

  
**FAYETTEVILLE**  
STATE UNIVERSITY™  
SCHOOL OF BUSINESS  
AND ECONOMICS



**2016 ANNUAL MAGAZINE**



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The School of Business and Economics Magazine

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## ■ A LETTER FROM THE DEAN

The year 2016 was another momentous year for the School of Business and Economics. Enrollment is growing, we continue to attract top notch faculty, many of our students are doing exceptionally well after graduation, and we are being awarded high impact opportunities to leverage our strong faculty, staff, and students to assist the regional community.

We appreciate the feedback we receive from alumni. When we surveyed our alumni as part of our continuous improvement process, 70 percent reported that their business degree enhanced their business skills 'very much' or 'extremely'. For example, one of our recent graduates reported that he received a high profile promotion within 6 months of graduation after he was able to use the skills learned as an MIS student to help his organization meet challenges that they had previously been struggling with. Salaries of our Bachelor's and MBA graduates compare very favorably to those of our peer institutions. And with our online MBA program continuing to receive multiple accolades as being among the most affordable high quality programs in the nation, enrollment in our MBA program is accelerating.

Our level of engagement with the community is growing as well. For example, in 2016 SBE faculty were awarded a new contract to teach business and economic development principles to U.S. Army Special Operations personnel, a new contract to help community leaders understand potential impacts of changes in the level of military forces at Fort Bragg, and a new grant from Google to teach middle school students how to code.

Our primary focus continues to be on enhancing the success our current students are enabled to achieve. Online sections have been added for the convenience of students with busy work schedules. Courses are increasingly incorporating valuable, real-world, project-based learning opportunities. And the SBE has collaborated closely with the University's Career Services office to significantly expand the University's Career Fair and to identify additional internship and career opportunities for SBE students.

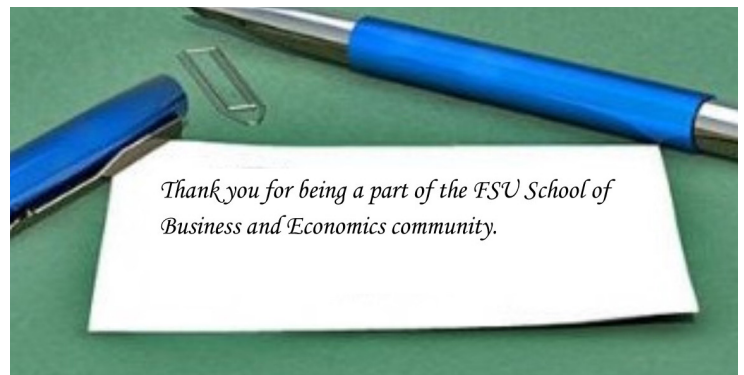
We remain committed to helping our students, faculty, and community members achieve their dreams of academic and business success. As you will see in the pages of this magazine, for those willing to go for it, we have much to offer.

Thank you for being a part of the FSU School of Business and Economics community.

Sincerely,



Pamela Jackson, PhD  
Dean, School of Business and Economics



# Fall Career & Graduate School Fair 2016

## Creating Leaders, Molding Professionals

On November 9, 2016, the semi-annual FSU Career, Internship and Graduate School Fair was, for the first time, co-sponsored by both the FSU Office of Career Services and our own School of Business and Economics. It was one of the biggest and best – by all accounts – for both students and employers in recent memory. A total of 80 employers (45 of them private sector for-profit), 29 grad schools, and 565 students participated! In addition, post-event surveys of both students and firms found that the great majority rated it a very good and successful experience. SBE students made up close to 25% of the total in attendance! Employer representatives were recruiting for a broad variety of jobs, but 100% noted that customer service skills are needed and 90% indicated that they offer internship opportunities. Job and internship offers have already been made to several SBE students. Some SBE alums also manned the employer tables!

Tim Moore, the SBE's community engagement director, worked with external business-related organizations to help publicize the fair and recruit employers. Word went out through The Greater Fayetteville Chamber of Commerce; The Cumberland County Workforce Development Board; the Society for Human Resource Management; NC Defense Business Association; NC Military Business Center; Fayetteville Cumberland County Economic Development Corporation; and the Cumberland County Plant Manager's Association. Several SBE Advisory Board members also played a major role. Some of the major participating employers included: Aflac; General Dynamics; AT&T; Coca Cola; Enterprise; FDIC; Delhaize America; Frito-Lay; Geico; Morgan Stanley; Nationwide; Perdue Farms; Sherwin-Williams; Travelers; Walgreens; and Walmart. The next Career Fair is scheduled for March 29, 2017.





# SBE RANKINGS, HONORS, AND AWARDS

## RATED #72

### U.S. News Ranking - Best Online MBA Program

The ranking is based according to the performance of the program across a set of widely accepted indicators of excellence.

<http://www.usnews.com/education/online-education/fayetteville-state-university-OBUS0204/mba>



## The Princeton Review

The review is based on the students' rating, which extends from the students' professors to their career prospects.

<https://www.princetonreview.com/business-school-rankings?rankings=best-business-schools>



## RATED #47

### AC Affordable Colleges 2016: Best Online MBA Program

The ranking is based on the best combination of quality, cost, and student report.

<http://www.affordablecollegesonline.org/degrees/mba-programs/>



## RATED #50

### Online Course Report - The Best 50 Online MBA Programs

The ranking is based on their overall cost, how the program is built, and the prestige of the university offering the degree.

<http://www.onlinecoursereport.com/50-best-online-mba-programs/>



## RATED #46

### Military Times School of Business and Economics

The ranking is based on many factors that make an institution a good fit for military veterans.

<http://bestforvets.militarytimes.com/business-schools/2016/>



## RATED #1

### Bestmastersdegrees.com: Top 10 Most Affordable AACSB Online MBA Programs 2016

The ranking is based on the affordability of the AACSB accredited MBA.

<http://www.bestmastersdegrees.com/top/affordable-aacsb-online-mba-programs>



## RATED #3

### AffordableSchools.net: 20 Affordable Online Bachelor's Degrees in Business Administration

Ranking is based according to the performance of the program across a set of widely accepted indicators of excellence.

<http://affordableschools.net/20-affordable-online-bachelors-degrees-business-administration/>



## RATED #6

### BestValueMBA.net: Best Value MBA - Most Affordable International MBA Programs

The ranking is based on affordability and possibility of students to study abroad.

<http://www.bestvaluemba.net/rankings/most-affordable-online-international-mba-programs/>



## RATED #36

### bestvalueschools.com: 50 Best Value Online MBA Programs 2016

The ranking is established upon four factors: years established, early career pay, high meaning of the workplace of alumni, and annual cost.

<http://www.bestvalueschools.com/rankings/online-mba-programs-2016/>



## BestValueMBA.net #1

### Get Educated: Best Affordable AACSB Online MBA Programs

The ranking reveals the most affordable AACSB online MBA programs in the US with the highest caliber education for a community college price.

<https://www.geteducated.com/online-college-ratings-and-rankings/best-buy-lists/best-buy-online-masters-mba-aacsb>



SSRN Social Science Research Network: The SBE Faculty is Ranked # 61 in U.S. Based on Downloads of Paper and #102 Worldwide (As of December 31, 2016)

# 4th Annual Social Entrepreneurship Conference

**FSU Is the Only Institution to Have a Winning Team Every Year**



*Pictured from L-R: Dr. Marsha McLean; Ashley Boyd; Dr. Pamela Jackson; Maria Taro; Diana Anthony; and Gregory McElveen*

**F**ayetteville State University competed in the 4th Annual Social Entrepreneurship Conference sponsored by the University of North Carolina General Administration on February 16, 2016. This year's FSU undergraduate team progressed to the final round, becoming one of only six finalists. Out of the 27 undergraduate student teams competing, FSU's team was among the top three, winning 2nd runner up (3rd place). In the four years of this competition, FSU is the only institution in the UNC System to have had a winning team each year, 2013-2016.

The FSU team's social entrepreneurial idea was a proposed business for an innovative product and service called RememberMe. RememberMe™ will be a sales and subscription service designed to create "shared remembering" for Alzheimer victims and their families and caregivers through a memory book that involves the five senses (sight, sound, smell, touch, and taste). This idea was originated by Maria Taro, a business major and an employee at FSU. Taro and another business student Ashley Boyd were the presenters in the competition and, Diana Anthony, another business major team member, and employee, also participated.

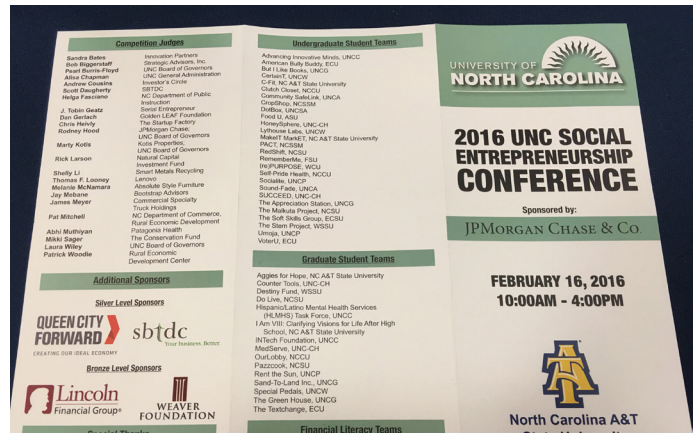
by Public Relations, February 22, 2016

Prior to the competition, and as part of their fall 2015 entrepreneurship class, a team developed and refined Taro's idea. For the competition, they completed a business plan that included financial and return-on-investment projections. They effectively demonstrated their social entrepreneur idea and plan to judges made up of community business and industry leaders. The team advisors and coaches were from the School of Business and Economics, and included Mr. Gregory McElveen, and Dr. Steven Phelan. They were also assisted by Johnnie Marshburn and other staff in the FSU Small Business and Technology Development Center (SBTDC). Dr. Marsha McLean, Assistant Vice Chancellor for Academic Affairs, and Dr. Pamela Jackson, SBE Dean, provided guidance and support as well.

In the last three years, the winning teams have all involved the School of Business and Economics (SBE). Last year, 2015, the FSU Graduate Team won first place with a proposed social entrepreneur idea that was in collaboration with the Department of Biological Sciences. Dr. Shirley Chao, associate professor and researcher in biological sciences, led development of CannaMix—a patent pending, organic hemp-based pesticide that is nontoxic and safe for humans. Biology students collaborated with an MBA student to create the business plan.

"I am extremely proud of what the School of Business and Economics has accomplished this year in addition to our wins in the previous three years," said Dr. Jon Young, Provost and Vice Chancellor for Academic Affairs. "The students and faculty advisors continue to excel and appear to have a proven model for idea development and competition. Clearly, they have set the bar high for others to follow."

This year's first place winner in the undergraduate team category was the NC School of Science and Math and the second place winner was from the University of North Carolina at Chapel Hill.



# National Leadership Conference in North Carolina

## FSU ALPHA KAPPA CHAPTER STUDENTS RECEIVE TOP HONORS AT THE NATIONAL LEADERSHIP CONFERENCE IN NC

Fayetteville State University was well represented at the 62nd Annual Phi Beta Lambda State Leadership Conference held April 7-9, 2016 in Charlotte, North Carolina. The FSU Alpha Kappa Chapter, with four chapter members, took part in competitive events, leadership seminars, regional meetings, and general sessions. Approximately 400 delegates, representing chapters from community colleges and universities across North Carolina attended the conference. First-place, second-place, and third-place winners at the state conference earned the right to compete at the National Leadership Conference in Atlanta, Georgia, in June.



Donica Allen, a senior that graduated in Spring 2016 with a B.S in Business Administration with a concentration in Management, earned sixth place in Retail Management and fourth place in Business Law.

Matthew Foy, a senior in Business Administration with a concentration in Marketing, earned eighth place in Marketing Concepts and third place in Sports Management and Marketing. Mr. Foy is currently serving as the chapter's historian.

Jacquanesha Leak, the chapter's secretary, is a junior, majoring in Accounting with a minor in Chinese Language. During national conference, Ms. Leak earned third place in Business Communications.

Delphia Schoenfeld is the chapter's president and a senior with a major in Business Administration with a concentration in Management. Ms. Schoenfeld earned first place in Management Concepts and second place in Future Business Educator.

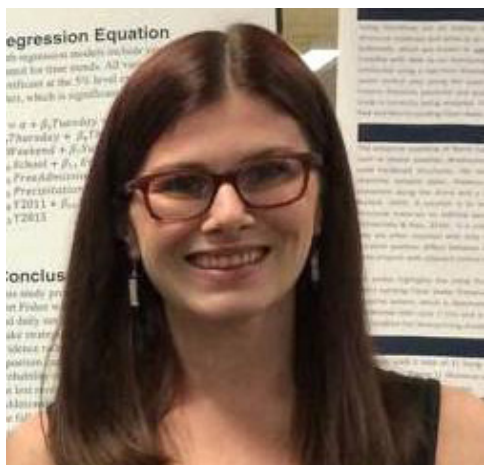
FSU Phi Beta Lambda advisors are Dr. Carolyn Spillers, Assistant Professor of Business Communications and Mr. Terrell Coleman, Professional Division Member and Fayetteville State University Alumni.

*Phi Beta Lambda is the collegiate division of Future Business Leaders of America. Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL) is a nonprofit 501(c) (3) education association with a quarter million students preparing for careers in business and business-related fields. FBLA-PBL is the largest business career student organization in the world.*





# South East Decision Sciences Institute Conference



Catherine Aasen

Catherine Aasen is an online MBA student at Fayetteville State University. She and her four-year-old daughter spend half their time in Oslo, Norway and the other half in Wilmington, North Carolina. Catherine volunteered at the North Carolina Aquarium at Fort Fisher for five years as an educator, aquarist, and SCUBA diver. During Catherine's time at the aquarium she constantly heard employees discussing pay inequality, and how it affected motivation. She also noticed a high turnover rate for certain positions.

## MBA STUDENT CATHERINE AASEN WINS SECOND PLACE IN THE SEDSI 2016 STUDENT PAPER COMPETITION

During Dr. Eric Dent's Organizational Behavior class at Fayetteville State University, Catherine learned about equity theory and evidence-based management. Afterwards, she took an independent study course under Dr. Dent's supervision and used her new knowledge to find ways to help the aquarium. Her paper, "Applying Evidence-Based Management at the North Carolina at Fort Fisher" aids the efforts of the aquarium to implement evidence-based management techniques by identifying variables that affect the daily net revenue and attendance. She collected and analyzed 7.5 years of daily data. Then she conducted a series of regression analyses and identified a number of statistically significant independent variables.

In February, Catherine presented her paper at the South East Decision Sciences Institute's 2016 conference in Williamsburg, Virginia. She was one of only four MBA students in the southeast region selected to present at the conference. She won second place in the competition.

The Decision Sciences Institute is a multidisciplinary international association dedicated to advancing knowledge and improving instruction in all business and related disciplines.

Catherine was also selected to present her paper at the Student Research Conference 2016 at Fayetteville State University.

## DR. ASHOK JAIN'S KIDZCARE PEDIATRICS RECEIVES THE 2015-2016 NC SBTDC BUSINESS OF THE YEAR AWARD

Dr. Ashok Jain, President of Kidzcare Pediatrics, is a former FSU MBA graduate and currently an active member of the SBE Advisory Board. His company, Kidzcare Pediatrics was named as NC SBTDC (Small Business Technology Development Center) Business of the Year for 2015-16. Kidzcare currently has 17 offices from the coast to the mountains of North Carolina, and serves more than 100,000 children each year.

Visit Kidzcare Pediatric's website at [www.kidzcarepediatrics.com/](http://www.kidzcarepediatrics.com/) and SBTDC Annual Report at [www.sbtcd.org/pdf/annual\\_report.pdf](http://www.sbtcd.org/pdf/annual_report.pdf) to learn more about Dr. Ashok Jain, and Kidzcare Pediatrics.



Ashok Jain, MD, FAAP, MBA, CPE  
Former FSU MBA Student

### *Global Education*

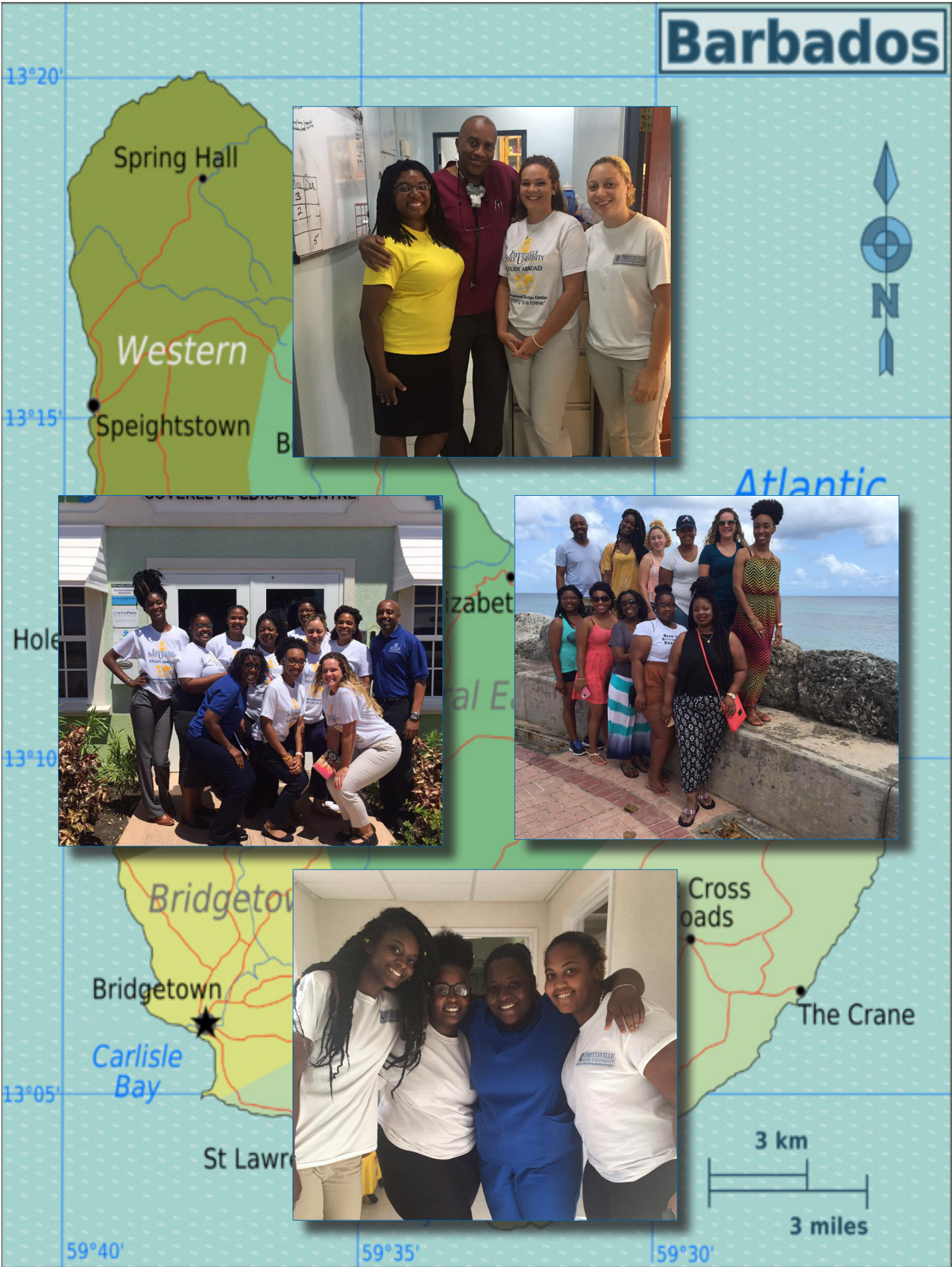
#### Summer Trip Abroad



This Summer the School of Business and Economics (SBE) took students to study healthcare service delivery in Barbados. This study abroad course was different than the typical course, because the primary focus of this experience was research. The students worked closely with medical staff in three medical clinics for two weeks performing process-flow and patient satisfaction data collection. This research was performed in collaboration with the University of West Indies and multiple government officials in Barbados. The potential benefits were deemed so impactful that the study team was featured on a national morning talkshow in the Caribbean. Students were immersed in Barbadian culture – living and working with locals; and participated in ethnographic research steps, such as workflow observations and patient and clinician interviews. They were able to apply concepts learned in the classroom in a real-world setting and gain an appreciation for the importance of research which considers a broad range of factors, including national cultural differences. Through opportunities such as this, the SBE seeks to provide training that may inspire students to consider careers in research as well as business and management.



# Barbados



## Achievements



### SEVEN SBE ACCOUNTING STUDENTS PASS THE ACCA CERTIFICATION EXAMS

#### ABOUT ACCA

The Association of Chartered Certified Accountants (ACCA) has been in existence for more than 100 years. Headquartered in London, it is the oldest and most highly recognized accounting certification body in the world. Its certifications are recognized in more than 100 countries.



*Melverton McLaren*



*Ronald Labbe*

Accounting Professor Robert McGee incorporated the ACCA exams as an optional part of his Intermediate Accounting 2 and Financial Statement Analysis classes. His students have the option of taking the ACCA certification exams. Many of his students passed one or more of these exams: Certificate in International Financial Reporting (CertIFR); Certificate in International Financial Reporting for Small and Medium-Size Enterprises (CertIFRSME); and Certificate in International Public Sector Accounting Standards (Cert IPSAS).

In Spring 2016, the following students passed these exams:



*Hao Lu*



*Jasmen Lima*

- Candice Forrest - CertIFRSME
- Catia Kelly - Cert IPSAS
- Ronald Labbe - Cert IPSAS
- Jasmen Lima - Cert IPSAS
- Hao Lu - CertIFRSME
- Melverton McLaren - Cert IPSAS
- Garrett Schwerdt - Cert IPSAS

## Internships and New Hires

### ADVANCING STUDENTS' CAREER AND PROFESSIONAL DEVELOPMENT

Earning a college degree with a good GPA is important, but couple that with experience gained in an internship, sets you apart from your peers and makes you extremely valuable to potential employers.

Perkins Management summer intern and Fayetteville State University business student, Calvin Cole, learned government contracting at SBA Headquarters.



Calvin Cole

Several SBE students were hired for internship after participating in the SBE-sponsored field trip to attend the National Association of Black Accountants for 2016 Conference. Among them were Alexis Jackson and Brittany Baker. Faculty leadership was provided by Department Chair Ulysses Taylor, Dr. Lynn Bible, and Ms. Renelle Brown.



Altria



JOHN DEERE



Brittany Baker



Alexis Jackson

Fall Graduate Jasmin Isom is now working as a Senior Analysts at Dell Technologies. Isom majored in accounting, banking, and finance.

Another graduate, Jason Smith, was hired as Assistant Vice President, Global Information Security (GIS) Insider Threat Operations at Bank of America. Among his duties, Jason is responsible for developing the bank's information security strategy and policy. He also manages and operates a global security operations center that monitors, detects, and responds to cyber security incidents.

#### State Employee Credit Union Internship Program

Now in its second year, the State Employees Credit Union, or SECU, is providing funding to programs at several campuses in the UNC system that is allowing students to pursue paid summer internships in different fields of public service, in many cases leveraging business-related skills. The internships are service- and community-related, specifically designed to help smaller, rural parts of North Carolina. SECU internships in which SBE students participated in the summer of 2016 included:

- Fayetteville Women's Business Center – Magdiel Vazquez (Accounting)
- Fayetteville Police Department - Stephanie Howard (Business Administration)
- Fayetteville State University - Office of the Registrar – Carla Rivas (Business Administration)
- Cumberland HealthNet – Cierra Bond (Healthcare Administration)



Jasmin Isom



Jason Smith

## Programs and Events

### BUSINESS ETIQUETTE

In order for students to achieve success, they must be properly prepared when an opportunity presents itself. Learning proper business etiquette is an often overlooked part of that preparation. In professional situations, displaying proper etiquette can give you a competitive edge over others who may not be using proper etiquette. Likewise, failing to use the correct etiquette may result in being overlooked for employment or losing other valuable opportunities. To help address this need, the School of Business & Economics has begun to sponsor and host a series of Business Etiquette workshops for students. An etiquette instructor provides a series of hands-on learning experiences that culminate with lunch in a professional setting. The objective is for students to learn appropriate etiquette in a variety of settings in which business relationships are cultivated and decisions made. Students interested in taking advantage of this opportunity should contact Dr. J. Lee Brown at [jbrown84@uncfsu.edu](mailto:jbrown84@uncfsu.edu).

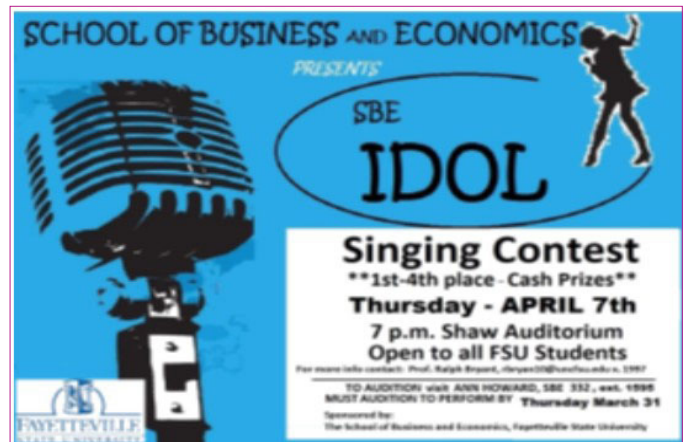


*Instructor Ann Highsmith*



### SBE SINGING IDOL

The School of Business and Economics (SBE) sponsored SBE Idol, a singing contest, in the Fall and Spring of 2016. This effort is led by the SBE Recruitment and Retention Committee. The event creates an opportunity for non-business students to visit, participate, and interact with business majors and business faculty. It also gives an opportunity for business majors to interact with faculty and staff at a more personal level. The event is always well-attended and gives students a chance to showcase talents not typically exposed in business classes.



## BUSINESS ROUNDTABLE

On April 7th the School of Business & Economics hosted a “Business Roundtable Discussion” in Shaw Auditorium. The event featured two panel discussions. The first panel discussion consisted of four successful business school graduates and two current students who had secured post-graduation employment. The second panel discussion consisted of three successful entrepreneurs, John Parker (McDonald’s franchise), Nicholas Perkins (Perkins Management Service providing food services to universities and other institutions in multiple locations throughout the U.S.), and Paul Edghill (APS Sales and Rentals, providing entertainment promotion, event planning, and equipment rental for national recording artists and others). These two groups of diverse panelists represented a variety of backgrounds and industries. In lieu of regularly scheduled classes, faculty brought their classes to participate in the informative and lively discussions. After the event, students shared how they were inspired, educated, and surprised as they listened to the panel members’ unique perspectives and practical advice.



## PROFESSIONAL DAY

Led by the School of Business and Economics (SBE) Advisory Board member Mr. Terry Owens, the SBE hosted the Southeastern NC Chapter of the Society of Financial Service Professionals “Professional Day” on October 5, 2016. The event featured three workshops and provided up to eight hours of Insurance, Continuing Professional Education (CPE), Certified Financial Professional (CFP) and Continuing Loyal Education (CLE) credits.



Terry Owens



## Clubs and Organizations



**E**nactus is an international nonprofit organization dedicated to inspiring students to improve the world through entrepreneurial action. The FSU Enactus Team assisted with the 8th Annual Youth Entrepreneurship Conference, which featured three young entrepreneurs. Christian and Chandler Mosley with “Cookie Gents” and Jordan Rosas with “Club Surge” shared their stories and experiences with starting and maintaining their own small businesses. High School students at the conference also participated in an Impromptu Creativity Challenge and Elevator Pitch Business Plan Competition. Enactus also supported the Youth Entrepreneurship Day sponsored by the School of Business and Economics (SBE). Youth from ages 7-13 went through a six week training where they learned the basics of becoming an entrepreneur. At the end of the six weeks, they were given the opportunity to make bracelets, coasters and other items and to sell their products to the community during homecoming at Fayetteville State University. This was a great opportunity for Enactus members and the youth to walk through each stage of creating an entrepreneurial concept to execution.

### SBE ACCOUNTING CLUB

**T**he goal of the Accounting Association is to enhance and prepare students for a successful career in the accounting profession. We serve the students by providing opportunities that will assist in networking opportunities, internships, co-ops, and job offers.



### SOCIETY FOR THE ADVANCEMENT OF MANAGEMENT (SAM)

**O**ur collegiate chapter of the Society for Advancement of Management (SAM) primary purpose is to provide an opportunity for the members to increase management skills and expertise through participation in programs and services designed to improve the professional quality of their knowledge, performance, and leadership ability. 2016 was filled with SAM-sponsored events geared to support this mission. SAM hosted two professional development seminars for students focused on career-readiness. The events provided students a clear understanding of what to expect at the career fair, how to introduce yourself to recruiters, and exposed the students to all of the valuable resources that the FSU Career Services Center provide to FSU students and alumni.



## HEALTHCARE ADMINISTRATION SOCIETY

The Healthcare Administration Society (HAS) is an organization for FSU students with a major or minor in healthcare administration. The mission of the Society is to provide value-adding professional development and social opportunities for its members. We endeavor to accomplish this mission through affiliation with national student organizations in healthcare administration, presentations from industry leaders and connections with governmental and academic researchers.



## ASSOCIATION FOR INFORMATION TECHNOLOGY PROFESSIONALS

The Association for Information Technology Professionals (AITP) is the leading society for the Information Technology field. The AITP student club has been very active this year. The club has hosted 5 guest speakers, who have motivated our students to develop professional skills and provided resources for internships and career opportunities. FSU AITP club also participated in Research Triangle Park AITP chapter meetings and developed professional connections outside Fayetteville. As part of an off-campus learning experience, our past president visited Google headquarters and Stanford University using a funding award from the Minority Serving Institution Fund. Two AITP students formed a team and participated in Project Dream competition held by SAP (The largest ERP provider in the world). The team was picked by a group of SAP professionals to be one of 10 finalists of the competition, together with top schools such as Purdue University.



FAYETTEVILLE STATE UNIVERSITY



**SPRING  
CAREER FAIR**

**March  
29th 2017**

**1PM  
UNTIL  
4PM**


**RJ  
SC**

# What's Trending

## Conversations in Social Media



This screenshot shows a Facebook post from the School of Business & Economics at Fayetteville State University. The post is titled "It's your college experience, this article suggests ways for you to 'make the most of it!'" and was published by J. Lee Brown III on August 21, 2016. The image shows a group of students sitting on the ground outdoors, engaged in a discussion. The right sidebar includes contact information: phone number (910) 672-1267, a "Message Now" button, the website www.uncf.edu/sbe, and the category "School · Public Services & Government". Below that, the "Visitor Posts" section shows a post by J. Lee Brown III from April 1, 2016, mentioning Andrea Horton, Senior Director of Talent Acquisition & AI.



This screenshot shows the Facebook page for the School of Business & Economics at Fayetteville State University (@FSUSBE). The page features a cover photo of a building entrance and a profile picture of the school. The main content area displays a post titled "Youth Entrepreneurship Day Fayetteville, NC" published by J. Lee Brown III on October 14, 2016. The post describes a collaboration with the Boys & Girls Club of Cumberland County for Youth Entrepreneurship Day, where faculty and students work with kids to introduce entrepreneurial concepts. The image shows a group of people, including children and adults, at the event. The right sidebar includes an "Invite friends to like this Page" button, a welcome message, 214 likes from Jeff Womble and 41 other friends, and a note that 2 people have been here. The "About" section is visible at the bottom right.



This screenshot shows another Facebook post from the School of Business & Economics at Fayetteville State University. The post is titled "SBA Opens Business Recovery Center in North Carolina – FSU News" and was published by J. Lee Brown III on October 19, 2016. The text of the post states: "The School of Business is playing a big role in business recovery in the aftermath of Hurricane Matthew. #FayState #brncoprider #resnonverba http://fsunews.uncf.edu/.../sba-opens-business-recovery-ce.../". The image shows a sign for the SBA Business Recovery Center. The right sidebar includes contact information: address 1200 Murchison Road, Fayetteville, NC 28301, phone number (910) 672-1267, a "Message Now" button, the website www.uncf.edu/sbe, and the category "School · Public Services & Government". Below that, the "Visitor Posts" section shows a post by J. Lee Brown III from April 1, 2016, mentioning Andrea Horton, Senior Director of Talent Acquisition & AI.

# So Many Ways to Get in Touch



## SOCIAL MEDIA

Follow us on Social Media:  
[www.facebook.com/fsu/sbe/](http://www.facebook.com/fsu/sbe/)



## TELL US YOUR STORY

We want to hear from you! Got a new job? Got married? Share your professional and personal accomplishments with the SBE. Submit your stories and photos to Maria Taro at [mtaro@uncf.edu](mailto:mtaro@uncf.edu)

*New Faculty and Staff*



**Murat Adivar, PhD**  
Adjunct Assistant Professor of Management  
Department of Management,  
Marketing, and Entrepreneurship



**Kevin Miller**  
Business Counsellor  
Veterans Business Outreach  
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**Ekezie Bola, PhD**  
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Department of Accounting, Finance,  
Healthcare Administration and  
Information Systems



**Timothy Moore**  
Lecturer and Director of  
Community Engagement  
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Assistant Professor of Healthcare  
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Healthcare Administration and  
Information Systems



**Lula Thames**  
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**Christopher Torrance, PhD**  
Assistant Professor of Management  
Department of Management,  
Marketing, and Entrepreneurship



**Taemin Kim, PhD**  
Assistant Professor of Marketing  
Department of Management,  
Marketing, and Entrepreneurship



**Deepak Kumar, PhD**  
Visiting Professor

**Jing Ni, PhD**  
Visiting Professor of Management  
Information Systems

## Faculty News and Updates

### Research, Publications, and Awards



### PROFESSORS J. BUSHELLE-EDGHILL, J. LEE BROWN, AND SU DONG

**Title:** “An examination of EHR implementation impacts on patient-flow”

**Accepted at:** Health Policy & Technology Journal

The study is built upon prior knowledge to integrate data from an Electronic Health Records (EHR) system to investigate EHR implementation on patient -flow for operations within a pediatric practice. We compare pre-implementation administrative data efficiency from a practice management system with paper-based documents, and post-implementation data from a cloud-based EHR system. There were significant improvements observed in patient-flow relative to initial EHR adoption; such improvements resulted in gains in operational efficiency in several steps within the process. Findings suggests the effective use of knowledge-sharing among employees in complement with EHR training cannot be overlooked. While expected gains in operational efficiency may initially be achieved within some steps of the process, sustained overall gains can only be accomplished by overcoming the barriers and challenges to organizational learning.



### PROFESSORS RUTH KING, MOHSEN SOUISSI, AND WENDY RITZ

received the 2016 Excellence in Research Award from the School of Business and Economics sponsored by Dr. Ashok Jain.

#### PROFESSOR RUTH KING

**Title:** “Do Customers Identify with Our Website? The Effects of Website Identification on Repeat Purchase Intention”

**Authors:** Ruth C. King, Richard A.M. Schilhavy, Charles Chowa & Wynne W. Chin

*International Journal of Electronic Commerce*, 20:3, 319-354

**Abstract:** An online retailer’s website acts as a focal point for a company’s online identity, not only encompassing the products and services offered but also presenting the aesthetic im-

age and values of the company. Cultivating a strong company online identity helps differentiate one online retailer from another, attracts and retains customers to strengthen competitive advantage, and enhances brand, product, or service distinctions. Our study proposes that an online retailer's website cultivates a particular identity that consumers may identify with to varying degrees. This identification with an online retailer's web presence may generate repeat purchases from committed consumers, or even extra-role behaviors such as the creation and distribution of written, audio, and video content online. Website identification is proposed to be a representation of a consumer's identification with his/her perception of an online retailer's identity. Website identification is theorized to act as a mediating factor that unifies online purchase research streams with information systems, consumer behavior, and marketing, presenting new strategies for online retailers to assess and build a strong customer base. This study demonstrates that website identification provides a new theoretical perspective to understand online shopping behavior of committed customers. We recommend that online retailers promote website identification to attract and retain repeat customers by focusing on the attractiveness of the website and product offerings while maintaining a high degree of trust.

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### PROFESSOR MOHSEN SOUISSI

**Title:** "Ownership structure and voluntary disclosure: A synthesis of empirical studies"

**Authors:**

Hichem Khlif, Faculty of Economics and Management of Mahdia, University of Monastir, kerkennah, Tunisia; Kamran Ahmed, Department of Accounting, La Trobe University, Melbourne, VIC, Australia; **Mohsen Souissi** Fayetteville State University, Fayetteville, NC, USA

*Australian Journal of Management, 2016*

**Abstract:** In this article, we meta-analyze 69 empirical studies assessing the association between corporate voluntary disclosure and ownership concentration and types, and how institutional characteristics and research design moderate these relationships. Our overall analyses show that state, foreign and institutional ownerships have a positive effect but managerial ownership and ownership concentration have a negative effect on voluntary disclosure. Since the overall effect may conceal the underlying factors that cause heterogeneity in the effect size distribution, we select two important institutional factors: country-level investor protection and the equity market development, and research design and journal quality, to explain the mixed and conflicting findings. Our results emphasize the need to consider legal and institutional characteristics, and researcher induced-artefacts, in understanding the role of ownership structure and identity in corporate voluntary disclosure.

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### PROFESSOR WENDY RITZ

**Title:** "Corporate Ethics Can't Be Reduced to Compliance"

**Authors:**

Peter Rea, Alan Kolp, **Wendy Ritz**, and Michelle D. Steward

*Harvard Business Review*

**Abstract:** At companies across the globe, the layers of compliance mechanisms are growing. At first blush this seems to make sense: Perhaps the most obviously straightforward method of preventing unethical or damaging behavior is increasing the number of rules designed to curtail it. However, one of the more unsettling and unintended consequences of a singular focus on ethics-as-compliance is a checkbox mentality that gives the illusion of reducing risk without really doing so. Moreover, unless an organization is careful, a compliance-focused approach to eliminating unethical behavior can stunt a company's efforts to innovate and to take intelligent risks.

## SBE COMMITTEES

Effective committees serve as the operating system for an organization. Committees involve stakeholders in the development and delivery of services and are critical to ensure stakeholder thoughts and opinions are represented in decision-making for the organization. Each committee is equally beneficial to the group and unique in its responsibilities. Within SBE, we have several standing committees, such as the Strategic Planning Committee, SBE Assessment Committee, and the Student Recruitment & Retention Committee. Each committee plays an essential role in achieving the goals of the organization. For example, the charge of the SBE Curriculum Advisory Committee is to advise SBE faculty with respect to curricula program relevancy and currency. Members of the SBE Curriculum Advisory Committee are business practitioners who are experts in their field who meet with faculty once per semester to inform the faculty on market trends, review program goals and objectives, and ensure SBE graduates are equipped to take advantage of market opportunities.



### MISSION

The School of Business and Economics is dedicated to providing a quality business education to a diverse student population. The School prepares students to meet the challenges of a changing environment and to compete in a global market. This is accomplished by supplementing the University's strong teaching emphasis with research and a curriculum that reflects changing market conditions. The School also assists in regional economic transformation by promoting entrepreneurial and economic education.

*Remembering . . .*

Mr. Floyd Shorter and  
Prof. Richard S. Ellis



*Floyd Shorter*



*Richard Ellis*

**MR. FLOYD SHORTER**, a member of the SBE faculty and a towering figure in Fayetteville community, passed away peacefully surrounded by family and friends on July 27, 2016, at the age of 73.

During his many years at FSU, he used his broad business skills and community connections to serve well as Lecturer in Business Administration and Director of the Fayetteville Business Center. As a lecturer he helped mentor and guide many students in practical applications of business principals and professional behavior. As Director of the Business Center, an FSU incubator designed to provide a supportive environment for new ventures, he assisted many new companies in getting off the ground. His frank candor and his effervescent, positive attitude were appreciated by businesses and students alike.

Of course, prior to his tenure at Fayetteville State University Mr. Shorter had already accomplished a great deal. He was a proud Tuskegee graduate who parlayed disciplined military experience into successful careers in banking, fast food franchise ownership, and academia. But Mr. Shorter was perhaps best known for his interest in making a difference in his community. He served as a community leader on the Boards of the Fayetteville Business and Professional League, the Fayetteville/Cumberland County Chamber of Commerce; the Fayetteville Airport Commission; and the Crown Center Commission. His contributions will not be forgotten.

**DR. RICHARD S. ELLIS** passed away in April 2016. During his seventeen years at FSU, he served as a tenured Assistant Professor of Management in the School of Business and Economics, and he contributed a wonderful sense of humor to the School. Dr. Ellis was also a prolific and effective grant writer. He co-authored grants resulting in over \$2 million of funding for the University and for the community—including grants that helped fund the construction of Bronco Square Retail Plaza and the Fayetteville Business Center Small Business Incubator. We are grateful for his service. He will be missed.



## Other Updates From Faculty and Staff

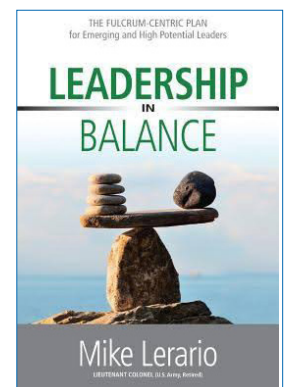
**PROFESSOR ROBERT McGEE** continued publishing articles in scholarly journals. A study of scholarship on accounting ethics ranked him #1 in North America for accounting ethics scholarship for a 25-year period (1991-2015). The Social Science Research Network ranked him #2 in the world all-time among accounting professors. He was invited to give lectures at Hubei University in Wuhan, China. He continues to write novels and is currently working on volume 3 of The Iraqi Girl Trilogy. He is the reigning North Carolina State Champion and Southeastern District Champion in taekwondo, won 1 gold, 5 silver and 2 bronze medals at the Taekwondo National Championship tournament; took 6 first places in the Karate National Championships; won 1 silver and 2 bronze medals at the Martial Arts World Championship in Essenbach, Germany.



**VISITING PROFESSOR DEEPAK KUMAR** Presents “Flexible Software Reliability S-Shaped Models: Current Status and Future Direction” during a 2016 November seminar held in California. Dr. Kumar has a Ph.D from Delhi University and M.Tech.(Computer Science) from BIT, Mesra having over 15 years of teaching experience. Currently, he is an associate professor in Amity University, Noida. In a span of 15 years, he got an opportunity to work with many learned professors of University of Delhi, IIT, IIM, University of Maryland (USA), NIT and other university, which helped in creating a good base of teaching and research.



**ADJUNCT PROFESSOR MIKE LERARIO** released his book titled “Leadership in Balance” on October 25, 2016. The book is a groundbreaking perspective on leadership written primarily for emerging and high potential leaders. Lieutenant Colonel (Retired) Mike Lerario, a successful commander in combat and in peacetime, introduces his Fulcrum-centric Leadership™ model and outlines simple but powerful strategies for success in any leadership situation, empowering leaders to find balance and achieve results.



## Community Service

**SBE STAFF MARIA TARO** helped in distributing food items and clothing on July 27, 2016 to the homeless and needy citizens of Fayetteville. The project is sponsored by Cliffdale Christian Center. The center believes on being an instrument of change in the lives of the people of its community.



# *Changes, Successes, and Future Outlook*

## Continuously Moving Forward



This year was a very positive one for the MBA Program headlined by a doubling in the size of the program. Other developments included new staff, new curriculum, process improvements, and a number of awards.

### NEW APPOINTEE AND STAFF MEMBER

Dr. Steven Phelan was appointed as Director of the MBA Program in January 2016. Dr. Phelan brought his experience in running entrepreneurship centers and advising small business to seek improvements in the program. In order to accommodate and process the high volume of applications for the MBA Program a new staff member, Ms. Ashley Jamison was hired. With the teamwork of her, Ms. Rachael Johnson (Administrative Support), and Mr. John Scarsella (MBA Admissions Director), MBA applications have been expedited and most applications can now be processed within two weeks.



### CURRICULUM CHANGES

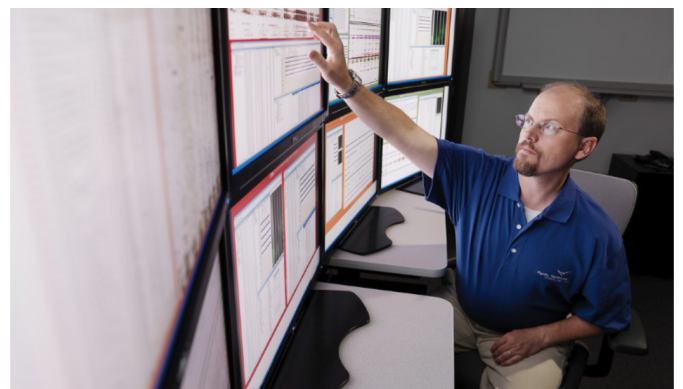
Maintaining AACSB International accreditation is an important priority for the MBA Program. When AACSB introduces new business standards, programs must be updated to stay in compliance. At the same time, the

program must also consider innovations by competitive programs. The MBA curriculum was modified this year in response to these concerns.

A new course, BADM 605 Business and Society replaced MGMT 605 Art of Leadership and Communication in the core and several core courses were renamed. A BADM 680 Capstone Project requiring work as a consultant for a small business was also introduced. Admission requirements were also harmonized with NC State.

### CYBERSECURITY MANAGEMENT

In the Fall Semester 2016 a new Graduate Certificate in Cyber Security Management was launched. The Graduate Certificate was developed in collaboration with our Center for Defense & Homeland Security. The structure of the Graduate Certificate is aligned with the National Institute of Standards and Technology (NIST) framework, that provides a “prioritized, flexible, repeatable, performance-based, and cost-effective approach” to manage cybersecurity risk for those processes, information, and systems directly involved in the delivery of critical infrastructure services. MBA Students may also choose Cyber Security Management as a concentration in the MBA Program.



## Enrollment Statistics

- Total MBA Program Enrollment Increased by 79%
- Out-of-State Enrollment Increased by 212%
- 80% Average Retention Rate

### PAPERLESS APPLICATION

The application process for the MBA Program also went paperless this year. Students can now apply through a central portal operated by the College Foundation of North Carolina (CFNC). CFNC coordinates transcripts and will eventually process residency determinations automatically. The net result will be a shorter processing time for admission along with more data on the applicants' interests and background.

### TECHNOLOGY IMPROVEMENT

The growth in enrollment contributed to a search for new technologies to enhance the student experience. In the first stage the computers and monitors in the specific classrooms for telecast were exchanged to ensure a stable connectivity while in live lectures. In the next stage, it is planned to install and to activate multiple microphones, which will allow the online students, who are participating in a lecture remotely, to hear the discussions in the classroom and participate. Zoom video conferencing software will allow students to join classes from almost any platform.. Dr. Phelan continues working in collaboration with ITTS to introduce ProctorFree, an addition to Canvas that will allow students to take exams using facial recognition software developed in NC.

### MARKETING ACTIVITIES

New promotional material has been developed for the program with the help of several graduate assistants and the website is scheduled for an upgrade in 2017. The program will also update its presence on social media and hold some recruitment events.



### AWARDS

In 2016, the MBA program, was the recipient of multiple awards, most recently from fr AffordableColleges.com. In the website's review, the MBA program was ranked in the top 15 most affordable MBA programs in the nation.

Among the other awards, one of the most prestigious is from U.S. News and World Report's, which ranked our online MBA in the top 75 in the nation and #3 in North Carolina. The proximity to Ft. Bragg and our large community of military veterans also made the MBA Program one of the best for vets and #1 in North Carolina.

You may review the full list of awards in details on page 6.



# Youth Entrepreneurship Day

SBE Helps in Training the Next Generation of Budding Entrepreneurs



SBE continued its annual collaboration with the Boys & Girls Club of Cumberland County and the Great Oaks Youth Development Center to introduce youth from 9-12 years old to principles of entrepreneurship, critical thinking, and effective communication. The six week program culminated in Youth Entrepreneurship Day, in which faculty members assisted youth in successfully selling well-received homemade bracelets at the FSU Homecoming football game.

Mrs. Nancy Anderson, the wife of Fayetteville State University Chancellor James Anderson, led this project with the help of SBE Dean Pam Jackson, faculty members Drs. Caroline Glackin, Thomas Williams, Christopher Torrance, Petur Jonsson, and J. Lee Brown. Enactus Club members, volunteers, and corporate sponsors Morgan Stanley and Piedmont Natural Gas also assisted.



FSU First Lady Mrs. Nancy Anderson

# Annual Youth Entrepreneurship Conference

## Promoting an Entrepreneurial Mindset Among Cumberland County High School Students



The Youth Entrepreneurship Conference is one of the most exciting events that the School of Business and Economics (SBE) hosts on the FSU campus each year. The event gives the students, faculty, and staff the opportunity to witness the talents and business acumen of some of Cumberland County's best and brightest students.

The SBE faculty and staff partnered with the Cumberland County Schools to provide students the opportunity to enhance their marketing and entrepreneurship knowledge.

The seventh and eighth annual events were held this year. Keynote speakers for the Seventh Annual Conference were Mr. Eric Anderson, a managing broker with Manning Realty, and Mr. Jarrett Lewis, who served as the founder for JJC IT Solutions. The Eighth Annual Conference keynote speakers were young entrepreneurs, Christian and Chandler Mosley of "Cookie Gents", and Jordan Lee Rosas of "Club Surge."

The following students won the "Elevator Pitch Competition," a brief, carefully planned, well-practiced description of a business idea that the students presented to a panel of judges:

### Eighth Annual Conference

- First Place - Southview High School  
Student Victor Fontanez  
"Barber App"
- Second Place - 71st High School  
Students Tiarah Hayes and  
Dajah Green  
"TT Sweet Treats"
- Third Place - Terry Sanford High School  
Students Bria Johnson and  
Danita McDuffie  
"Date Rape Drug Indicator"

### Seventh Annual Conference

- First Place - Terry Sanford High School  
Student Josh Meredith  
"Christmas Tree Concierge"

Second Place - Terry Sanford High School  
Students Tyler Dodson and Grayson Piloff  
"Tailgating Taxi"

Third Place - Terry Sanford High School  
Students Kori Hyer and Jamie Honeycutt  
"Money for the Mind"



# Distributive Education Clubs of America

DECA  
Prepares Emerging  
Leaders and Entrepreneurs



**D**istributive Education Clubs of America (DECA) is a national, non-profit student organization with high school and college divisions with more than 215,000 members in all 50 of the United States and beyond. DECA's mission is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management in students around the globe. High school students have the opportunity to join DECA chapters within their high schools. Members compete in various events against students at the local, district, state, and national level.

On December 2, 2016, the Fayetteville State University School of Business and Economics hosted the District 5 competition. Over 200 students from Cumberland, Hoke, Harnett, and Robeson County Schools competed in marketing, management, and entrepreneurship skills competitions.



## DECA Members Gain 21st Century Skills

Through participation in DECA activities, 92% DECA members say they learned how to communicate thoughts and ideas, how to organize a presentation and more about what businesses expect from employees, while gaining problem solving skills.



## DECA Members are Prepared to Become Leaders

More than 90% of DECA members say their experience empowered them to be an effective leader and connected school to the real world. Nearly 80% of DECA members say DECA helped them recognize the benefit of community service.



## DECA Members are Motivated for the Future

DECA members say their experience prepared them academically for college and career (88%), influenced their college plans (68%), influenced their career plans (75%) and influenced their interest in entrepreneurship and owning a business (61%).

Source: DECA website



*DECA Participants and Winners*



## EDAUC Takes Amazing Strides in 2016



The EDA University Center is a federal funded 5-year grant (2012-2017) from the Economic Development Administration, U.S. Department of Commerce. The mission of the EDA University Center at Fayetteville State University is to accelerate business expansion within agriculture, renewable energy, and defense industries, by proactively linking existing firms with the knowledge, resources, and technical assistance that will enable them to effectively introduce new products, win new contracts, improve efficiency, and create high paying jobs. The region served has relatively high levels of economic distress, and includes 15 counties located in southeastern North Carolina: Bladen, Brunswick, Columbus, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, New Hanover, Pender, Richmond, Robeson, Sampson, and Scotland.

The EDA University Center at Fayetteville State University has taken some amazing strides this year. The Center focused heavily in agriculture due to a large demand. Some of the Center's highlights are described below;

### COLLABORATION WITH THE SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER

*Agriculture Strategic Planning Meeting.* The purpose of this meeting was to provide a forum to discuss income generation among small-scale farmers. Participants developed a SWOT analysis to weigh the merits of expansion into other segments within the agriculture industry. Near future plans include: (1) developing a virtual farmers market, (2) continuing education/training geared toward business growth and profitability, and (3) developing distributorship arrangements among farmers.

### COLLABORATION WITH EARTHWISE ORGANICS, LLC

*Land & Asset Evaluations.* Earthwise Organics provided one-on-one consultative services to 20+ small scale farmers to assist them in developing usage plans for their farms based on acreage, resources, and market conditions. Key topics included:

- Business planning
- Crop Planning

- Less labor intensive crops versus high labor intensive crops
- Short-term and long-term goal development
- Restructuring farm businesses

Earthwise Organics will follow up with each farmer 12 months from initial visit to determine whether recommended courses of action were implemented.

### COLLABORATION WITH SUSTAINABLE NEIGHBORS

*Local Food Security & Economic Development Roundtable Discussion.* The purpose of the roundtable was to bring cross sector collaborations and awareness of local food entities, programs, trainings, and resources in the city of Fayetteville and Cumberland County area. During this meeting we addressed the needs and opportunities around the topic of local food. Slow Money, a non-profit whose mission is to catalyze the flow of local food enterprises and organic farms, connecting investors to the places where they live, was one of the highlighted speakers to share the resources they have available to farmers. In North Carolina, more than 145 loans ranging from \$500 to \$25,000, and totaling more than \$1.2 million, have been made to over 60 small food enterprises. These resources were provided to the participants at this roundtable.

### COLLABORATION WITH THE DEPARTMENT OF NORTH CAROLINA AGRICULTURE, SMALL FARMS DIVISION

*12th Annual North Carolina Minority Farmers & Landowners Conference.* The conference represents a collaboration between the Center and the North Carolina Department of Agriculture & Consumer Services, Office for the Small and Minority Farm program. This conference provided opportunities for farmers and landowners to network with agriculture industry experts and included speakers and educational farm tours. The conference was a



2-day conference held at Fayetteville State University, which was the first time it was hosted in the southeast NC region. There were 221 participants that attended the conference.

**FARM VISITS.** The Center continues to monitor the needs of farmers. The director has partnered with Earthwise Organics to continue to identify the resources needed to expand farmer capacity

**COLLABORATION WITH SUSTAINABLE NEIGHBORS, SPENCE FAMILY FARMS, AND THE DEPARTMENT OF NORTH CAROLINA AGRICULTURE, SMALL FARMS DIVISION**

*Second Annual Agriculture Conference: Cultivating Profits with Small Scale Farming.* The EDA Center hosted its second annual agriculture conference with more than 60 participants. Conference sessions included the 43,560 model, SPIN (small plot intensive) Farming, Farm-A-Yard, and Seasonal Extension. This year the farmers were introduced to a business model; where 1 acre, which is 43,560 square foot would generate \$1 per square foot which equates \$43,560. They were also introduced to the Farm-A-Yard movement, where you can farm your yard, by using the SPIN farming model to where 1,000 sq. feet of land can be used to generate \$50,000 to \$100,000 per year using minimum equipment, tools, and labors. The keynote speaker was Clifton Slade, a creator of the 43560 model, Linda Frumolt, Farm-A-Yard. Participants were given the opportunity to practice 43560, Hydroponics, and High Tunnel farming at Spence Family Farms under the direction of farmers, who have used these models during Day 2 of the conference.



# Veterans Business Outreach Center

## Continuously Serving America's Military and Veteran Communities

### BACKGROUND

The FSU School of Business and Economics is home to the Veterans Business Outreach Center (VBOC) which serves three states in the U.S. Small Business Administration's District IV. FSU has a long history of serving America's military and veteran communities. Through the VBOC, FSU offers training to U.S. veterans transitioning from active duty to civilian life with the dream of starting their own business.

Fayetteville, NC is home to Ft. Bragg, Pope Army Airfield, and approximately 50,000 military retirees. That number is growing with the drawdown of troops from Iraq and Afghanistan. Close by are Marine Corps Base Camp Lejeune, Seymour Johnson Air Force Base, and other military installations such as Cherry Point Marine Corps Air Station. From its central location in Fayetteville, the VBOC is uniquely positioned to provide training assistance and counseling support to active duty personnel transitioning from those bases as well as to all area veterans and spouses.

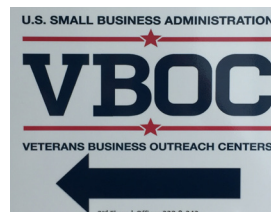
The VBOC program functions as a district-wide business and technology entrepreneurial start-up and extension service for U.S. service veterans and disabled veterans, active duty members transitioning into civilian life, Army National Guard, reserve components, spouses, and survivors of the aforementioned. With great respect, FSU and VBOC recognize the sacrifices of our nation's men and women veterans.

### THE FSU ENTREPRENEUR BOOT CAMP FOR VETERANS (EBC)

One specific program to meet the needs of District IV veterans is the Entrepreneur Boot Camp for Veterans (EBC). The EBC program was founded by the VBOC in conjunction with the FSU School of Business and Economics (SBE) in 2010. The EBC is home to FSU's award winning entrepreneurship program and serves those men and women who have sacrificed for our country. The program was conceived as a venture to provide

world class training in entrepreneurship and small business management to veterans and spouses without any cost to the veteran. Taught by faculty from the SBE together with area business owners and government professionals the EBC is a week-long immersion class that covers the fundamentals of business start-up and augmentation. The EBC is offered each year in March with a graduating class of approximately twenty five veteran entrepreneurs.

The goal of the EBC program is to provide our veterans with the training, professional networks, and support required to successfully launch and grow a business. EBC graduates represent a diverse group who share in common not only service to our country, but also dreams of entrepreneurial success. Today many of our EBC graduates are proud business owners, founding companies in industries ranging from government contracting, construction, food service, outdoor equipment, real estate and consulting.



VBOC Director R. Rehder



Primarily targeted toward the Warrior Transition Battalion (Wounded Warriors), personnel from the Army Career and Alumni Program (ACAP), and Marine Corps and Army Transition Assistance Programs (TAP), the EBC expects its graduates to create 85 new veteran-owned businesses by the close of 2016 or approximately 60% of its graduates.

An integral segment of the EBC program is not only helping graduates start their own business, but also continuing to mentor them in future years as their venture grows into a mainstream business. Following the veterans' graduation from the EBC, VBOC staff stay engaged with the students in a variety of roles in order to help graduates realize their goals.

The EBC technical assistance program is comprised of EBC staff, professors, entrepreneurs, and other professionals who are willing to share their experience, education and expertise with the graduates. All EBC graduates are asked to complete a series of surveys upon completion of the course. Those surveys have consistently shown a 98% Satisfaction Rating in all training categories and are constantly used to improve our program.

### 2015/2016 RESOURCE PARTNERSHIPS

Partnerships play a key role in VBOC's success. The VBOC partners with many local, statewide, and national organizations offering specialized services to veterans to include:

**University of North Carolina Campuses and the North Carolina Community College System's Small Business Centers.** The VBOC collaborates closely with UNC system campuses and Community College System's Small Business Center Network to assure coordinated access to business services statewide for start-up entrepreneurs and existing businesses.

**Small Business Technology and Development Centers.** Managed by NC State University on behalf of The University of North Carolina system, SBTDC offices are each affiliated with constituent institution campuses across the state.

U.S. Small Business Administration District Offices, Senior Area Managers, and National Small Business Development Centers (SBDCs) across District IV. Defense Logistics Agency. The VBOC regularly refers veteran clients to the Defense Logistics Agency's national Procurement Technical Assistance Centers (PTACs).

State Departments of Commerce, Agriculture and the Secretary of State Corporations Divisions throughout District IV in support of entrepreneurial veteran enterprises.

**Women's Centers.** The mission of Women's Centers is to significantly improve the psychological, career, financial, and legal well-being of women and their families. In Fayetteville, the Women's Center is the Center for Economic Empowerment & Development, a regional resource and advocacy center for individuals and families.

**NC Farm Center.** A501(c) 3 for agriculture sustainability and innovation with a program for veteran entrepreneurs interested in agriculture ventures.

### 2015/2016 REPORTING METRICS

The VBOC counseled 520 veterans and spouses in the past fiscal year. It held 127 training events which were attended by 3,080 veterans, spouses, guard, reserves, and family members.



2016 VBOC Entrepreneur Boot Camp for Veterans with Disabilities

## Academic Year Report

The Center for Economic Education has accomplished much in Dr. Abdoul Wane's first full year as director. The overarching goal for the Center is to assist middle and high school teachers throughout Southeastern North Carolina continue to improve their ability to teach the principles of economics. In collaboration with the National Council on Economic Education and the North Carolina Council on Education, the Center provides teachers with professional development and material designed to help schools prepare their students to make informed economic choices in their respective roles as consumers, producers, employers, employees, borrowers, lenders, savers, investors, and voters.

In addition to working with teachers, Dr. Wane collaborated with FSU's College Access Program in 2016 to offer:

- Financial Literacy workshops for middle school students participating in FSU's 21st Century Learning Program and for high school students participating in FSU's Upward Bound programs
- A Financial Literacy Summer Camp for high school Upward Bound students.

Dr. Wane also worked with FSU students through participation in Financial Literacy Week at the University in April 2016 (April is Financial Literacy Month in the U.S.). Additional opportunities to engage FSU students are being explored. One possible activity being considered for the future is a GeoCache for College Cash event, in which college students have the opportunity to compete for cash prizes by demonstrating their understanding of personal finance concepts through an innovative quiz. Stay tuned...

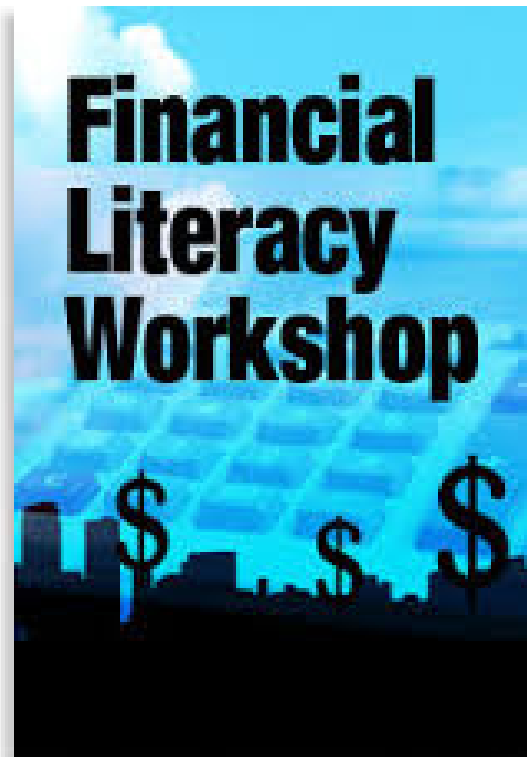


Photo source: Google Images



# Small Business & Technology Development Center

## Fresh Perspectives

The Small Business Technology Development Center (SBTDC) of the Cape Fear region serves small and medium sized businesses in a nine county region. The SBTDC operates from offices located at Fayetteville State University and at University of North Carolina at Pembroke. The SBTDC provides assistance to business owners in all areas of business management, operation, human resources development, and financing.

The Cape Fear Regional Service Center has been busy this past year. We have assisted over 300 businesses, providing over 3200 hours of in-depth counseling service. We have assisted 16 new businesses in the region get started. The SBTDC helped clients obtain over \$5.04 million in loans and equity financing. The SBTDC assisted local businesses in creating or retaining 220 jobs this year.

The SBTDC and the Veteran's Business Outreach Center have been delivering classes for the Boots to Business program at Fort Bragg. This program assists our service men and women who are transitioning out of the military and are interested in starting their own business.

On October 8th, the Cape Fear Region was hit by Hurricane Matthew. All 9 counties in our region suffered damage. Businesses in our region were hit hard. Some will never reopen. We have been working with the SBA Disaster Recovery units in our area to provide disaster loans to the businesses effected. The Cape Fear Region SBTDC assisted 47 businesses get restarted after this natural disaster.



DECLARED COUNTIES    RECOVERY ASSISTANCE    RESOURCES



## NC OPEN FOR BUSINESS

Disaster recovery assistance for business owners impacted by Hurricane Matthew

## ■ GRANTS and CONTRACTS

### *Community Grants Fund*

#### Training the Next Generation of Computer Science Professionals



The Fayetteville State University's (FSU) School of Business and Economics (SBE) received a grant for \$54,231 from the Google Community Grants Fund. The grant will be used for a project entitled: Coding Camp: Training the Next Generation of Computer Science Professionals, and represents a partnership between FSU and Smith Recreation Center, across the street from the FSU campus. The project is designed to teach coding to 100 disadvantaged elementary and middle-school youth using the CS-First curriculum and resources.

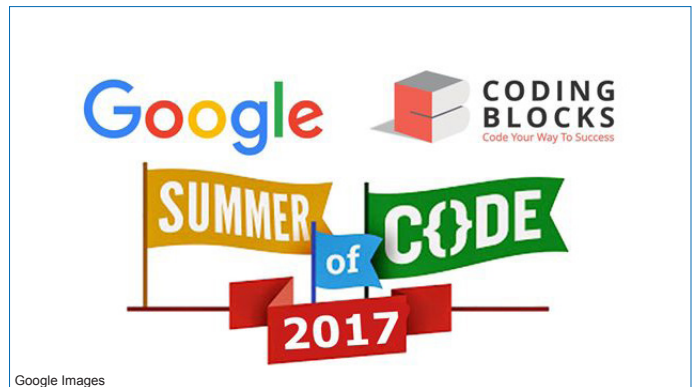
The goals of the grant are to:

- Bridge the digital divide by acquiring the equipment to provide access to computers as a means to reduce digital inequality
- Develop a cadre of children capable of exhibiting digital fluency through computational thinking practices
- Raise community and parental awareness of computer science as a field and computational thinking as a practice that can enhance educational outcomes for underserved students.

The principal investigator for the grant is Dr. Bee Yew, an Assistant Professor of Management Information Systems in the SBE. Dr. Pam Jackson, Dean of the School of Business and Economics, is co-principal investigator.

"This grant demonstrates community collaboration at its best," said Dr. Jackson. "Fayetteville State University, especially the faculty in the School of Business and Economics, is always looking for ways to partner with our neighboring communities and provide resources for them to increase and enhance their skills and knowledge. This project will not only teach these students an important component of computer science, but it will also put them on the path to gaining a better understanding of the STEM (Science, Technology, Engineering, and Mathematics) fields. I applaud Dr. Yew for her work in securing this important grant for FSU and the community."

by Public Relations, August 26, 2016



Dr. Bee Yew



Dr. Pamela Jackson

# *Business and Economic Development Course*

## Fayetteville State University Wins Special Operations Contract

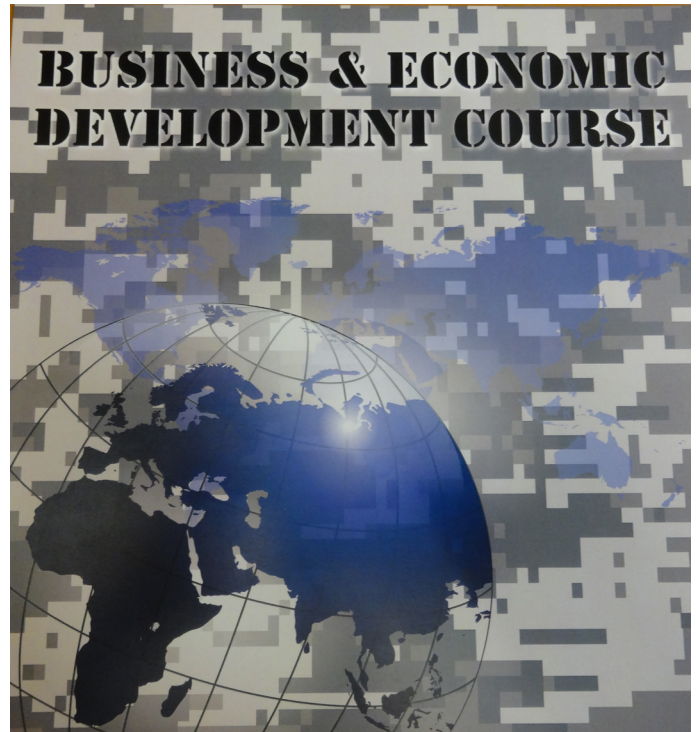
**O**n August 31, 2016, the U.S. Army Special Operations Command (USASOC) awarded a multiple year contract to the School of Business and Economics (SBE) at Fayetteville State University (FSU) to teach business and economic development to its special operations force. The program is designed to provide Special Operations personnel with an appreciation for the business and economic challenges in pre- and post-conflict societies. The goal is to enhance the effectiveness of the Army's stability operations around the world.

The theory in the course was first taught in November by two FSU professors, Drs. Steven Phelan and Caroline Glackin. Dr. Phelan, who teaches economics and entrepreneurship in the FSU MBA program, is the co-author of a recent paper on "Nation Building in Afghanistan," which examined the US Army's approach to economic development. Dr Glackin is the co-author of one of the best-selling entrepreneurship textbooks in the nation.

Dr. Pam Jackson, Dean of the SBE at FSU, said she was pleased when she found out that FSU won such a competitive contract. "We have renowned scholars in our internationally recognized School of Business and Economics," Jackson said. "Drs. Phelan and Glackin have a unique blend of academic preparation and professional expertise that makes them a top choice for programs such as these."

Instead of using the traditional business school reliance on Harvard cases, the program instead focused on lessons learned from recent US efforts in Afghanistan, Iraq, and beyond. A number of specialists have been retained to write and discuss the special challenges of bringing economic growth to regions that have been plagued by conflict. The cases include: challenges to eliminating the poppy harvest in Afghanistan, teaching small business principles to the citizens of Kazakhstan, and the issues involved with trying to employ Iraqi citizens on US bases.

Dr. Brian Kent, a defense contracting executive and member of the SBE Dean's Advisory Board, remarked, "This contract is a great demonstration of FSU's ability to put together a compelling package of academic and international operations experience from the strong veteran community around Fort Bragg. We intend this contract to be the first of many."



### *Members*

Committed to Helping the  
Students and Programs

- [Rodney Anderson](#) (Ret. General, U.S. Army)
- [William Brooks](#) (BB&T)
- [Ben Brown](#) (JB Brown Associates): Advisory Board Chairperson
- [Earnest Curry](#) (IBM-retired)
- [Scott Daugherty](#) (SBTDC, NC Small Business Commissioner)
- [Dan Dederick](#) (Hendrick Chrysler Jeep)
- [Margaret Dickson](#) (former NC Senator)
- Marshall Faircloth (Cumberland County Board of Commissioners)
- [Michael Green](#) (Real Estate Development, NC Beautiful)
- [Thomas Green Jr.](#) (former U.S. GSA Administrator)
- [Ashok Jain](#), MD (Kidzcare Pediatrics, PC)
- [Cliff Johnson](#) (State Farm Insurance)
- [Brian Kent](#) (K3 Enterprises)
- [Scott Lilly](#) (Thurgood Marshall College Fund)
- [Horace McCormick](#) (UNC Chapel Hill Kenan Flagler Business School)
- [Jean Moore](#) (Moore Exposure)
- [Inder Nijhawan](#), PhD (Professor Emeritus, Fayetteville State University)
- [Terry Owens](#) (Owens & Associates)
- [Christopher Pennink](#) (SBE Alumnus)
- [Nicholas Perkins](#) (Perkins Management Services Company)
- [William Pryor](#) (Cape Fear Valley Health Systems)
- [Alvin Ragland](#) (AHK Global Resources, LLC)
- [Sylvia Ray](#) (NC Center for Economic Empowerment and Development)
- [Rajan Shamdasani](#) (American Uniform/Real Estate Development)
- [Larry Shaw](#) (Shaw Food Services)
- [Col. Holly Silkman](#) (U.S. Army, Airborne)
- [James Smith](#) (DJ Enterprises)
- [Greg Taylor](#) (Ft. Bragg Regional Alliance)



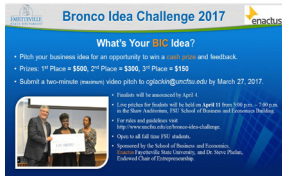


FSU Chancellor James Anderson welcoming members of the SBE Advisory Board during its meeting in March 2016

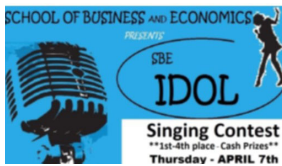
# Upcoming Programs and Events



2017 SPRING CAREER FAIR



BRONCO IDEA CHALLENGE 2017



SBE SINGING IDOL CONTEST 2017



BUSINESS PHOTO CONTEST 2017



BUSINESS SPEAKER SERIES



YOUTH ENTREPRENEURSHIP DAY



YOUTH ENTREPRENEURSHIP CONFERENCE



FARMER'S MARKET

<b>Office of the Dean</b>	<b>Room #</b>	<b>Ext. #</b>
<i>Dr. Pamela Jackson, Dean</i>	SBE 368	1818, 1267
<i>Dr. J. Lee Brown, Assistant Dean &amp; Director of Pre-Business Program</i>	SBE 371	1592
<i>Mr. Greg McElveen, Assistant Dean for Strategic Initiatives</i>	SBE 385	1994
<i>Dr. Assad Tavakoli, W.T. Brown Endowed Chair</i>	SBE 237	1527
<i>Dr. Steven Phelan, MBA Director &amp; Endowed Chair of Entrepreneurship</i>	SBE 233	2410
<i>Mr. John Scarsella, Director, MBA Admissions</i>	SBE 390	2910
<i>Ms. JurLonna Walker, Director, Economic Development Administration</i>	SBE 259	2413
<i>Mrs. Ann Howard, Coordinator, SBE Advising Center</i>	SBE 332	1595
<i>Mrs. Mabel Hill, Administrative Support Associate, Dean's Office</i>	SBE 368	1267
<i>Mrs. Rachael Johnson, Administrative Support Associate, MBA Office</i>	SBE 390	1197
<i>Mrs. Maria Taro, Administrative Support Associate</i>	SBE 234-A	1593
<i>Mrs. Sarah Espinosa, Business Counselor, Veterans Business Outreach Center</i>	SBE 242	2683
<i>Mr. Kevin Miller, Business Counselor, Veterans Business Outreach Center</i>		
<b>Dept. of Accounting, Finance, Health Administration &amp; Information Systems</b>		
<i>Mr. Ulysses Taylor, Chair</i>	SBE 381	1998
<i>Ms. Lula Thames, Administrative Support Associate</i>	SBE 381	1591
<i>Dr. Lynn Bible, Associate Professor</i>	SBE 313	1666
<i>Mrs. Renelle Brown, Lecturer of Accounting</i>	SBE 348	2344
<i>Mr. Ralph Bryant, Lecturer of Business Law</i>	SBE 347	1997
<i>Dr. Jennifer Bushelle-Edghill</i>	SBE 388	1508
<i>Dr. Su Dong</i>	SBE 351	1198
<i>Dr. Bola Ekezue, Assistant Professor of Healthcare</i>	SBE 312	1764
<i>Dr. Norris Gunby, Assistant Professor of Healthcare Management</i>	SBE 343	2343
<i>Dr. Nancy Kangogo, Assistant Professor of Accounting</i>	SBE 353	2374
<i>Dr. Ruth King, Professor</i>	SBE 350	1249
<i>Dr. Baeyong Lee, Associate Professor</i>	SBE 361	1488
<i>Dr. Robert McGee, Associate Professor</i>	SBE 319	1985
<i>Mrs. Garistine Simmons</i>	SBE 346	2414
<i>Dr. Mohsen Souissi, Associate Professor</i>	SBE 387	1665
<i>Dr. Thomas Williams, Professor of Finance</i>	SBE 317	1736
<i>Dr. Bee Yee, Assistant Professor</i>	SBE 366	1487
<b>Dept. of Management, Marketing &amp; Entrepreneurship</b>		
<i>Dr. Constance Lightner, Interim Chair</i>	SBE 383	1310
<i>Mrs. Vivian Humphrey, Administrative Support Associate</i>	SBE 383	1480
<i>Dr. Burcu Adivar, Assistant Professor</i>	SBE 318	1362
<i>Dr. Murat Adivar, Assistant Professor (Adjunct) of Management</i>	SBE 345	1980
<i>Dr. HoEun (Sarah) Chung, Assistant Professor</i>	SBE 321	1307
<i>Dr. Caroline Glackin, Assistant Professor</i>	SBE 363	2370
<i>Dr. Petur Jonsson, Professor</i>	SBE 362	1984
<i>Dr. Taemin Kim, Assistant Professor of Marketing</i>	SBE 323	2371
<i>Dr. Patrick Larkin</i>	SBE 322	1353
<i>Dr. Don Okhomina, Assistant Professor</i>	SBE 320	2148
<i>Dr. Amon Okpala, Professor</i>	SBE 386	1594
<i>Dr. Wendy Ritz, Assistant Professor</i>	SBE 316	1983

