao, Tang, L., Tang, Z., Zhang, L., & Zhang, X.** (2013). Partial privatisation and firm performance: Evidence from China's state-owned enterprises. *International Journal of Internet and Enterprise Management*, 8(2), 103-128.
- Maksy, Mostafa & Chen, G. T.** (2013). Which free cash flow is value relevant: The case of the energy industry. *Journal of Finance and Accountancy*, 14.
- Massad, Victor, Risch, B., & Tucker, J.** (2013). Pirates, mercenaries, scouts and saints: A segmentation approach to understanding digital downloading. *International Journal of Electronic Consumer Relationship Management*, 7(2), 87-97.
- Rhoads, CJ & Post, Ernie** (2012). Effectiveness of online learning with entrepreneurs doing business planning. *Academy of Business Research Journal*, 11, 60-77.
- Roth, William** - (2013). Six sigma-just more of the same? *Performance Improvement Journal*, 52(2), 25-30.
- Roth, William** - (2013). Who makes the most productive executive? *Performance Improvement*, 52(9), 6-12.
- Steslow, Donna, Lasher, N., & Syed, D.** (2012). I know a jerk when I see one: Moving toward the European dignity standard in U.S. sexual harassment law. *Journal of Employment & Labor Law*, 14, 51-65.
- Steslow, Donna** - (2013). Think like a lawyer,: Using legal pedagogy in your business course. *Mustang Journal of Business & Ethics*, (5).

Continued beginning Fall 2013:

- Sun, Qian** - (2013). Acquirer's earnings quality and the choice of payment method in mergers and acquisitions. *Managerial Finance*, 39(10), 979-1000.
- Walker, John & Check Jr., H. F.** (2012). An analysis of the link between a community bank's profitability and the absolute and relative size of its loan portfolio. *Pennsylvania Economic Review*, 20(1).
- Weyant, Lee** - (2012). Designing online management education courses using the community of inquiry framework. *Journal of Instructional Pedagogies*, 12.
- Zelleke, Girma, Sraiheen, Abdul, & Gupta, Keshav.** (2013). Human capital, productivity, and economic growth in 31 sub-Saharan African countries for the period 1975 - 2008. *International Journal of Economics and Finance*, 5(10).

Publications

College of Business BSBA



Learning Goals