

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

At this special time of the year, I must reflect on the richness of the relationships that have been built with our students and their parents, faculty and their families, faithful alumni, dedicated advisory board members, and employers of our graduates. My gratitude is extended to all of you who have impacted the Byrd School of Business in a personal and meaningful way. You have enabled us to build a strong foundation for the betterment of our student body. From the Boxx family to yours, we wish you warmest thoughts and best wishes for the Christmas and holiday season and a very happy new year.

In this issue of our e-letter, we would like to share with you recent initiatives and accomplishments of the Byrd School of Business. In addition, as we reported in the last issue of the Byrd Business Review, we are providing faculty profiles so you will be informed of who is working with our students on a daily basis. Please write, call, or visit us in Halpin-Harrison Hall. We would like that very much.



W. Randy Boxx

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INSURANCE EXECUTIVES VISIT BYRD SCHOOL SIFE CHAPTER



Mr. Robert Willis,
Esquire, with SIFE
students

Connecting Byrd School students with executives in business and industry is a goal of SIFE (Students in Free Enterprise.) Members of SIFE recently had the opportunity to hear presentations from and interact with two outstanding leaders. Mike Meyers is the founder of National Capital Advisors, Inc. based in Annapolis, MD. With over twenty years experience in various segments of the insurance industry, he discussed various aspects of the insurance industry—serving clients' needs, marketing, production responsibilities, and managing an agency. In addition, Robert Willis, Esquire, who specializes in the

practice of insurance law and regulation and insurance management was a recent visitor to SIFE. As the president and owner of McCarran Ferguson Captive Management Company, Inc. in Washington D. C., Mr. Willis was able to inform the students about insurance litigation and other issues related to the insurance field.

PANAMA BOUND: BYRD SCHOOL STUDENTS PREPARE FOR WINTER BREAK TRIP



Dr. R. T. Good, Associate Professor of Management, will be leading a group of business students to study in Panama during the winter break. Students will be exposed to business practices in Panama and will get a sense of Latin American influence on the rest of the world. Visits will include the Colon Free Trade Zone, Panama City Chamber of Commerce, Portobello Historical City, Panama Canal, La Prensa Newspaper, Panama Pacifico, TVN-2, City of Knowledge, Country Inn & Suites, and Gamboa-Monkey Island.

As a free market economy, Panama is based primarily on the services industries—banking, commerce, and tourism. The services sector accounts for nearly 80 percent of the country’s GDP. Development is booming since the handover of the Canal and U. S. military bases. While Panama provided a rich array of business study options, this program has been customized to match the business interests of the participating students.

BYRD SCHOOL ADVISORY BOARD MEMBERS HONORED



Mr. William Brandt and Ms. Suzanne Conrad, Chair



Dean Randy Boxx, Mr. William Young, and Ms. Suzanne Conrad, Chair

Two long-term members of Byrd School Advisory Board were recently honored for their service to the School. William F. Brandt, Jr., former CEO and Chairman of American Woodmark, was recognized for chairing the Board during the tenure of both Deans Stan Harrison and Randy Boxx. William A. Young, President of 3rd Way, LLC, was likewise honored for his committed service during this same time period. While Mr. Brandt is continuing to actively serve the School on the Board, Mr. Young has now taken emeritus status. Both of these individuals played an important role in many initiatives of the School, including AACSB International accreditation, strategic planning, curricula development, career services and internships.

JOHN D. SCHOLL MEMORIAL SCHOLARSHIP RECIPIENT



Chengqiang Feng and Dr. Kathleen Scholl

The John Scholl Family Endowed Scholarship Fund was established in September 1989 through the generosity of Drs. John and Kathleen Scholl and family. Chengqiang “Leo” Feng, an MBA student, is the 2010/2011 Scholl Scholarship recipient. Originally from Beijing, China, Leo came to the U.S. in August 2008 to enroll in the Byrd School MBA program. During the past two years, as a full-time student, Leo has earned a GPA of 4.0. Leo is also busy working with Dr. Yvonne Chen, Professor of Economics, on research projects. In addition he was co-author on a paper with Dr. Bingguang Li,

Associate Professor of Supply Chain Management and Quantitative Methods. Leo has worked with our SIFE program, our Alumni Mentorship Program, and Institutional Computing.

NEW MINOR IN ENTREPRENEURSHIP



Dr. Miles Davis

Dr. Miles Davis, Associate Professor of Management, helped to launch the new minor in entrepreneurship in the Byrd School of Business. The minor is especially appropriate for students whose major is not business. It enables students to prepare themselves to be founders, owners, and managers of new, small, and family-based businesses. The program explores the mind of the entrepreneur as well as develops the knowledge and skills needed to have a reasonable prospect of success as an entrepreneur. Completion of the program requires experience-based learning through an internship. The minor requires 18 credits: Mind of the Entrepreneur, Legal Environment of Business, Accounting and Financing for Entrepreneurs or Introduction to Finance, Introduction to Marketing, Small Business Management and Entrepreneurship, and a Business Internship.

UNIVERSITY OF OXFORD GET TOGETHER



Dr. Kenneth Addison, Dean Boxx, Dr. R.T. Good, and Oxford Alums

The Byrd School is now making plans and recruiting students for the summer 2011 study-abroad program at the University of Oxford. The theme will be “Emerging Global Economic Leadership: The New Era.” Building on the success of the previous two years, students will have the opportunity to hear discussions around these topics, among others: The global economy; emerging economies—BRICs; development of the European Union; lessons from the decline of the British Empire; the new India; and artifacts of the Industrial Revolution.

After a recent planning meeting with Dr. Kenneth Addison of the University of Oxford on the SU campus, faculty of the Byrd School

hosted a dinner for alumni of the 2010 summer study-abroad program. Students who would like to obtain information about the 2011 summer program should contact Dr. R. T. Good or Dean Boxx in the Byrd School.

LUNCH-N-LEARN AT VALLEY HEALTH



Dr. Mesut Yavuz, Mrs. Mary Kay Hester, and Steve Micek.

The Byrd School regularly visits Winchester Medical Center for lunch-n-learn information sessions to promote our MBA program to Valley Health System employees. Interested individuals recently talked with Dr. Mesut Yavuz, MBA Program Director, and Mrs. Mary Kay Hester, Senior Graduate Admissions Counselor. The information sessions provide an opportunity for health professionals to ask questions about our school, graduate programs, and admission requirements. In addition to the late fall 2010 gathering, future sessions are planned to further our collaboration with this important Winchester organization.

MBA OPEN HOUSE

In early November, the Byrd School held an MBA Open House in Halpin-Harrison Hall. Faculty, advisory board members, admissions staff, and students promoted the MBA program to each of the attendees. The event was a great success as we had a chance to talk to several prospects about graduate study. Two individuals who attended have now been admitted into the program.

SIFE PARTICIPATES IN THE USA SOUTH "CANS ACROSS THE CONFERENCE"



Dr. Jim Wong, Professor of Mktg. and Mgmt. and students who donated cans of food

Shenandoah University and the Byrd School's SIFE (Students in Free Enterprise) chapter participated in the recent "Cans Across the Conference" public service initiative. Non-perishable food items were collected for the Salvation Army of the Northern Shenandoah Valley. An entire truckload of cans were donated by members of SIFE, with all of the food staying in the Winchester-Frederick County area for those individuals in need. It was quite a sight to see—the entire space in the undergraduate suite of the Dean's Office was filled to overflowing with food items.



PRE-EXAM SOCIAL FOR FRESHMEN



Professor John Winn and freshmen students

The Byrd School faculty hosted a social event for freshmen prior to starting the fall semester exam period. The occasion gave faculty and students an opportunity to discuss how the semester had gone and whether there were any specific issues with which we needed to work on. Due to the positive turnout and the chance to visit in an informal setting, the School is already making plans for this type of gathering to continue.

BETA GAMMA SIGMA STUDENT LEADERSHIP FORUM



Micah Melton, Byrd School representative

Micah Melton, a senior in the Byrd School of Business, was selected to represent Shenandoah University's Byrd School at the annual Beta Gamma Sigma Student Leadership Forum on November 4 in St. Louis. Beta Gamma Sigma is the honor society for AACSB International accredited business schools. The weekend forum was focused on developing leadership skills through learning about who you are as a person and leader. The majority of the workshop sessions were hands-on group learning, teaching various leadership concepts. Micah said, "I was challenged to figure out who I am as a leader to better lead others. Leaders need to ask what they

want out of life, and what values or goals they will not compromise on. Part of leadership is putting people together matching complementary personalities and skills." Micah plans on sharing more of his experience with business students, the university, and community with a lecture presentation in the spring.

FACULTY PROFILES



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Education:

- Ph.D., Ohio State University, Business Organization, 1968
- M.B.A., Case Western Reserve University, Finance, 1965
- B.S.Ch.E., Ohio University, Chemical Engineering, 1962

Teaching Interests:

- Marketing Management
- Organizational Behavior

Research Interests:

- Teaching Pedagogy
- Higher Education Marketing
- College Student Buyer Behavior

Recent Research:

- "Using a Brand Identity Index for Relevancy in Teaching Collegiate Marketing" *The Journal of Applied Business & Economics*, Vol. (5) 2010, pp.52-60.
- "An Analysis of Money Attitudes: Their Relationships and Effects on Personal Needs, Social Identity and Emotions," *Journal of Accountability, Leadership, and Ethics*, Vol. 8 (1), October 2010.
- "An Analysis of Tolerance for Ambiguity" International Business and Public Administration Disciplines (IBAPAD) Winter Conference, Orlando, FL, January 2010.
- "Developing Student Ability for Coping with Stressors Related to Collegiate Experiences," International Business and Public Administration Disciplines (IBAPAD) Fall Conference, Memphis, TN., October 2009.
- "Marketing Education: Assurance of Learning and Accountability Challenges and Alternatives" Marketing Educators' Association (MEA) Annual Conference, Newport Beach, CA, April 2009.
- "Use of Self-Assessment: A Vehicle for Enhancing Student Educational Experience" International Business and Public Administration Disciplines (IABPAD) Winter Conference, Orlando, FL; January 2009.



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Education:

- Ph.D., The George Washington University, Marketing, 2003
- M.S., University of Nevada, Las Vegas, Hotel Administration, 1998
- M.B.A., KyungHee University, Seoul, Korea, 1992
- B.A., Ewha Womans University, Seoul, Korea, 1989

Teaching Interests:

- Introduction to Marketing
- Marketing Management
- Marketing Research

Research Interests:

- Customer Satisfaction
- Relationship Marketing
- Services Marketing
- Consumer Penalty

Recent Research:

- Kim, Y. K. (2011). "Application of the Cognitive Theory to the Service Industry." Accepted for publication at *Services Marketing Quarterly*, 32(2).
- Kim, Y. K. (2010). "Consumer Penalty Evaluation: Differences Between Cooperative and Rebellious Customers", *International Journal of Management and Marketing Research*, 3(1), 19-36.
- Kim, Y. K. (2009). "Business vs. Leisure Travelers: Their Responses to Negative WOM." *Journal of American Academy of Business*, 15(1).



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Education:

- Ph. D., University of Pittsburgh, 1977, Business Administration/ Finance
- B.S., Brown University, 1973 Applied Mathematics

Teaching Interest:

- Statistics/Data Analysis for Business
- Introduction to Finance
- Corporate Finance
- Investment and Portfolio Management
- Business Policy and Strategy

Recent Research:

- Gouldey, B. K. (2009). "Carve-Outs and Spin-Offs: What's the Difference?" Nashville, TN: Academic Business World International Conference.
- Pineno, C. J., Gouldey, B. K. (2006). "Activity Based Performance Evaluation for Public Charities: A Balanced Scorecard Approach." *Journal of Business and Behavioral Sciences*, 14(2), 38-49.
- Gouldey, B. K. (2006). "Activity Based Performance Evaluation of Your Client's Designated Charity." *Journal of Financial Service Professionals*, 60(6), 60-71.
- Gouldey, B. K. (2006). "Uncertain Demand, Heterogeneous Expectations, and Unintentional IPO Under Pricing." *The Financial Review*, 41(1), 33-54.



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Education:

- Ph.D., The Pennsylvania State University, Business Administration, 1979
- M.B.A., University of Scranton, 1969
- B.S., The Pennsylvania State University, 1966

Teaching Interests:

- Financial Accounting
- Managerial Accounting
- Auditing

Research Interests:

- Financial Reporting
- Management Uses of Accounting Concepts
- Auditing of Publicly Held Corporations

Recent Research:

- Pineno, C. & Gelikanova, E. (2010) "Obstacles to the Implementation of International Auditing Standards," *Journal of Business and Accounting*.
- Pineno, C. & Tyree, L. M. (2010) "The Changing Public Reports by Management and Auditors of Publicly Held Corporations," *Journal of Finance and Accountancy*.
- Pineno, C. & Tyree, L. M. (2009) "Materiality in Accounting versus Decision-Making: A Non-Profit Case Study," *Journal of Case Research in Business and Economics*.
- Pineno, C. (2009) "The Budgeting Process: A Realistic Approach Including Activity-Based Costing and Model for a Non-Profit Organization," *American Society of Business and Behavioral Sciences E-Journal*.
- Pineno, C. (2008) "A Balanced Scorecard Model with Incremental Analysis for the Motor Homes Industry Based on Survey Results," *Competitiveness Review*.
- Pineno, C. (2008) "A Simulation of the Weighting of Balanced Scorecard Metrics on the Product Life Cycle," *The Coastal Business Journal*.