

SUNY FREDONIA

Department of Business Administration

NEWSLETTER

Notes from the Chair

● As of this fall, the Music Industry program is no longer a part of the Business Administration department. Over the summer, it was decided that Music Industry majors would be better served if they were affiliated with the new department of Applied Professional Studies. This new department, which also houses the Sports Management program, takes its place alongside Economics and Business Administration under the umbrella of the School of Business.



● As you have probably noticed, we have three new full-time professors this year – Drs. Lisa Walters, Sehan Kim, and Lei Huang. Dr. Walters is teaching the management courses previously taught by now retired Dr. Aghazadeh, Dr. Kim is replacing Dr. Trill, and Dr. Huang is covering the marketing courses that were taught last year by Dr. Larson on a temporary basis. Every one of these professors are highly qualified and we are fortunate to have them on our staff.

● Just a reminder that students who were admitted to SUNY Fredonia Fall 2012 or later must complete an Internship or Service Learning course as part of their graduation requirements. These are work experiences (paid or unpaid) that provide academic credit. Business and Accounting are professional degrees and as such must involve some experiential learning. If you are a junior or senior and have a minimum 2.0 cumulative GPA, be sure to contact our Internship Coordinator, Dr. McNamara, to learn about the many internship opportunities available to you.

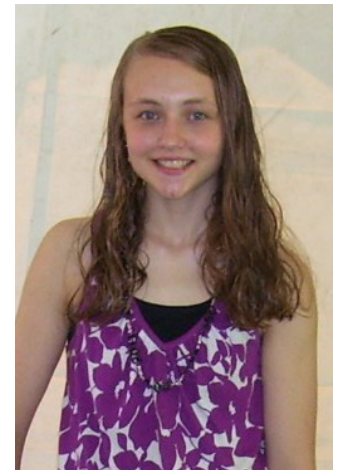
● Some good news on the AACSB accreditation pro-

cess. This past November, our accreditation mentor, Mr. Greg Bruce, paid a visit to campus where he met with the faculty of the School of Business as well as top university administrators. According to Mr. Bruce, our programs in business and accounting are either meeting or exceeding accreditation criteria. The next big step will be preparation of the “Standards Alignment Plan” for review by AACSB’s Accreditation Committee.

-Dr. Moj Seyedian

McGuay Receives DMD Award

Shauna McGuay, Junior marketing major, is SUNY Fredonia’s recipient of the 2013 Delta Mu Delta National Honor Society in Business Administration Scholarship Award. Each year in late spring Delta Mu Delta confers, through a very selective process, a limited number of scholarships to undergraduate business majors nationwide. The award-



Shauna McGuay

ees should not only be scholastically strong, but also quite active in extracurricular activity, involved in the community, and eager to assume leadership positions.

Delta Mu Delta honor society was first established in 1913 by a few faculty members from Harvard, Yale, and New York Universities. The Greek letters stand for Dia Matheseos Dynamis, meaning, Through Knowledge, Power. Currently, there are hundreds of Society

chapters operating at universities across the nation. The Fredonia chapter (Delta Phi) was established in 1985. Each year, about twenty academically outstanding accounting and business administration majors have formally been inducted into this prestigious society. The minimum requirement is a 3.40 cumulative GPA on a minimum 24 Fredonia credit hours. If interested, you may contact Ryan Edens, the current Chapter President, or Dr. Yi, the Chapter Advisor.



Shannon Smith (left) and Tiffany Place (right), two members of Delta Mu Delta

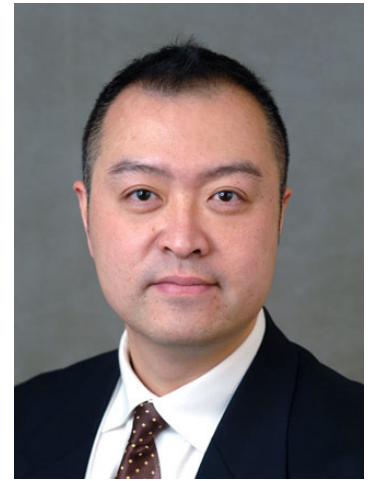
Meeting Dr. Lei Huang

Tell me a little about yourself and your teaching style.

I am a Chinese-Canadian from Montreal. I received my degrees from McGill University and began teaching at Fredonia this fall 2013 semester. Before joining the academia, I worked in the private sectors for about ten years. I believe my industrial experiences and the formal rigorous Ph.D. training have taught me that both practice and theory are equally important in every subject I teach. My teaching focus is to prepare students for productive careers in marketing. I thus develop my course curriculum to include examples of current marketing strategy in business practice, teach each class with a high level of enthusiasm to capture students' attention, promote student participation during class, create experiential learning exercises and projects, and invite successful marketing managers and entrepreneurs to the classroom to speak to the students. In doing these things, my students are exposed to more than the content contained within a textbook during class. I believe that these activities have a positive effect on improving students' interpersonal communication and writing skills, presentation skills, and critical thinking skills. It is when students are able to apply their knowledge to marketing challenges on the job that I can say they were well prepared for their careers.

What courses have you taught? Which one is your favorite?

I taught Advertising and Integrated Marketing Communication, Consumer Behavior, Marketing Strategy, and Marketing Research in several Canadian universities before coming to the U.S. Currently I am teaching Marketing Foundations (BUAD328) and Marketing Research (BUAD340) at SUNY Fredonia. Next semester I will also be teaching Marketing Management (BUAD411). Among all the marketing courses I have been teaching so far, I like Marketing Strategy the most because it integrates all marketing knowledge into one course and can help students apply what they have learned from all other marketing courses for real companies.



Dr. Lei Huang

If you could teach a new course, what course would you teach?

All three companies in the private sectors I worked before joining the academia were service-related (e.g., financial and telecommunication). Service sector now accounts for a significant proportion of economic activity in industrialized countries. If possible, I would like to teach Service Marketing in which I would like to share my career stories with my students in addition to lecturing theories. To be consistent with the goals of all other marketing courses I teach, this course will have a strategic flavor to it where students are exposed to an array of techniques used by managers.

What suggestions do you have for students to be successful in school?

I am a strong believer in the value of high academic standards and I think that there should be no compromise when it comes to the quality of our graduates. The professors who had the most significant impact on my development as a student demanded high standards of performance within a respectful and positive environment, and I attribute much of my success to that. I always encourage students to set high standards and expectations for themselves. I believe this is important not only in terms of being equipped to face the fierce competition they will encounter in the job market after

graduating (especially in a field like marketing), but also with regard to their long-term prospects for personal success and satisfaction and to our long-term future as a society and nation. I believe university courses should be characterized by significant scholarly content and that professors should not tolerate low standards, which can impair students' abilities to grow to their full potential. For those students who are eager to be successful, get ready to develop your mind for new knowledge as well as skills. Be motivated and inspired!

What advice do you have for graduating seniors?

In this extraordinarily competitive employment market, it's essential that college graduates make an extra effort to stand out from the crowd. You have probably realized that whenever adults wax on how you should spend your college or post-college years, they are doing it through the prism of their own experience. Coulda, woulda, shoulda, is an evaluation of their life – not yours. In essence, their wisdom is always tailored toward their imaginary younger selves that they wish they could have knocked some sense into. So what do you do?

- (1) Fine-tune your resume:** Think of your resume as your agent. It's out there to get you opportunities, so make sure you say what you need to say, and highlight your best points to secure face-to-face interviews. It can't just be bullet points of extra-curricular activities you did in college.
- (2) Leverage social media:** Social media is a wonderful tool to present your experience to many different HR/professional audiences. However, as beneficial as it is, it can make a grad seem unprofessional if used incorrectly.
- (3) Highlight your schoolwork:** Some hiring managers pay close attention to a candidate's GPA, while others are much more concerned with experience. Either way, a high GPA or being cum laude could benefit you. Making these points stand out in bold on a resume is a great way to draw attention to academic accomplishments.
- (4) Make the most of internships:** Internships are crucial. They show employers that you understand how specific sectors work on a day-to-day basis. While many internships begin as the company coffee-maker, interns have a chance to contribute as they learn more about the business world and build relationships and trust with their bosses.

Who has been your biggest influence in life?

Parents are the first teachers in our lives. My parents, who were both professors before retiring, have been in many ways my original teachers: my father

with his passion for mathematics; my mother with her immersion in statistics. I am not sure that either of them has been fully convinced with my ten-year's wandering in the private sectors and my current role as a social scientist. However, I am grateful to them for their many years of encouragement. They have modeled for me integrity, honesty, perseverance, intellectual and moral courage, and a profound commitment to the truth. I can only hope that in some ways I have modeled such virtues for my students.

What are your pet peeves in the classroom?

- (1) Packing up before the professor's done speaking:** Who knew rustling paper could be so loud? It may not seem like you are making much noise when you start packing up two minutes before class is done, but eventually half the class is closing their notebooks and slamming their chair desks down and it sounds like the world is ending.
- (2) Asking questions that have already been answered:** This is a waste of time and a clear indicator that you're not paying attention. If I spend five minutes going over the timeline for an assignment, please do not ask when things are due when you could look it up on the syllabus or just pay attention in the first place.
- (3) Sitting on the phone/laptop the entire time:** If you are paying for an education, you might as well come to class and actually pay attention to the materials you are supposed to be learning. I do not mind you taking notes or reading the electronic textbook by using your laptop. But it is really immature if you use the phone and/or laptop in class for texting your friends or shopping online or browsing Facebook or updating Twitter.

Do you have an ethics in marketing story?

I think as marketers, if given the opportunity to be selective, that agencies and individuals should make a conscious choice to work with clients whose products and services are "worthy" of marketing in the first place. This decreases the likelihood of being faced with an ethical dilemma. After that, a marketer can certainly add value through education and research. Identifying and determining the best ways to meet human needs is a noble endeavor. When marketers are viewed as being brought in as part of a team that is working toward a larger and more strategic goal as opposed to simply a means to achieve a preconceived notion of a desired end, then the possibilities of running into an ethical dilemma is lessened greatly.

-Nicole Sparks

Play, Rewind, Repeat: How a Replication of Prior Events May Yield Novel Insights

The door was open; 15,000 feet overlooking a sun-kissed vista. From this height I could see the Hoover dam, Red Rock Canyon, and the entire Las Vegas strip. The air was dry, the temperature was low, and I was determined to jump through that door and freefall at a speed of 120 mph until our chute opened for a 5 minute glide to the earth. Too bad I do not like heights. In fact I am downright scared of them. So, why was I doing this a second time?

A 'replication' attempts to repeat an event and produce a similar, if not identical, outcome. In the research tradition, replication studies apply an existing theory under new situations to determine if the basic findings of the original study can be generalized to different participants or circumstances. An integral part of the scientific method, Replications ensure the validity and stability of research findings. The marketing literature has called for more interest in replication research (Brown and Coney 1976; Evanschitzky, Baumgarth, Hubbard and Armstrong 2007; Monroe 1992a), even urging the development of a replication tradition among top-tier journals (e.g., Monroe 1992b).

And yet, the marketing literature (*Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Consumer Research*) has displayed little enthusiasm for showcasing replication research; the academic field's overwhelming focus on investigations yielding novel contributions has led to a devaluation of replication studies (Hunter 2001) and a dearth of replications found in print. This, despite the fact that replication studies produced results at odds with the original findings 60% of the time (Hubbard and Armstrong 1994).

Assessing the robustness of reported effects is integral to the research discipline. Failure to replicate prior results should not discount the original research nor should it reduce the value of the replication attempt. Was there some unique factor at the time of the original research? Perhaps the circumstances examined have changed or consumer response has evolved? Notwithstanding an error on the part of the researcher, any of the prior questions is a viable first step in extending

a research study into a new area. So, I called the same skydiving company in Las Vegas and scheduled another jump, with my original instructor. Sat at the edge of my seat and felt a tingle at the base of my skull as we circled higher. Felt the rush of cold air as the door opened

and the pilot asked whether I wanted to jump or not. Peered down at 15,000 feet of air as we stepped out and safely encountered terra firma minutes later. Success. Results that upheld the original findings. Which made it easier to Skyjumping off that 80-story building on my way back to the hotel.

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Dr. Shazad Mohammed

-Dr. Shazad Mohammed

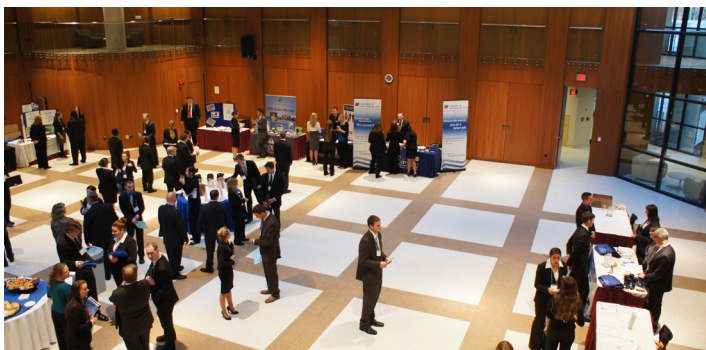
Meet The Accountants Night



Every September since the late 1980s, the accounting faculty have been organizing a Meet the Accountants Night (MTAN) career development event bringing together the area's accounting firms and our accounting majors. This year's event on September 26 was a total success. 30+ firm representatives gathered in the Multipurpose Room of the Williams Center to introduce their companies and operations. They were greeted by more than 100 junior and senior accounting majors all dressed in their business attire, eager to learn about the companies and, hopefully, land a job offer or an internship position. They had every reason to be hopeful as 20 of the representatives were, in fact, departmental alumni.

As part of the MTAN event, the department prepares a Look Book containing the resumes of all accounting seniors/juniors. Copies of the Look Book are then provided to the area's accounting firms for their current and future reference.

There are several groups that help with organizing the MTAN event. In addition to the department, the Accounting Society, the Career Development Office, FSA, and the participating firms all contribute their resources to make MTAN a success – a campus-community alliance at its best.



The New Club on the Block



(Left to Right) Brian Ogilvie, Benjamin Nalette, Lydia Biernat, Matthew Mincin, Tori Wessel, Bryan Williams, Joseph Burgio

The Entrepreneurship Club of SUNY Fredonia is the first of its kind. It is our mission to exemplify the value of networking, with a hands-on approach, ultimately becoming a valuable resource for students. We believe that our club illuminates the brilliant ideas of our like-minded peers to not only help produce a well-nurtured business plan but even further, provide its members with endless networking opportunities.

Our club is a place for an experience to gain insight on not only starting a business but sustaining it. Even if you don't have a business, the club will provide an opportunity for you to experience the art of start-up business processes, market feasibility, financials, and many more.

Matthew Mincin, Founder/President
Brian Ogilvie, Vice President
Tori Wessel, Secretary
Benjamin Nalette, Treasurer
Lydia Biernat, Marketing Officer
Bryan Williams, Public Relations Officer
Joseph Burgio, Event Coordinator
Dr. Susan McNamara, Advisor

The Department of Business Administration Newsletter is a student-run online publication of the Department Chair's Student Advisory Council, established in Spring 2007. For story ideas and comments, contact the Editors:

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