

College of Business Annual Report 2007-2008

Faculty Research

- The COB faculty had a very productive year with 76 articles and other creative work published, 99 works in process, 50 presentations made at regional or national meetings, and 85 faculty extension and outreach activities related to field of expertise.
- Drs. Ismet Anitsal and Meral Anitsal were the recipients of the following research grants:
 - Scholarly Research Grant, Business Media Center, TTU \$17,250 awarded to support Booster Seat Safety Research
 - Quality Enhancement Plan Grant for Teaching/Learning Enhancement
 - Research Grant for “Collaborative Research-Comparative Study of Online versus On-Ground Learning”
- Dr. Deborah Ballou and Dr. Brian Huguenard published in the American Conference on Information Systems 2007 *Proceedings* (received Honorable Mention for Best Paper award), and the *Journal of Information Systems Education*.
- Dr. Bonita Barger published in the *Journal of Organizational Culture, Communications and Conflict*.
- Dr. Ferdinand DiFurio was awarded an Energy Grant with the Department of Economic and Community Development: Energy Division, Nashville, TN. The grant was titled “A Study of the Small Business Energy Loan Program: Executive Report.”
- Dr. Melanie Earles co-authored and updated chapter for a nationally offered continuing education course in Federal Taxation.
- Dr. Tor Guimaraes presented “Exploring Some Major Determinants for Successful Business Change” at the 10th International Conference of the Society for Global Business & Economic Development, Kyoto, Japan, August 8-11, 2007. In addition, Dr. Guimaraes conducted research on the important factors for successful business innovation in Japanese companies with Professor Osam Sato, Tokyo Keizai University.
- Dr. Brian Huguenard and Dr. Jack Matson published in *Journal of Statistics Education*.
- Dr. Jon Jonakin’s paper titled “Labor and Its Discontents: The Consequences of Orthodox Reform in Venezuela and Mexico” was the basis for a story that was featured in the local and state section of the *Herald-Citizen*.
- Dr. Brian Jones published in the Global Information Technology Management Association *Proceedings*.

- Dr. Jack Matson published in *Supply Chain Management* and the *Proceedings of the IERC*.
- Dr. Christine Miller and Dr. Stuart Wells published in the *Journal of Change Management*.
- Dr. Nat Natarajan attended and presented a paper at the inaugural conference of Indian Subcontinent Region of the Decision Sciences Institute (ISDSI) in Gahziabad, India in January 2008. He also attended and presented a paper at the 38th Annual National Conference of DSI in Phoenix, Arizona in November 2007.
- The paper “Improving Performance through the Baldrige Organizational Profile: An Application in Business Education,” by Dr. Nat Natarajan and Dr. Bonita Barger was published in the *Academy of Educational Leadership Journal*.
- Drs. Rodley Pineda, Linda Lerner and Bonita Barger published in the *Proceedings of the Academy of International Business*.
- Dr. Curt W. Reimann, President Bob Bell, and Dean Susan Elkins presented a paper at the Excellence in Tennessee conference of the Tennessee Center for Performance Excellence in February 2008.
- Dr. G.A. Swanson served as plenary speaker at the 51st International Conference of the International Society for the Systems Sciences in Tokyo, Japan and served as the Keynote speaker at the IFIP TC8 International Conference on Research and Practical Issues of Enterprise Information Systems in Beijing, China.
- Dr. Tom Timmerman published in the *Journal of Education for Business* and the *Journal of Applied Psychology*. In addition, he receives a SAC-QEP Grant.
- Dr. Kenneth Wiant was the recipient of a Co-P.I. NSF research grant, “RDE-FRI: Effects of Teaching with Tablet PCs with Asynchronous Student Access in Post-Secondary STEM Courses on Students with Learning Disabilities.”
- The number of publications and manuscripts accepted for publication by accounting professors at the time of annual evaluations was as follows: Earles 5, Elmore 3, Fesler 4, Maples 5, Rand 1, and Swanson 15.

Books Published

- Dr. Tor Guimaraes published a chapter in two books: *Comparing Expert Systems and Agent Technologies for KM* and *Enabling the Virtual Organization with Agent Technologies*.

Innovation resulting in savings efficiency and/or improved outcomes

- The Accounting Department continues to offer upper-division accounting courses not only on campus, but online as well.
- In the fall of 2007, a new online course, Forensic Accounting and Fraud Auditing (Accounting 4600), was approved by the University Curriculum Committee.

- In September, the Accounting Advisory Board was reactivated after being dormant for several years.
- During calendar year 2007, the Accounting Department's interns worked a total of 8045 hours on the job.
- The Student Success Center started the College of Business Professional Clothes Closet (BPC).
- The Distinguished Lecture Series (DLS) speakers of 2007-08 included Mr. Harold Coker, Coker Tire Company, Chattanooga, TN; State of TN Commissioner Greg Gonzlaes, Nashville, TN; Mr. James Geer, retired FBI, who was also our guest speaker at the Fall Fundraiser Celebration Dinner, Wilmington, DE; Mr. Jack Swaim, retired from Hewlett-Packard, who also was the Mayberry Lecture speaker, now living in Eagle, ID; and Mr. Stephen Rains, President and CEO of Progressive Savings Bank, Jamestown, TN.
- Four editions of the *Stay Connected* newsletter were published for the 2007-2008 academic year.
- The College of Business *Year In Review* magazine was prepared and mailed out to over 10,000 alumni and friends of the College in November.
- Small Business Development Center (SBDC) received a grant of \$20,000 from USDA/Rural Development. The SBDC Director met with the TTU Craft Center Interim Director, Ward Doubet, to offer TTU/SBDC assistance to Craft Center students planning to become self-employed upon graduation.
- The Small Business Development Center and the BusinessMedia Center continued a mutually beneficial working relationship to address web marketing and e-commerce needs in the small business community.
- This Spring a group of Tennessee Tech undergraduate and MBA business students spent twelve days in Argentina and Chile completing this year's International Experience course.

Faculty, Staff, and Student Awards

- Jonathan Blevins received a \$750 award from the Nashville chapter of the Financial Executives Institute.
- Troy McNatt, Mayberry Graduate Assistant, serves on the 2008 Board of Examiners of the Tennessee Center for Performance Excellence (TNCPE). In April 2008, he attended the Quest for Excellence conference in Washington D.C.
- The honorary accounting society, Beta Alpha Psi, has again received the highest recognition possible (superior chapter).
- Eight accounting majors won scholarships from the Tennessee Society of CPAs in summer of 2007.
- In Fall 2007, three teams of finance students from the TTU College of Business recently competed in the 2nd annual Junior Achievement of Middle Tennessee University Stock Market Challenge. TTU placed three teams in the top ten out of twenty-five competing teams. The TTU Golden Eagles team finished second

overall with a 225% return from trading activity while the Golden Goose and Purple Haze teams finished ninth and tenth respectively with over 100% return from trading.

- Tennessee Tech's Investment Challenge Class finished first in total return in the 2007 TVA Investment Challenge. For 2007, the TTU Investment Challenge portfolio had a total return of almost 30%, besting the S&P 500, the broad market indicator used to evaluate the student portfolios, by nearly 25%.
- TTU's MBA Case Competition Team finished third in the International MBA Case Competition held George Washington University. Members of the TTU MBA Case Competition Team were Amy Sharp, Brandi Sturm, Brian Otuonye, and Troy McNatt.
- Drs. Meral and Ismet Anitsal and Dr. J. Donald Weinrauch received the Distinguished Research Award for their paper "Manufacturers' Representative Profession: A Model about the Impact of Agency Success and Marketing Methods on Willingness to Hire Recent College Graduates," presented to the Allied Academies: Academy of Marketing Studies, Jackson, FL.
- Drs. Meral and Ismet Anitsal received Best Paper Award at two professional meetings.
- Dr. Curtis Armstrong began as Department Chair in August 2007 for the Department of Decision Science and Management.
- Dr. Bonita Barger received the 2007-2008 College of Business Board of Trustees Excellence in Overall Performance Award and the 2008 TBR Distance Education Committee Lana Doncaster Innovation Award.
- Dr. Jon Booker retired during the year.
- Dr. Charles Caldwell retired during the year.
- Jessica Daniels received the 2007-2008 College of Business Board of Trustees Outstanding Staff Award.
- Dr. Melanie Earles received the 2007-2008 College of Business Board of Trustees Curtis Kinslow Award for Excellence in Teaching.
- Dr. R. Dan Fesler was appointed permanent Accounting Chair in March of 2008.
- Dr. Mary Beth Howard, PhD has been hired in a tenure-track position in Accounting Department.
- Dr. Steven Isbell, Professor of Economics, was appointed the Interim Chair of the Department of Economics, Finance, and Marketing.
- Drs. Steven Isbell and Ferdinand DiFurio accompanied the Society for the Advancement of Finance and Economics (SAFE) Club members to Chicago.
- Dr. Larry Maples received the 2007-2008 College of Business Board of Trustees Lifetime Achievement Award.
- Dr. Virginia Moore received the 2007-2008 College of Business Board of Trustees Excellence in Service Award.
- Dr. Nat Natarajan serves as VP of Planning of the Indian Subcontinent Region of the Decision Sciences Institute (ISDSI). In May 2008, Dr. Natarajan was a visiting a Magellan Exchange faculty at the Provincial Hogeschool Limburg (PHL), a partner school of TTU in the Magellan Exchange in Hasselt, Belgium. He taught a three-week course on Quality Management.

- Dr. Mark A. Stephens, Professor of Economics, was appointed the Interim Dean of the College of Business.
- Dr. G. A. Swanson received the 2007-2008 College of Business Board of Trustees J.E. Owen Excellence in Research Award.
- Leigh Gray Waggoner, CPA, has been hired in a tenure-track position in Accounting Department.
- Rick Larsen, president of Flexial in Cookeville was awarded the Outstanding Business Leadership Award by the College of Business Board of Trustees.
- The Louis Johnson Outstanding Alumni Award was presented to co-recipients Chuck and Sarah Johnson.
- Small Business Development Center presented S & W Catering of Cookeville with the TSBDC Rising Star award for a successful or promising startup business venture.
- TTU's Accounting graduates scored at the 95th national percentile on the spring 2008 ETS exam.
- Accounting seniors graduating in fall of 2007 and spring of 2008 once again gave the Department of Accounting very high marks during their senior exit.
- The Accounting Department received word that Accounting alum in Murfreesboro would be donating \$10,000 to the Accounting Department.
- The 33rd Annual College of Business Board of Trustees Scholarships and Awards Banquet was held April 24, 2008. One hundred and twenty-three scholarships valued at over \$148,700 were awarded to many deserving undergraduates. In addition, 24 students were presented certificates of recognition for achieving a 4.0 grade point average.

Community Service

- Melissa Roberson, a junior marketing major, started Puzzles for Patients.
- Dr. Bonita Barger participated in a Case Study Competition at Oxford University in England.
- Lelia Gibson led a Diversity (People with Disabilities) workshop for over 100 Wal-Mart managers in the Greater Nashville area.
- Dr. Tor Guimaraes was the speaker at the 2007 IEEE International Symposium on Information Systems & Management in Shanghai, China, July 25-28, 2007. He was a member of the Research Panel "How to Publish Research Papers in World Class Journals," 2007 International Symposium on Information Systems & Management, Shanghai, China. In addition, Dr. Guimaraes was appointed the Academic Advisor of Department of Management Information Systems, Antai College of Economics & Management, Shanghai Jiao Tong University. Dr. Tor was a member of the Organizing Committee for the Seventh Wuhan International Conference on E-Business, May 31-June 1, 2008 in Wuhan, China.
- Dr. Christine Miller was the chair of the Academic Council and is the incoming president of the Faculty Senate.

- Dr. Virginia Moore provided outstanding service in 2007-2008 by serving on the Putnam County Chamber of Commerce where she participated in lobbying legislators during the Chamber's "Legislative Day on the Hill."
- Dr. Nat Natarajan serves on the international committee of National Center for Quality Management (NCQM), Mumbai, India and the editorial board of the *Journal of Quality Management*.
- Dr. Curt W. Reimann serves on the Technical Committee for the Juran Center for Leadership in Quality, Carlson School of Management, and University of Minnesota. In addition, Dr. Curt W. Reimann serves on the Veterans' Advisory Board on Dose Reconstruction by the Defense Threat Reduction Agency, U.S. Dept. of Defense.
- Dr. Stuart Wells continued his role in the Computer Forensics Initiative.
- Dr. Tom Timmerman writes a regular column in the Business section of the *Herald-Citizen*.
- 37 accounting employers attended our Meet-the-Firms event in September 2007.
- A program of Continuing Education was launched in the fall of 2007. "Tennessee Business Taxes" was the department's first eight-hour event and 52 Certificates of completion were awarded. A second event was held on January 30, 2008. There were 50 individuals in attendance at this two-hour seminar entitled "Tax and Accounting Issues Facing Churches and the Clergy."
- February thru April of 2008, the Accounting faculty submitted for publication seven short tax articles (columns) to Upper Cumberland newspapers.
- The Accounting Department and Beta Alpha Psi hosted the annual Bean Counter's Scramble in April.
- The 16th Annual COBBOT Fundraiser Celebration dinner was held November 1 in Cookeville at the Leslie Town Centre.
- The College of Business Globalization Committee sponsored the 10th Annual WOW.
- The BusinessMedia Center designed, developed and launched the nation's first statewide comprehensive booster seat and seatbelt safety educational campaign. The program won two national awards: first place in the 2007 Roadway Workzone Safety Awareness Awards from the American Road & Transportation Builders Association and the 2008 Horizon Interactive Award – Bronze category that recognized the web site for outstanding achievement among interactive media producers.
- Tennessee's statewide Small Business Development Center at MTSU turned to the BusinessMedia Center for the development of the statewide TSBDC web site and training materials.
- BusinessMedia Center on going projects include: Governors Books from Birth Foundation and Dolly Parton's Imagination Library, Southern University of New Orleans marketing program, and several CD-ROM project for local and regional entrepreneurs and various local governments throughout the state.
- BusinessMedia Center's projects for Tennessee Tech included the development of the 2008 Interactive Yearbook CD-ROM, the development and release of an Interactive DVD for Human Ecology on the History of Costume, an Interactive CD-ROM for the Bryan Symphony Orchestra, CD-ROM for the National Science

Foundation - CAT project, Internet marketing for the Computer Science SMART card project, CD-ROM for American Legion Boys State, and Internet marketing for WCTE's national release of the award winning PBS Crank and Tree Safari.

- The Mayberry Advisory Board met on November 5 and 6, 2007. On March 27, 2008, Mr. Thom Crosby delivered the Spring 2008 Mayberry Lecture.
- TTU hosted the National Academic Advising Association (NACADA) Tennessee State Drive-In Conference.
- The partnership between the TTU College of Business, the Tennessee Valley Authority, and the United States Department of Agriculture Rural Development launched the 13th annual Rural Development Conference on the TTU Campus on April 2 and 3.
- The TTU SBDC successfully completed another contract year of service to the small business community on December 31, 2007, reporting 117 clients assisted and 16 training events conducted for the calendar year. The SBDC also established a productive working relationship with the local Upper Cumberland Human Resource Association (UCHRA) office, providing business counseling to clients referred through their IDA program in preparation for business startup funding.
- Small Business Development Center (SBDC) won a competitive RFP awarding total responsibility for marketing Tennessee Board of Regents – Regents Online Campus Collaborative (ROCC) campaign. The Center also authored and implemented 8 funded research projects for Tennessee Board of Regent's (TBR) statewide public service initiatives.
- In January, the SBDC Director spoke to a group of students at the Wilson County Career Technical Center/Marketing Business Academy, promoting small business as a career choice and providing information on business startup and the TTU College of Business.