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Fall 2018

## Eagle Executive Magazine

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FALL 2018

# EAGLE EXECUTIVE

GEORGIA SOUTHERN UNIVERSITY COLLEGE OF BUSINESS MAGAZINE

A photograph of a middle-aged man with short, light-colored hair, wearing a dark navy blue suit jacket, a white dress shirt, and a yellow tie with a dark geometric pattern. He is looking slightly to his right with a subtle smile. The background consists of vertical architectural elements, possibly window frames, with strong light and shadow patterns.

*Looking  
Forward*



## From the Desk of Dean Amason

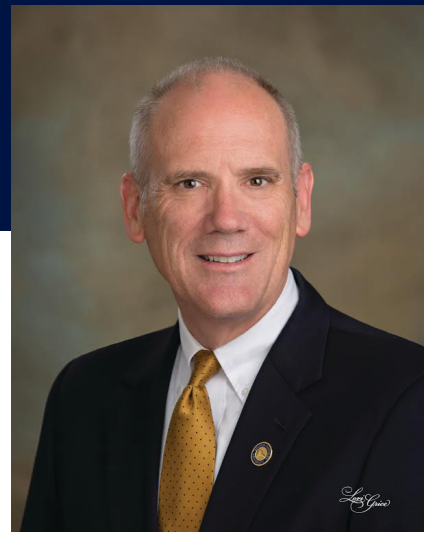
Time is a strange thing really. Some days seem to fly by, while others plod at the pace of a snail. A year can seem like a long time when thinking into the future. Yet, when thinking about the past, a year can seem like mere moments. Perception aside, though, we know that time moves at a steady pace 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.

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.



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 Erskine Russell once said, "You ain't seen nothin' yet."

A handwritten signature in black ink, which appears to read "A. C. Amason". The signature is fluid and cursive, written on a white background.

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*.

FALL 2018

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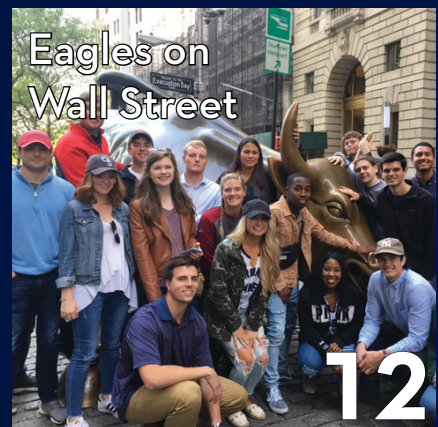
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## FEATURE STORIES





# GEORGIA SOUTHERN UNIVERSITY ONLINE MBA RANKED IN TOP 20 BY *POETS&QUANTS*

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."



The Georgia Southern Online MBA is an AACSB-accredited, 30-credit hour program that allows students to take two courses per semester for five consecutive semesters. The program, which is approximately 21 months, offers working professionals the opportunity to advance their careers with little interruption to their personal and professional lives. To learn more about the Georgia Southern Online MBA, visit [GeorgiaSouthern.edu/onlinemba](http://GeorgiaSouthern.edu/onlinemba).

# MORE THAN 4,000 DEGREES CONFERRED DURING 2018 SPRING COMMENCEMENT CEREMONIES

*from the  
University Newsroom*

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 Modellmog, 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."

Modellmog 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."





# 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.



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](mailto: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 MARVIL**

Lecturer  
Dept. of Management

**Education**

MS, Auburn University  
BS, Georgia State University



# BERLIN & PRAGUE BUSINESS ABROAD

by Steve Charlier, Ph.D., & Axel Grossmann, Ph.D.

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.



## BERLIN

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.

BRANDENBURG GATE





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.



DEUTSCHE BUNDESBANK BERLIN

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.



FOUNDRY





ST. VITUS CATHEDRAL



OLD TOWN PRAGUE

# PRAGUE

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).



PRAGUE CASTLE



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.



JOHNSON & JOHNSON

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.



FORD MOTOR COMPANY



SCANIA

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.



## HONORS STUDENTS PRESENT RESEARCH PROJECTS

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.

## COLLEGE OF BUSINESS ALUMNI RECEIVE AICPA ELIJAH WATT SELLS AWARD

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."

## STUDENT/FACULTY RESEARCH PRESENTED DURING ANNUAL MEETING

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.



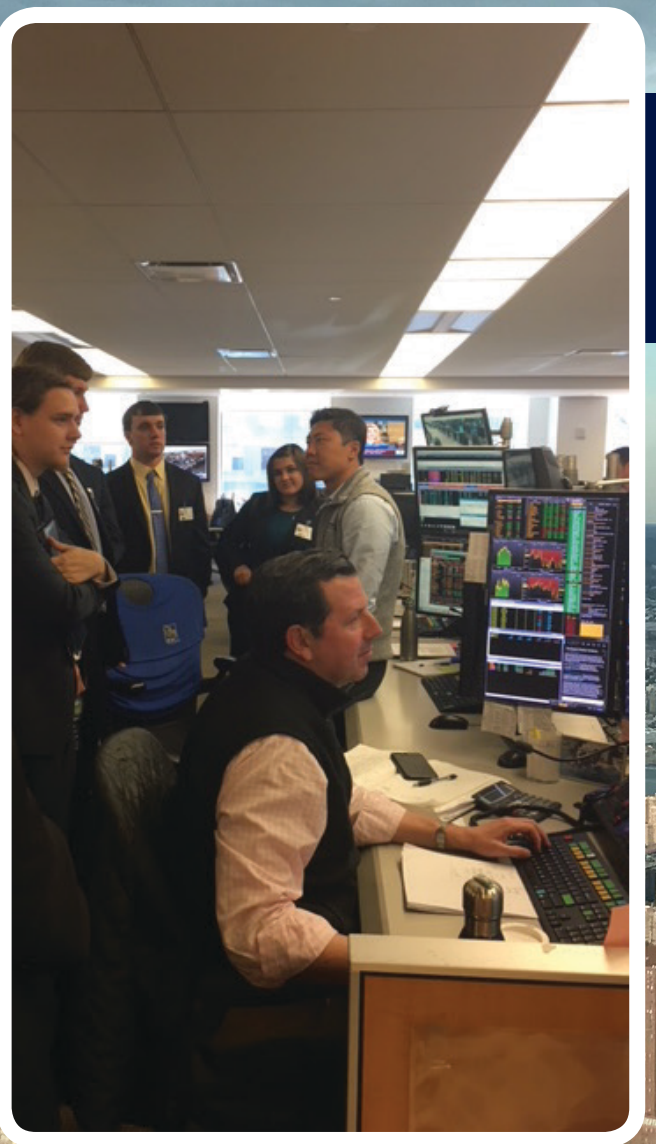
From the abstract, "This research investigates the effect of state-level macroeconomics and occupational pull factors that influence the initial location decisions of newly documented permanent residents in the United States using a cross-section analysis of data from the contiguous 48 states for the 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.



# EAGLES ON WALL STREET

by Allissa Lee, Ph.D.

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.







**WILLIS TOWERS WATSON**



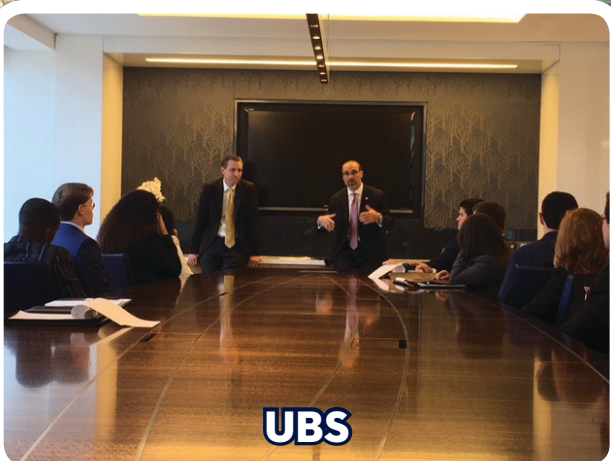
**AMERICAN EXPRESS**



**FEDERAL RESERVE BANK  
OF NEW YORK**



**RBC CAPITAL MARKETS**



**UBS**



**BLOOMBERG**

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 Daggendorf (MKTG, '04), Rod Eichler (IND MGNT, '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](http://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](https://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](mailto: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 15<sup>th</sup> 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](http://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.

## 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 14<sup>th</sup> 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](mailto:lgmullen@georgiasouthern.edu) or [lindsaylarson@georgiasouthern.edu](mailto:lindsaylarson@georgiasouthern.edu).





"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 2013



- Allen C. Amason becomes dean of the College of Business.

SPRING 2014



- The first *Eagle Executive* magazine is published.
- *Taking Flight* monthly e-newsletter begins publication.

SPRING 2015



- First Eagles on Wall Street trip is a success.
- The Events Office is created.

SUMMER 2015



- College of Business partners with Ocean Exchange for the BIG Pitch Competition.



# THINKING BACK, LOOKING FORWARD

ON AUGUST 1, 2013, COLLEGE OF BUSINESS ALUMNUS ALLEN C. AMASON (FINC, '84) RETURNED TO GEORGIA SOUTHERN.

by Kate Channell

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.

## SPRING 2016



- The Building A Legacy initiative begins.
- First Business Abroad trip goes to Spain.

## FALL 2016



- First Annual Professional Development Day held.

## SPRING 2018



- The director of Experiential Learning and Student Engagement is hired.

## FALL 2019



- The new Professional MBA Program in Savannah is expected to launch.





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).

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.

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.

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.





# BIG THINGS HAPPENING WITH THE CREATION OF

# CBAER

Center for Business Analytics and Economic Research

GEORGIA SOUTHERN UNIVERSITY

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 ACCREDITED

## SETTING HIGH STANDARDS: THE VALUE OF AACSB ACCREDITATION

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.



# MOONEY NAMED NEW GRADUATE PROGRAMS DIRECTOR

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 21<sup>st</sup> 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."





## MASTER'S PROGRAM A TOP 10 BEST PROGRAM FOR 2018

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.

## NEW PH.D. STUDENTS



### LAKSHMI SRAVANI MADARASU

Home Town: Hyderabad, Telangana, India

**Undergraduate Degree:** Bachelor of Technology in Mechanical Engineering from SRM University, Chennai, India (May 2012)

**Graduate Degree:** M.S. in Supply Chain Management and Logistics Technology from University of Houston, Houston, Texas (May 2017)

**Research Interests:** 'Quality Improvement in Project Management using Lean Six Sigma Methodology,' 'Supply Chain Systems and Operations and Their Impact on Organizations and Their Structural Frameworks' and 'Quantitative Analysis in Supply Chain Management Using Statistical Theorems'



### IRITA MISHRA

Home Town: Kanpur, Uttar Pradesh, India

**Undergraduate Degree:** Bachelor of Technology in Information and Communication Technology from ABV-Indian Institute of Information Technology and Management, Gwalior, India (2016)

**Graduate Degree:** MBA in Operations Management from ABV-Indian Institute of Information Technology and Management, Gwalior, India (2018)

**Research Interests:** 'Impact of Stakeholders in the Sustainability of Supply Chain Systems,' 'Benchmarking Frameworks for Quality Assurance in Supply Chain of Organizations,' 'Exploratory Studies Towards Technology Management in the Operations of R&D Firms' and 'Models for Effective Healthcare Management in Developing Nations'



# 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, Paradise & 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 Keadle Moore, Atlanta  
Heather Warnock, Larry Sumner, CPA, Cochran

## ECONOMICS

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

## FINANCE

Summer Adams, Massie McIntyre, P.C., Vidalia  
Davis Baldwin, Quicken Loans Inc., Detroit, Michigan  
Bryan Barron-Ponce, AT&T Inc., Atlanta  
Cory Bond, Georgia Dept. of Banking and Finance, Atlanta  
Chadwick Charping, 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 Kolgaklis, 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, Novelis, 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, Innvision 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  
Kevin Webb, FedEx Freight, Bloomingdale

## 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  
Andrew Jackson, Gibson Produce, Cordele  
Stephen Kirkland, DIY Solar Supply, LLC, Tallahassee, Florida  
Cameron Lacks, Cowgirl Kitchen Enterprises, Rosemary Beach, Florida  
Anna-Marie Mackintosh, Trans World Radio, Cary, North Carolina  
Justin Morrell, Broad Street Supermarkets, Inc., Sparta  
Jamie Philipson, Buffalo Wild Wings, Marietta  
Nicole Ramnauth, Eagle Creek Brewery, Statesboro  
Brooke Remy, Target Corporation, Atlanta  
Olan Stubbs, The Systems Depot, Duluth  
Hayley Turner, College Football Hall of Fame, Atlanta  
Payton Wainwright, Taylor Orchards, Reynolds  
Jared Warner, The Golf Club of Amelia Island, Amelia Island, Florida  
Jacob Whitaker, Statesboro-Bulloch County Airport, Statesboro  
Mollie Whitehead, Holder Construction, Atlanta  
Zachary Zolt, Flowers Foods, Thomasville



## MARKETING

Jordan Beckum, Office of University Writing, Auburn University, Auburn, Alabama

Bailey Catrabone, Davis Marketing Company, Statesboro

Kate Clement, Cintas, Lawrenceville

Daniel Coble, PT Brokers, Cleveland, Mississippi

Carleigh Coffey, Coffey Electric, Pooler

Layla Enayati, Equifax Inc., Atlanta

Reid Ferguson, Nolan Transportation Group, Atlanta

Sara Garman, Robin Aspinwall-Independent Marketing Consultant, Statesboro

George Hamil, National Distributing Company, Inc., Macon

Kara Heater, The Savannah Bananas/Fans First Entertainment, Savannah

Cole Hensley, Piedmont Group, Dunwoody

Kelly Murray, Georgia Ports Authority, Savannah

Merrill Nelson, Sherwin-Williams, Roswell

Robert Priest, Tri-Made Marketing, Acworth

Ashton Primm, Briggs Equipment, Atlanta

William Reid, Briggs Equipment, Atlanta

John Tanner, Agri-AFC, Sylvester

Jared Thompson, Community Health Services of Georgia, Metter

Morgan Thompson, Statesboro Police Officers Foundation, Statesboro

Ryan Tuten, The Boyd Real Estate Group, LLC, Ocala, Florida

Katie Wilson, Georgia Southern Athletics, Statesboro

Mitchell Woods, Jays ACE Hardware, Wrens

## NEW PROGRAMS. NEW POSSIBILITIES.

### *Georgia Southern College of Business in Savannah*



**GEORGIA  
SOUTHERN  
UNIVERSITY**

**COLLEGE OF BUSINESS**

*Armstrong Campus*



**BBA in Economics**

**BBA in Logistics & Intermodal Transportation**

**MBA**

**GeorgiaSouthern.edu/Business**

ALUMNI

# 40 UNDER 40

In the 40 Under 40 Class of 2018, 12 alumni hail from the College of 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!



**Jeffrey Bush**  
ECON, '13

Chief Operating Officer, Parker's, Savannah



**Katie Childers**  
MBA, '11

Deputy Chief of Staff for Policy and Legislative Affairs, Office of Governor Nathan Deal, Atlanta



**Matt Donaldson**  
FINC, '13

Assistant Vice President, Controller, Durden Banking Company, Twin City



**Robert Goolsby**  
MBA, '13

Vice President, Professional Services, Fiserv, Alpharetta





**Dean Hudson**  
LOGT, '06; MBA, '11

Regional Business  
Manager, J.B. Hunt  
Transport, Atlanta



**Kutina Ruhumbika**  
MKTG, '02

Vice President of  
People, Barteca  
Restaurant Group,  
New York, New York



**Wayne Murphy**  
MGMT, '04

Branch Manager,  
Queensborough Bank  
& Trust, Savannah



**David Schott**  
MBA, '16

Chief Operating  
Officer, South Georgia  
Medical Center,  
Valdosta



**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



**Wesley Olliff**  
MGMT, '07

Senior Vice President,  
Commercial Lending,  
Colony Bank, Savannah



**Curtis Williams**  
IS, '09

Owner, HHE  
Enterprise, Curtis J. &  
Associates, Smyrna



# WHY I GIVE: *THE BURKES*

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.



ELIZABETH & BRYAN BURKE



# WHY I GIVE: *TIM PEARSON*

## 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.



TIM PEARSON (LEFT) WITH MICHAEL JENKINS, 2018 FSA STUDENT ACHIEVEMENT AWARD RECIPIENT



# EAGLE EXECUTIVE SOCIETY

## 2017-2018 MEMBERS

### EAGLE CEO

Allen and Cricket Amason  
Aprio Atlanta  
Gary and Laura Baker  
Bennett Thrasher, LLP  
Teri Brennan  
Bryan and Beth Burke  
Don and Carole Cox  
Dabbs, Hickman, Hill & Cannon  
Margot Morris-Dawkins  
Draffin & Tucker, LLP  
Benjamin Dukes  
David and Kathrine Edwards  
Enterprise Holdings Foundation  
ExxonMobil Foundation  
Fidelity Charitable Gift Fund  
Olivia S. Flanagan  
Brynn Grant and Tim Feathers  
Sara Jeanette Grimes  
Dominique and Magarita Halaby  
Cedric and Jacqueline Henry  
Jack and Dorothy Henry  
William and Jo Ann Hickman, Jr.  
Bryant Hosch  
Don and Teri Howard  
Jack Jennings  
Daniel and Elizabeth Johnston  
Kelly and Cynthia Jones  
Thomas and Victoria Jones  
Sue Kath-Burchett and Gariel Burchett  
Sean and Elizabeth Knox  
Knox Pest Control, Inc.  
KPMG Foundation  
Douglas and Karen Lambert  
Michael and Suzanne Lamberth  
Matt and Ashley Lane  
Max G. Manack  
J.T. and Gerilynn Marburger

Townsell and Kelly Marshall, III  
Mauldin & Jenkins  
William and Kimberly McLeod  
Merrill Lynch  
Moore Stephens Tiller, LLC  
Greg and Ruth Morgan  
Roger and Toni Murphey  
Newberry Family Foundation, Inc.  
Paul and Lori Newman  
Nichols Cauley & Associates  
Michael and Cindy Pannullo  
David and Julie Pitman  
Sharon and Reginald Ponder  
Porter Keadle Moore, LLP  
Premier Management Group, LLC  
James and Cindy Randall  
Raymond James Charitable Endowment Fund  
Safe Systems, Inc.  
Michael and Danna Sanders  
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Cathy Swift  
Thomas and Jane Tharpe  
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**GEORGIA  
SOUTHERN  
UNIVERSITY**

**COLLEGE OF BUSINESS**

# **ANNUAL REPORT 2017-2018**

# ANNUAL REPORT

## *Student Experience*

*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](http://GeorgiaSouthern.edu/business/student-ambassador-program).

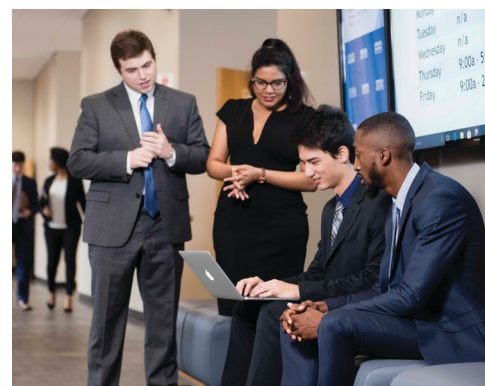


### EAGLE EXECUTIVE SOCIETY - STUDENT CHAPTER

The Eagle Executive Society - Student Chapter (EExS-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 1<sup>ST</sup> 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

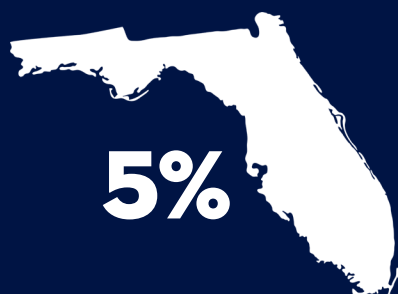
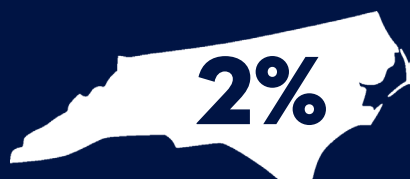
During the award cycle, the Georgia Southern student chapter was involved in human resource (HR) activities that included the local SHRM chapter and mentorships with HR professionals, who attended bi-weekly meetings to discuss employee-management topics, such as résumé building, interview skills and 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.



# ANNUAL REPORT

## *Student Facts*

### 2017 GRADUATING STUDENTS' EMPLOYMENT BY STATE (TOP 3)\*



### 2017 STARTING SALARIES (AVERAGE & TOP 3)

Average Overall Salary	\$47,300
Logistics & Supply Chain Mgmt.	\$64,000
Marketing	\$75,000
Information Systems	\$80,000

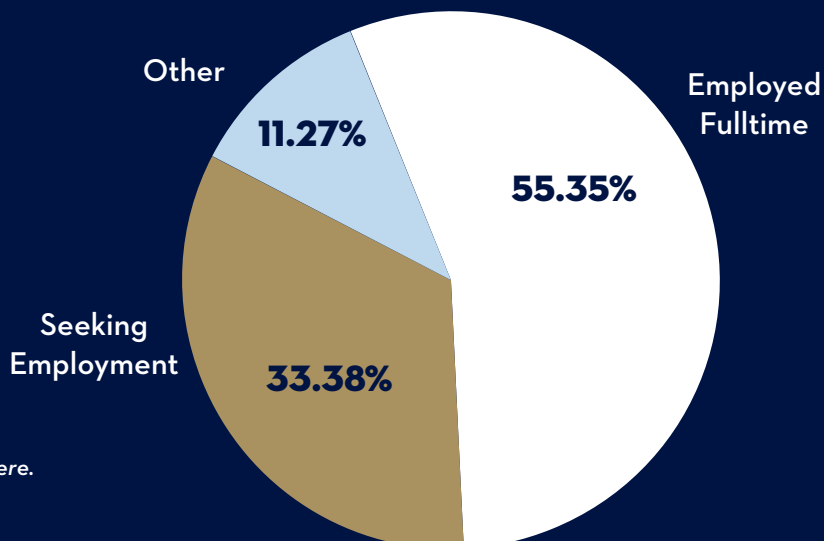
### FALL 2017 ENROLLMENT

University: 20,418  
 First-time Full Time Freshmen Enrollment for Fall 2017: 3,472  
 Total College Enrollment: 3,679  
 18.7% of University's students are in the College of Business  
 College Undergraduate Students: 3,317  
 College Graduate Students: 362  
 College Ph.D. Students: 8

### FALL 2017 UNIVERSITY INCOMING FRESHMEN STATS

SAT - 1140      ACT - 23      GPA (high school) - 3.32

### 2017 COLLEGE EMPLOYMENT STATUS AT GRADUATION



\*11% of graduating students were employed elsewhere.



# ANNUAL REPORT

## 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 12<sup>th</sup> 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.

## Faculty/ Staff Awards

**William A. Freeman Outstanding Professor Award**  
Steve Charlier

**Gary M. Davis Excellence in Research Award**  
Axel Grossmann

**W.A. & Emma Lou Crider Excellence in Teaching Award**  
Steve Stewart

**Martin NeSmith Faculty Distinguished Service Award**  
Leslie B. Fletcher

**Tomlinson & Bond Families Staff Excellence Award**  
Janice Brown

**Donald D. Howard Faculty Award**  
Amanda King

**J. Daniel Speight Banking Excellence Award**  
Don Cox

**Dabbs, Hickman, Hill and Cannon Accounting Scholar**  
Britt McKay

**Business Innovation Group Entrepreneurial Outreach Award**  
Jeremy Horstman

**Jean C. & David G. Spoolstra Faculty Award**  
Adrian Gardiner

**Porter, Keadle, Moore, LLC Faculty Fellowship in Accounting**  
Brian Dowis  
Lowell Mooney

**Jane White Marketing Scholar**  
Hyunju Shin  
Stefan Sleep

**Michael W. Skinner School of Accountancy Excellence Award**  
Stephanie Hairston

**College of Business Faculty Enrichment Award**  
Scott Ellis

**Bank of America Faculty Award**  
John Harris

**M. Albert Burke Faculty Award**  
John King

**Ron & Barbara Shiffler Faculty Award**  
Stan Suboleski

**Olivia Suggs Flanagan Faculty Fellowship for Outstanding Teaching or Research Award**  
Tim Cairney  
Errol Stewart

# ANNUAL REPORT

## Alumni

With an alumni network of more than 25,000, you are part of a family that spans the world. Through this strong network, the College of Business provides events for our alumni to connect and engage with each other and with our students. From Professional Development Day to football tailgates and other events, such as reunions and alumni dinners, we look forward to seeing you back on campus, around the state and across the nation. To learn more about how to get involved, call Chris Osborne at 912-478-5377 or email [wosborne@georgiasouthern.edu](mailto:wosborne@georgiasouthern.edu).

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.

# ANNUAL REPORT

## Business Innovation Group



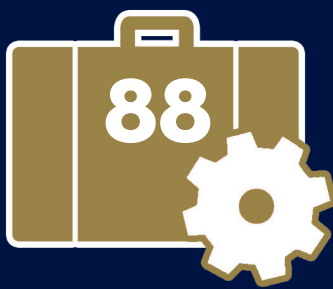
**STUDENT PARTICIPANTS  
IN PITCH/STARTUP  
COMPETITIONS**



**TRAINING  
ATTENDEES**



**STAFF COUNSELING  
HOURS**



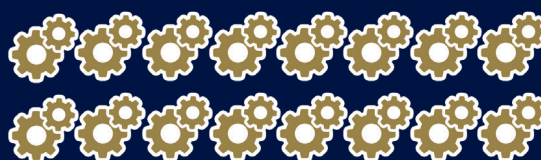
**BUSINESS CLIENTS  
SERVED**



**NUMBER OF EVENTS: 3**



**NUMBER OF BIG CAFÉS: 12**



**STARTUPS FACILITATED: 16**



**STUDENT-BASED PROJECTS: 17**



**RESEARCH PROJECTS: 11**



**EDUCATION WORKSHOPS: 23**



**AMOUNT OF CAPITAL ACCESS**



# ANNUAL REPORT

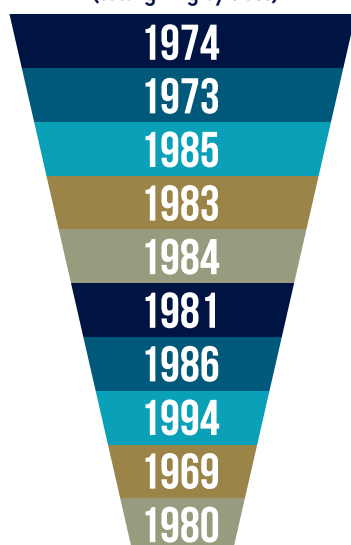
## Endowments & Gifts

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.

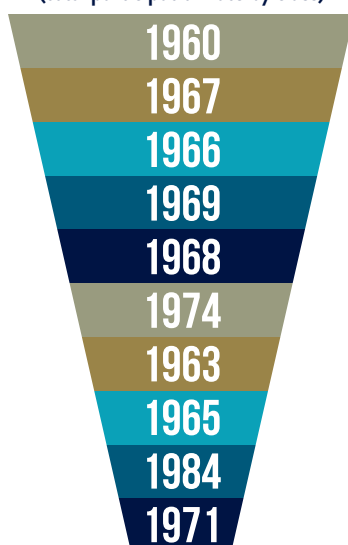
### TOTAL ENDOWMENTS

#### \$7,456,825

TOP 10 ALUMNI YEARS  
(total giving by class)



TOP 10 ALUMNI YEARS  
(total participation rate by class)



### BUILDING A LEGACY

Georgia Southern University College of Business

### TOTAL RAISED: \$744,088

PLEDGES & GIFTS

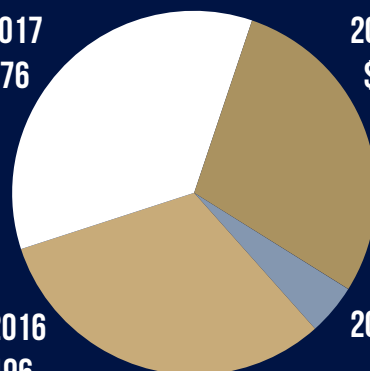
### GIFTS & PLEDGE PAYMENTS

2016–2017  
\$199,676

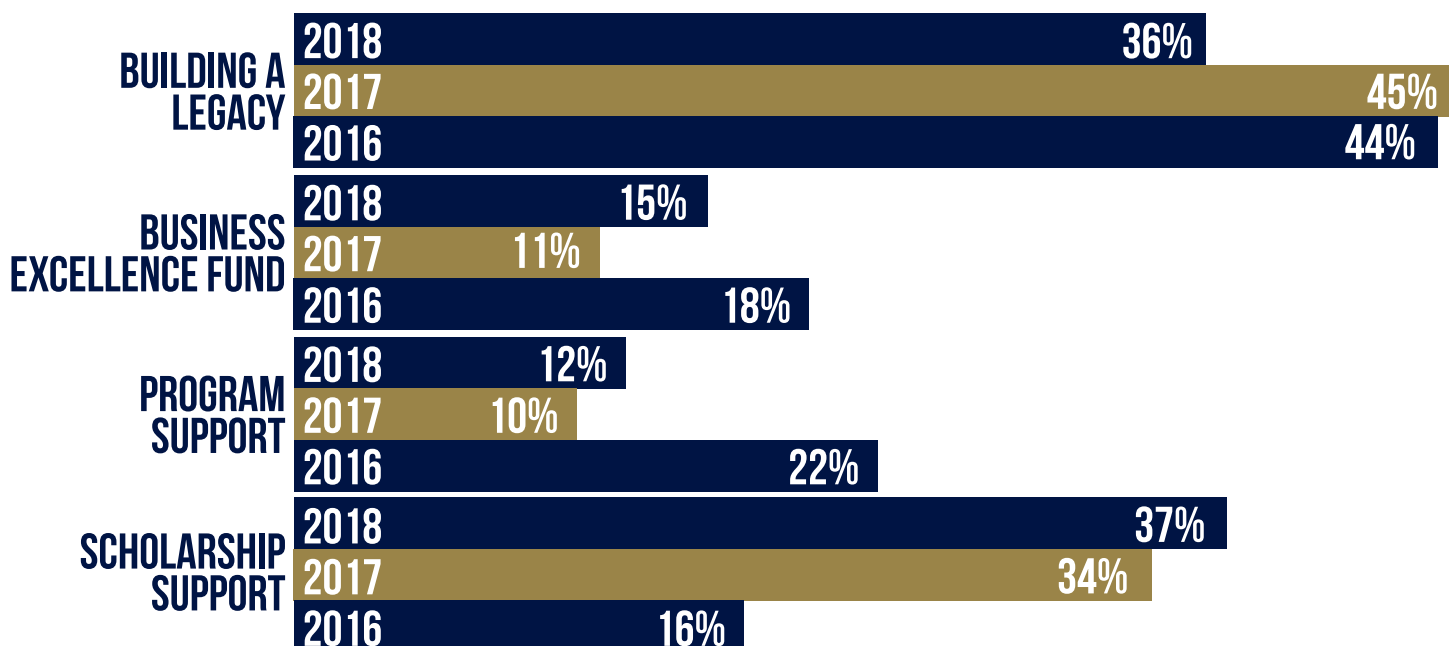
2017–2018  
\$162,990

2015–2016  
\$179,196

2014–2015  
\$25,737



### WHERE DONORS DIRECTED THEIR GIVING



## DEVELOPMENT NEWS

"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 health care, 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.



*William J. Slayton*

## 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!



## HELP US BRANCH OUT

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](http://GeorgiaSouthern.edu/Business/BlueCard).



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Kate Channell, *Editor*  
Mark Donato, *Designer*  
Carol Lott Waller, *Publications Specialist*  
Mary Lee Olliff, *Graduate Assistant*

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Please forward any items of interest or other inquiries to

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Phone: 912-478-5926; Fax: 912-478-5340  
[business-marketing@GeorgiaSouthern.edu](mailto:business-marketing@GeorgiaSouthern.edu)

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



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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 Association for University Business and Economic Research (AUBER) and the Graduate Management Admissions Council (GMAC).



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



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Georgia Southern University College of Business

## SAVE THE DATE

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