

# BUSINESS MATTERS

Fall 2021

The State University of New York at Fredonia

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School of Business

## Notes from the Interim Dean

• 2021 has been a challenging year for everyone, I think we can all agree on that. I'm pleased to report that although SUNY Fredonia and higher education in general have had to make several adjustments due to the pandemic, the School of Business remains strong, and continues to move forward toward new programs and opportunities for our students. We've had to change some of our plans, as can be expected, but overall, we are making progress. Some Fall 2021 accomplishments:



• Our LinkedIn network has grown significantly and has connected or reconnected us with our valued alum. Our current seniors are joining now, so they can stay in touch after graduation. If you have not already done so, please connect with "Fredonia School of Business" and request to join the "Fredonia School of Business Alumni Group" at: <https://linkedin.com/in/fredonia-school-of-business-412106164>.

• After a mixed modality spring, our Fall 2021 courses were delivered face-to-face again (or should we say "mask-to-mask"). We managed to complete the Fall semester without having to go remote, thanks to careful campus planning and the diligence of our students, faculty and staff. We're doing our best to deliver a quality education in the best formats for our students' success. Hoping spring 2022 runs just as smoothly.

• Student clubs and internships were rekindled in Fall 2021, with hundreds of our students participating in meaningful career-related experiences. The American Society for Quality, American Marketing Association, Accounting Society, and Enactus were all active, attending and holding events that enrich the experiences of our students.

• The Fredonia Business Club, Inc., held its inaugural golf tournament at Shorewood Country Club, yielding a generous donation to student scholarships.

• The students in MUSB 425 (Music Marketing and Promotion) promoted the 10,000 Maniacs "Grieve with Hope" event, with video shot and edited by alum Noah Hulbirt. The class also promoted three independent artists on all social media platforms. The Music Industry Club hosted its annual Battle of the New Bands.

• Seventeen students from the Sport Management program were accepted to participate in 2022's Super Bowl LVI Teammate Program in Los Angeles, and continue to prepare for the experience. A new course, SPMG 380 (Social Media Enterprise in Sport) was offered by Dr. Kerry Fischer.

• The School held a Homecoming reception in a newly renovated downtown venue. Our faculty conducted research, presented at academic conferences, and published their work. Overall, a productive Fall 2021.

- Dr. Linda Hall

## Faculty/Student Research Collaboration

School of Business Associate Professor Lisa Walters, along with Fredonia student, Jillian Kessler, co-authored an article in *Quality Progress*, the flagship publication of the American Society for Quality (ASQ), an international organization comprised of approximately 80,000 professionals engaged in the pursuit of operational excellence.



**Dr. Lisa Walters**

The work, "A Sustainable Supply Chain," published in August, represents the research and development of a sustainability tool that may be readily used by organizations to measure the sustainability of their supply chains. To develop the tool, Dr. Walters and Ms. Kessler reviewed secondary literature to identify extant methods for sustainability measurement and adapted that research to tools many organizations are familiar with, specifically the Failure Mode Effectiveness Analysis (FMEA) and risk matrices.

The resultant product, the Sustainability Measurement Tool (SMT), was validated by several businesses for refinement. The SMT is adaptable to single suppliers as well as entire chains. The publication represents the work completed by Ms. Kessler as an undergraduate student in an independent study with Walters.

Kessler, who received her B.S. in Management in Spring 2020, now serves as a PAC-3 delivery assurance associate for Collins Aerospace Co. in Vergennes, Vt. She was a student member of Fredonia's section of ASQ and a recipient of the Yellow Belt Award.



**Jillian Kessler**

ASQ was founded by management scientists/professionals, W. Edwards Deming, Joseph M. Juran, Walters A. Shewhart and George D. Edwards in 1946.

## Athletes' Emotion and Self-Confidence under Sport Injury Rehabilitation with Sports Counseling

Sport injuries are a common and known risk of competitive athletics. As competition becomes fiercer and fiercer, young athletes often suffer physical pains due to inadequate warm-ups, excessive training, and encountering unfair plays; they also suffer emotional pains as the competitive nature of sports creates stressful situations in high-stakes games. Although athletes expect the pains of physical sport injury and rehabilitation, most underestimated, if even anticipated, the negative emotional and self-confidence effects of injury. They may experience unstable mental states: especially young athletes who are determined to excel in their sport, possibly with hopes and dreams of making it to professional teams. Injured athletes may become frustrated with their setbacks and experience of mental distress, which may become a mental obstacle even after rehabilitation that causes underperformance. Rotella and Heyman (1986) assert that injury may cause re-injury, a temporary or permanent decrease in sports performance, and a negative emotional impact, including anxiety, depression, and decreased self-esteem.



**Dr. Sungick Min,**  
Associate Professor  
of Sport Management



**Dr. Taihyup Yi,**  
Associate Professor  
of Finance

Investigations into collegiate athletes' psychological response to sports injury and rehabilitation find that injury often leads to negative psychological reactions. Many athletes struggle with underperformance after injury and have difficulties in improving performance to their pre-injury levels (Petitpas & Danish, 1995). Injured athletes show lower self-esteem and experience emotional distress at both the onset of injury and during the rehabilitation period (Clement & Shannon, 2011; Leddy, Lambert,

& Ogles, 1994; Tracey, 2003). Due to the nature of athleticism, such as self-discipline, hard training, and goal-driven behavior, an injured athlete tends to view the injury as a mental challenge, requiring the handling of numerous conflicting cognitions, affect, and emotional reactions related to the losses caused by the injury.

Injured athletes who can successfully manage the emotional and cognitive states associated with sports injury tend to recover quicker than other athletes. In a retrospective investigation, Bianco, Malo, and Orlick (1999) interviewed Canadian elite skiers, examining the cognitive, emotional, and behavioral processes during injury, recovery, and returning periods. Interview results indicated that skiers with positive attitudes and well-managed physical demands of rehabilitation tended to recover quickly, and were highly likely to return to full activity. Clement, Granquist, and Arvinen-Barrow (2013) also found that athletes successfully coped with their injuries when they adhered to treatment and maintained a positive attitude.

Individual differences in self-efficacy may be an important predictor of rehabilitation success and post-rehabilitation outcomes. Weinberg, Gould, and Jackson (1979) applied Bandura's Self-Efficacy Theory to examine the role of experimentally-induced differences in self-efficacy during a competitive motor performance task involving leg endurance. Participants with higher self-efficacy extend their legs significantly longer than participants with lower self-efficacy. The authors rigged the experiment such that participants failed to outperform a confederate competitor during two rounds. After losing the first round, individuals with higher self-efficacy actually increased their persistence for the next round; whereas individuals with lower self-efficacy exhibited decreased persistence from round one. Further, individuals with higher self-efficacy reported higher levels of self-confidence and displayed more positive self-talk. This research highlights the importance of self-efficacy theory's predictions about the role of expectations in predicting performance, especially when individuals experience obstacles such as loss or injury. Tracey (2003) supports the importance of cognitive states, providing evidence that athletes' mental states under rehabilitation significantly

influence their cognition, behavior, and rehabilitation outcomes.

Although research has shown that pre-existing differences in self-efficacy are associated with variability in recovery, it is less clear whether proactively managing emotional states and increasing self-efficacy of injured athletes could serve a protective mechanism or facilitate successful rehabilitation. Researchers have found that severely injured college athletes viewed strong social support received from athletic trainers as a major determinant of their beliefs about rehabilitation success (Bone & Fry, 2006).

The purpose of the present study is to examine the effects of PST and sports counseling on athletes' affective states, cognitions, and self-confidence under sport injury rehabilitation. We further aim to determine whether sports counseling serves a beneficial outcome above and beyond the functions of PST, including more favorable outcomes on affective, cognitive, and self-confidence measures, as well as more positive demonstration of ability, perceptions of social support, coach leadership experience, and physical and mental preparation. Therefore, our research questions asks whether (1) athletes receiving sports counseling and PST have better affective adjustment to performance losses, faster recovery, and better performance after rehabilitation than athletes under treatment as usual, (2) whether these effects are greater for athletes receiving both PST and sports counseling as opposed to just PST, and (3) whether such effects persist after a follow-up period after recovery from injury.

The present study employed a between-subjects, single factor pre-test/post-test/follow-up experimental design to examine the research question. The independent variable, treatment type, consisted of the following levels: treatment-as-usual (TAU) control, sport psychology skills training (PST) experimental group, and PST plus sports counseling (SC) experimental group. We conducted this study over the five-month period, consisting of a 5-week rehabilitation period between the pre-test and post-test, then a follow-up test conducted three months after the post-test. We recruited athletes who were diagnosed with sport injuries of at least four-weeks in duration by specialists in rehabilitation medicine. After

explaining the study purpose and objectives to athletes in rehabilitation treatment, our sample consisted of baseball players ( $N = 24$ ) ranging in age from 15 to 22 years, who were able to participate in a five-week rehabilitation treatment program at H-Sports Rehabilitation Center in Seoul, S. Korea. All athletes voluntarily participated in the study. We chose to base inclusion on baseball players because baseball is one of popular sports in the country. In addition, injured baseball players are most likely to have rehabilitation treatments at the center, so we were able to recruit participants in the age of high school and college for this study.

We examined the effect of sports counseling on athletes' emotion and self-confidence under sport injury rehabilitation. To do so, we recruited twenty-four baseball players who were diagnosed with at least four-week sport injury, and randomly divided them into experimental group 1 (SC) to which both sport psychology skills training (PST) and counseling treatment were given, experimental group 2 (PST) to which PST was only given, and control group (TAU) to which neither of them was given. Employing the measures of the Profile of Mood States (POMS), Competitive State Anxiety Inventory-2 (CSAI-2), and modified Sources of Sport-Confidence Questionnaire (SSCQ), we found the following. First, the within-group tests for the POMS indicate that each of the subgroups showed overall significant differences in the pre-, post-, and follow-up test scores, although there were no significant differences between the three groups. Second, the between-group tests for CSAI-2 provide evidence that the cognitive anxiety and somatic anxiety (self-confidence) scores were significantly lower (higher) for SC than for PST and CC at the post-test. Third, the modified SSCQ scores at the post- and follow-up tests were overall significantly higher than those at the pre-test for all of the three groups. These findings show importance of sports counseling in a sense that when athletes under sport injury rehabilitation were provided with sports counseling as well as sport psychology, they would feel more emotionally supported and enhance self-confidence.

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## Meet Professor Adam Cook

### 1. What courses do you teach?

I currently teach Principles of Microeconomics (ECON 205), Statistical Analysis (ECON 300) and, every spring, Labor Economics (ECON 325). In the past, I have taught Development Economics (ECON 335) and Intermediate Microeconomics (ECON 305).

### 2. If you could teach a new course, what would it be?

I have ideas in mind: Economic History, Econometrics.

### 3. Tell me a little about your teaching style.

I try to balance classroom lectures with analysis of real-world examples and problem solving tutorials. In statistics, I try to balance between the technical aspects of stats and computational applications in order to give students an opportunity to "learn by doing."

**4. What suggestions do you have for students to be successful in your courses?**

Just show up (even on a Friday) - you'd be surprised what you learn by accident by just being present and a little effort goes a long way. Economics is closer to learning a foreign language than learning how to do math. The math and technique in economics is less important than the intuition behind the methods.



**Dr. Adam Cook,**  
Assistant Professor  
of Economics

**5. What are your pet peeves in the classroom?**

Teaching involves instructor effort and salesmanship, but it also requires student attentiveness and engagement. Failing to come to class ready to absorb the lesson is no different than not showing up at all.

**6. What are some of the extra-curricular activities that you are involved in?**

I am faculty senate representative from the economics department and I advise independent student research as well as the Omicron Delta Epsilon, a national economic honor society.

**7. How long have you worked at Fredonia?**

I was a visiting assistant professor at Fredonia from Fall 2014 to Spring 2015, and I was hired on the tenure-track in the Fall of 2016.

**8. Where were you before joining Fredonia?**

Before starting on the tenure track at Fredonia, I spent a year as a visiting assistant prof at St. Bonaventure University, near Olean, NY.

**9. What are your favorite hobbies?**

I do research into economic problems which involve relevant policy applications in the fields of health, education and demography. Using these same techniques, I statistically handicap sporting events for which both good data resources exist (horse racing, golf, NFL, etc) and where there is a persistent statistical edge. I armwrestle competitively (in the past, at a national level) in the 75kg weight class.

**10. Why did you decide to come to Fredonia?**

I grew up in Tonawanda, NY and Fredonia was relatively close to home.

**11. What kind of research are you working on?**

My current projects include examining the effect of the adoption of daylight saving time on crime and clearances by arrest, as well as extending the existing economic theory of suicide behavior to include health and education variables.

**12. What advice do you have for graduating Economics seniors?**

Graduating seniors should be reassured that an economics degree gives them incredible latitude when it comes to career options. The ideas and intuition gained through economics training can be applied in virtually any setting and any industry, and further provides great insurance against changing labor market demand. The next step after graduating is to specialize in an area you 1.) find interesting and stomach doing for years to come, and 2.) can simultaneously make a living doing.

**13. What do you like about our Economics Program?**

The students in economics program at Fredonia often go on to great things after graduating and student interactions are really the most fulfilling part of the academic lifestyle.

**14. Which universities did you receive your academic degrees from?**

I was an undergraduate mathematical physics/economics double major at the University at Buffalo and got my PhD in economics from Buffalo as well.

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## Speaker Point Series

A brainchild of Professor John Olsavsky, the Accounting Society has been organizing "Speaker Point" events for the benefit of fellow students since 2003. The events are extra-curricular presentations given by business professionals and faculty. By attending such presentations, students are able to earn one extra point (up to a maximum of three) on their final grades in any participating courses. More



Presenting is Mr. Bill Finn, President and CEO of Hospice of Western Reserve

recently, other student organizations within the school have started organizing such events.

One of the several Speaker Point events this fall was offered by the Accounting Society on October 14 at 5-5:45 PM in G24 McEwen Hall. The speaker was Bill Finn, a 1983 alumnus, who is a recipient of this year's Alumni Outstanding Achievement Award. Bill, the President and CEO of Hospice of Western Reserve, Cleveland/Akron, Ohio area, enlightened the students about his extensive experience and career path, while offering valuable life advice.

- Dr. Justin Mindzak, Faculty Advisor  
The Accounting Society

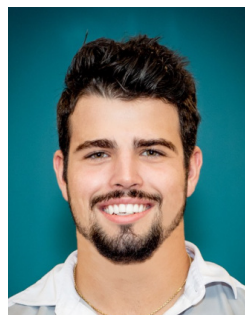
## Student Leaders Profile

**What is your Major, Minor, and when are you graduating?**

I am a marketing major with a leadership studies minor, and I am graduating fall 2021.

**What were your favorite classes?**

My favorite classes were my business classes with Dr. McNamara and Dr. Mohammed.



Ryan Sharer,  
AMA President

**Where are you from?**

I am from Lewiston, NY; 10 minutes north of Niagara Falls.

**What do you plan to do in the future?**

I plan to work in sales and marketing in my future career.

**What has your club done so far this semester and what is coming up/planned?**

So far, our club has viewed current marketing concepts and trending news, and has conducted resume and LinkedIn building workshops. We are planning to do a graphic designer workshop with a Buffalo professional graphic designer.

**How did you become a student leader?**

I started to be a student leader when I became treasurer for the club hockey team. Now I am the President of the Fredonia Chapter of American Marketing Association (AMA) and Head Coach for the Fredonia club hockey team. Plus, I hold a VP position for Fredonia Enactus.

**What have you learned in your role(s)?**

I have learned how to manage a club, hold team meetings, and present lengthy marketing presentations.

**What advice can you give to students about student clubs and leadership roles?**

My advice for student leaders is to be confident and be yourself, but also stay organized; organization is everything.

- Emily Rodriguez

**What is your Major and when are you graduating?**

I am a double major in Public Accountancy and Finance, graduating this December.

**What was your favorite class?**

My favorite class that I have taken was Organizational Behavior with Dr. McNamara.



Alison Price,  
Accounting Society  
President

**Where are you from?**

I am from Fredonia.

**What do you plan to do in the future?**

I have accepted a job at Drescher and Malecki where I will be working as a staff auditor starting in January. Also, I will be working towards getting my CPA.

**What has your club done so far this semester and what is coming up/planned?**

This semester Accounting Society has focused on getting back to normal, after all of the changes we had to make because of COVID. We have held a few meetings where business professionals were able to speak to various accounting and business students. We have a couple of more speakers lined up for the end of the semester. Accounting Society plans to hold a business etiquette dinner next semester as well as a possible wine tour with another club.

**How did you become a student leader?**

In my junior year I was nominated by one of my peers to become the Vice President of Accounting Society and then this past year stepped up to the role as President.

**What have you learned in your role?**

I have learned how to work well with various people; and I have become confident when speaking in front of larger groups of people

**What advice can you give to students about student clubs and leadership roles?**

I would tell students to not be afraid to take a leadership position; many clubs have smaller positions that can help you learn the way that makes it easier to transition into a bigger position. Being a leader of a club can lead to many opportunities that you may not necessarily have thought of allowing you to grow as a person. .

- Rae Hubal

**Business Matters is an  
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**For story ideas and comments,  
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at [mojtaba.seyedian@fredonia.edu](mailto:mojtaba.seyedian@fredonia.edu)**

**Alumni Spotlight**

Graduating with honors in 1988 with dual majors in Accounting and Finance, Sham Bahgat went on to utilize his education in developing an exceptional career that includes owning one of Chautauqua County's largest Certified Public Accounting Firms and a growing insurance agency. During his undergraduate years at Fredonia, he was involved in several student organizations including the Business Club, Accounting Society, Investment Club, and Delta Mu Delta where he served on their boards in various capacities including Treasurer and Vice President.



**Sham Bahgat**

Upon graduating from Fredonia, Sham began his career at the Philadelphia office of the largest CPA firm in the world at the time, KPMG. After becoming a Certified Public Accountant in 1990, he returned to Fredonia, married his high school sweetheart, and later had two children.

Sham had always aspired to have his own Certified Public Accounting practice. In 1993, he founded Bahgat & Laurito-Bahgat, CPAs, P.C. with his wife. Today the firm has twenty-two employees, six of which are Certified Public Accountants and eight of which are graduates of SUNY Fredonia. Over the years, the firm has taken on numerous interns from Fredonia.

As part of Sham's desire to provide his clients with the tools for financial success, he has added several divisions and complimentary companies to the firm in an effort to accommodate the needs of small businesses in the area. The firm has a complete payroll processing division that offers comprehensive payroll services to small- and medium-sized businesses. This division was later complimented with another start-up company called BLB Insurance Agency in 2014, when Sham obtained his property and casualty insurance broker license as well.

In Sham's vision for a one-stop shop accounting firm, he has also built an extraordinary bookkeeping

services practice, which services all types of businesses, non-profits, and government entities. Through this division of the CPA Firm, Bahgat & Laurito-Bahgat, CPA's makes it possible for businesses, non-profits, and government entities to have highly knowledgeable accounting staff maintaining their accounting systems while assisting them in their business and financial decision making. The bookkeeping division was later complimented with two additional companies: Express Prints, which provides QuickBooks-compliant check stock and small stationary supplies and BLB Merchant Services, LLC, which provides credit card processing services.

Fredonia is a special place for Sham, the place where he finally settled after emigrating from Cairo, Egypt with his family in 1969. Fredonia is where he met and married his wife, had his children, and learned from exceptional teachers at Fredonia High School and SUNY Fredonia. Fredonia is where Sham and his family have earned a comfortable living by working hard to develop a successful business with employees and friends who are wonderful to work with. He cares about the community and its success. He serves as Treasurer and Secretary for the Chautauqua Patron Insurance Company, and he continues to volunteer for several organizations such as Hospice, the Fredonia Chamber of Commerce, and the Chautauqua County Partnership for Economic Growth. Sham has also won various awards including the Buffalo First 40 under 40, the Fredonia Chamber of Commerce Business of the Year, the SUNY Fredonia Business Club Business Person of the Year, and the Observer Best of the Best Accountant. Since the pandemic began in 2020, he has worked countless hours assisting many local businesses and non-profits receive numerous types of government-provided assistance, such as PPP loans, Employee Retention Credits, Economic Injury Disaster Loans and Grants, Restaurant Revitalization Program grants, Health and Human Services grants and advances, and NYS COVID-19 Pandemic Small Business Recovery grants.

## Alumni Update

**Lance Durban, '70, (Economics)**, has moderated a Fredonia-1970 online group for several years.

**John Caligiuri, '73, (Business)**, just released the fourth (and concluding) novel in his Cocytus Science Fiction series, "Face One's Demon."

**Cathleen (Creenan) King, '82, (Business)**, was named City Clerk in North Adams, Massachusetts.

**Steve Lovejoy, '87, (Business)**, has joined OptumServe in Falls Church, Virginia, a United Health Group company, as Associate Director of Financial Planning and Analysis.

**Jacob "Jake" Schrantz, '87, (Accounting)**, recently received the Paul Harris Fellow Award from the Rotary Club of Jamestown.

**Maggie Wilson, '89, (Business)**, was named to the Board of the Hospice and Palliative Care Buffalo Foundation. She is Vice President of Human Resources at Linde, Inc.

**Joy (Rubino) St. John, '91, (Accounting)**, was promoted to Business Manager at L & B Worldwide of Rochester, New York.

**Dave Wedekindt, '94, (Business)**, was promoted to Vice President of Concerts & Marketing for Artpark in Lewiston, New York.

**Andre Chambers, '97, (Business)**, was named Chief People Officer for the Washington Football Team.

**Tiffany Hamilton, '98, (Business)**, who is the Chief Diversity Officer and Director of the Arthur O. Eve HEOP at Daemen College, received the Inclusion Diversity Equity Awareness Award presented by Buffalo Business First.

**David Sanna, '13, (Business)**, is now working in the CBD/Hemp industry at Bison Botanics in Kenmore, New York.



## Homecoming 2021



### Fredonia School of Business Homecoming Reception Fall 2021



On Saturday, October 16, the school had a first-of-its-kind beer & wine Homecoming reception (sponsored by alumnus, John MacDonald, class of 2003) at 3:30-6:30 PM in Main Street Studios, downtown Fredonia. More than 40 alumni and faculty were in attendance. It was a great opportunity for everyone to rekindle the old friendships and catch up with each other's life.