

Winter 2013

SOUTHERN ILLINOIS UNIVERSITY  
**EDWARDSVILLE**  
SCHOOL OF BUSINESS

# Business

The Magazine of the Southern Illinois University Edwardsville School of Business

## Standing Out From the Competition

*What do students learn  
by competing?*



# About the SIUE School of Business

## By the Numbers



**4 Undergraduate Academic Programs**  
 BS Accountancy  
 BS Business Administration  
 BS Business Economics and Finance  
 BS Computer Management and Information Systems

### Undergraduate Business Administration Specializations

Economics  
 Finance  
 International Business  
 Management Information Systems

**9** Entrepreneurship  
 General Business Administration  
 Human Resources Management  
 Management  
 Marketing

**Faculty**  
**53** Full-time  
**20** Part-time

**5 Graduate Programs**  
 Master of Business Administration  
 Master of Marketing Research  
 MS Accountancy  
 MS Economics and Finance  
 MS Computer Management and Information Systems



Employers who recruited SIUE and School of Business students through on-campus career fairs last year

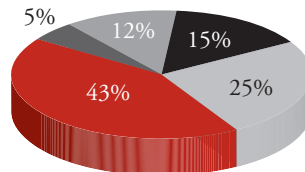
**244**



Students with a business minor  
**344**

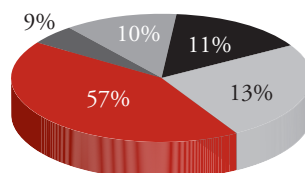
### Fall 2012 Undergraduate Enrollment

Pre-Business	161 (15%)
Accountancy	270 (25%)
Business Administration	461 (43%)
Economics and Finance	48 (5%)
Computer Management and Info Systems	124 (12%)



### Fall 2012 Graduate Enrollment

Accountancy	31 (13%)
Business Administration	133 (57%)
Economics and Finance	23 (10%)
Computer Management and Info Systems	20 (9%)
Marketing Research	26 (11%)



## Our Vision

The SIUE School of Business will be a nationally recognized premier metropolitan business school that develops highly skilled and innovative graduates who enhance businesses, organizations and communities.

## Our Mission

Engage in high-quality instruction, research and professional activities to prepare current and future business professionals and to improve business practice. These efforts add value: for students, by enhancing their career prospects; for organizations, by developing business professionals who meet their needs and stimulate innovation; and for business disciplines, by producing and disseminating timely and relevant scholarship.

## Points of Pride

The SIUE School of Business is among an **elite 10 percent of business schools worldwide** that have earned the prestigious seal of approval from the Association to Advance Collegiate



Schools of Business International (AACSB International). This accreditation represents the highest standard of achievement for business schools worldwide. Less than 30 percent of AACSB accredited schools also hold the accounting accreditation. The School of Business has been accredited by AACSB since 1975 and the accountancy program achieved separate accreditation in 1987.

For the seventh consecutive year, the SIUE School of Business is named an outstanding business school by *The Princeton Review*. "The Best 296 Business Schools: 2013 Edition" by *The Princeton Review* recommends the School as one of the best institutions in the U.S. from which students can earn an MBA.



In addition to learning from innovative curricula and quality faculty, School of Business students are encouraged to get involved outside the classroom to enrich both their academic and personal lives and prepare for careers in business leadership. Students can choose from **15 student organizations, including three national honor societies.**

## From the *Dean*

Communication is defined at BusinessDictionary.com (businessdictionary.com/definition/communication.html) as: “Two-way *process* of reaching *mutual* understanding, in which *participants* not only *exchange (encode-decode) information* but also *create and share* meaning.”

I liked this definition the best of all the online dictionaries I checked. The definition includes the “two-way process” and the “shared meaning” components of communication which I have learned are so important when attempting to communicate ideas and news with others. The iterative process of communication implies a constant exchange of information, of perspectives, of ideas, that allow people to “create and share meaning.”

I’ve focused here on the very definition of communication because we’ve been talking a lot about communications in the School of Business. The discussions have been directly related to the significant commitment we have made to enhance the communication skills of our students over the past few semesters in order to better prepare them for the opportunities and challenges they will face in today’s business environment.

We have gathered valuable insight from our partners in industry, alumni and other important stakeholders, and from that insight we have invested considerable human and financial resources during 2012 to redesign our undergraduate business curriculum in ways that would help our students improve their communication skills. The curriculum innovations were implemented in Fall 2012 so, as I write this, we are gaining experience with our efforts and our students’ experience of the changes. You’ll receive more information and examples of this focus on communications — and the other significant innovations in our undergraduate curriculum— in future editions of *SIUE Business*.

In fact, our new and enhanced approach to communication is the reason why we have launched *SIUE Business*, our new publication for the School of Business. While we have always received positive feedback about our publications (*Dean’s Report*, *bWorld*), we believe that you will enjoy this new magazine-oriented format.



In the future, you will see more in-depth articles, compelling graphics, and new authors who will help us “share meaning” about developments in our School of Business and the practice of business.

One new feature in this edition is an article written by alumnus Jim Schlueter (MBA ’84), Director of Communications for Engineering, Operations, and Technology at The Boeing Company. Jim’s article (you guessed it, about communication) provides perspective from Jim’s seat in a large multi-national corporation where his responsibility for effective communication demands that Boeing messages effectively represent the company and its people to a full range of audiences. Future articles by alumni will likewise highlight their expertise and experience with critical business issues. Our hope is that *SIUE Business* will be another tool to help you continue to learn about the complexities and changes in business practice.

We look forward to sharing more information and meaning with you about our excellent School of Business at SIUE! Please let us know your impressions of *SIUE Business* as we want our communications to be a “two-way process.”

Sincerely,

Gary A. Giamartino, Ph.D.  
Dean



### Introducing Chancellor Julie Furst-Bowe, Ed.D.

Julie Furst-Bowe was appointed the eighth chancellor of SIUE on July 2, 2012. Before her appointment as chancellor, Furst-Bowe served from 2005 to June 2012 as provost and vice chancellor for academic and student affairs at the University of

Wisconsin-Stout. She is recognized nationally and internationally for her expertise in quality higher education and has authored several articles and a book on this topic, “Quality and Performance Excellence in Higher Education.”

Furst-Bowe is a member of St. Louis Civic Progress, the executive committee of the Leadership Council Southwestern Illinois, the Boards of Directors of the Southern Illinois Collegiate Common Market and University Park, SIUE. She is a founding board member of the National Consortium for Continuous Improvement in Higher Education and serves as a higher education chair for the American Society for Quality.

Furst-Bowe earned an Ed.D. in work, family and community education in 1995 from the University of Minnesota in Minneapolis where she also achieved a professional certificate in human resource development during the same year. She earned a master’s of science in media technology from UW-Stout in 1986 and graduated magna cum laude from UW-Eau Claire in 1985.

# Entrepreneurship Education Gets Boost

Entrepreneurship drives the modern economy, contributing significantly to new job creation and technological innovation. SIUE School of Business students are embracing this trend and more are demanding entrepreneurship courses to better prepare for the risks and rigors of the marketplace.

Recognizing the importance of small businesses and startups in today's economy, the School has made entrepreneurship education a top priority. Dean Gary A. Giamartino is in the process of assembling an advisory board of successful entrepreneurs to shape the direction of the program and create a learning environment that encourages students to explore new business ideas.

Business administration majors can select an entrepreneurship emphasis, which consists of an overview course, a practical class in business plan writing where students create their own business by the end of the semester and a selection of other relevant electives. Activities like business networking events and business plan competitions, such as "The Other 40" (see article on facing page), help students develop the skills needed to make a fledgling company a success.

"Students can apply the principles of entrepreneurship to many areas beyond just starting a business," said Dr. Timothy Schoenecker, associate professor of strategic management and entrepreneurship. "They can establish a nonprofit organization or launch a new product line or division within a larger corporation.

"While entrepreneurial success often depends on innate personality traits and a healthy dose of risk-taking, entrepreneurship classes help students learn how to increase their likelihood of success, such as identifying business opportunities, writing business plans or managing finances."

John and Eileen Martinson donated \$120,000 to the School's entrepreneurship program because they understand the challenges of creating a successful business. John, managing partner and founder of New Jersey-based Edison Ventures, has a stellar record as a successful venture capitalist who has invested in businesses for the last 35 years. Keenly attuned to the challenges aspiring entrepreneurs face, he saw the same potential in the SIUE program that he sees in the businesses in which he invests. Eileen is the CEO of Sparta Systems in Hamilton, N.J.

"I'm very impressed with the overall caliber of programs and how well the School of Business executes them," said John, MBA '75, who is a member of the 2011 SIUE Alumni Hall of Fame. "The practical support provided by faculty members and the eagerness of students to either develop their own business or join a young company deserve support."

Thanks to the Martinson's generous support, SIUE can expand its entrepreneurship programs, encourage faculty

and students to become more engaged in starting businesses and publicize the entrepreneurial accomplishments of students and alumni.

"Entrepreneurship education builds awareness of what it takes to build a company and provides a framework for developing and advancing a business idea," John said. "Entrepreneurship can be credited for introducing new technologies, methods and business models that help industries evolve, regenerate and even develop new industries."



**John Martinson  
Viewpoint**

**Key to success as an entrepreneur:**  
*"Unwavering focus on the customer."*

**Words of advice to aspiring entrepreneurs:**  
*"Enter fast-growing markets. They create entrepreneurial and promotional opportunities."*

**On applying his military background to the business world:**

*"I can keep my cool under fire. The Air Force taught me the importance of great work ethic, productivity, dedication and teamwork."*

**View John Martinson's Alumni Hall of Fame video: [siue.edu/alumni](http://siue.edu/alumni)**

Click on "Alumni Video Gallery"

# “The Other 40”

## Preparing for Business Ownership

Senior engineering major Chico Weber had dreams of building his own business someday. This seemed like an unlikely career path as most SIUE School of Engineering students traditionally take jobs with established companies.

This changed when Weber decided to enter “The Other 40” competition, organized by SIUE’s chapter of the Collegiate Entrepreneurship Organization (CEO) and supported by the School of Business. According to common belief — and common warning to entrepreneurs — 60 percent of new businesses fail. “The Other 40” stands for the percentage of new ventures that succeed.

Open to all SIUE students, “The Other 40” coaches aspiring entrepreneurs on developing a business plan. School of Business faculty and business consultants from the region tutor participants in finance, marketing and legal issues. Winners receive cash prizes that can help them bring their ideas closer to fruition. SIUE’s “The Other 40” stands out among other business competitions because it was launched and promoted by several School of Business students.

Weber’s business plan for residential portable wind turbines won first place and a \$5,000 cash prize, which he invested in a prototype. He hopes to raise enough capital to launch his own business after graduation.

“I want to make wind-generated power more accessible to people in developing countries who need it most. I learned that in order to launch a business idea, you need to be dedicated all the way,” Weber said.



*Pictured left to right: Chico Weber, senior engineering major and “The Other 40” first place winner; Jonathon Lee, senior business major and CEO president; Dr. Timothy Schoenecker, associate professor of strategic management and entrepreneurship and CEO faculty advisor; and Jennifer Neibrugge, junior business major and CEO CFO.*

# Alumni Leave Legacy

Walter Knepper, BS '69, a seasoned tax consultant who helped many family businesses with estate planning, understands that a planned gift is a good way of securing retirement income, while leaving behind a lasting legacy. He and his wife Stephanie, MA '86, recently made a generous planned gift to the School of Business in the form of a \$225,000 bequest to support the School's continued growth.

"SIUE is a wonderful place to get a foundation that can set you up for great achievements. Stephanie and I owe our success in life to SIUE and we felt that it was important to give back," Walter said.

The Kneppers decided to make their bequest after years of collaborating with the School as advisors, supporters and friends. As former chair of the SIUE School of Business Advisory Board for the last eight years, Walter worked with School of

Business Dean Gary A. Giamartino to map out the strategic direction for the School.

This role gave him a close-up view of the School's strengths, priorities and necessities. While SIUE receives state support, the funds are not sufficient to meet all of the School's requirements. The Kneppers understand that an institution's needs evolve and change from year to year, and they don't want to pose too many restrictions on how their gift will be used. They trust that the funds will address pressing problems as they emerge.

Walter and Stephanie credit their professional success to their SIUE education. Walter built a fruitful career as a tax professional at a number of stellar companies: first at Arthur Andersen, then at Fox & Company, Pannell Kerr Forster, BDO Seidman LLP, culminating with RubinBrown LLP. His dedication

and work ethic earned him the reputation of an outstanding tax specialist and trusted advisor. His achievements were recognized by the 1995 Accounting Today Gold Medal Award for Client Service and the 2011 Five Star St. Louis Magazine Wealth Manager Client Satisfaction Award. Stephanie said her education in government and politics prepared her for a successful career in radio broadcasting at Metro Network in Clayton, Mo.

"As we considered the donation, I was reminded of President John F. Kennedy's quote, 'To those whom much is given, much is expected,'" said Stephanie.

*SIUE School of Business alumni Walter and Stephanie Knepper moved to Redington Beach, Fla., in May 2012 when Walter retired as a partner with RubinBrown.*

## Planned Giving

Deferred giving is a great way to support the School of Business and leave a lasting legacy. It can be achieved with substantial tax benefits and can include income-providing options for donors. To learn more about planned giving, please contact Jeffrey Brown at [jefbrow@siue.edu](mailto:jefbrow@siue.edu), 618-650-3331.

**Suggested ways to remember SIUE in your estate plans:**

- Designate SIUE School of Business as a beneficiary on your IRA account.
- Make a charitable gift annuity (lifetime income for donor(s) plus a charitable deduction).
- Designate SIUE School of Business as a beneficiary in your will or trust.



# A Partnership Flying High

**T**he Boeing Company, the world's largest aerospace company, employs more than 170,000 people in the United States and 70 other countries. Its workforce is well-educated, diverse and innovative. To maintain a healthy pipeline of qualified talent, the company works with a select number of universities, including SIUE, to ensure it has the skills it needs to keep designing and building its high-tech products.

"The SIUE School of Business is very focused on industry needs and offers an education that is timely and relevant to the business world," said Eric Levin, vice president of finance at Boeing and member of the School's Advisory Board.

Such positive feedback from Boeing means a lot. To put things in perspective, Boeing follows rigorous criteria for selecting the more than 150 domestic universities and colleges it partners with by matching the schools' offerings with its own hiring, continuing education, and research and development needs.

"Our collaboration with SIUE consists of scholarship support, internship opportunities and mentoring. This investment gives us a competitive advantage by allowing us to recruit top talent and strengthen the pipeline," said Matt Daniels, regional manager of university relations at Boeing. "It also gives us the opportunity to give back to a community where many of our employees raise their families."

In 2012, Boeing increased its annual scholarship funding to \$9,000 for three scholarships for the School of Business and upped its support for two additional scholarships in the School of Engineering. "Scholarships are a way to help the University retain the best and the brightest students," Levin said. "By helping promising students overcome financial difficulties, Boeing helps ensure that they graduate and that companies like us have access to a pool of qualified job candidates."

Beyond financial support, Boeing maintains a presence at SIUE career



**In 2012, Boeing increased its annual scholarship funding to \$9,000 for three scholarships.**

fairs, and company experts frequently speak at the School of Business and judge student competitions. Recently, SIUE students have competed for and been accepted into internships with the company. Boeing seeks candidates with strong academic performance, excellent communication and leadership skills, and who display integrity and motivation. Boeing interns receive on-the-job training and work on projects that have a real impact on advancing business goals.

Andrew Foster's path from SIUE student to full-time employee at Boeing is an example of the symbiotic relationship between Boeing and the School of Business. Foster, BS '12 in Business Economics and Finance, qualified for an internship with Boeing as a sophomore at SIUE.

"As an intern, I felt my work was meaningful and that Boeing put its trust in my abilities," Foster said. After proving himself on the job, Foster was offered a full-time position in the fall of 2012. He is enrolled in Boeing's prestigious Business Career Foundation Program; a two-year fast-track development program that offers four-month rotations within Boeing's diverse business functions, providing a breadth of perspective that is rare for most new hires.

"SIUE has earned recognition for understanding the corporate environment and building partnerships that yield positive results for both parties," Daniels said. "The 600 SIUE alumni who work across numerous functions within Boeing today are proof of that."

# Crisis Communications Planning

*Written by Jim Schlueter, MBA '84, director of communications for Engineering, Operations and Technology at Boeing's Chicago corporate offices*

Just guessing here, but if you read today's news in your daily paper, or on a website, you probably read about something bad happening at a company, an organization or a government agency.

I counted four stories just from the lead page of the news website I looked at this morning. And I just read three more in my local newspaper's site.

That's why corporate communications departments and public relations agencies produce crisis communications plans, and why every organization should have one.

It's a fact of life that we must all realize and accept — sometimes bad things happen to organizations as a function of what it does for a living, sometimes bad things happen because people and organizations aren't

perfect, and sometimes bad things happen that are simply out of anyone's control.

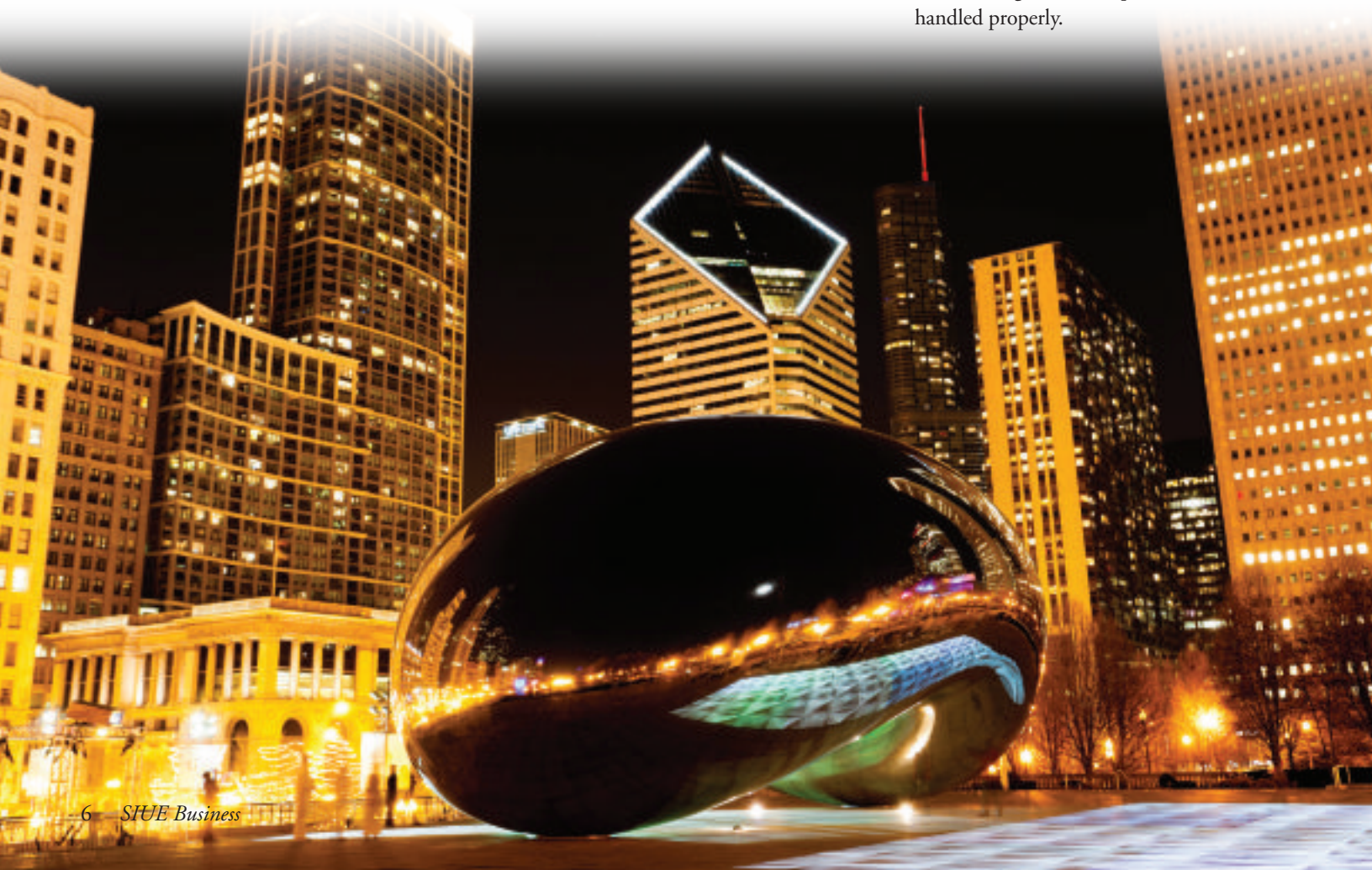
You name it, it can happen and it can make news — incidents such as hazardous chemical spills, product liability, ethical lapses or natural disasters. Obviously a business crisis is extremely difficult to live and work through, and a crisis communications plan is not going to magically erase a bad situation and put everything neatly back as it was before.

But having an approved, comprehensive crisis communications approach in place and ready to use or adapt whenever it may be needed is an essential tool to help protect an organization's reputation, pocketbook, and health and viability.

In fact, a number of news outlets marked the 30<sup>th</sup> anniversary of one of the biggest

examples, the Tylenol poisonings in Chicago in September 1982. It is an outstanding example of firm, decisive action and openness during an unspeakable tragedy. The communications activities could not undo the harm that had been done, but it did provide accurate, reassuring information to all of the company's audiences and protected the brand and company.

Of course, the Tylenol case is an extreme example, and the first challenge for an organization might be defining what is meant by the term "crisis." Timothy Coombs, a professor of communications at the University of Central Florida and author of a number of books and articles on crisis communications, defines a crisis as a significant threat to operations that can have negative consequences if not handled properly.



In crisis management, Coombs notes, the threat is the potential damage a crisis can inflict on an organization, its stakeholders and an industry. A crisis can create three related threats: public safety, financial loss and reputation loss. In fact, many organizations may have a crisis management plan in place — in that case, the key is to have a communications plan that supports the crisis management plan.

Like any communications plan, a crisis communications plan contains the key building blocks of audience, timing, messages and distribution tools.

A good crisis communications plan begins with the focus on the key audiences that could be affected — depending on the situation, it will include customers, employees, company shareholders and the general community. The news media, paid advertising, internal communications vehicles, email, social media tools and team meetings are just tools that can be used when the key audiences have been determined.

Timing takes increased importance in a crisis plan. Crises abhor information vacuums, and if an organization doesn't act swiftly, it can lose the crucial time to insert its messages into the conversation or debate. This can be difficult in larger organizations that are not used to acting in minutes to stay ahead of difficult situations — which is the biggest reason that a crisis communications plan framework should already have been approved by an organization's senior management.

When a crisis hits, it's time to pull the lever on executing the plan, complete with the understanding that the right people from the right disciplines must be engaged and ready to act. It's not the time to figure out who needs to review which employee message, customer notification or news statement.

That also applies to messaging. A pre-approved crisis communications plan should alert all of the required departments or consultants such as finance, human resources, legal and management, to be ready to quickly contribute to and review key messages and statements for distribution to the key audiences.

This brings up a key lesson: make sure information is confirmed and accurate before communicating it. Especially in emergencies, often the first reports turn out to be inaccurate. It is always better to acknowledge a situation and communicate that further information will be provided when it is confirmed, rather than be forced to recant earlier statements. A former basketball coach I know gave me some good advice, "Be quick, but don't rush."

If you have a crisis communications plan in place that is closely tied with the other organizations that are responsible for protecting your company and employees during crisis or emergency situations, you are ahead of the game — just make sure you keep your communications plan updated for developments either inside your organization or with your key audiences.

The explosion in the use of social media tools has affected all areas of organizational communications, and crisis communications is at the top of the list. Customers, employees, the media and the general public are now able to post and share information and images in seconds, and our plans must account for this speed and potential volatility.

If you don't have a crisis communications plan, or are not sure, there are plenty of resources in the public relations and communications industry.

Unfortunately, crises can be included on the list with death and taxes, in that they tend to occur sooner or later. But unlike death and taxes, with a good communications plan at least we can minimize the impact.



# Professionalism Helps Team Stand Out From Competition



It wasn't just intellect that landed a team of four School of Business students first place over students from Washington University in St. Louis and the University of Missouri-St. Louis. Professionalism separated SIUE from its competition in the Association for Corporate Growth (ACG) Interuniversity Cup held at Emerson's corporate headquarters in St. Louis.

Judges were impressed with the attention to detail by the team of Joseph Scyoc, Syed Rashed Zaman, Tyler Ash and Hayley Schnieder, shown in the photo above. Leading off with their conclusion, presenting high-level findings, leaving calculations to the written report and being prepared to answer follow-up questions led to high marks from the panel of educators and businesspeople.

"There's a stigma that we MBAs are just going to be number crunchers," said Schnieder, BS '11, MBA '12, who recently took a position with PricewaterhouseCoopers. "But at SIUE, I learned in order to be successful you must have the ability to communicate. If you want to be a professional accountant or financial analyst, you have to not only come up with the numbers, but effectively present and explain your findings, as well."

That's the value extracurricular activities like the ACG Cup add to the School of Business education experience. Students can apply their in-class education to practical settings that allow them to learn and broaden their exposure.

The business case study from the competition asked the students to evaluate an information technology staffing company owned by three people — one who was interested in selling, one who wasn't and one who was indifferent to the idea. The team used five different methods to value the company to account for all variables.

Then the team took the analysis a step further. They used those findings and their understanding of the needs of the three owners to make recommendations to the buyers — a range of prices based on their models — along with advice on how to convince the owners to sell.

"Buying someone out and making all three happy wasn't all number crunching, there were strategic management decisions we needed to make," said Zaman, MS '12 in economics and finance, who took a job as a senior credit analyst at Bluestem Brands Inc. in Minnesota shortly after graduating in August. "In the real world you only have one chance to pitch what you know. I learned that it's less about the numbers you present but more of demonstrating why you're correct."

**"In the real world you only have one chance to pitch what you know. I learned that it's less about the numbers you present and more about demonstrating why you're correct."**

-Syed Rashed Zaman, MS '12  
Senior Credit Analyst,  
Bluestem Brands Inc.





### American Marketing Association (AMA)

So proud to take first place in the Exhibit Competition at the AMA International Collegiate Conference for Best Use of Conference Theme! Check out this photo of our winning exhibit, “The Evolution of a Cougar.”

Had a fantastic trip to New Orleans this year! My students went above and beyond putting together the “Evolution” exhibit. I think the judges were impressed with the creative connection.

**-Dr. Edmund Hershberger, associate professor of marketing and SIUE AMA faculty advisor**

This is a big win for a small chapter! Beyond winning an award, this conference gave me insights into the business world that will benefit me as I begin the steps to becoming a prospective employee.

**-Matt Gamez, senior business major and SIUE AMA president**



### Kappa Lambda Chapter of Beta Alpha Psi (BAP)

It's been a great year for BAP! We were named Superior Chapter by KPMG LLP and the KPMG Foundation, as well as the Enterprise Rent-a-Car Student Organization of the Year. Here we are with our \$1,000 prize!

This recognition signals to potential employers that SIUE's accounting students are engaged in volunteer and professional development at the very highest level. We are so grateful to Enterprise for the \$1,000 cash prize, which will be used to purchase a new computer for the chapter!

**-Dr. Allen Hunt, assistant professor of accounting and SIUE BAP faculty advisor**

Last year was an outstanding year for SIUE BAP — thank you BAP members for all your hard work and efforts. Let's continue to work together to accomplish our goals and achieve greatness again this year!

**-Hayley Schnieder, MBA student and SIUE BAP president**



### Society for Human Resources Management (SHRM)

We have earned yet another recognition! This year we received the Merit Award for Excellence and Achievement for our high level of student participation! Check out our photo.

Congrats SIUE SHRM Chapter on your Merit Award. This is the first time in the six years I've been here you've won this award and I couldn't be more proud. The School of Business has a fabulous HR program and your accomplishments are the best example of that!

**-Dr. Robyn Berkley, associate professor of management and marketing and SIUE SHRM faculty advisor**

Congratulations SHRM members! Get excited for the guest speakers and volunteer events lined up for the future. The SIUE SHRM Chapter will be participating in the SHRM Case Competition for the first time in March of 2013!

**-Tiffany Edwards, senior business major and SIUE SHRM president**

# Mentor Leads Cox Scholar On the Path to Success

It wasn't long ago that Kaylee Krischel was an undecided underclassman wondering what major she should choose and where her path at SIUE would take her.

It was one of many moments during Krischel's three-and-a-half years at SIUE that she turned to Mara "Mitch" Meyers for guidance. An SIUE School of Business alumna and successful businessperson, Meyers was paired with Krischel, BS '11, as her mentor as part of the Cox Scholarship program. She had taken her own circuitous route to career success starting as an accounting major at SIUE, transitioning to brand management with the 7-Up Company before being recruited by Anheuser-Busch to launch the Bud Light campaign where she created Spuds MacKenzie. She then left Anheuser-Busch to begin her own business with another business partner called the Zipatoni Company. Today, she is continuing to work with the same business partner focusing on brand work at the Boomers\$ Groupe.

"My relationship with Mitch was the most valuable part of the Cox Scholar experience," said Krischel, who was one of the first four students selected for the School's honors program. "Initially I was expressing how unsure I was of my future career path, and she reassured me that it was OK to not know exactly what I wanted to do. She told me her story, how she had switched jobs in order to find out where her strengths were. She helped me grow personally and professionally, and I still have a great relationship with her."

After exploring her options in the School of Business, Krischel selected economics and finance as her major. In December, Krischel took a job with Express Scripts in St. Louis as an associate business analyst, moving along on a career path with a prominent growing employer.

It's the kind of success story the School hoped for when it created the Cox Scholars Program in 2007 after receiving an unexpected gift from the estate of former SIUE professor Homer Cox and his wife, Helen Cox.

The single largest gift SIUE ever received – \$2.7 million – was used to create the Homer L. and Helen L. Cox Scholars Program in 2008. The program provides promising incoming freshman with a full-tuition scholarship, as well as unique educational opportunities, such as leading community service projects, networking with business professionals and building a relationship with a successful mentor.

The continued success of Krischel and future classes of Cox Scholars helps raise awareness and improve the reputation of the School of Business in the corporate world, and their presence in the classroom pushes the learning experience to new heights for their classmates.

"Having someone like Kaylee in class raises the bar," said Dean Gary A. Giamartino. "She asks good questions and establishes the standard. The Cox Scholars make everyone around them better."



# New Conference Room Helps SIUE Students Prepare for Future Careers

The conference room is the modern-day stage for business professionals, a gathering place to exchange ideas, solve problems and win new business. While conference room conduct is an important business skill, it's not something students often learn in class. Gordon Johnson and Doris Reynolds-Johnson wanted to help fill that gap for School of Business students by supporting a state-of-the-art facility right on campus. The Gordon Johnson and Doris Reynolds-Johnson Conference Room is housed in the School of Business' new Cougar Business Resource Center (CBRC).

"Serious business happens in a conference room, and this facility helps students prepare for those situations," said Gordon, senior portfolio manager, PNC Capital Advisors. "Students can learn how to think on their feet, how to present a business plan and how to maintain focus."

For Gordon, BS '82, MBA '84, and Doris, BS '83, MBA '85, giving back to SIUE was natural. The School not only led them to each other — the couple first met in the School of Business — it equipped them with the skills and knowledge necessary for successful careers.

"By donating a conference room to SIUE, we're not just providing collaborative work space, we're offering students an opportunity to truly excel," said Doris, CEO, Pragmatica Healthcare Solutions.

The conference room provides first-class features and amenities found in the finest corporate offices — a 14-person table, a giant flat-screen Smart Board for presentations and floor-to-ceiling glass walls that look out on the rest of the CBRC. Students use the room to collaborate on projects, practice presentations, hash out ideas or simply iron-out project details.

The School of Business is committed to preparing students for success as soon as they step into the business world. With wireless-enabled breakout rooms, offices and computer labs, the CBRC helps students feel like they are working in a real business setting and makes group assignments feel more like a real work experience.

"SIUE allowed me to grow as a person while preparing me for the business world," said Doris, shown at right with students in the CBRC conference room. "My professors invested so much time and energy in my success, and they gave me the confidence I needed to succeed as a professional. Looking back, I never could have accomplished what I have without my foundation at SIUE."



## CBRC Room Sponsorships

### Team Break-Out Room

Jeffrey M. Dale ('79) and Denise Panyik-Dale ('81)  
Lawrence B. Heitz ('69) and Sharon L. Heitz  
David R. Schaake ('77) and Kathleen Schaake

### Large Conference Room

Doris K. Reynolds-Johnson ('83, '85) and  
Gordon A. Johnson ('82, '84)

### Java Bar

Mara "Mitch" Meyers ('77, '80) and Robert J. Meyers ('71, '72)

### Conference Room

Steven M. McCann ('78) and Alita R. McCann

### Lobby

TheBANK of Edwardsville

### Executive-In-Residence Office

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# The Behavioral Science Behind

## Counterfeit Purchasing



**E**ach year, counterfeit goods account for nearly \$650 billion lost in the global economy and more than \$200 billion in the United States alone. From designer handbags to pharmaceuticals, counterfeit products are a serious issue for both government and business. The counterfeit economy contributes to rising unemployment rates and often funds drug trades, terrorist groups and other illicit activities.

Policymakers and companies can both play a role in deterring consumers from buying these products, according to research conducted by Dr. Tim Ozcan, assistant professor of marketing at SIUE's School of Business. Together with colleagues in Turkey and France, Ozcan analyzed the differences between consumer behaviors in those two countries as well as the United States to help governments and businesses discourage purchases of counterfeit items in the future.

“Rather than focus on economic impact, as most counterfeit studies do, we wanted to examine the behavioral science behind counterfeit purchasing,” said Ozcan. “Understanding the reason behind why people buy these items — and how cultural differences affect their purchase intentions — is crucial for both policymakers and brand managers.”

By determining the root cause of counterfeit purchasing, governments and companies can create policies and programs to deter it.

For this study, college students from Turkey, France and the United States voluntarily participated in an online survey to test how three motivational factors contribute to counterfeit purchase behavior. The survey presented a variety of scenarios in which participants were asked whether or not they would purchase a counterfeit Rolex watch. Based on the changing factors, Ozcan measured how likely participants were to purchase that watch. For example, the Rolex's price would increase or decrease; it would appear more or less like the genuine watch; and the watch was sold in either a retail store or a back-alley kiosk.

Ozcan discovered the two most important factors influencing purchase behavior: 1) how much the watch looked like a genuine Rolex; and 2) price.

The study shows the important role companies can play in deterring counterfeit purchases by clearly differentiating authentic products and educating customers about the superior quality and craftsmanship of real items. Companies should also be aware of pricing pitfalls; if items are priced too high, would-be customers might seek a counterfeit replica.

Policymakers can impact counterfeit purchasing behavior in two ways: public education campaigns can inform consumers about the harmful effects of counterfeit purchasing, while laws can deter this behavior by penalizing people who buy and sell counterfeit products.

Ozcan's research showed consumers that are more frequently exposed to counterfeit items are more likely to purchase them. For example, in Turkey — where consumers were most likely to buy the watch — the underground economy is an accepted reality, even by the government. In France however, public education campaigns explain how counterfeit goods hurt the French economy. The study found French participants were least likely to buy the counterfeit Rolex.

“Most people have no idea about the negative effects of counterfeit purchasing,” Ozcan said. “The more we learn about why people buy, the more effective we become at preventing counterfeit purchasing and protecting our legitimate economies.”

Ozcan's findings will be published in a forthcoming volume of *Journal of Euromarketing*.

# Faculty Scholarship



## Publications

### Journal Articles Peer Reviewed

Akyurek, C., **A. Kutan**, and H. Yilmazkuday (2011). "Can Inflation Targeting Regimes be Effective in Developing Countries? The Turkish Experience." *Journal of Asian Economics* 22(5): 343-355.

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## Books

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Feigenbaum, S., and **R. Hafer** (2012). *Principles of Microeconomics: The Way We Live*. New York, NY: Worth Publishers.

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The School of Business honored 65 students for academic excellence and leadership with more than \$80,000 in scholarships at the School's annual Scholarship and Awards Ceremony. "This scholarship means that someone has faith that I can be successful in life and are willing to invest in my education. I am very appreciative of this scholarship and the people who are willing to help others through this type of investment," said senior Business Administration student Dominic Williams of East St. Louis.

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 Ipsos Forward Research, Inc.  
 James H. Hilgard, M. D.  
 Kellogg's  
 Louer Facility Planning, Inc.  
 Maritz Inc.  
 Monsanto Company  
 Network for Good  
 Pharmax Pharmacy  
 Professional Machinery Group, Inc.  
 Ralcorp Holdings, Inc.  
 Regional Business Council  
 Rotary Club of Edwardsville  
 RubinBrown  
 Schulte Supply  
 Schwab Charitable Fund  
 SIUE Credit Union  
 SyllogisTeks  
 The Accounting Club  
 The Boeing Company  
 The Korte Company  
 TheBANK of Edwardsville  
 W. L. Taylor Inc.

Wells Fargo  
 Wells Fargo Community Support Campaign  
 William E. Schmidt Charitable Foundation  
 Wood River Printing & Publishing Company

## Matching Gift Companies

Ameren  
 Anheuser-Busch Companies Foundation  
 AT&T Foundation  
 Bank of America Matching Gifts  
 BKD, LLP  
 Bunge North America Foundation  
 Caterpillar Foundation  
 Cengage Learning  
 CIGNA Matching Gifts Program  
 Covidien  
 Dean Foods Matching Gift Program  
 Emerson Charitable Trust  
 Matching Gifts Program  
 Energizer Matching Gifts Program  
 FMC Corporation  
 IBM Corporation  
 KPMG Foundation  
 Monsanto Fund  
 Morgan Stanley  
 Nicor Gas  
 Pfizer Foundation Matching Gifts Program  
 PNC Foundation Matching Gift Program  
 Shell Oil Company Foundation  
 The Boeing Company  
 The Harley-Davidson Foundation, Inc.  
 The Northrop Grumman Foundation  
 Thrivent Financial for Lutherans Foundation  
 Thrivent Gift Multiplier Program  
 Tyco  
 Verizon Foundation  
 Wells Fargo Foundation Educational  
 Matching Gift Program

## Company Partnerships

Partnering with local corporations is essential to the success of the students. By setting aside time to attend career fairs, serve as members of our advisory boards, provide internships and be mentors, these partnerships allow the students to build relationships and encourage them to succeed. "We have a long tradition of providing scholarships, internships, program information and materials, sponsorships, and other forms of support for education. We are particularly pleased to support SIUE as one of our largest and finest institutions in our Illinois and Missouri service area. Many of our employees are graduates of the School of Business at SIUE, and I, personally, enjoyed receiving my MBA



from SIUE. Ameren benefits from the business skills SIUE teaches our employees. As part of our promise – Focused Energy. For Life. – we enjoy the opportunity to give back to help enrich the lives of SIUE's students and the communities we serve," said Rich Conner, senior advisor of regional development for Ameren.

*Pictured left to right:  
 Dean Gary A. Giamartino;  
 MacKenzie Davis, senior business  
 major; Rich Conner, MBA '89,  
 Ameren Corporation;  
 Randy Holzinger, BSA '89,  
 Ameren Corporation*

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**School of Business  
International Photo Competition**  
*First Place in Single Category*  
“The Lyre” by Jason Jahr (BS '11)  
Shanghai, China



SIUE is proud to support responsible  
use of forest resources.