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From the Desk of
Dean Amason

Time is a strange thing really. Some days seem to fly by, while others plod at the pace of a snail. A year can seem like a long time when thinking into the future. Yet, when thinking about the past, a year can seem like mere moments. Perception aside, though, we know that time moves at a steady pace with each hour just like every other. So, it’s strange, even paradoxical, that time can be at once so fixed and linear and yet still seem so fluid and variable.

I’ve been thinking about time recently because it’s now been five years since I became dean of this College. Saying it out loud, five years seems like a long time. I spent four years earning a degree at Georgia Southern, and I’ve now spent five years as dean. A child born on the day I started this job would now be starting his or her final year of kindergarten. So, five years may seem a long time to some, but for me it has passed quickly, and I attribute that to two things.

First, I’ve stayed busy. It took time to learn the place and the players. I had to meet faculty and staff, business leaders and alumni. I’ve traveled all over the state and to many points beyond, where I’ve met with hundreds of our friends and supporters. I’ve engaged with other deans through AACSB, and I’ve traveled to other schools, across the U.S. and abroad, gathering best practices and spreading the good news about our College, programs and students. I’ve spoken to thousands of students and visited many dozens of classes. We’ve restructured some departments, and we’ve hired some new people, creating some new positions and launching some new initiatives. Each year, we are sending dozens of students on business-related travel courses and placing hundreds more in internships intended to accelerate their professional development. The College has grown and is now producing graduates at a faster rate than ever before. And, we’ve done all that while maintaining high standards. Our accreditation was reaffirmed last year in both business and accounting. Our scholarship has increased in volume and quality. We’re investing in student services and student engagement, and we’re competing among the best in the region, for faculty, for students and for placement opportunities. It’s been a busy five years, and time can sure fly when you’re busy.

But time will also fly when you’re doing what you love. And, I love what I do. I believe in this place and in our people. So, I come to work optimistic about the things we are doing and the direction we are heading. We’re focused on the future and on what is around the next corner. No one is looking back; we’re all looking forward and looking for ways to do things differently and better. We’re focused on student success and on doing the things that will make our graduates the most attractive in the marketplace. We’re focused on scholarship and on intellectual distinctiveness; we want to be thought leaders in our disciplines but also leaders in connecting cutting-edge thought to cutting-edge practice. I’ve always been a builder, and we’re building something special here. We’re connecting our alumni to one another and leveraging that network in support of our programs. And, we’re creating new partnerships and building our base of private support to enable our faculty and staff to continue pursuing excellence in the work that they do. My days are busy, but they are filled with important work. And, while each day is different, every day offers the same opportunity to have an impact, to build our value proposition, and to make a positive change in the world. Who wouldn’t love such a job?

So, for me, these five years have passed quickly. And, now, as I reflect on them for just a moment, I’m left with a sense of gratitude and excitement. Gratitude for the opportunity, for the support I’ve gotten, and for my many new friends and colleagues. But excitement about the future, about the opportunity, and about the things that lie ahead. As the great Erk Russell once said, “You ain’t seen nothin’ yet.”

Allen C. Amason, Ph.D., became the fifth dean of the College of Business in August 2013. He received his BBA in finance from Georgia Southern in 1984, his Ph.D. in international strategic management from the University of South Carolina in 1993, and joined the faculty at the University of Georgia in 1996.

Dean Amason’s teaching and consulting have focused on strategic management, strategic decision making and top management team processes. He is an award-winning executive educator, having been named Terry College MBA Teacher of the Year in 2001, 2003 and 2005, and Terry College Teacher of the Year in 2006.

Dean Amason is author of the textbook, Strategic Management: From Theory to Practice. He has published more than two dozen articles and chapters in the Academy of Management Journal, the Journal of Management, the Journal of Management Studies and the Journal of Business Venturing, among other peer-reviewed publications. He is associate editor of the Journal of Management Studies and was previously senior associate editor of the Journal of Management, having served on the editorial boards of the Academy of Management Journal and the Journal of Management and Entrepreneurship, Theory & Practice.
In its inaugural ranking of online MBA programs, Poets&Quants, a leading resource for complete coverage of graduate business education, has ranked the Georgia Southern Online MBA No. 18 in its list of 25 schools across the country.

To determine the MBA rankings, Poets&Quants adheres to three core facets in measuring the value of any educational undertaking: the quality of the incoming students, an assessment by graduates of the MBA experience, both academically and the extracurricular activities, and the career outcomes of a program’s graduates. Equal weight was placed on these three features in addition to gathering data from school and alumni surveys.

According to Poets&Quants, the school survey asked for a variety of statistics from admission standards to global immersion trips, while the alumni survey was sent to MBA graduates, who were asked about their impressions on a wide range of topics from whether the program fulfilled their expectations to if they would recommend the program to others.

Many graduates of the Online MBA program recognize the benefits of its flexibility for working professionals to continue their education. One of those students, MBA graduate Antonio Gonzalez (’15), worked as a field service engineer for five years and reached the point where his technical knowledge and experience were simply not enough to advance his career.

Gonzalez was impressed with Georgia Southern’s Online MBA, which allowed him to excel in his coursework while working full-time.

“The MBA [program] has given me a better understanding of corporate business practices and procedures,” Gonzalez said. “It has provided me the tools to deal with a variety of real-world business situations.”
MORE THAN 4,000 DEGREES CONFERRED DURING 2018 SPRING COMMENCEMENT CEREMONIES

On May 4 and 5, more than 4,000 undergraduate and graduate students from Georgia Southern’s Statesboro, Armstrong and Liberty Campuses received degrees in three Spring Commencement ceremonies. The College of Business graduated approximately 580 undergraduate and graduate students during the spring ceremonies.

Then Georgia Southern President Jaimie Hebert, Ph.D., welcomed the graduates and their families and recognized the University faculty members who helped students along their academic journey.

During the Statesboro Campus graduate ceremony held in Hanner Fieldhouse on May 4, Georgia Attorney General Christopher Carr congratulated the Class of 2018 and challenged the group of roughly 800 students to define what success means to each of them.

“While today is about celebrating the successes of the past few years, starting tomorrow, and for the rest of your lives, you need to decide what success will mean to you,” he said. “I hope that everyday you are excited to get out of bed, to tackle the day and to serve others. Be passionate. I hope you give it your all. I hope you give of yourself. Because that is the best way to find success.”

On May 5, cheers for approximately 2,700 undergraduates erupted throughout the Allen E. Paulson Stadium commencement ceremony on the Statesboro Campus. Hala Moddelmog, a Georgia Southern alumna and the first female president and CEO of the Metro Atlanta Chamber, delivered the opening address and encouraged graduates to hold firm to who they are.

“First and foremost, I want you to know that who you are is enough,” she said. “Embrace all that you are. Only you are equipped with your special gifts and passions.”

Moddelmog pressed the importance of curiosity, authenticity, empathy and risk taking.

“Step out with confidence,” she said. “Be bold. Be proud of who you are and take a risk that might change your life. I promise you, you can do more than you think you can.”
The College is excited for its next Business Abroad trip. Students, accompanied by Trey Denton, Ph.D., professor of marketing and College of Business Honors coordinator, will travel to Hong Kong in December 2018 before completing coursework on campus during the spring semester. In May 2019, Linda G. Mullen, Ph.D., associate professor of marketing, will travel with students to Northern Italy. Business Abroad trips are part of experiential learning and enhance the student’s cultural and professional experiences.

For more information about Business Abroad, contact Danielle Smith at 912-478-6047 or daniellesmith@georgiasouthern.edu.

NEW DIRECTOR OF ENGAGEMENT

DANIELLE SMITH

With a focus on producing career-ready professionals, the Georgia Southern College of Business is excited to welcome Danielle Smith as the new director of experiential learning and student engagement. In this role, Smith will facilitate and increase College of Business internships, oversee and expand business abroad trips and create and implement strategies to increase professionalism and placement through events geared toward the professional development of our students.

Smith comes to the College of Business from the University’s Office of International Programs and Services, where she spent the past eight years, serving as director for the last three years. She got her start in higher education ten years ago, teaching history at Savannah Tech and then international studies at Georgia Southern before moving into administration in 2012 as the curriculum, advisement, and assessment coordinator for the BA in International Studies and BS in International Trade degree programs. Smith’s professional expertise is in developing study abroad and exchange programs, higher education partnerships and integrating experiential learning into the curriculum.

Smith’s experience with traveling abroad started at a young age due to her father being an Air Force officer. She spent eight years in Germany before finally settling in Savannah, where she finished high school. From there, she attended Georgia Southern University, earning two degrees, a BA in history, international studies, and an MA in history. Smith is currently working on her Ph.D. in international affairs at The University of Georgia. In her spare time, she enjoys reading, cooking, going to the movies and traveling. “I’ve been to roughly 30 countries, and [I] hope to add more soon,” stated Smith.

HONG KONG BUSINESS ABROAD

DECEMBER 8–20, 2018

The College is excited for its next Business Abroad trip. Students, accompanied by Trey Denton, Ph.D., professor of marketing and College of Business Honors coordinator, will travel to Hong Kong in December 2018 before completing coursework on campus during the spring semester. In May 2019, Linda G. Mullen, Ph.D., associate professor of marketing, will travel with students to Northern Italy. Business Abroad trips are part of experiential learning and enhance the student’s cultural and professional experiences.

For more information about Business Abroad, contact Danielle Smith at 912-478-6047 or daniellesmith@georgiasouthern.edu.
NEW FACULTY

MALIECE WHATLEY
Lecturer
School of Accountancy

Education
MAcc, University of Georgia
BBA, University of Georgia

THOMAS BRINDLE
Instructor
Dept. of Logistics & SCM

Education
MS, University of Texas, Dallas
APICS Certification
BS, University of Texas, Arlington

MITCH HASBROUCK
Lecturer
Dept. of Information Systems

Education
MS, Colorado Tech
BS, Montana Tech

MARC SCOTT, Ph.D.
Assistant Professor
Dept. of Logistics & SCM

Education
Ph.D., North Dakota State Univ.
MS, South Carolina State Univ.
BS, South Carolina State Univ.

LEEANN KUNG, Ph.D.
Assistant Professor
Dept. of Information Systems

Education
Ph.D., Auburn University
MS, SUNY at Albany
MEd, National-Louis University

CHARLES MARYIL
Lecturer
Dept. of Management

Education
MS, Auburn University
BS, Georgia State University
During the 2018 summer session, twelve Georgia Southern College of Business students traveled to Berlin and Prague for an intensive nine-day experience. Led by Axel Grossmann, Ph.D., associate professor of finance, and Steve Charlier, Ph.D., associate professor of management, our students were able to witness firsthand how business (and real life) is conducted in Germany and the Czech Republic.

Upon arriving in Berlin, we took an afternoon bus/walking tour of the city that featured many prominent sites, including the Charlottenburg Palace, Gedachtniskirche (Kaiser Wilhelm Memorial Church), the Bundestag (National Parliament of Germany), the Konzerthaus Berlin, and, of course, the former Berlin Wall and the famous Brandenburg Gate. We also enjoyed some exceptional German cuisine, including traditional Bavarian fare at the Restaurant Maximilians Berlin.
We met with four organizations during our time in Berlin. Our first presentation was provided by Claus Tigges, president of Deutsche Bundesbank Berlin, which is the equivalent of the Federal Reserve Bank in the U.S. Tigges spoke about the role of the Deutsche Bundesbank within the system of European Central banks, as well as monetary policy within Germany and the Euro Zone.

We also met with a number of startups while in Berlin, including Wivern Digital (a digital marketing and advertising firm), Tesobe (an IT/software company focusing on the banking industry) and Foundry (a brand management and marketing firm). Our students learned a great deal about the entrepreneurship culture in Berlin directly from the firms’ founders and executives.
After four days in Berlin, we traveled by train to Prague, the cultural and political capital of the Czech Republic. We stayed in the heart of Old Town Prague and were able to explore this beautiful and historic city during our stay. Highlights included Prague Castle (originally constructed in the ninth century), St. Charles Bridge, the Powder Tower, St. Vitus Cathedral, Old Town Square and Josefov (the former Jewish Ghetto).
Our final two company visits were focused on the automotive/vehicle industries. We first visited the Prague location of Ford Motor Company, where our students learned how Ford has adapted its product offerings and technology to the European marketplace. Finally, we visited Scania—a large vehicle and engine producer headquartered in Sweden. A highlight of this visit was the opportunity to explore a new Scania truck.

While in Prague, we again had meetings with four organizations. Our company visits began with the Prague Public Transit Company (Dopravní podnik hl. m. Prahy, or DPP)—our students learned about the public transportation system in Prague and the surrounding region. The next stop was at the new facility for Johnson & Johnson (J&J) in Prague. Our students were surprised to learn about the diverse portfolio of J&J products and were amazed by the extraordinary and unique working environment at J&J Prague.

In total, our students had a “life-changing” experience on this trip. The business and cultural learning that took place had a profound effect on our students. MBA student Jamison Roth stated, “We gained far more insight/real experience/appreciation than our MBA counterparts who are taking international business by truly doing business in two different countries.” Undergraduate student Brianna Davis added, “Taking this class has helped me gain a new perspective on business and my life in general.” We are thrilled to have accompanied these students on this trip and are thankful that the Georgia Southern College of Business paved the way for this opportunity.
DEPARTMENT NEWS

Graduating honors seniors work throughout the year with their faculty supervisors on their theses and/or projects, then present their work during the Honors Research Symposium panel sessions, while freshmen, sophomore and junior honors students have the opportunity to present research during the poster session. The College of Business had six honors students present their theses.

George Lavallin, Economics
Faculty supervisors: Axel Grossmann, Ph.D., associate professor of finance; Mark Yanochik, Ph.D., professor of economics
“The Impact of Brexit-Related Events on European and U.S. Exchange Rates”
The purpose of this thesis was to gain an understanding over what effect “Brexit”-associated events and announcements had on exchange rates using univariate and multiple regression analysis. The study showed the event day exchange rate changes were mainly influenced by the referendum event.

Mitchell Mayes, Logistics & Intermodal Transportation
Faculty supervisor: Matthew Jenkins, Ph.D., assistant professor of logistics and supply chain management
“Drone Implementation: Regulatory Barriers”
What is stopping drone and drone delivery from being implemented? With the help of an interactive matrix, the issues with regulatory barriers to drone implementation and the approaches companies are making become clear.

Uzoma Okoye, Economics
Faculty supervisor: Mark Yanochik, Ph.D., professor of economics
“2008 Financial Crisis and the Deviation from the Taylor Rule”
This study analyzed the financial crisis from the point of view of monetary policy. In particular, did the Federal Reserve’s policy actions deviate from a rules-based framework?

Xxavier Robertson, Management/Hospitality
Faculty supervisor: Stan Suboleski, Ph.D., lecturer, hospitality management
“Social Media Marketing Implications for the Hospitality Industry”
The focus of this study was to describe the correlation between social media performance and financial profitability.

Jordan Salvador, Marketing*
Faculty supervisor: Lindsay Larson, Ph.D., associate professor of marketing
“Beyond Higher Ed Marketing: Unsanctioned User Generated Content”
This study aimed to better understand how widely disseminated the impact of User Generated Content (UGC) on higher education marketing was among students, how they perceive this content and its impact upon their university, as well as what kinds of students are drawn to participate in and consume this content.
*Jordan Salvador presented her research at the Association of Marketing Theory and Practice Conference in Ponte Vedra Beach, Florida, in the spring, winning the Best Student Paper award at the conference. Congrats, Jordan!

Alea Simmons, Management
Faculty supervisor: Steven Charlier, Ph.D., associate professor of management
“Attitudes and Behaviors of Medical Students Towards Business Education and Training”
The study’s purpose was to gauge the importance of business education and training to medical students.
Two Georgia Southern University College of Business alumni received the 2017 Elijah Watt Sells Award from the American Institute of CPAs (AICPA) for their performance on the CPA Exam. Candidates are eligible for the award during the calendar year in which they complete the CPA Exam.

Christopher Groll ('16), a finance alumnus employed by KPMG in Atlanta, and Linette Rousseau ('16), a Master of Accounting alumna employed with University of Wisconsin–Madison, were among 58 CPA candidates who received the award. To be considered, candidates must have obtained a cumulative average score above 95.5 across all four sections of the CPA Exam, passed all four sections of the examination on their first attempt and completed testing in 2017. A total of 95,858 individuals sat for the examination in 2017.

“The CPA Exam protects the public interest by ensuring, along with education and experience requirements, that only qualified individuals are able to become licensed as Certified Public Accountants,” said Mike Decker, Association of International Certified Professional Accountants vice president of examinations. “Passing the Exam is a career milestone. And the extraordinary performance of this year’s Sells Award winners is truly an impressive accomplishment.”

The Elijah Watt Sells Award program was established by the AICPA in 1923 to recognize outstanding performance on the CPA Examination. Sells, one of the first CPAs in the U.S., was active in the establishment of the AICPA and played a key role advancing professional education within the profession.

“The School of Accountancy has set as a core principle to support the highest level of professional credentialing for our students,” stated Tim Pearson, Ph.D., director of the Georgia Southern University School of Accountancy. “Our CPA exam pass rate continues to exceed the national average, and we have some very strong students perform exceptionally well on the exam.”

Richard McGrath, Ph.D., professor of economics, published a research article “State-Level Pull Factors in Immigrant Location Choice” with Justin Farquhar (ECON, ‘15) in the Academy of Economics and Finance Journal, Vol. 8, 2017 (released in early 2018). The publication was an extension of the senior thesis project that Justin presented in the undergraduate research competition at the annual meeting of the Academy of Economics and Finance in Jacksonville, Florida, in 2015. McGrath presented a revised version of their research at the 2017 annual meeting in Charleston, South Carolina, before submitting the paper for publication.

From the abstract, “This research investigates the effect of state-level macroeconomics and occupational pull factors that influence the initial location decisions of newly documented permanent residents in the United States using a cross-section analysis of data from the contiguous 48 states for the year 2012. In addition to regional and occupational fixed effects, variables such as unemployment, gross state product, wages, employment growth in the occupation, and occupation density in the state are factors in the location decision...” The study focused on the location decision of immigrants whose immigration was approved for occupational reasons and not for family reunification. The key results of the research suggest that, after controlling for network effects on the social acceptance of immigrants in a particular state, occupational considerations tend to be more important than general economic conditions such as unemployment in attracting immigrants to the state.
Twenty-two College of Business students visited a number of influential firms in the U.S. and global financial systems over the course of one week in May. In addition to visiting the Wall Street Bull, Top of the Rock and Freedom Tower, the students also took in a Yankees game and cruised around New York Harbor while enjoying views of the Statue of Liberty and the City. Visits for Eagles on Wall Street 2018 included UBS, RBC Capital Markets, American Express, the Federal Reserve Bank of New York, Willis Towers Watson, Blackstone, Bloomberg, and TIAA as well as a dinner presentation from Morgan Stanley. Every visit is unique in culture and content and imparts information, experiences and knowledge that simply cannot be achieved in a traditional classroom. Special thanks to Dean Amason for hosting the annual “Dean's Dinner” in New York.
The EoWS 2018 students, as well as the faculty and administration, wish to express their gratitude to the alumni and friends who helped make Eagles on Wall Street 2018 genuinely special. Specifically, they would like to thank Georgia Southern Alumni Caroline Croy (HR, ’16), Tony Davis (SOC, ’97), Andrew Doggendorf (MKTG, ’04), Rod Eichler (IND MGMT, ’89) and Charles Heller (FINC, ’08) as well as College of Business Friends Jack Jennings (EVP, Willis Towers Watson; Member, Dean’s Advisory Board) and Wayne Taylor (CFO, Lendmark Financial Services). The ongoing support and help of these individuals (and their firms) is instrumental in the program’s continued success. For more information about the EoWS Program, please visit GeorgiaSouthern.edu/business/finance/eagles-on-wall-street.
IS THROUGH THE AGES

On April 21, a group of about 80 Information Systems (IS) alumni, students and faculty converged on the Georgia Southern University campus for the first-ever official IS Reunion.

Hosted by the College of Business, the IS Reunion consisted of campus and College of Business tours, an alumni panel discussion, an alumni and student lunch, student presentations and a Lowcountry boil.

After lunch, Alex Gambill, lecturer of information systems, introduced five of his students who presented their class project responding to a request for proposal for a fictitious aerospace company and delivering a fully-integrated presentation highlighting value, process improvements and shared data across the enterprise landscape. Ann Lassiter served as project lead with team members Reynaldo Cadot, Matthew Howard, Cristian Morales and Hunter Walton. Following the student presentation, Adrian Gardiner, Ph.D., associate professor of information systems, updated attendees on the current curriculum for the IS major, the department’s minor in business analytics and where the IS program expects to grow in the future.

During the reunion dinner, Jason Hoynes (IS, ’02) served as Master of Ceremonies. After welcoming his fellow IS alumni, he recognized several dignitaries in attendance, Mrs. Billie Pickett, wife of long-time IS faculty member, the late John Pickett; Max Burns, Ph.D., and former Congressman; Camille Rogers, Ed.D., associate professor of information systems and coordinator of the Online Graduate ERP Certificate Program, now the longest tenured member of the IS faculty; and Professor Emeritus Tom Case, Ph.D., who recently retired from the IS Department after 36 years of service to Georgia Southern and the College of Business and IS Department Chair from 2007-2014.

Jason challenged each of the attendees to think about what their next step was going to be before they left the event. He encouraged them all to stay involved by making sure the College has their updated contact information, making a donation, joining the Eagle Executive Society, coming back to campus to speak to students or attending future events.

To view more pictures from the IS Reunion, visit facebook.com/gasouthernbusiness and view the IS Reunion album.

Stay tuned for future alumni events. If you’re interested in having a reunion for your program, please contact Chris Osborne at wosborne@georgiasouthern.edu or 912-478-5377.

LOGISTICS & SCM MOVES UP IN RANKINGS

The Georgia Southern University Logistics and Supply Chain Management (L&SCM) department is ranked in the top 15 in the world by The SCM Journal List for empirically-focused research publications in leading supply chain management journals. Each year’s ranking is based on the research published in these journals during the prior five years. Ranking 15th out of 400+ programs, the L&SCM Department is recognized for its continued excellence in research. The 2018 ranking is up seven spots from last year.

“This recognition is very helpful to our institutional reputation, but it is especially important because the department houses a Ph.D. program in L&SCM,” stated Jerry Burke, Ph.D., department chair of Logistics and Supply Chain Management. “Ultimately, our Ph.D. students will benefit from this strong external validation when they are on the market. It also adds great value to our undergraduate programs in this field of study and informs our graduate programming. It is all thanks to the hard work and dedication of faculty in the department.”

To view the list in its entirety, visit scmlist.com.
**BARGAINING CHIPS IN CLASS**

by Kate Channell

Labor relations, according to the Georgia Southern course catalog, is a study of the history and functions of labor organizations with reference to areas such as trade unions and public policy; the structure, government and objectives of trade unions; the collective bargaining process; and the labor market.

David Sikora’s labor relations class teaches the concepts of labor relations but further extends those concepts in a project his students must master in order to pass the class. By conducting this project, Sikora, Ph.D., associate professor of management, brings real-world application to the classroom.

After the concepts are taught, Sikora divides his class into seven management groups and seven union groups, meaning seven sets of negotiations are being conducted simultaneously. The groups negotiate benefits, including wages, health insurance, retirement, vacations and holidays, among others. Each management and union group has its own personality and technique for negotiating, using varying bargaining approaches such as distributive negotiation (win-lose approach) or integrative negotiation (win-win approach) to come to a settlement.

The overall scenario faced by each set of negotiation teams is an impending strike deadline in a large, upscale hotel. The management teams receive a memo from the owner of the hotel stating certain requirements need to be met, such as increased profits, setting limits on employee-related benefits and wage costs, and more flexibility in assigning work to employees throughout the hotel. The corresponding union teams receive a memo stating the employees want more vacation time, higher wages, more holidays and a guarantee that management will not outsource certain jobs. Oftentimes, one approach to negotiations will be used in the beginning before shifting throughout the negotiations as the students realize a need to be more flexible.

In the end, the groups must come to some kind of compromise since a strike deadline is approaching. Should the groups not come to agreement by that deadline, both parties are assessed a penalty reflected in their final course grade, providing an incentive for the groups to reach an agreement. Students learn the necessity of deciding when and where to compromise in order to win the war and not just the battle.

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**CENTER FOR SALES EXCELLENCE SUCCESS & GROWTH**

During spring semester, marketing students in sales and sales management participated in several sales competitions across the nation.

In February, Cole Sammons and Hannah Tokich participated in the University of Toledo Invitational Sales Competition, placing 14th in the overall competition, while Sammons placed seventh in the individual category. Later in the spring, sales students competed in the National Collegiate Sales Competition at Kennesaw State University and in the California State University-Chico Sales Competition, placing in the top five.

In March, Jordan Salvador, a senior honors marketing student, presented her capstone research project, “Beyond Higher Ed Marketing: Unsanctioned User Generated Content,” at the Association of Marketing Theory & Practice annual conference in Ponte Vedra Beach, Florida, winning the conference’s Best Student Paper award.

During the upcoming school year, our sales competition teams will participate in eight competitions, to include the first annual Regional Sales Competition on Thursday, February 28, 2019, hosted by the College of Business and Department of Marketing.

For more information and to get involved, contact Linda G. Mullen, Ph.D., or Lindsay Larson, Ph.D., co-directors of the Center for Sales Excellence at lgmullen@georgiasouthern.edu or lindsaylarson@georgiasouthern.edu.
college of business partners with ocean exchange for the big pitch competition.

summer 2015

first eagles on wall street trip is a success.

the events office is created.

feature article

the first eagle executive magazine is published.

taking flight monthly e-newsletter begins publication.

georgia southern university - college of business administration

fall 2016

eagle executive

follow your dreams

georgia southern university - college of business administration

spring 2016

eagle executive

feature article

legacy

noun  leg·a·cy  \\ˈle-gə-sē\

something (as memories or knowledge) that comes from the past or a person of the past

see page 12 for building a legacy

georgia southern university - college of business administration

fall 2015

spring 2015

“today, we are competing at the top of the market, and we expect our students to bring that swagger to everything they do.”

– allen c. amason

fall 2014

fall 2014

fall 2014

fall 2014

fall 2013

spring 2014

spring 2014

summer 2015

allen c. amason becomes dean of the college of business.

the first eagle executive magazine is published.

taking flight monthly e-newsletter begins publication.

first eagles on wall street trip is a success.

the events office is created.

college of business partners with ocean exchange for the big pitch competition.
Upon his return to the Georgia Southern College of Business to become its fifth dean, Amason knew the College had a lot of potential. With the University growing in scope, recognition and influence, and the College of Business’s continued recognition for intellectual leadership and its unique blend of academic rigor and practical application, he found Georgia Southern and the College of Business to be an opportunity to innovate and drive positive change in higher education and in the business world. Arriving on campus 30 years after graduating was “both more and less different than expected” for Dean Amason.

Alumni know from leaving Georgia Southern University and Statesboro and then coming back for a football game or other event on campus that things change quickly on a college campus and around the community. For Amason, Homecoming is now in the fall rather than in the spring, and Statesboro fills up on the weekends rather than becoming a ghost town the way it did in the early 80s. Some things have not changed—we still value our educational mission, and we are serious about our obligation to graduate career-ready professionals. “We still value family, diversity and inclusiveness, especially in the business school,” states Dean Amason.
Alumni can imagine how different it must be to step into a leadership role at their alma mater. Typically, students tend to focus mostly on what is right in front of them—living from test to test, class to class, and semester to semester. For Dean Amason, he spent much of his first year or two learning his way around his administrative duties and learning all of the different names and faces of his colleagues. He needed to understand how things happened at Georgia Southern, and he needed to understand how those various ways of doing things had evolved. “I was pulled in a lot of different directions, trying to do a lot of things and to do them all simultaneously,” stated Amason. Now, with some experience under his belt, he has learned to better prioritize and to approach issues more systematically. The College has gotten stronger with an internal structure aligned with its programs and intellectual composition. Internal processes have become streamlined, and the College has created a coherent and mission-driven set of practices and norms. As a result, Dean Amason now looks ahead, being more strategic with the direction of the College. His focus is primarily on development of the College’s endowment and its brand, while building a strong leadership team and ensuring the College’s stakeholders are connected—faculty and students to the business community and to alumni.

The differences between the College of Business today versus when Dean Amason was a student are vast. While the values—excellence, rigor, respect, openness, transparency, trust and diversity—are the same, the expectations, context and content are very different. Not only are our students pushed to be the best and brightest, but our faculty members are now pushed to innovate, finding creative ways to combine scholarship with instruction and outreach, while bringing their intellectual distinctiveness into the classroom to improve the educational outcomes for our students. To stay competitive in the business school world, we must look for new models and processes to give greater room for that creativity to grow, while being open to new ideas, approaches and programs.

As dean of the second largest college on campus, Amason’s strategy is much different. Now, he focuses on ensuring our students know their options earlier in order to build a stronger portfolio of skills and experiences to be competitive in the real world. Employer expectations are much higher, and they expect their prospective employees to have experience much sooner. So, in turn, the bar has been raised for everyone—students, faculty and administration.

The College and its programs have seen numerous rankings, reaccreditation by AACSB International and consolidation. We look forward to what the future will bring.

**PROGRESSION OVER THE PAST FIVE YEARS**

- Enrollment is up, along with student quality.
- A sharper research focus and footprint has led to several faculty being recognized nationally for their intellectual contributions.
- Internship participation is five times what it was five years ago and across a much wider range of programs.
- Alumni relations and development are progressing.
- Great strides in marketing, outreach and communication are occurring.
- The culture is much more confident, assertive and aspirational.
- Now, the College houses seven departments compared to six upon Dean Amason’s arrival and has expanded to include Savannah and Hinesville (Armstrong and Liberty campuses, respectively).
annual event, Professional Development Day brings industry partners and alumni to campus for a day of conference-like sessions for all business students. These sessions teach students what to expect “on the job” in the real world. In conjunction with Professional Development Day, the Eagle Sales Showcase and Logistics Roundtable are held, with the university’s largest career fair, the Eagle Expo, happening the following day.

With an increased focus on a student-focused environment, Amason also saw the need to increase the Student Services Center, dividing the Center into two centers. Most recently, the director of experiential learning and student engagement was hired (see page 5), further advancing the mission of the College of Business to produce career-ready professionals.

With consolidation, the College of Business now has a greater presence in Savannah. The new Economics Department, located on the Armstrong Campus, will allow for more sponsored research in support of economic development through the Center for Business Analytics and Economic Research (CBAER), formerly the Bureau of Business Research and Economic Development (BBRED).

With that said, the future is bright for the College of Business. The College has improved and grown in a variety of ways since the early 80s, working together as a team to accomplish much of the progress. As we move forward, Dean Amason expects to see internships and other experiential learning activities expanded to the point that they impact 100 percent of our graduates, meaning every one of our graduates has completed an experiential learning activity, such as business abroad, an internship or a service-learning project.

Over the past five years, our students have risen to the challenge to remain competitive in today’s global economy. We now send several classes per year on a business travel trip, such as Eagles on Wall Street or the annual Hospitality Tourism trip, which visited New Orleans this year, and Business Abroad trips to Panama and the Canal Zone or Europe and, soon, to Hong Kong. Our students are getting more experience and engaging more externally than ever before. Along with business abroad trips, our students are participating in more internships and engaging the Office of Career and Professional Development much earlier and in greater numbers. Today’s student is more assertive, more aspirational and more sophisticated, demanding more from the college experience and expecting more from all facets of college life. By doing so, our students are able to see the opportunities the world has to offer and to pursue those opportunities more confidently and more competitively.

During the past five years, the College has grown in several areas. Shortly after Amason’s arrival, he created the Office of Marketing & Media to help spread the news of the good work being done by our faculty, alumni and students, building the strength of the brand and creating brand awareness of the College. The College now recognizes the importance of building a legacy. Dean Amason then created the Dean’s Advisory Board and Young Alumni Board. Now, alumni are more involved with the College of Business than ever before. On a regular basis, alumni come back to campus to speak to current students and mentor students and young alumni.

In Amason’s third year, the need for an event that catered to students and their professional development came to light, hence Professional Development Day. Now an annual event, Professional Development Day brings industry partners and alumni to campus for a day of conference-like sessions for all business students. These sessions teach students what to expect “on the job” in the real world. In conjunction with Professional Development Day, the Eagle Sales Showcase and Logistics Roundtable are held, with the university’s largest career fair, the Eagle Expo, happening the following day.

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The consolidation of Armstrong State and Georgia Southern Universities has brought about some exciting changes for one of the outreach centers of the College of Business. The Bureau of Business Research and Economic Development (BBRED) at Georgia Southern University and the Center for Regional Analysis at Armstrong have consolidated to form the Center for Business Analytics and Economic Research (CBAER). CBAER is a vital part of the Business Innovation Group (BIG) at the University. Its goal is to “help communities and business leaders mitigate risks, recognize opportunities and develop strategic plans that help them discover the trends, statistics and facts that matter to their community and business.”

CBAER is headed by Michael Toma, Ph.D., director of CBAER, and Assistant Director Benjamin McKay. Toma was director of Armstrong’s Center for Regional Analysis from 2000 to 2017, specializing in urban, regional and macroeconomic analysis. McKay, before CBAER’s inception, was assistant director of BBRED from 2007 to 2017.

CBAER is already assisting local communities with applied research projects and supporting entrepreneurial activities. Two major projects in the works include The Chatham County Community Survey and Screven County One Georgia grant application.

CBAER is excited to continue providing superior quality business analytics and powerful economic research to the area. On-going efforts include the quarterly Economic Monitor report for the Savannah MSA. CBAER’s capacity is not limited to Statesboro and Savannah. The team coordinates with many of the 58 counties in Southeast Georgia.

Michael Toma, Ph.D., is the Fuller E. Callaway professor of economics at Georgia Southern University in Savannah. He specializes in macroeconomics and regional economics. His Ph.D. in Economics is from George Mason University in Fairfax, Virginia. Toma joined Armstrong State University in 1997. He is the recipient of teaching and research awards and is currently president of the Academy of Economics and Finance, an organization of academic economists and finance professors.

CBAER Services
- Business and economic forecasting
- Survey-based research and analyses
- Economic impact analyses
- Public finance research
- Financial and housing market analyses
- Marketing research
- Demographic analyses
- Secondary data analyses
- Workforce development
- Labor market analysis
AACSB accreditation matters. Employers want quality business graduates from quality business schools. An AACSB-accredited business degree program teaches the knowledge and skills, both technical and soft, employers are looking for in their future employees. Our mission to produce career-ready professionals aligns with the needs of the business world through application of concepts in the classroom.

Established in 1916, AACSB, the largest and most recognized specialized accreditation worldwide, provides the largest global business education network, connecting educational institutions and businesses to develop and create the next generation of exceptional global leaders. AACSB-accredited business schools are considered the best business schools in the world and provide quality assurance, business education intelligence and professional development.

Passing rigorous standards of quality, AACSB-accredited schools have better programs, the best faculty and the brightest students. Graduates from these accredited business schools have greater job opportunities with higher beginning salaries. Through continuous improvement processes, AACSB accreditation guarantees quality education programs that are evaluated on maintaining curricular content aligned with current best practices in business. AACSB strives to encourage innovation, engaging practices and service.

In addition to our institutional AACSB accreditation, our School of Accountancy is separately accredited by AACSB. This extra step of quality assurance shows the College’s commitment to providing a quality business education with best practices to producing career-ready business professionals. It has been found that accounting graduates from AACSB-accredited programs perform better on the CPA Exam.

The College of Business at Georgia Southern University is proud to have maintained AACSB accreditation since 1977 and to have had that accreditation reaffirmed through academic year 2022–2023.
The Georgia Southern University College of Business is pleased to announce new leadership for the Georgia Southern MBA program. Lowell Mooney, Ph.D., professor of accounting, is the new MBA director as well as director of Graduate Studies for the College, as of July 1, 2018. Mooney, a long-standing faculty member of the Georgia Southern College of Business, is a member of the American Institute of Certified Public Accountants, the Georgia Society of CPAs, and the Institute of Management Accountants, among other professional organizations. He currently teaches managerial accounting courses at the undergraduate level but is no stranger to teaching graduate level classes. Mooney has received numerous awards for teaching, research and service activities, including the Beta Alpha Psi Outstanding Advisor award, the Georgia Society of CPAs Outstanding Accounting Educator award and the Georgia Southern Bishop Award for Sustained Excellence.

Prior to his appointment as director, Mooney led the Graduate Curriculum and Programs Committee (GCPC), which spent last year reevaluating and redesigning the MBA program. The revised program, to be implemented in Savannah, brings a 21st Century approach to the College’s MBA curriculum. “While the current GCPC has been working tirelessly [over the past year], it is important to give credit to the two previous GCPC committees and a special task force,” states Mooney. “Those colleagues performed benchmarking studies, conducted surveys of current and former MBA students, and met with our advisory boards and potential employers. Without that groundwork, there is no way this year’s committee would have been able to redesign the curriculum in six months.”

After extensive review of the research, the GCPC adopted a competency framework that posits that managers add value to their organizations when they apply functional knowledge (technical skills) in the context of their organizations (business skills) to influence others (people skills) and lead (leadership skills). Research further shows that, as professionals move up in their careers, leadership and people skills increase in importance relative to the technical and business skills.

“Given our decision to target working professionals with two to eight years of experience, the committee realized we needed a greater focus on people and leadership skills,” Mooney noted. The GCPC embarked on a two-fold strategy for its MBA makeover: (1) to reinforce existing technical and business skills to meet the challenges of today’s highly complex and competitive environment; and (2) to enhance the communication, collaboration, negotiation, team building, coaching and change management skills that are so important for career advancement.

Georgia Southern began its MBA program in 1969. During its first 50 years, the program was redesigned several times to meet stakeholder needs. The program’s latest iteration is scheduled to launch in Fall 2019, with Mooney as its seventh director. “I see a real opportunity for our College to build something new, exciting and valuable,” stated Dean Allen C. Amason. “The reputational capital that an MBA program can create pays off in many ways, including more selective recruiting and placement, better recognition and respect in industry and academic circles, and more successful fund raising and alumni engagement.”

MOONEY NAMED NEW GRADUATE PROGRAMS DIRECTOR
The Masters of Science in Applied Economics (MSAE) program at Georgia Southern University has been recognized by BestColleges.com as a top 10 2018 Best Online Master’s in Economics program.

The AACSB-accredited online MSAE program provides graduates with a comprehensive understanding of financial economics, economic development and related regulatory issues. The program is competitive and covers the competencies and skills required to take on roles in public and private economic enterprises, including quantitative analysis, financial economics, market analysis and regulatory industry analysis. The 30-credit hour, two-year program is offered entirely online with no on-campus components and includes courses in international economics, applied econometrics I and II, the history of economic thought, microeconomics and macroeconomics.

“Graduates with strong analytical capabilities, combined with theoretical as well as practical knowledge in economics, are in high demand from industry as well as government,” said Yassaman Saadatmand, Ph.D., chair of the College of Business Department of Economics. “Providing an award-winning educational experience for working professionals allows them to upgrade those skills for rapid career advancement. This ranking is another validation of our program,” added Saadatmand.

BestColleges.com partners with HigherEducation.com to provide students with direct connections to schools and programs suiting their educational goals. They seek to empower students by providing the information needed to make informed higher education decisions. Through proprietary research, user-friendly guides and rankings are compiled that lead students of all ages on their personal paths to college degrees. They are dedicated to helping students find the school that best meets their needs.
SUMMER 2018 INTERNSHIPS

ACCOUNTING
Cameron Braddy, TJS Deemer Dana, LLP, Dublin
Glenn Carlson, Moore Stephens Tiller, LLC, Atlanta
Sydney Clark, U.S. Kids Golf, Norcross
Katlyn Hall, BYRT CPAs, LLC, Alma
Bradley Hodgson, Cobb-Vantress, Inc., Siloam Springs, Arkansas
John Knight, Pratt Industries Inc., Conyers
Emily Martin, Ingley, Moore, Paradice & Co, LLC, Vidalia
Wesley Moye, Cherokee Brick, Macon
Allyson O’Quinn, Kimberly Anderson Rozier, CPA, PC, Jesup
Mary Lee Olliff, Elliott Davis LLC, Augusta
Tyra Price, PricewaterhouseCoopers, Atlanta
Trent Ronske, CM City, Statesboro
Cailyn Sears, BYRT CPAs, LLC, Alma
Carlyn Smith, Porter Keade Moore, Atlanta
Heather Warrick, Larry Sumner, CPA, Cochran

ECONOMICS
James Cherrybone, Solo, Inc., Newport News, Virginia
Conner Laubenthal, KeyBank, Cleveland, Ohio

FINANCE
Summer Adams, Massie McIntyre, P.C., Vidental
Davis Baldwin, Quicken Loans Inc., Detroit, Michigan
Bryan Barron-Ponce, AT&T Inc., Atlanta
Cory Bond, Georgia Dept. of Banking and Finance, Atlanta
Chadwick Charpin, ACG Wealth, Atlanta
William Cullens, Steve H. Powell & Company, Statesboro
Andrew Donaldson, Howard Lumber & Hardware, Statesboro
Benjamin Ewers, Sharecare, Atlanta
Meagan Greene, AgSouth Farm Credit, ACA, Statesboro
Alex Kolgakis, T&C Pawn World, St. Marys
Kolby Land, East Georgia Regional Medical Center, Statesboro
Jacob Lee, Seaside Pavers & Tile, St. Simons Island
Erin Moore, Synovus Financial Corporation, Columbus
Collin Morgenroth, Capstone Financial, Atlanta
Tyler Proctor, Appalachian Advisors, Jacksonville, Florida
Jack Shamblin, Kent Parsons Ford, Inc., Martinsburg, West Virginia
Sallie Shull, UPS Capital, Atlanta
Andrew Tant, Ameriprise Financial, Statesboro
William VanSant, Novelist, Atlanta
Sydney Wiley, Equifax, Atlanta
Chase Williams, Rayonier, Jesup

INFORMATION SYSTEMS
Halden Bailey, CGI Group Inc., New York, New York
Reynaldo Cadot, Liquidnet, New York, New York
Bailee Larson, Aflac Inc., Columbus
Sandra Moran, Safe Systems, Alpharetta
Andrew Polzin, Aware Software, Atlanta
Ryan Winters, Equifax, Atlanta

LOGISTICS & SUPPLY CHAIN MANAGEMENT
Shannon Atkins, R+L Global Logistics, Atlanta
Thomas Cliett, UPS, Statesboro
Jacob Cornett, Gilmer Warehouse and Logistics, Perry
Mitch Fandos, Unique Logistics International, Atlanta
Tanner Grove, Outdoor Network, Albany
Jack Harper, Savannah Distributing Co., Inc., Savannah
Sarah Harris, Phoenician Logistics, LLC, Atlanta
John Jens, C.H. Robinson, Atlanta
Ryan Krueger, C.L. Services, Inc., Atlanta
Thomas Lee, Future Forwarding, Atlanta
Austin Penny, Invision Hospitality, Griffin
Taylor Prince, Briggs Equipment, Atlanta
Alexander Radcliffe, Terminal Investment Corporation, Savannah
Steele Shull, Transportation Specialist’s Group, Suwanee
Joshua Smith, Terminal Investment Corporation, Garden City

MANAGEMENT
Bailey Adcock, Sea Island Beach Club, Sea Island
Steele Anglin, Reeves Jewelry, Athens
Kristin Burns, HOS Management, Savannah
Felisha Edouazin, SpringHill Suites by Marriott, Alpharetta
Peter Egede, McKesson, Atlanta
Andrew Flett, Statesboro-Bulloch County Airport, Statesboro
Angela Fuster Sendra, Halcón Viajes, Altea, Spain
Elizabeth Hardy, United States Air Force, Warner Robins
Evan Hartzog, Aflac, Columbus
Rachel Hoch, Make-A-Wish Foundation, Atlanta
Trent Ronske, CM City, Statesboro
Cailyn Sears, BYRT CPAs, LLC, Alma
Carlyn Smith, Porter Keade Moore, Atlanta
Heather Warrick, Larry Sumner, CPA, Cochran

Jared Warner, The Golf Club of Amelia Island, Amelia Island, Florida

Sydney Wiley, Equifax, Atlanta

Mary Lee Olliff, Elliott Davis LLC, Augusta
NEW PROGRAMS. NEW POSSIBILITIES.

Georgia Southern College of Business in Savannah

BBA in Economics
BBA in Logistics & Intermodal Transportation
MBA

GeorgiaSouthern.edu/Business
Georgia Southern officially announced the 40 Under 40 Class of 2018 during the fall semester. Out of 120,000 living University alumni, more than 50,000 are under the age of 40. This award honors those University alumni who are paving the way in business, leadership, community, educational and philanthropic ventures.

Not only do the honorees represent exceptionally talented young alumni, but they also embody the core values of Georgia Southern. The College was well represented, again, in the 40 Under 40. Congratulations to all of our College’s 40 Under 40 honorees!
Dean Hudson
LOGT, ’06; MBA, ’11
Regional Business Manager, J.B. Hunt Transport, Atlanta

Wayne Murphy
MGMT, ’04
Branch Manager, Queensborough Bank & Trust, Savannah

Paul Newman
MKTG, ’05
Owner/Broker, Statesboro Real Estate, Statesboro

Erica Sellers
MGMT, ’04; MBA, ’12
Director of Marketing and Sales, Morris Multimedia, Statesboro Magazine, Statesboro

Kutina Ruhumbika
MKTG, ’02
Vice President of People, Barteca Restaurant Group, New York, New York

David Schott
MBA, ’16
Chief Operating Officer, South Georgia Medical Center, Valdosta

Wesley Olliff
MGMT, ’07
Senior Vice President, Commercial Lending, Colony Bank, Savannah

Curtis Williams
IS, ’09
Owner, HHE Enterprise, Curtis J. & Associates, Smyrna
It was the dog days of summer in August 1980 when my mother and I unloaded the last of the boxes into their new home in Statesboro, Georgia. You see, I had just graduated from Glynn Academy and was off to South Georgia College in Douglas to play baseball and start my college career. I waved ‘bye to my parents later in September and really didn’t come back to Statesboro much that first year in school.

Fast forward a couple more years, and I graduated from South Georgia College taking a summer job at Forest Heights Country Club as a lifeguard. I started making friends who were attending Georgia Southern College, and I eventually chose to get my BBA in Statesboro instead of Athens, Georgia. I think coming back and going that route was the single most important decision of my life. You see, I met my future wife, Beth Averitt, and I was starting to appreciate all that Georgia Southern could offer.

Tom Case, Bobby Smith, Max Burns, Lynda Hamilton, and many other professors at Georgia Southern College encouraged and challenged me to do more in and outside of the classroom. Back in those days, we met in the Hollis Building, and the campus enrollment was growing. I got involved on campus and met many people who helped set my insurance career in motion.

Both my wife, Beth, and I graduated from Georgia Southern College with different degrees. We were both so appreciative of our experiences while attending Georgia Southern that we wanted to give back, so we became athletic boosters, buying season tickets to the football games. We didn’t have a great deal of money back then, but it was a start.

As my insurance agency grew, I was able to do more for various causes. Beth and I saved enough to start an endowment for the College of Business at Georgia Southern. It is fully funded and able to help students pay for their education.

Fast forward again to 2015. Dean Allen Amason spoke to the Statesboro Rotary Club about the “Building A Legacy” initiative. Allen talked about how, when the existing building was built in 1995, the student count was about 2,000, while current enrollment is more than 3,700. Long story short, our College of Business is “bursting at the seams” and needs to expand. The goal is to raise $10 million for the facility renovation and expansion. After some contemplation, discussions with Beth, and juggling of some funds, we made the decision to contribute to this cause in a bigger way. The Georgia Southern College of Business is a great business school, and I think the renovation will encourage more to come to campus as well as enhance the campus experience of the students attending.

I have had the opportunity to serve on the Georgia Southern University Athletic Foundation Board for the past several years, and I realized very quickly that engagement of many alumni is far more important than the involvement of a few. This is true for the College of Business and “Building A Legacy” initiative as well. If you are able to give a little or a great deal, both are welcomed and badly needed. There are plenty of ways to contribute to this cause, and I would encourage you to reach out to Dean Amason or Bill Slayton, director of development and alumni relations.

Bryan R. Burke, chair of BBWH Insurors, entrepreneur (MGMT ’85), and Elizabeth Averitt Burke, educator (CS ’87, MED ’92), have three grown children, Taylor, Haley, and Ashley, all alumni or future alumni of Georgia Southern University.
It is philanthropy.

The origin of the word comes from the Greek word “philanthropia” meaning “kindliness, humanity, benevolence, love to mankind.” I believe the giving of time, talent or treasure to support the mission of an organization is an inherently personal decision. I suppose my personal motivation comes from those who helped me. Not a quid pro quo but following their example. The ones I know: family, friends and colleagues; and the ones I don’t know, and I will probably never be able to thank. For each of us as faculty, we can trace our own success to those who supported us along our way but may never know the names of others who helped create opportunities for us.

It is gratitude.

I cannot directly thank those who indirectly supported me. I can follow their example and donate, however.

Simply put, I believe in the mission of our University. We have the opportunity to transform lives. By investing time, talent and treasure, we contribute in small but significant ways to support our students and the community that supports their development.

That is why I give.

WHY I GIVE: TIM PEARSON

TIM PEARSON (LEFT) WITH MICHAEL JENKINS, 2018 FSA STUDENT ACHIEVEMENT AWARD RECIPIENT
# EAGLE Executive Society
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- Teri Brennan
- Bryan and Beth Burke
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- Anthony and Sally Waters
- WaterStone
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<thead>
<tr>
<th>Name</th>
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<tr>
<td>Abbott Laboratories Fund</td>
<td>Jenny and John Miller</td>
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<td>Briggs Equipment</td>
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<td>Camille Rogers</td>
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<td>Trey Denton, III</td>
<td>Jason G. Ross</td>
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<td>Jeffry E. Ducey</td>
<td>Janet D. Rountree</td>
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## EAGLE DIRECTOR

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<tr>
<td>Accounting Networks, Inc.</td>
<td>Linda Mullen</td>
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<tr>
<td>David Alexander</td>
<td>David P. Muse, Jr.</td>
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<td>Kathryn F. Allen</td>
<td>Olin Corporation Charitable Trust</td>
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<td>Mardee C. Austin</td>
<td>Queensborough National Bank &amp; Trust Co.</td>
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<tr>
<td>Debra L. Bacon</td>
<td>Aleksandra Rakoczy</td>
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<td>Bernice Banks</td>
<td>Rotary Club of Downtown Statesboro</td>
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<td>Jarvis W. Barnes</td>
<td>Rotary International District 6920</td>
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<tr>
<td>Susan Davis</td>
<td>Nancy Sayer</td>
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<td>James and Carolyn Deal</td>
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<td>Richard and Lori Deal</td>
<td>Zachary Sines</td>
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<td>Hampton Inn Savannah Airport</td>
<td>William and Victoria Slayton</td>
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<td>TIAA Services</td>
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<td>J. Earl Hilson</td>
<td>Lee Tompkins, Jr.</td>
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<td>Benjamin and Britton McKay</td>
<td>Jason Williams</td>
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<td>Microsoft Matching Gifts Program</td>
<td>Christina Young</td>
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## EAGLE ASSISTANT

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<td>William Amponsah</td>
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<td>Mark H. Anderson</td>
<td>William and Sheron Bolen</td>
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<td>Yoris Au</td>
<td>Stephen T. Bowman, Jr.</td>
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<td>Brenda T. Aytes</td>
<td>Mary Brittain</td>
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<td>W. Baldwin, III</td>
<td>Timothy D. Cairney</td>
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<td>Patrick Campbell</td>
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<td>Charles Beckum</td>
<td>Boris A. Carl</td>
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Steven Charlier
Julia Claxton
Albert Codina Sala
Brian G. Collins
Todd Collins
Cary and Anne Marie Cook
J. Alex Cowden
Brian M. Creamer
Robert Cross, Jr.
Michael Cuellar
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Bruce A. Gonzalez
Milton B. Gray, Jr.
Axel Grossmann
Kathleen H. Gruben
Donte Harris
Gerald J. Hartwig
John and Desmarie Hatem
Roderick C. Heard
Ann Henderson
Scott Hendley
Sandra Hill
Hanes Hilliard
Deborah Hilton
Robert C. Hoell
Kenneth F. Hoyt
Qiao Hu
Angelia Huggins
Ann F. Hurford
Sandy Jones
Stephen W. Keene
Jin Woo Kim
Teresa A. Little
William and Katherine McLean
Beverly W. McLendon
Edward J. Meadows, Jr.
Lori M. Miller
Lowell and Paula Mooney
William Norton
Shaun and Holly O’Quinn
Robert Page
W. Carlos Phillips
Kevin Pope
Portal Middle & High School
Jamekia T. Powers
Guy and Patricia Price
Rand Ressler
Tara M. Rish
Jason Roberts
Rebecca Robinson
Stephen F. Roddenberry
Richard J. Rossiter
Michaelann Rountree
Joseph Ruhland
Lisa C. Sapp
Bob Schuler
Hyunju Shin
David Sikora
Jacob and Carolyn Simons
Stephanie Sipe
Abby Smith
Dewayne and Andrea Smoak
L. Dwight Sneathen, Jr.
Jean Carol Spoolstra
Larry and Joan Stalcup
Richard and Deborah Stapleton
Stapleton Learning Company
State Farm Companies Foundation
Staybridge Suites
Errol Stewart
Steven Stewart
R. Kenny Stone, Attorney at Law, PC
William and Gloria Stuart
Jessica Vanner
Sherman Wade
Seth Walker
John R. Warren
William H. Warren, Jr.
Westwood Angus Farms
Allen T. Wilson
Bonnie Wilson
Daniel Yancey
Thomas O. Yarbrough
Cheryl Marie Zak
The College of Business understands the impact of the student experience and strives to provide our students with a multitude of activities that contributes to student development and their business education. Throughout academic year 2017-2018, our business scholars participated in Professional Development Day, numerous case competitions, and traveled abroad to study business around the world, among other endeavors contributing to their professional and personal development.

STUDENT AMBASSADORS
College of Business student ambassadors serve as teaching assistants in the Introduction to Business classes, which have 80 to 100 students in each section. Each ambassador is assigned to a specific section of the course and is responsible for being in the classroom with the professor during each class time. During each semester, the ambassadors host a service project that benefits a local Statesboro-Bulloch County non-profit organization. In Fall 2017, they conducted a toy drive for local children, and they collected more than 100 toys and donated them to TMT Farms, from which Bulloch County Commissioner Roy Thompson delivered the toys to children in need in the community. Following in Spring 2018, the student group collected more than 150 books donated to Fostering Bulloch. Spring 2018 saw the graduation of two ambassadors, Jordan Beckum (MKTG, ‘18) and Cheyenne Burns (MKTG, ‘18).

To learn more about the ambassador program at the College of Business, visit GeorgiaSouthern.edu/business/student-ambassador-program.

EAGLE EXECUTIVE SOCIETY – STUDENT CHAPTER
The Eagle Executive Society – Student Chapter (EEeS-SC) connects current Georgia Southern business students with a network of more than 25,000 College of Business alumni. During the 2017-2018 academic year, the EExS-SC hosted 13 events, attended by 850 students. Many of these events brought in College of Business alumni to speak, which includes members of the Young Alumni Board, who helped moderate four sessions during Professional Development Day. The largest attended events all saw Young Alumni Board members as speakers and were titled “Winning on a Budget,” “Negotiating Your Job Offer & Understand Your Benefits” and “LinkedIn: A Step-by-Step Guide.” The society is membership-based and open to all College of Business students (majors, minors and graduate students) with an annual membership fee of $30, which includes a t-shirt and admittance to all student chapter events. The organization hosts two annual events, Doing Business on the Golf Course and Business Dinner Etiquette in the fall and spring, respectively.

PROFESSIONAL DEVELOPMENT DAY
Professional Development Day, held annually the day before the fall Eagle Expo career fair hosted by the Office of Career and Professional Development, grew to capacity in its second year. With more than 75 sessions scheduled throughout the day, students developed their professional personas by attending sessions that taught them a range of skills from “Steps to Successful Startup Business” to event management to “What is your IT Factor,” among others, and networked with the College’s corporate partners and alumni throughout the day, which better prepared them for the Eagle Expo.
BUSINESS ABROAD TO PANAMA & BERLIN/PRAGUE

Academic Year 2017–2018 saw two groups of College of Business students doing Business Abroad. In December 2017, Leslie B. Fletcher, Ph.D., professor of accounting, escorted 17 College of Business undergraduate and graduate students to Panama to experience the Panama Canal and doing business in Central America. During the trip, the group visited 12 companies and participated in several cultural events. Then, in May/June 2018, Steven Charlier, Ph.D., associate professor of management, and Axel Grossmann, Ph.D., associate professor of finance, took 12 business students to Berlin, Germany, and Prague, Czech Republic, to experience doing business in Europe. During the trip, they visited eight companies and did some sightseeing. To see more on the Berlin/Prague Business Abroad trip, see page 6.

EAGLE SALES SHOWCASE & BOOTCAMP

Eagle Sales Showcase brings together graduating sales and sales management students and sales professionals, providing an all-access opportunity for the students and recruiters. As part of Professional Development Day, the Showcase brought 15 companies to campus.

The Eagle Sales Bootcamp, held during the spring semester, brought 12 companies with 21 recruiters to campus. The Bootcamp provides senior sales students the opportunity to learn through rotating sessions, interacting with sales professionals. Each session is about 25 minutes, and professionals from each company rotate around the room working with students to answer a list of questions recruiters found hardest for new graduates to answer - think speed networking.

LOGISTICS ROUNDTABLE

The Logistics Roundtable allows students to explore the growing field of logistics and intermodal transportation. Professionals representing third-party logistics (3PL) firms, manufacturers, warehousing companies, distributors, motor carriers and major retailers provide students the chance to gain valuable insights into logistics, transportation and supply chain career opportunities through interactive panel discussions and open-networking sessions. During the 2017–2018 academic year, 61 employers and recruiters participated in the event.

LOGISTICS IANA UNF CASE COMPETITION 1ST PLACE

In April 2018, students and faculty from seven universities from around the country participated in the tenth Annual IANA Logistics & Supply Chain Management Case Competition at the University of North Florida. Students from Georgia Southern University impressed the judges with their presentation, taking first place honors. During the three-day event, the students honed their analysis and presentation skills. Faculty mentors and students also enjoyed networking with their peers and learning about academic programs at other universities.
SHRM STUDENT GROUP RECEIVES INTERNATIONAL AWARD

During the award cycle, the Georgia Southern student chapter was involved in human resource (HR) activities that included the local SHRM chapter and mentorships with HR professionals, who attended bi-weekly meetings to discuss employee-management topics, such as résumé building, interview skills and career development, as well as industry trends. College of Business alumni also joined to offer real-world advice on post-college transitions. The increased outreach boosted student participation by more than 20 percent from the previous year, leading the student chapter to another Superior Merit Award.
Faculty Research

The Georgia Southern University College of Business specializes in human capital, our students, and intellectual capital, our faculty members and the research they conduct. Throughout the year, College of Business faculty and alumni had 76 unique articles published in recognized academic journals.

David Jiang, Ph.D., assistant professor of management, received the Family Firm Institute's 2017 Best Dissertation Award.

Steve Charlier, Ph.D., associate professor of management, was quoted by the Iowa City Press-Citizen in “Has Good Typing Become an Essential Leadership Skill?” For his dissertation, Charlier conducted research looking at the correlation between typing skills and the perception of strong leadership.

Arda Yenipazarli, Ph.D., associate professor of operations management, was the 2017 recipient of the Institute for Operations Research and Management Science subdivision on Energy, Natural Resources and the Environment Young Researcher Prize as author of the publication, “Managing New and Remanufactured Products to Mitigate Environmental Damage under Emissions Regulation.”

Jackie Eastman, Ph.D., professor of marketing, along with her co-authors, Dave Shepherd, Ph.D., professor of marketing, Raj Iyer, Ph.D., of Bradley University, and two College of Business Honors students, now alumni, Angelina Heugel (MKTG, ’15) and Don Faulk (MKTG, ’16), had their paper, “Do They Shop to Stand out or Fit in? The Luxury Fashion Purchase Intentions of Young Adults,” accepted by Psychology & Marketing and published in March 2018.

Hyunju Shin, Ph.D., assistant professor of marketing, received a 2018 Spring Travel Award from the Faculty Development Committee. With this award, Shin traveled to Paris, France, to present her research paper, “Back to the Future: Updating Logistics Service Customer Value Through Green Transportation,” at the 12th International RIRL Conference in Logistics and Supply Chain Management in May.

Bo Dai, Ph.D., assistant professor of marketing, has been named a Direct Selling Education Foundation Fellow. Direct Selling Education Foundation (DSEF), a not-for-profit organization that has a special focus on direct selling as a prominent method of distribution, brings together educators, scholars and practitioners and serves as a hub for data sharing and scholarly collaboration.

In February, Michael Toma, Ph.D., Fuller E. Callaway Professor of Economics, was elected to serve as president of the Academy of Economics and Finance. He is also a co-founder of the organization’s undergraduate research competition and served as competition organizer and judge for numerous years.

Jackie Eastman’s, Ph.D., professor of marketing, manuscript, “The Impact of Cause-Related Marketing on Millennials’ Produce Attitudes and Purchase Intentions,” coauthored with Bryant Smalley and Jacob Warren, Savannah MBA alumni, has been accepted to the Journal of Promotion Management. This research was started as part of a project in Eastman’s MKTG 7431 Strategic Marketing class and was supported with a 2017 College of Business Summer Research Grant.

The Georgia Southern University Logistics and Supply Chain Management Department has been ranked in the top 15 in the world by The SCM Journal List for empirically-focused research publications in leading supply chain management journals.
Double Eagle, Sarah Beth Todd (MBA, ’13) gives back to soldiers overseas by spearheading Georgia Power’s participation in The Bert Show’s “The Big Thank You” initiative.

AACSB recognized Georgia Southern University College of Business alum and Major General for the U.S. Army Leslie C. Smith as a 2018 Influential Leader. In June, MG Smith was presented with the award by Dean Amason during a D.C./Virginia College of Business Alumni event.

Christopher Groll (FINC, ’16) and Linette Rousseau (MAcc, ’16) received the Elijah Watt Sells Award from the American Institute of CPAs (AICPA) for their exemplary performance on the CPA Exam. Groll and Rousseau had a cumulative average score above 95.5 across all four sections of the CPA Exam, passed all four sections of the examination on their first attempt and completed testing in 2017. To read more, see page 11.
Your gifts are truly appreciated. Support from our alumni and friends is critical to the success of our students. The College of Business continues to attract new donors and engage existing donors who want to help shape the future of the College of Business. While the 2018 fiscal year is behind us, our students need your help every year to ensure that they continue to receive the quality business education that is the legacy of the College of Business. We invite you to join us in celebrating the success of last year. We also invite you to be a part of this year’s success with your financial support. To learn more about how you can help, call 912-478-2277.

### TOTAL ENDOWMENTS
$7,456,825

#### TOP 10 ALUMNI YEARS
(totals giving by class)

- 1974
- 1973
- 1985
- 1983
- 1984
- 1981
- 1986
- 1994
- 1969
- 1980

#### TOP 10 ALUMNI YEARS
(totals participation rate by class)

- 1960
- 1967
- 1966
- 1969
- 1968
- 1974
- 1963
- 1965
- 1984
- 1971

### ENDOWMENTS & GIFTS

#### 2018 TO 2017
- Building a Legacy: 36% to 45%
- Business Excellence Fund: 15% to 11%
- Program Support: 12% to 10%
- Scholarship Support: 37% to 34%

### GIFTS & PLEDGE PAYMENTS

- 2016–2017: $199,676
- 2017–2018: $162,990
- 2015–2016: $179,196
- 2014–2015: $25,737

### WHERE DONORS DIRECTED THEIR GIVING

- 2018: $25,737
- 2017: $179,196
- 2016: $199,676
- 2015: $162,990

WHERE DONORS DIRECTED THEIR GIVING

<table>
<thead>
<tr>
<th>Year</th>
<th>Building a Legacy</th>
<th>Business Excellence Fund</th>
<th>Program Support</th>
<th>Scholarship Support</th>
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<tr>
<td>2018</td>
<td>36%</td>
<td>15%</td>
<td>12%</td>
<td>37%</td>
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<td>2017</td>
<td>45%</td>
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<td>2016</td>
<td>44%</td>
<td>18%</td>
<td>22%</td>
<td>16%</td>
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</table>
“Pay it forward” became a familiar part of our lexicon when the book and, then later, the movie of the same name were released in 1999 and 2000, respectively. The origins of the concept are ancient with the first documentation of the concept dating back more than 2,000 years.

The concept is simple; when someone does something nice for you, you turn around and do something nice for someone else. It is simple to implement but not as easy to quantify. It is easy for us to recognize when a specific person has done us a favor or gone out of his or her way to help us.

But, what about the larger picture?

How often do we recognize the totality of good things we have received from those who have gone before us? Certainly, we recognize the contributions and sacrifices our parents and loved ones have made to raise us and make us strong. But what about those areas of life in which we cannot point to a particular person or event as the source for our good fortune? Take, for instance, things like healthcare, the interstate highway system or the College of Business? These things and many others did not just spring up in their current forms. They are the result of time, talent and treasure that was invested by innumerable people over innumerable years. In reality, the things and comforts we enjoy today were provided by people who “paid it forward.”

Every generation builds upon what they inherit from the past. For our students and alumni, the reality is that the education they are getting or received from the College of Business is the result of people “paying it forward.” Without their investment in the College of Business facilities, scholarships and faculty, the College of Business would not exist. One of the best ways to honor the past is to “pay it forward,” and one of the best ways for our alumni to “pay it forward” is to financially support students by establishing endowed scholarships or by making an annual gift to scholarships. For more information on scholarship gifts, contact me at 912-478-2277 or Chris at 912-478-5377.

**DEVELOPMENT NEWS**

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**WELCOME, MARIE WILLIAMS**

Marie, a Statesboro native, graduated with her Bachelor of Arts in graphic design from Georgia Southern University. She built a portfolio managing educational events while in college, which allowed her the opportunity to build relationships with deans, professors, and teachers who had a true passion for education, for training others and for sharing research in their respective fields. During her career, Marie has managed more than 30 educational programs, including many recurring annual events. A decade later, she founded Williams Events, an educational training and event management organization committed to bringing relevant training to educators and service providers across the country and W.E. MOVE!, a Summer tutoring camp for elementary school students. As an entrepreneur, Marie has had the opportunity to hone business development, fundraising and marketing skills she is excited to employ for Georgia Southern’s College of Business.
Help us locate other alumni!

If you know other College of Business alumni, we'd like to hear from them, no matter where they are! Direct them to fill out the “Blue Card” at GeorgiaSouthern.edu/Business/BlueCard.

We'd like to thank everyone who contributed their efforts to making this issue of Eagle Executive possible.

All academic programs in the College of Business are accredited by AACSB International: The Association to Advance Collegiate Schools of Business.

The College of Business is a member of the National Business Incubation Association (NBIA), the world’s leading organization advancing business incubation and entrepreneurship.

The College of Business is a member of the Association for University Business and Economic Research (AUBER) and the Graduate Management Admissions Council (GMAC).

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## SAVE THE DATE

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Professional Development Day (Sales Showcase &amp; Logistics Roundtable)</td>
<td>October 2</td>
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<tr>
<td>Eagle Expo Career Fair</td>
<td>October 3</td>
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<tr>
<td>Homecoming/South Alabama Tailgate</td>
<td>October 6</td>
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<td>Dean’s Advisory Board Meeting</td>
<td>November 9</td>
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<td>Young Alumni Board Meeting</td>
<td>November 10</td>
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<td>Tailgate @GA State</td>
<td>November 24</td>
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<tr>
<td>Graduate Brunch &amp; Commencement</td>
<td>December 7</td>
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<tr>
<td>Commencement</td>
<td>December 8</td>
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<td>Eagle Sales Boot Camp/Competition &amp; Logistics Roundtable</td>
<td>February 26, 2019</td>
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<td>Accounting Day</td>
<td>April 24, 2019</td>
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<tr>
<td>Spring Graduate Brunch &amp; Commencement</td>
<td>May 10, 2019</td>
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