

BUSINESS BULLETIN BOARD

STUDENT NEWS

- Four finance students, **Andrew Anderson**, **Clay Copeland**, **Beata Knizat** and **Zach Smith**, worked with **Dr. Bento Lobo** to publish an article in the *Chattanooga Times Free Press* about what the global financial crisis has taught.
- **Lea Whitson**, UTC M.B.A. student (expected graduation date: May 2011) and UT-Knoxville graduate (B.S. finance, management, 2005) recently accepted the position of marketing, planning and research assistant for Dr. Diane Halstead. Whitson will be assisting in the development of strategic marketing plans for the small business tenants of the Hamilton County Business Development Center. She will also work with the small business clients and serve on the Small Business and Entrepreneurship Committee of the Chamber of Commerce.

R.I.S.E. Forum

Four finance students attended the 10th annual R.I.S.E. Forum in Dayton, Ohio, with Dr. Christi Wann. The R.I.S.E. Forum, the world's largest student investment forum, is sponsored each March by the University of Dayton. Undergraduate finance majors **Stephen Tilstra** and **DeAngelo Williams** and M.B.A. candidates **Martha Marrufo** and **Matthew Tatum** were awarded the trip. The R.I.S.E. Forum allows students from around the world to interact with top finance and economic professionals from Wall Street. Last year, the forum drew 2,700 participants representing 302 colleges and universities from 73 countries.

The students gained a lot from the experience, speakers and workshops. DeAngelo Williams remarked, "The R.I.S.E. Forum provided me with the chance to not only network with a group of speakers, but with finance students all across the globe." Martha Marrufo said, "Every day at R.I.S.E. was a fascinating learning experience." Matt Tatum said, "The plethora of premier professionals at the R.I.S.E. Forum encourages you to reach for the stars." Stephen Tilstra commented, "To see how financial principles I've learned in the classroom have been implemented in reality was invaluable."



(l to r) R.I.S.E. 2010 participants: Stephen Tilstra, Dr. Christi Wann, Martha Marrufo, DeAngelo Williams and Matt Tatum.

Hazlett, Lewis & Bieter Sponsor NY Trip

Beta Alpha Psi officers attended the national convention in New York, sponsored by Hazlett, Lewis & Bieter. Students attended workshops about successful fundraising strategies and the development of effective leaders. In addition, they participated in a day of community service, with assistance from other student chapters and the local KPMG office.



(l to r) UTC accounting department head Dr. Stan Davis, BAP president Cortney Edmondson, BAP vice president Patrick Greer, HLB owner Becky Fingerle, HLB manager Troy Fairley, HLB manager Suzy Anthony and UTC associate professor of accounting Dr. Melanie McCoskey.

SGA Awards

- **Beta Alpha Psi** received the 2009-2010 Outstanding Commitment to Campus Improvement Award at the Student Government Association (SGA) Banquet for the group's community service involvement, new recruitment strategies, tutoring and the new joint-chapter meeting.
- **Katie Strickland**, a student worker in the dean's office, was presented with the Student Assistant of the Year award at the SGA Student Leadership Banquet, which took place on April 15. The College of Business celebrates Strickland's academic accomplishments as a student in the College of Business and congratulates her on this well-deserved recognition for her 3 1/2 years of dedicated service to the dean's office.

UTC Bass Fishing Team

Alex Crow, a marketing student and Wright-Bentley Scholar, recently organized the UTC Bass Fishing Team. The team recently won third place in the Southern Collegiate Bass Fishing Series Championship, in which 23 universities had teams. The UTC team was one of the teams selected for a film. The event will be aired in August by the Versus Network.



(l to r) Alex Crow and Taylor Massingill at the Tennessee Collegiate Bass Fishing Series Qualifier #2 event on Nickajack Lake on April 25, 2010.

FACULTY NEWS

- New faculty, promotions and tenure for 2009-10:
 - New College of Business Faculty:**
 - Dr. Travis Holt, Accounting, Assistant Professor
 - Dr. Bruce Wampler, Accounting, Associate Professor
 - Dr. Frank Butler, Management, Assistant Professor
 - Dr. Randy Evans, Management, Assistant Professor
 - Promotion To Professor:**
 - Dr. Beni Asllani, Management
 - Dr. Lisa Burke, Management, promoted to Full Professor, granted Tenure, and received the UC Foundation designation Summer '09
 - Dr. Valerie Taylor promoted to Frank Varallo Professor, Department of Marketing & Entrepreneurship, College of Business in August 2009
- **Rich Allen** had the article "Equity Sensitivity and Organizational Citizenship Behavior. Small Group Research" published by § Akan, O., Allen, R. S. and White, C. S., (2009), 40(1): 94-112.
- Through the efforts of **Elizabeth Bell**, the UTC chapter of Beta Gamma Sigma was selected as an Exemplary Chapter. Beta Gamma Sigma is the national business honor society.
- **Dr. Lisa Burke** had a recent journal article accepted: Hutchins, H., Burke, Lisa A., & Berthelsen, A.M. 2010. "A missing link in the transfer problem? Understanding how trainers learn about training transfer." in *Human Resource Management* (Forthcoming July/August)
- **Drs. Lisa Burke, Mark Mendenhall, Bev Brockman** and **Kathi Wheatley** made presentations for "The Young Professional Leadership Series" of the Hunter Museum.
- **Dr. Stan Davis** served as a panelist on AACSB's second annual Assessment Conference in New York.
- **Dr. Jeff Clark** had an editorial published in *Investor's Business Daily* that made the world distribution edition on December 31, 2009, and appeared on the online version on December 30, 2009. The editorial was titled "Climate Crisis Was Too Good To Waste." The *Investor's Business Daily* is read by 385,000 subscribers.
- **Dr. Gerald DeBusk** was awarded the 2009 Excellence in Lean Accounting Award from the Lean Enterprise Institute. He was one of two faculty members in the nation to receive this recognition.
- Through the efforts of **Dr. Larry Ettkin, Luis Leon** and **Tony Parsley**, the College offered its introductory "Computers in Business" course as an online course.
- **Dr. Tom Gavin** served this year as president of the Chattanooga Chapter of the Tennessee Society of CPAs.
- **Dr. Diane Halstead**, Mary Harris Distinguished Professor of Entrepreneurship, has had her undergraduate students developing marketing plans for local small businesses and budding entrepreneurs. Among others, her Practicum in Marketing and Entrepreneurship class is currently working with a start-up "artisan" bakery concept, Cysco Cycles and Affordable Botox.
- **Dr. Diane Halstead** published (with co-authors **Dr. Valerie A. Taylor** and **Dr. Paula J. Haynes**) "Service Provider Use of Christian Religious Messages in Yellow Pages Advertising" in *Advertising and Society Review* in 2009, Volume 10, #4.
- **Dr. Diane Halstead** and **Dr. Keith A. Richards** published the article "Developing a Strategic Framework of Key Account Performance" in a special issue of the *Journal of Strategic Marketing* on Strategic Sales and Strategic Marketing, Volume 17, Numbers 3-4, 2009 (with co-authors Eli Jones and Frank Fu).
- **Dr. Paula Haynes** received a Distinguished Research Award from the Academy of Entrepreneurship at the Fall 2009 meeting in Las Vegas, Nevada for "Satisfaction, Stress and Entrepreneurial Intentions," Paula J. Haynes and Beverly K. Brockman.
- **Dr. Travis Holt** presented an eight-hour CPE session for Henderson Hutcherson McCullough.
- **Dr. Bento Lobo** received a sabbatical for the 2009 fall semester. A major portion of his time was spent as a Visiting Scholar at the Federal Reserve Bank of Atlanta. While at the FRBA, he got a closer look at how the Federal Reserve operates, as well as the decentralized nature of monetary policy-making from the perspective of a district Fed bank.
- **Dr. Melanie McCoskey** served as president of the Chattanooga Chapter of the America Society of Women Accountants.
- **Dr. Mark Mendenhall** gave the keynote speech on Global Leadership Assessment at Nike's Corporate Headquarters in Beaverton, Ore. He was selected by the chair of the International Organization's Network Conference that jointly held a conference with Nike on Global Leadership Development.
- Led by **Mike Owens**, the COB joined the German American Changer, Tennessee Chapter. This organization plans, promotes and implements German/US commerce.
- The Palladium Group, publishers of the *Balance Scorecard Report*, published an article by **Dr. Gerald DeBusk** titled "The Effect of Adopting the Balanced Scorecard on Shareholder Returns."
- **Dr. Keith Richards** published: "Tracking and Updating Academic Research in Selling and Sales Management: A Decade Later," Keith A. Richards, Bill Moncrief and Greg Marshall; *Journal of Personal Selling and Sales Management* (Forthcoming)
 - "Key Account Management: Adding Elements of Account Fit to an Integrative Theoretical Framework," Keith A. Richards and Eli Jones; *Journal of Personal Selling and Sales Management* (2009), 29 (4)
 - "The Motivation Hub: Effects of Goal Setting and Self-Efficacy on Effort and New Product Sales," Frank Fu, Keith A. Richards, and Eli Jones; *Journal of Personal Selling and Sales Management* (2009), 29 (3)
- **Jennifer Stanley** was appointed by Mayor Ramsey (voted on also by County Commission) to the Board of Trustees for the Chattanooga-Hamilton County Hospital Authority (more commonly known as Erlanger Health System) in August 2009.
- **Dr. Valerie Taylor** published "Brand Name and Price Cue Effects Within A Brand Extension Context," in the *Academy of Marketing Studies Journal*, 13 (2), 59-75.
- **Dr. Valerie Taylor** will be on a research sabbatical during fall 2010. While on sabbatical, she will develop research exploring how consumer decision making is influenced by marketers, including religious symbols in marketing material.
- Tennessee was selected the top state by the Public Forum Institute for its entrepreneurial activities during the Global Entrepreneurship Week in November. The UTC Entrepreneurial Forum, led by **Dr. Rich Becherer**, contributed significantly to this recognition.