

The Byrd Business Review

The newsletter of Shenandoah University's Harry F. Byrd, Jr. School of Business

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Success Stories Start Here

Constantly present in Halpin-Harrison Hall, the home of the Byrd School of Business, are members of the School's Board of Advisors. The Board is an important and crucial element in the life of the Byrd School. Comprised of local and area executives, the Board exists to support the School in its efforts to achieve its mission, vision, and strategic plan. The Board is deeply committed to improving the quality of education provided to students and provides important advice and counsel to the dean and faculty on curriculum, programs, and special initiatives. Input from the Board has been important to the School's effort in offering contemporary business programs that serve the business community, and it has been recently involved in mission and degree program review, sponsoring the annual business symposium, serving as ambassadors for the School, leading classroom discussions, providing internship and placement opportunities for students, and mentoring students. On behalf of the faculty, staff, and student body, I want to personally thank each member of our Board for the countless hours offered to better our School. Providing an external perspective and review as well as advocacy and support of what we do is important assistance for us in achieving our strategic directions and overall goals.



W. Randy Boxx

Dean & George Edward Durell
Chair of Management
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We hope you will enjoy reading about recent activities and events in the Byrd School in this issue of the Byrd Business Review. Please know we would like to visit with you when you are in Winchester and discuss how you can become more involved in the daily life of our enterprise. Working together, we will continue to prepare the next generation of principled business leaders.

NEW LEADERSHIP FOR BOARD OF ADVISORS



**Ms. Suzanne Conrad and
Ms. Faith Power**

At the conclusion of its spring Board of Advisors meeting, new leadership assumed responsibilities for the activities and initiatives of the organization. The Board of Advisors has been a critical and important component of the Byrd School for years providing support, guidance, and leadership to the dean and faculty on issues pertaining to the School's academic excellence. Shown in the picture is Suzanne Conrad, outgoing Chair, and Faith Power, incoming Chair. The first vice president will be Peter Justen, and the second vice president will be Paul Delmerico.

ENTREPRENEUR OF THE YEAR

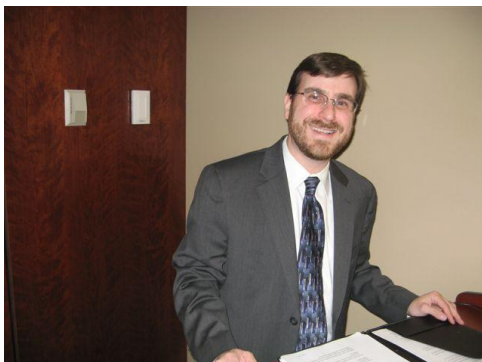


**Mark Moseley accepting the award
from Dean Boxx and Dr. Miles Davis**

Jerry Murrell, CEO and founder of Five Guys Burgers and Fries, was recently honored by the Byrd School of Business as its 2010-11 Entrepreneur of the Year. Founded in 1986 by Jerry and Janie Murrell and their sons, the business is now approaching 1,000 stores in the U.S. through the selling of franchises which began in 2002. International expansion is now a part of the company's strategic plan. "Sell a really good, juicy burger on a fresh bun. Make perfect French fries. Don't cut corners." This statement which is still followed today captures the company's business plan from its original founding.

Mark Moseley, Director of Franchising and former National Football League star, accepted the award for Mr. Murrell. Speaking to students and faculty in the Byrd School, Mr. Moseley reminded the audience of key company success factors: family involvement, fresh ingredients, menu simplicity, quality control, and treating employees and customers right.

BB&T DISTINGUISHED SPEAKER



Professor Adam Mossoff

The BB&T distinguished speaker for the spring semester was Professor Adam Mossoff of the George Mason University Law School. During the afternoon, Professor Mossoff met with the BB&T scholars in the Moral Foundations course for an hour of unscripted, free-wheeling discussion of Ayn Rand and the life-affirming Objectivist philosophy. Following this time with students, Professor Mossoff joined a small group of faculty of the Byrd School for dinner

and collegiality. The day concluded with a formal public lecture to an audience of about forty people, including students and faculty of the Byrd School and regional officers and managers from BB&T. Professor Mossoff spoke of Ayn Rand's radical approach to intellectual property—that all property is at the core intellectual property, the creative mind of a particular person. Among the takeaways of the presentation was that all people who are productive, from the geniuses associated with great inventions to those who labor with their hands, share in the creation of value. This affirmation of what is truly human about being productive visibly impressed the young people there, including both our business students and the managers from BB&T.

MYOB: MARKETING YOUR OWN BUSINESS



Mr. Victor Rogers

A new marketing seminar series is being jointly sponsored by three regional organizations—the Byrd School of Business, the Top of Virginia Regional Chamber, and the Lord Fairfax Small Business Development Center. Located in room 230 of Halpin-Harrison Hall on the Shenandoah University campus, the seminar will be held from 8:00 to 10:00 a.m. the third Thursday of each month.

The first seminar was Find `em, Reach `em, Sell `em and was led by Victor Rogers, President of STRIVE Communications. Future

attendees must register on the Chamber website, regionalchamber.biz. The \$35 registration fee includes a continental breakfast. Ben Weber, Owner of Master Media Group, will be addressing the topic How Do You Get Your Business in the News? on May 19.

2011 ECONOMIC OUTLOOK



Dr. Clifford Thies

Dr. Clifford E. Thies, Eldon R. Lindsay Chair of Free Enterprise and Professor of Economics and Finance, recently spoke to a top of Virginia regional chamber audience as part of their public policy series. Highlights of his national economic outlook remarks included: we are in a year of continued recovery; we may not be strong enough to lower the unemployment rate much; consumer confidence is weak; there is a risk of inflation; there are fiscal imbalances in federal and selected state governments; geopolitical uncertainties abound; and the U.S. is losing ground relative to the rest of the

world. Other Chamber public policy topics slated for the rest of the year will include transportation, local government, and a visit by Governor Bob McDonnell.

FACULTY PROFILES



Yvonne Chen

Associate Professor of Economics

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Education:

- PhD – University of Wisconsin-Milwaukee, Economics, 1998
- MA – University of Wisconsin-Milwaukee, Economics, 1994
- BA – University of Wisconsin-Milwaukee, Economics, 1992

Teaching Interests:

- Micro-, Macro-, International, Environmental Economics
- Global Economies, Intercultural Business Communications

Research Interests:

- International Economics, Macroeconomics
- Ecological Economics, Growth

Recent Research:

- Chen, Y. (2010-2011) "A Biodiversity Indicator for Economic Analysis," *Journal of Applied Business and Economics*, forthcoming
- Chen, Y. (2009) "In Search of a Harmonious Ecological Economy," *Journal of Leadership, Accountability and Ethics*, Winter 2009, 52-60.
- Chen, Y. (2008) "Assessing the Effects of Monetary and Fiscal Shocks: The Polish Experience." *International Research Journal in Economics and Finance*, 17, 49-56.

Professional Activities:

- Co-founder and economic consultant, Orion Wireless Communications, 2009-present
- Presenter and panelist for several academic conferences
- Reviewer for McGraw-Hill, Prentice Hall, Addison-Wesley, and Worth Publishing
- Member of a refereed journal editorial review board
- Distinguished and lifetime member of National Society of Collegiate Scholars



Bogdan Daraban

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Education:

- PhD – Florida State University, Economics, 2007
- MS - Florida State University, Economics, 2004
- BS – Polytechnic University, Timisoara, Romania, Production Management, 2002

Teaching Interests:

- Principles of Economics
- Intermediate Economics
- International Economics
- Managerial Economics

Research Interests:

- Industrial Organization
- Airline Economics
- Economics Education

Recent Research:

- Daraban, B. (2010). "Introducing the Circular Flow Diagram to Business Students." *Journal of Education for Business*, 85(5), 274-279.
- Daraban, B. & Thies, C. (2010). "Estimating the Effects of Casinos and of Lotteries on Bankruptcy: A Panel Data Set Approach." *Journal of Gambling Studies*, DOI: 10.1007/s10899-010-9187-z
- Daraban, B. & Fournier, G. (2008). "Incumbent responses to low-cost airline entry and exit: A spatial autoregressive panel data analysis." *Research in Transportation Economics*, 24(2008), 15-24.



Bingguang Li

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Quantitative Methods

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Education:

- PhD – University of Nebraska-Lincoln, Industrial and Management Systems Engineering with minor in Business, 2002
- M.S. – Tianjin University, China, 1998
- B.S. & B. Laws – Tianjin University, China, 1994

Teaching Interests:

- Operations and Supply Chain Management
- Purchasing Management
- Project Management
- Quantitative Methods

Research Interests:

- Operations and Supply Chain Management
- Quantitative Methods

Recent Research:

- Huo, Y.F., B.G. Li, B.S. Lin, and J. Wang (2010), "Modeling and Simulation of Stock-Out Cost Pulled Collaborative Supply Chain Planning", *International Journal of Modeling in Operations Management*, 1(1), 3-28.
- He, Z., Z.H. Zhong, B.G. Li., and B.S. Lin (2009), "Improvement of Economic Integration of Design with Process Capability Index", *Total Quality Management and Business Excellence*, 20 (11), 1255-1262.
- Tang, W.B., B.G. Li, and V.T., Nguyen (2008), "The impacts of the financial services modernization act of 1999 on small banks", *Journal of Business and Public Affairs*, 34(1), 27-36.

Professional Activities:

- PMP: Project Management Professional from Project Management Institute (PMI), March 13, 2008.
- CMQ/OE: Certified Manager of Quality/Organizational Excellence from The American Society for Quality (ASQ), March 1, 2008.
- Founder and Owner, Bingguang Li Education Center, 2010-now.



John I. Winn

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Education:

- Diploma, U.S. Army Command and General Staff College (1996)
- LL.M. The Judge Advocate General's School, Army (1993)
- J.D., Campbell University (1984)
- B.A., Guilford College (1981)

Teaching Interests:

- Business Law
- Human Resources
- Constitutional and National Security Law

Research Interests:

- Health Care Law & Regulation
- Attorney Ethics
- Pedagogy
- National Security

Recent Research:

- John I. Winn and Kevin H. Govern, Data Integrity Preservation and Identity Theft Prevention: Operational and Strategic Imperatives to Enhance Shareholder and Consumer Value, *Loyola Law and Technology Journal*, Summer 2010.
- John I. Winn and Peter A. Winn, HIPAA and Electronically Protected Medical Information: Recent Developments, *N.C. Bar Journal*, Summer 2009.
- John I. Winn and Kevin H. Govern, Maritime Pirates, Sea Robbers, and Terrorists: New Approaches to Emerging Threats, *The Homeland Security Review*, Vol. 2, No. 2, Summer 2008
- John I. Winn and Kevin H. Govern, Identity Theft: Risks and Challenges to Business of Data Compromise, *Temple Journal of Science, Technology & Environmental Law*, Spring/Summer 2009 edition

Professional Activities:

- Member, North Carolina State Bar
- Member, United States Supreme Court Bar
- Member, Court of Appeals of The Armed Forces Bar
- Admitted, United States Federal District Court, Southern District of Georgia
- Member, Academy of Legal Studies in Business (ALSB) International
- Phi Alpha Theta, International History Honor Society