



Sykes **connecting with the world**

SYKES COLLEGE OF BUSINESS

2013 ANNUAL REPORT

THE UNIVERSITY
OF TAMPA

SYKES COLLEGE OF BUSINESS

A MESSAGE FROM THE DEAN

Dear Friends and Supporters,

Another great year has come and passed at the Sykes College of Business. This annual report is a summation of major events and activities of the College during the past year. Our successes in student enrollment at The University of Tampa and the Sykes College are a major verification of our outstanding programs and faculty. This fall, our enrollment topped 2,500 students in both undergraduate and graduate programs in the College and we have 73 full time faculty members. This enrollment is greater than a third of the entire University and our faculty size is now equivalent to what the University was only several decades ago. Our students are the greatest contributors to our measures of success. These future global leaders are being placed in outstanding organizations and are winning major awards in many competitions.



F. Frank Ghannadian, Ph.D.
Dean

This past October we had our fifth year AACSB (Association to Advance Collegiate Schools of Business) peer review team visit. In preparation for this visit almost all faculty and staff were involved. Even the Dean's Advisory Council and the Dean's Student Advisory Group (DAG) participated in the visit. The visit concluded on Oct. 29 and recommendations were sent to the AACSB. The final result of the visit will be made in early 2014. We are indebted to the community members, faculty, and staff who helped us during these months of preparation.

Finally, we are excited to keep moving forward with our strategic planning to take the Sykes College of Business to the next level of prominence. Every day I see improvements in the College and I am grateful to be among this group of talented friends and colleagues.



SECURING OUR STATURE



One of the Elite Business Schools in the Southeast

Vision

To be recognized as the leading business school in the Southeast for preparing future world business Leaders.

Statement on Our Vision

Business education for the future relies on innovation, adaptation and ensuring that our students are ready for a competitive world. With the dynamic changes in technology and new business practices globally, a business school, through its excellent faculty, must disseminate applicable research knowledge that would assist knowledge seekers to be ready for future challenges facing them and instruct them with the best information. We need to develop students who will become effective, visionary leaders and skilled decision makers with outstanding communications skills, a global perspective, and a foundation based on ethics.

Mission

Preparing students to succeed in the global marketplace through educational excellence.

Values and Goals

People First — We attract, develop, and support talented students, faculty and staff.

Teaching Excellence — We focus on teaching excellence and high quality student-centered learning.

Dynamic Programs — We offer academically challenging graduate and undergraduate programs that prepare students for the dynamic local, regional and global workplace.

Scholarship — We enhance faculty teaching effectiveness and advance business knowledge through intellectual contributions and scholarship.

Partnerships — We have formed strong partnerships and alliances with universities, communities and businesses on a local and global basis.

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STUDENTS AT UT **Engaging with Community and Reaping the Rewards**

Students Semi-Finalists in Hult Prize Competition

Tammy Charles MBA '14

University of Tampa seniors and graduate students Tammy Charles, Phil Michaels, and David Wistocki collaborated with John Engle, Co-Director of Haiti Partners, and his team to combat Haiti's food insecurity challenges. Haiti Partners is a group of seven schools located throughout Haiti that are funded by Muhammed Yunus, the father of microfinance in Haiti. Tammy, Phil, and David recently traveled to Port-au-Prince to meet with various organizations involved in this worthy challenge.

The three students, along with several other UT students, have founded Ambrosia Global LLC—a budding social enterprise headquartered in the Tampa area seeking to use business as a vehicle to instill social equity around the world through products and services that empower mind, body and spirit.

The mission behind Ambrosia Global grew from the 2013 Hult Prize Regional Semi-Finalist round in Boston during March of 2013 where the team placed among the top twelve of fifty semi-finalists from a pool of nearly 10,000 applicants from 350 universities worldwide. The students were tasked with creating a business idea that would respond to the food insecurity crisis that afflicts nearly 200 million people living in urban slums. They worked closely with UT faculty Rebecca White, David Bechtold, and Amy Brownlee to develop and refine their business plans in preparation for the competition.



UT students with Haiti partners pose in Haiti

UT Students Win 1st Place in ACG Cup

***Dan Verreault,
Associate Professor of Accounting***

The Tampa Bay Association for Corporate Growth (ACG) Cup is a case study competition designed to give students from the nation's leading graduate programs real world experience and invaluable insights into mergers and acquisitions (M&A), investment banking, financial advisory and private equity. Each case study provides students with a unique opportunity to present valuation, capital markets and M&A strategic advice to a panel of seasoned M&A professionals from within the ACG community. The competition is carried out through a series of intra-school and regional competitions, with regional winners awarded the prestigious ACG Cup title and cash awards.

This spring, the ACG Tampa Bay Cup competition included students from graduate

business programs at Rollins College, the University of South Florida, the University of Florida and The University of Tampa. In the first round, student teams compete within their own university for the right to represent the university in the second round four-university competition. UT students Matthew Davies, George Hamilton, and Eric Kuczynski won first prize. The ACG is the premier mergers and acquisitions organization for middle market companies in the U.S.



*UT students and ACG Cup prize winners
Brandon Riley, Matthew Davies, George
Hamilton, and Eric Kuczynski*

Students Take the Prize at Values and Ventures Business Plan Competition

Amy Brownlee, Assistant Professor of Management

Following the Hult Prize Competition, UT seniors and entrepreneurship majors David Wistocki, Jasmine Rustogi, and Christopher Laganas teamed up again to compete against students from 27 other universities around the world in April in the third annual Richards Barrentine Values and Ventures™ Business Plan Competition for undergraduate students. The competition, which is held at the Neeley School of Business at Texas Christian University, attracts college entrepreneurs from all around the globe who showcase their ideas for for-profit businesses with the common goal of achieving profits while improving lives. The UT Entrepreneurship Center provided funding for the team to travel to Texas.

The students presented Ambrosia Global, a business plan for the design, development, training, implementation and maintenance of sustainable agricultural units called “pods” for food in secure communities in the United States and around the world. The team’s advisors include UT professors Rebecca White, David Bechtold, and Amy Brownlee, UT alumni Edouard Carrie and Adrien Edwards, and aquaponics specialist and executive director of Morning Star Fishermen Phil Reasons. The 32 competition judges included CEOs, business owners, bankers and attorneys. After an intense competition, the student team won a cash award of \$2,500 and was recognized with the Founders’ Award and the Most out of the Box Idea.



LEFT: UT student team poses with competition founders Lisa Barrentine and Nancy Richards (3rd from left and 2nd from left). RIGHT: UT student team David Wistocki, Jasmine Rustogi and Christopher Laganas pose with professor and advisor Amy Brownlee.

Accounting for Success: Beta Alpha Psi Distinguishes UT Accounting Students

Mary Keener, Advisor to Beta Alpha Psi, Assistant Professor of Accounting

Beta Alpha Psi’s UT chapter has won many awards and achieved success at the university, regional and national levels. This past year, the chapter was recognized as a “superior” chapter. The chapter was awarded the Large Student Organization of the Year award at The University of Tampa for both the 2009-10 and 2010-11 academic years. The chapter has also received awards for its strong commitment to service activities. During the 2010-11 and 2012-13 academic years, the chapter received The University of Tampa’s PEACE Volunteer Organization of the Year award. The chapter has also competed for and won many awards on both the regional and national level through Beta Alpha Psi. Several teams from the chapter have competed and placed in annual Deloitte Best Practices Competitions at both the regional and national levels for a best

practices speech competition. During the 2012-13 academic year, the chapter was awarded \$1,000 for its abstract for the BAP Ethics Award sponsored by Grant Thornton. The judges were impressed with the plan and were able to see the impact that the plan can have on the chapter and those in the Tampa Bay area. Finally, UT’s Beta Alpha Psi Chapter has been recognized internationally as a Superior Chapter during each of the last five years, a status achieved through focus in the areas of academics, professionalism and leadership.

“Entrepreneurship is the wave of the future. At Values and Ventures we got to experience the life changing moments that develop our entrepreneurial notion. It has given me a true global perspective on business, innovation and entrepreneurship!”

— Jasmine Rustogi '13

STUDENTS AT UT **Engaging with Community and Reaping the Rewards**



UT graduate student nonprofit cohort of 2013

Once Again, Nonprofit Cohort Wins Business Plan Competition!

Amy Beekman, Associate Professor of Management, Director of Graduate Business Programs and Nonprofit Certificate Program

The Nonprofit Management Program graduated its sixth cohort. During the fourth module of the program, the students focused on leadership and innovation by developing a business plan tying together concepts covered over the course of the program. The students presented their business plans to a panel of nonprofit community leaders and funders on Nov. 7, 2013. The recent graduates are poised to compete in the Hillsborough County Social Enterprise Business Plan Competition. For the last three years, graduates of our Nonprofit Management Program have represented UT well in the Children's Board competition. At least two of the four finalists have been graduates of our program since 2010. For the past two years, UT graduates have won the competition and the \$25,000 first place prize.

Delta Sigma Pi Celebrates 50 Years on the UT Campus

Amy Brownlee, Co-advisor to Delta Sigma Pi, Assistant Professor of Accounting

Delta Sigma Pi (DSP) is "foremost professional fraternity for men and women pursuing careers in business." The Epsilon Rho chapter at The University of Tampa will be celebrating 50 years on campus in the fall of 2013. This fraternity focuses on both the professional and philanthropic development of its 50+ members and often hosts professional events for its own members as well as the campus community. The brothers also volunteer in the community through multiple community service events held each semester. Additionally, this fraternity also helps develop the leadership potential of its members through attendance at state, regional and national conferences. In 2013, Richard Brandt, a member of UT's chapter, was selected as Delta Sigma Pi National Collegian of the Year. This is the highest individual honor the fraternity bestows.

EMBA Student Cohort Participates in Tampa Corporate 5K

Amy Beekman, Associate Professor of Management and Director of COB Graduate Programs

Donned in their team-designed t-shirts, the EMBA students found the time in the middle of the final home stretch of their program to participate in the Tampa Corporate 5K. This event was held for Florida's corporate community including businesses and non-profit organizations. Each runner chose one of the four charities that received a portion of the proceeds from the race.



UT EMBA Students at Downtown Corporate Tampa 5K



Richard Brandt, DSP National Collegian of the Year 2013

IMA Launches 96th Student Chapter at UT

Dan Verreault, Associate Professor of Accounting

In the spring of 2013, The University of Tampa received its official charter as the 96th chapter of the Association of Accountants and Financial Professionals in Business (IMA). To commemorate the occasion, IMA President and CEO Jeff Thomson, CMA®, visited the campus on May 9th to award the chapter its official charter during the meeting of IMA's Tampa Bay Chapter, the school's parent. According to Dave Eichelberger, CPA, chapter faculty advisor who taught two classes at the University during the spring semester, the seed to start the chapter at The University of Tampa began at the 13th Annual Student Leadership Conference in San Antonio last fall. The eight UT students who attended became interested in getting a chapter at their school.

"The students heard so many exciting, interesting things about what other schools were doing that they wanted to start a chapter of their own," said Eichelberger, who has considerable experience in the art of kick-starting a student chapter.

Since its inception in the spring, the student chapter has sponsored multiple guest speakers and has attracted approximately 30 members. The chapter has also been working on designing a website and participating in IMA's Student Chapter Award of Excellence Competition.



IMA President and CEO, Jeff Thomson, CMA®, presents IMA student chapter charter to UT

Adam Smith Society Faculty and Students Travel to Washington, D.C.

Brian Kench, Chair and Associate Professor of Economics and Co-Advisor to the Adam Smith Society

The Adam Smith Society exposes our student membership to what economists do in the real world, introduces them to different points of view from professional economists in the marketplace, and encourages an enriched interaction between students, faculty, and community leaders all of whom share an interest in real world economics.

The hallmark of the society is a field visit to Washington, D.C. In 2013, the group visited with economists from the FDIC, U.S. Treasury Department, World Bank, Emerson Electric, the Legislative Assistant for Representative Judy Chu and Cato. The society also met with UT graduates and former members of the society. These successful economists are excited to be mentors for current members.



UT faculty Brian Kench (far left) and Chuck Skipton (far right) with students in Washington, D.C.

CENTERS AT UT **Where the Business Community Comes to Learn**

Entrepreneurship Center

Connecting with the Community

James Zebrowski MBA '14

More than 75 students across the UT campus who share a passion for developing an entrepreneurial mindset have joined the **UT Entrepreneurs**. These students possess the drive and attitude necessary to turn their dreams into a reality. The University of Tampa Entrepreneurship Center works with the group to host a number of events such as CREATE, Pitch Sykes and, most importantly, the Southeastern Entrepreneurship Education Conference (SEECTampa.org). This annual two-day event was first held in April 2010 and is the largest, most prestigious regional conference of the National Collegiate Entrepreneurs Organization. More than 200 students from all over the United States attend to network,

hear outstanding speakers and attend workshops. SEEC provides funding, connections and motivation for young entrepreneurs who are dedicated to reaching their dreams. For more information visit www.theutentrepreneurs.org

SEEC Tampa 2013

One of the highlights of the 2013 Southeast Entrepreneurship Conference in February was the Spartan Pitch Competition, which offered \$3,000 in prize funding. SEEC participants packed the house and competed fiercely for funding. SEEC is open to all academic majors and any emerging entrepreneurs. Featuring more than 20 nationally renowned speakers such as Jeff Hoffman, founder of the Priceline.com family of companies, and Richard Gonzmart, president of The Columbia Restaurant Group, SEEC 2013 was a tremendous success. To prepare for SEEC 2014, visit www.seectampa.org



Center for Ethics

Capacity Crowd Celebrates the 2013 Sustainable Business Award Winners

Dan Verreault, Associate Professor of Accounting and Senior Director of the Center for Ethics

More than 200 Tampa Bay business and community leaders celebrated this year's 13 outstanding companies that were recognized for sustainable business practices at the fifth annual Earth Charter US (ECUS) Sustainable Business Awards luncheon held at The University of Tampa on April 12 and sponsored by the UT Center for Ethics.

Continuing a fruitful collaboration between ECUS and the Center for Ethics that has vetted and celebrated more than 75 award winners, UT MBA students—Matt Easley, Ghadeer Musa, John Lemke and Dominic Grasso— under the guidance of Jan Roberts, founder of Earth Charter US and adjunct professor in the College of Business, developed the criteria for the awards—people (employee and community wellbeing); planet (environmental health); and profit (economic viability). The students screened the company nominations, followed up with interviews with the finalists, evaluated and selected the winners. The winners were then reviewed and approved by the ECUS Board of Directors.

"SEEC is an important conference to inspire and educate the next generation of entrepreneurs, and allow students to work with people with lots of experience like myself, and those on their way to achieving the entrepreneurial dream." — Jeff Hoffman





A.D. "Sandy" MacKinnon

Ethics Award Recipient A.D. "Sandy" MacKinnon Inspires Many Aspiring Leaders

Armed with a great sense of humor, a commitment to employees, and a strong set of ethics, A.D. "Sandy" MacKinnon has inspired many in the Tampa Bay community. MacKinnon is the founder and CEO of MacKinnon Equipment and Services, which was previously called Yale Lift Trucks of Florida and Georgia. He began working for Yale in 1982 and eventually purchased its struggling Tampa franchise, which he turned around quickly to profitability, along with its Orlando franchise. He later expanded into Jacksonville, FL, Tifton, GA, and Fort Myers, FL (in 2013).

MacKinnon's franchises have earned the coveted "Dealer of Excellence" award for 17 years, which is attributable to MacKinnon's energy, passion and commitment to his employees, customers, and the community. MacKinnon has chaired numerous community organizations including the Greater Tampa Chamber of Commerce, Tampa Bay & Company, the Brandon Community Hospital and the Florida State Fair Authority. He has been recognized with the Greater Tampa Chamber of Commerce Business of the Year Award, the Alice B. Thompkins Annual Award for Exceptional Service the Community, the Key Citizen Award and the 2010 Citizen of the Year Award by the Tampa Bay Civitan Club. He has also been recognized by the Florida House of Representatives for his contributions to community service.

In October, the Center for Ethics proudly presented Sandy MacKinnon with the Tampa Bay Ethics Award for his extraordinary and historical commitment to ethics and the community. Longtime friends, including the

former Tampa mayor Pam Iorio, Florida state senator Tom Lee and business consultant and executive coach Barbara Ann Blue, offered many accounts of MacKinnon's humor, honesty, ethics, and passion as they recognized him on the podium. Past recipients of the Tampa Bay Ethics Award include former Florida governor Bob Martinez '57, Freddie Solomon '75, former Tampa Bay mayor Pam Iorio and John Sykes.

Florida Directors' Institute

Melissa Flohr, Coordinator, Centers and Institutes

The Florida Directors' Institute is a collaboration between the Sykes College of Business and national and local professional associations and service providers to improve corporate governance and practices in Florida.

The Institute delivers programs for public and large private company boards of directors and officers, and supports applied research by faculty. Held biennially, the flagship Florida Directors' Institute hosts Florida company board members, senior executives and governance professionals wanting to stay current with the latest trends, challenges and practices. This highly regarded program not only qualifies for eight Continuing Legal Education and Continuing Professional Education credits, but is the only academically based directors' program certified by both ISS and the National Association of Corporate Directors (NACD) in Florida.



Award recipient, Jason Hefflemire, Regional Operations Director for TLC Engineering for Architecture, and UT MBA student Ghadeer Musa after TLC won an award in the small company category.

CENTERS AT UT **Where the Business Community Comes to Learn**

Naimoli Institute for Business Strategy

Jody Tompson, Senior Director of the Naimoli Institute and Professor of Management

Each semester, the key event managed by the Naimoli Institute is the MGT 431 Case Study Competition. One local company is chosen to be the client for the competition. Jody Tompson, professor of management, writes a brief case study about the company and distributes it to all the students in MGT 431, which is the last required course for all the business majors in the Sykes College of Business. It is a big honor and responsibility to be chosen as the client for the case study competition because there is a commitment of time and money that the company owners must be willing to make. The company owners must give a presentation to all the students at the Kick-Off Event, must meet the student teams twice during the semester and must provide a company tour for the student teams. At the end of the semester, the faculty chooses the four teams that have created the best strategy for the company. Those four



Jody Tompson, Director of the Naimoli Institute for Business Strategy

teams are then given the opportunity to present their ideas to the owners of the client company. On that day, the competition ends with the company awarding a cash prize to the first place team.

In the fall semester, the client company was Mr. Empanada Franchising Corporation. The company is a fast casual restaurant concept headquartered in Tampa, with six franchised

restaurant locations in Hillsborough and Pinellas counties. The strategic issue in question is how to sell more franchises. The company wants the student teams in MGT 431 to develop a strategy for finding, vetting, and training more successful franchisees. There were 32 teams and 160 students working on this opportunity for Mr. Empanada Franchising Corp.



Mr. Empanada co-founder Audrey Perez meets with students from MGT 431 to examine the empanada manufacturing equipment at Mr. Empanada Franchising Corp.



John Sykes speaks to graduate strategy capstone course in summer 2013

TECO Center for Leadership

Bella Galperin, Professor of Management and Associate Director of the TECO Center for Leadership

The TECO Energy Center for Leadership (CFL) provides internal and external leadership education activities. In 2012, the Center launched the Florida Governors' Leadership Forum, featuring Florida's former governors and their views on civic leadership, involvement and responsibility. This innovative initiative was established at The University of Tampa with the assistance of UT's leader-in-residence, former Tampa Mayor Pam Iorio. Iorio conceived the idea in conversations about her role in the student leadership programs currently offered at UT. It was exciting to have former governors Bob Graham (1979-1987), Bob Martinez (1987-1991) and Charlie Crist (2007-2011) speak with students in Sykes COB leadership development programs.

Leading off the series, Gov. Bob Graham spoke on the roles of civic engagement and responsibility working from his book titled *America, The Owner's Manual: Making Government Work for You*. As part of his visit, students had the opportunity to engage in a highly interactive discussion related to his book. The program ended in April 2013 with Iorio's insightful presentation highlighting the key experiences of the governors. This dynamic program serves as yet another point of distinction for our leadership programs and reflects the role, impact, and work that the TECO Center for Leadership does on this campus.

The Center also delivers executive education courses for businesses throughout the Tampa

Bay region. In fall 2013, the Center provided executives at Dimmitt Automobile Group with a customized program on the latest concepts in leadership and technology. The first session, "Leading Team and Increasing Productivity," discussed skill set associated with building and leading effective teams, one of the most complex and critical challenges facing organizational leaders. The second session, "Leading Organizational Change," presented proven models and best practices for leading teams and entire organizations through successful and lasting change efforts. The first technology session, "Act Your Age (And Other Lies)," debunked some common myths surrounding technology usage in business environments. The program ended on a key topic facing businesses today—"Cyber Attackers Target Small-Medium Sized Businesses." The session covered the most recent techniques and trends that attackers use against small and medium-sized business organizations. In addition, best practices security measures were also discussed.

Our programs provide executives to improve their leadership skills by introducing them to the latest concepts in others areas, including finance, marketing and strategy.

"My experience at the Governor's Leadership Forum was enlightening because Gov. Graham's outlook on community was similar to that of my family. With programs and community involvement, he gave simple solutions that would enhance unprivileged neighborhoods' education and quality of life. He explained how money is not the only issue and in order to fix poverty, Americans need to use their time to elevate each other's futures."

*Matthew Rutkovitz '12
President, Student Government*



Joe Scalfani, former Governor Bob Martinez, former Mayor Pam Iorio, Dean Frank Ghannadian, Stephanie Thomason, and Deirdre Dixon at the Florida Governors Leadership Forum

DYNAMIC PROGRAMS **New Thinking, New Opportunities**

UT faculty, senior staff and community partners in Dubai



UT Faculty and Community Partners Travel to the U.A.E.

Community partners and UT leaders traveled to the United Arab Emirates this past March to explore this fast-growing Arab region. Dean Frank Ghannadian, UT President Ron Vaughn and his wife Renée, and marketing professors Hemant “Rusty” Rustogi and Judi Washburn traveled with Sykes COB board members to Dubai. The group visited with influential community and government leaders and educational leaders from organizations and universities including the Dubai Economic Development Department, the Khalifa Fund for Enterprise Development, Abu Dhabi University and Zayed University. They additionally met with corporate executives from U.S.-based international

businesses, such as Dun & Bradstreet. The trip was a resounding success.

The Sykes College of Business Global Access Partnership, which is an annual educational travel program, provides a way in which University community partners and UT leaders can experience the nuances of global markets and cultures. The program’s goal is to enable UT stakeholders to explore key emerging markets in Asia, Europe, Latin America and the Middle East to enhance connections with the global community and increase cross-cultural appreciation. With a strategic mix of travel, classroom instruction and real-world experiences, the Global Access Partnership infuses international competence and learning into the Tampa Bay business community.



Distinguished faculty from the Southwestern University of Finance and Economics in Chengdu City, China visited Sykes COB in January.



EMBA Student Cohort Travels to China in 2013

Amy Beekman, Associate Professor of Management and Director of COB Graduate Programs

In June 2013, the EMBA graduating class traveled to Beijing and Shanghai as part of its Global Strategic Management class. During their 10-day trip, the students visited companies focused on three industries: commercial real estate, logistics and automobiles. In the semester prior to the visit and for six weeks after the visit, students worked in teams on consulting projects for three companies within those industries: CBRE, UPS, and Cummins Engines. In August, those analyses were presented to the companies- either very early in the morning or late at night. The cohort next year is traveling to Prague and Berlin.

Executive MBA student cohort in China



DYNAMIC PROGRAMS **New Thinking, New Opportunities**

Students Contribute Over 1,800 hours to Service Learning Project

Steve Platau, Professor of Accounting

Last spring, UT accounting students completed 1,829 hours of Volunteer Income Tax Assistance (VITA), which was the highest total ever. Nearly 100 undergraduate and graduate students completed a rigorous IRS training program certifying them at an advanced level to complete tax returns. The IRS and the United Way Suncoast teamed to coordinate VITA sites throughout Hillsborough County. UT students fanned out through the county giving their time and skills to provide tax preparation services to taxpayers in households (generally) with \$50,000 a year or less in income. VITA provides a unique opportunity to translate classroom concepts into actual practice, preparing and filing tax returns for client taxpayers. UT has participated in VITA programs for more than a quarter century in the Tampa Bay area.



GETSMART 2013

Harold Webb, Associate Professor of Information Technology Management

The Information Technology and Management (ITM) department and the Tampa Bay Technology Leadership Association jointly sponsor GETSMART (Getting Everyone to Study Math and Related Technologies) twice each year on the UT campus. GETSMART is an educational and mentoring program for children from 4th to 12th grade that aims to engage children in activities in science, technology, engineering and math (STEM) and inspire children to pursue STEM-related education. Almost 100 children attended the October 2012 event and 80 children attended the April 2013 event.



Certification with the SAP ERP Distinguishes Students

Speros Margetis, Associate Professor of Finance

What do Val-Pak, Disney, Apple, Bloomin' Brands, Publix, Coca-Cola, and Tech Data have in common? All use the SAP enterprise resource planning system (ERP), which combines and integrates various information systems into one comprehensive system to manage operations. To distinguish students, UT faculty members have established a partnership

with the Florida Chapter of America's SAP User Group (ASUG), where both faculty and students directly interact with companies and organizations that use SAP. In March 2013, several UT students collaborated with ASUG's Florida Chapter and crafted a presentation focused on "Experiential Learning at the University of Tampa using SAP." One of the students presented a similar presentation at the Annual Conference of the National Society of Experiential Education in October 2013.

Sykes COB offers the TERP10 Academy, which

provides students with intensive training to prepare them for certification as a SAP Certified Business Associate with SAP ERP 6.0. Large and successful companies that use SAP recognize the passing of the exam as a distinguishing accomplishment. Students planning to enroll in the TERP 10 Academy are advised to enroll in both ITM 319 Business Process Integration Using Enterprise Systems and FIN 419 Applied Finance and Accounting using Enterprise Resource Systems. The content in these courses is designed to prepare the students to enter the TERP 10 Academy. For example, in FIN 419 students configure an SAP system for a bike company using an instructor-developed workbook. This project assignment is done in stages, along with class lectures and discussion on the configuration tasks prior the beginning of the assignment. The configuration process is linked to the learning objectives of the course. The TERP10 Academy is offered as a ten-day course, which is taught by certified faculty

members who help students prepare for the challenging SAP certification exam. Students are given the option to take the certification exam on the last day of the course, and those who pass the exam receive their SAP certificate.

UT Faculty Hosts Teaching Effectiveness Seminar for the AACSB.

Recognized by AACSB as an expert on teaching effectiveness, management professor Earl Simendinger frequently travels the world to deliver presentations to university faculty members. This past year, Simendinger traveled to Colombia, France and Sweden. Domestically, he has presented to business faculty at universities in California, Michigan, Alabama, Tennessee, Mississippi, Minnesota and Georgia, as well as at annual presentations at AACSB's world headquarters in Tampa.

Feedback from faculty both abroad and at home was overwhelmingly positive. According to one

attendee in Jönköping University in Sweden, "after two days of this seminar, I left feeling very inspired with the new tools I received. It gave me more confidence to try new ideas." An attendee from Universidad EAFIT in Colombia remarked "Dr. Simendinger gave us everything he knows. His feedback was extremely positive and useful." Another faculty from Grand Valley State University in the U.S. noted that "the most valuable aspect of this program was the personal development and feedback session. It was a non-threatening opportunity to get feedback." Simendinger's next presentation will take place in May 2014 at the AACSB world headquarters in Tampa.

On a different front, Simendinger was recognized with a *Best Reviewer Award* for his service to the 2013 Annual Conference of the Southern Management Association.



Earl Simendinger with other faculty at the Universidad EAFIT in Medellín, Colombia in June 2013

EXPERIENTIAL EDUCATION **2013-2014 Highlights**

Student Wins Best Student Authored Case Award

Mary Anne Watson, Professor of Management

Gabrielle Lopiano, a May 2013 MBA graduate, received the Best Student Authored Case Award at the annual meeting of the North American Case Research Association in Victoria, British Columbia, Canada. The North American Case Research Association (NACRA) is a professional organization whose mission is to promote excellence in case research, writing and teaching in business and other academic disciplines. Cases are accepted for the annual meeting through a stringent peer review process and a panel reviews cases that have been nominated for awards.

Lopiano's case, supervised by Mary Anne Watson, dealt with the important issues currently facing organizations regarding the appropriate use of social media and rulings of the National Labor Relations Board regarding

these issues. The case is presently being classroom tested and will soon be submitted to a top case research journal.

Student-Faculty Research Results in Two Journal Publications

Karla Borja, Assistant Professor of Economics

While in her first year at UT, assistant professor of economics Karla Borja worked with a group of graduate students to develop and publish two case studies. These publications harmonize with COB's mission of incorporating experiential learning activities into the classroom, so isolated theory could be transformed into everlasting understanding of a subject. The MBA course taught by Borja is designed toward the development and solution of a real business case. So far, the activity has produced final papers worthy of publication in peer-review journals, making



them accessible to other business schools interested in effective pedagogical tools. Currently, Borja uses these cases in her courses, which provides an opportunity for students to see the work developed by their peers. The first case titled *Ignite Your Bliss: A Case Study on Cost Curves Analysis* was published in the *Journal of Business Case Studies*. This article focused on narrowing the gap between the theory and the real-world cost analysis by estimating optimal production levels for a yoga-retreat business given a potential demand and different cost scenarios. *Game Theory and the New Entrant: Independence Bank and USFFCU* was published in the *Journal of Business Cases and Applications*. This article applies game theory in a situation in which a new entrant is considering the expansion of its financial services in all campuses of a state university. However, a credit union has been the sole provider of financial services for more than 50 years. Both firms are opting for different levels of advertising expenses in order to gain or retain customers in the market of financial services. Game theory provides the tools to determine the optimal responses in situations in which business decisions are interdependent.



Mary Anne Watson and Gabby Lopiano

Message from the Associate Dean

Situated on an historic campus in the heart of Tampa, the Sykes College of Business is blessed to be a part of a vibrant business community offering numerous experiential opportunities for students, staff and faculty. Students learn better when they “learn by doing,” and UT’s location, small classroom sizes and attention to teaching effectiveness provide the perfect backdrop for experiential learning. Our students engage with the community through a wide variety of internships and service learning projects. Many choose to collaborate with faculty on extensive research projects or to travel with professors to study abroad. Several of these experiences have been highlighted in this report.

Over the past year, The University of Tampa once again decided to make experiential education part of its Quality Enhancement Plan (QEP) for reaccreditation with the Southern Association of Colleges and Schools (SACS). Enhancing the five pillars of experiential education, which include

research, education abroad, leadership, internships, and service learning, achieves consistency with the UT and Sykes College of Business missions. UT’s last QEP, which focused on the enhancement of education abroad programs, received SACS approval and recognition. The current QEP will focus on applied knowledge through internships and undergraduate research and inquiry.

Ron Vaughn, president of UT since 1995, has always supported experiential education. At the 42nd Annual Conference of the National Society of Experiential Education in St. Pete Beach in October, Vaughn joined presidents Leo Lambert of Elon University and Anne Kerr of Florida Southern College in an inaugural Distinguished University Presidents’ Panel. The presidents discussed best practices in experiential education at their respective institutions. The event was well attended and very well received by NSEE attendees, which included senior staff from all three universities.



Associate Dean Stephanie Thomason



Distinguished University Presidents Ron Vaughn, Anne Kerr and Leo Lambert



Top executives share their business acumen at UT Fellows Forum in February

AWARDS & ACCOLADES **A Year of Remarkable Achievements**

Dean's Awards April 2013



Teacher of the Year

Speros Margetis, associate professor of finance, won the Teaching Award for his exemplary work in the classroom. He has instructed a wide variety of courses while at UT and has consistently received very high marks from his students. In 2010 he achieved SAP enterprise resource planning software certification and integrated this technology into the undergraduate curriculum through the creation of a new SAP-focused finance course. SAP is used in 70 percent of Fortune 500 organizations.



Teacher of the Year

Joshua Hall, assistant professor of economics, also won the Teaching Award for his high caliber instruction in a wide variety of economics courses both inside the classroom and abroad. Over the past few years, Hall has led students to China, Italy, and Ghana. He also teaches the Introduction to Global Business 101 course and has collaborated with other UT faculty across disciplines to publish a textbook for the course.



Scholarship of the Year

Christine Harrington, assistant professor of finance, won the Scholarship Award for her extensive publishing efforts. Harrington published four peer-reviewed journal articles in 2012, including two articles in the *Journal of Finance and Accountancy*, one in *Investment Management and Financial Innovation* and one in *The Academy of Business Research Journal*.

HIGHLIGHTS

- For the 17th consecutive year, UT has set another enrollment record. This year's total, including graduates and undergraduates is 7,343. This year's total is a 58 percent increase from the enrollment a decade ago
- UT was again ranked in the top tier of Best Regional Universities in the South by *U.S. News and World Report*
- The *Princeton Review* named UT one of the nation's 378 best institutions for undergraduate education in *The Best 378 Colleges*.
- The *Princeton Review* named the Sykes COB one of the "Best 295 Business Schools" (2014).
- The Sykes College of Business at UT ranked as one of the top 50 finance graduate programs in the U.S. by Master's Degree Online.
- The Department of Information Technology Management has been named a "top 50 program" by the Association for Information Systems.
- UT's Phi Kappa Phi chapter was recognized as one of 50 "chapters of merit" in 2012-2013 by the Phi Kappa Phi board of directors for meeting and exceeding national standards, demonstrating a strong ongoing commitment to recognizing and promoting academic excellence in all fields of higher education, and engaging the community of scholars in service to others.
- UT was named a Military Friendly School by *Victory Media*





Service of the Year

Harold Webb, associate professor of information technology management, won the Service Award for his remarkable and dedicated service to UT. For 6 years, Webb served as the Information Technology Management (ITM) department chair. While in this role, he served on the UT Management Information Systems (MIS) Advisory Board and played a key role in achieving initial accreditation for the MIS degree program from ABET. He further worked with several others to bring SAP Enterprise Resource Planning Software to the UT campus and to integrate this software into the undergraduate curriculum. Webb has also served as vice president of the Tampa Bay Technology Leadership Association (TBTLA) and as executive director of the GETSMART program (featured on page 12), which is sponsored by the ITM department and TBTLA.



Student Involvement of the Year

Giles Hertz, assistant professor of management, won the Student Involvement Award for his many student advisory roles on the UT campus. Hertz serves as the faculty advisor for the UT Student Government Association and as the faculty advisor to the UT Entrepreneurs club. His commitment to both groups earned him the UT Advisor of the Year award in the spring of 2013.



Graduate Faculty Member of the Year

Graduate Students Select Graduate Faculty Member of the Year!

Michael Robinson, assistant professor of accounting, has already made a tremendous impact in the classroom, even though he's only been with UT since the fall of 2012. Sykes COB graduate students consider him the "Graduate Faculty Member of the Year." They commended his "passion" for accounting, his "real world examples and work experience" and the fact that he goes "the extra mile to help those who do not understand." They further recognized him as one of the best "life coaches" who helps with students' personal development.



AWARDS & ACCOLADES **A Year of Remarkable Achievements**

External Board Appointments and Elected and Editorial Positions

Marca M. Bear, associate dean of international programs and associate professor of international business and management, serves as an academic advisory board member of *Annual Editions: International Business*, McGraw-Hill. She also serves as an executive board member of the Tampa Bay Trade and Protocol Council. The council is the result of the vision, leadership, and partnership of the following eight organizations: City of Tampa, Hillsborough County, Greater Tampa Chamber of Commerce, Hillsborough County Aviation Authority, Tampa Bay Convention and Visitors Bureau, USF and UT. She also serves as the editor of *World View* magazine.

David Bechtold, assistant professor of management, serves on the board of Earth Charter US. He is also on the advisory board of the Taiwan Chamber of Commerce of Tampa.

Rob Beekman, assistant professor of economics, serves on the U.S. Global Leadership Coalition's Florida Advisory Committee. He also recently served as a member of The White House Business Council's Tampa/Orlando/Jacksonville delegation at the White House.

Amy Brownlee, assistant professor of management, serves on the board of the United States Association of Small Business and Entrepreneurship (USASBE) and will soon serve as its vice president for conferences. She will further serve as the chair of the 2015 USASBE annual conference, which will be held in Tampa in January.

Lonnie Bryant, associate professor of finance, serves on the board of directors for the Hillsborough Head Start Foundation and as a policy council community representative for Head Start/ Early Head Start Services.

Maureen Butler, assistant professor of accounting, serves on the board of the Nonprofit Leadership Center of Tampa Bay.

Bella Galperin, professor of management, serves as the associate editor-North America of "*Cross Cultural Management: An International Journal*." She is also president of the International Society for the Study of Work and Organizational Values (ISSWOV).

Frank Ghannadian, dean, serves on the Moffitt Cancer Center External Advisory Board, the Southern Business Deans Board of Directors, the BizEd Magazine Advisory Board and the AACSB Initial Accreditation Committee.

Giles Hertz, assistant professor of management, serves on the national board of directors for the Lynx Educational Foundation.

Marcus Ingram, associate professor of finance and chair of the finance department, serves as the vice president for meeting arrangements and a member of the Board of Directors of the Eastern Finance Association. The Sykes COB served as the host institution for the Annual Meeting of the Eastern Finance Association in St. Petersburg in April 2013.

Mary Jo Jackson, assistant professor of management, serves on the board of the United States Association of Small Business Entrepreneurs and as its vice president of placement/career center. She also serves on the executive board of the Southern Management Association as membership chair and secretary, as a board member of the Tampa Bay WaVE (Web Venture Entrepreneurs), and as a mentor of the Gazelle Lab (part of the Global Accelerator Network). She is the editor of the "*Journal of Business and Entrepreneurship*" and is an advisor to the Phi Beta Lambda professional fraternity.

Ali Jenzarli, associate professor of information and technology management, serves as member of

the board and volunteer chief operating officer of the New Horizons Support Group, a non-profit advocacy organization for people with disabilities. He also represents UT and the Sykes COB on the Tampa/Hillsborough Economic Development Corporation's educators group.

Brian Kench, associate professor of economics and chair of the economics department, serves as the past president (2012) of the Academy of Business Economics and editor of the *Tampa Bay Economy*.

Ken Knapp, associate professor of information technology management and chair of the ITM Department, serves as the treasurer of the Tampa Bay Technology Leadership Association.

Ron Kuntze associate professor of marketing, serves on the Pepin Academies' Support Services board of directors.

Speros Margetis, associate professor of finance, serves on the board of the Academy of Economics and Finance and on the board of Hillsborough County School's Academy of Finance.

Erika Matulich, professor of marketing, serves as a senior editor of the *Journal of Case Studies in Accreditation & Assessment* (January 2010 - present). She has also been recognized in *Who's Who in North American Education* (2012). She serves on the board of the Unicorn Research Corporation and on the advisory board for the Academic and Business Research Institutes.

Ray Papp, associate professor of information technology management, serves as the editor of the *Journal of Instructional Pedagogies* and on the editorial board of the *International Journal of Enterprise Information Systems*. He further serves as an ABET program evaluator for the Computing Accreditation Commission.

Julie Pennington, assistant professor of marketing, co-chaired the International Food and Agribusiness Management Association Academic

Symposium in 2013 in Atlanta and will co-chair its conference in Cape Town, South Africa, next summer.

Steve Platau, professor of accounting, serves as chair of the Florida Institute of CPAs State Legislative Policy Committee. He is also a member of the AICPA Joint Trial Board.

Randy Rentfro, associate professor of accounting, serves as a trustee on the board of Millikin University.

Michael Robinson, assistant professor of accounting, serves on the executive committee and as treasurer for the diversity section of the American Accounting Association.

Hemant Rustogi, Dana professor of marketing, serves on the board of the Glazer Children's Museum in Tampa.

Walter Smith, associate professor of accounting, is the president of the board of the King Creole Condominium Association in New Orleans, LA.

Susan Steiner, associate professor of management and chair of the management department serves on the committee of the Greater Tampa Chamber of Commerce's Women of Influence Committee.

John Stinespring, associate professor of economics, serves as the economics editor of the *Journal of Secularism and Nonreligion*.

Stephanie Thomason, associate dean and associate professor of management, serves on the board of directors of the National Society of Experiential Education (NSEE) and served as the chair of its 42nd annual conference in St. Pete Beach this past year. She is also the editor of the *Sykes COB Annual Report* (2011-present).

George "Jody" Tompson, professor of management, serves on the case review board of *Entrepreneurship Theory and Practice*. He also

serves on the board of advisors of College Hunks Hauling Junk, on the vetting committee of the Tampa Bay Innovation Center, and is the founder of CitriClean of Florida www.CloudyDishes.com.

Natasha Veltri, associate professor of information technology management, serves as a program director of GETSMART (Getting Everyone to Study Math and Related Technology).

Dan Verreault, associate professor of accounting, serves on the advisory council for the Tampa Bay Sustainability Coalition.

Mary Anne Watson, professor of management, serves on the advisory council of the North American Case Research Association (NACRA).

Harold Webb, associate professor of information technology management, serves as the executive director of GETSMART. He also serves as the vice president of the Tampa Bay Technology Leadership Association.

Linda Webb, instructor of information technology management, serves as the webmaster of the Tampa Bay Technology Leadership Association.

Michael Weeks, associate professor of management, is a member of the board of advisors for Hendry Marine Industries and serves on the board of the UT Community Orchestra.

Rebecca White, Walter Chair of Entrepreneurship, served as the president of USASBE in the 2012 – 2013 academic year and serves on its national board of directors. She also serves on the Global Consortium of Entrepreneurship Centers and as director of NorthStar Bank in Tampa.



ATTRACTING TOP FACULTY **Sykes Welcomes Eight New Scholars**

New Scholars 2013



Cagdas Agirdas



Robert Clark, CPA



James P. DeNicco



Wayne Farel

Cagdas Agirdas

Assistant Professor of
Economics

Ph.D., Economics,
University of Illinois at
Urbana Champaign, 2011

MA, Economics, Central
Michigan University, 2004

BS, Electrical and
Electronics Engineering,
Bogazici University, Istanbul,
Turkey, 2002

Robert Clark, CPA

Instructor of Accounting

M.S.B.A., Finance,
University of Southern
California, May 1984

MBA, Accounting,
University of Southern
California, December 1981

BA, Psychology,
University of Southern
California, May 1979

James P. DeNicco

Instructor of Economics

Ph.D., Economics,
Drexel University, 2013

BS, Commerce and
Engineering,
Drexel University, 2005

Wayne Farel

Visiting Assistant
Professor of Economics

Ph.D., Economics and Finance,
New York University, 1990

BA, Economics, George
Washington University, 1982



Linda Hermansen, ABD



Wayne Jones



Christopher Mauer



Julie R. Pennington

Linda Hermansen, ABD

Visiting Assistant
Professor of Management

ABD, International School
of Management,
Paris, France

MBA, Butler University, 1994

BS, Economics,
University of Illinois, 1986

Wayne Jones

Assistant Professor of
Management

Ph.D., International
Management, University of
Hawaii, 2006

MS, International Business,
University of Wisconsin
Madison, 1998

MBA, Management and
Human Resources,
University of Wisconsin
Madison, 1998

BS, Geology and
Geophysics, and Physical
Geography, University of
Wisconsin Madison 1985

Christopher Mauer

Assistant Professor
of Information and
Technology Management

Ph.D., MIS,
University of Georgia, 2013

B.B.A., MIS,
University of Georgia, 2003

Julie R. Pennington

Assistant Professor of Marketing

Ph.D., Business Administration,
University of Nebraska Lincoln,
2009

MS, Agricultural Economics,
Iowa State University, 1991

Master of International
Management,
Thunderbird School of Global
Management, 1986

BS, Agricultural Education,
Iowa State University, 1981



SCHOLARSHIP **Selected Faculty Publications**

Borja, Karla; Irvine, Melissa M.; Land, Troy; Wilson, Robert (2013) "Ignite Your Bliss: A Case Study on Cost Curves Analysis," *Journal of Business Case Studies*, 9(5).

Borja, Karla; Churchill, Zachary; Papa, Michael T.; Wagner, Matt (2013) "Game Theory and the New Entrant: Independence Bank and USFFCU," *Journal of Business Cases and Applications*, 9.

Donaldson, Jeffrey; Ingram, Marcus A. (2013) "Applying Multi-Factor Models of Stock Returns: Student Exercises and Applications," *Journal of Financial Education*.

Etlng, Cheri; Harrington, Christine; Misuraca, Jill (2013) "A process for assessing Excel skills using a capital budgeting analysis," *Journal of Business Cases and Applications*, 10.

Flagg, Donald; Margetis, Speros; Ramirez, Chris (2013) "Do VCs Provide More Than Money? Venture Capital Backing & Future Access to Capital," *Global Economy and Finance Journal*, 6(1): 74-85.

Galperin, Bella; Lituchy, Terri (2013) "Human resource development in service firms across cultures," *Human Resource Development Review*.

Garcia, Michael (2012) "Basis of my life's work," *Journal of Business Cases and Applications*, 7: 10.

Ghannadian, F. Frank (2013) "What Employers Want, What We Teach," *BizEd*, 12(2): 40-46.

Kim, Junyong; **Gupta, Pranjal** (2012) "Emotional Expressions in Online User Reviews: How They Influence Consumers' Product Evaluations," *Journal of Business Research*, 65(7): 985-992.

Hughes, Stephanie; **Hertz, Giles; White, Rebecca** (2013) "Criminal Background Checks in U.S. Higher Education: A Review of Policy Developments, Process Implementations and Post Results Evaluation Procedures," *Public Personnel Management*, 42: 421-437.

Degravel, Daniel; **Hertz, Giles; Koutroumanis, Dean** (2012) "Internships as a Strategic Tool for Small Business: A Conceptual Study," *Small Business Institute Journal*, 8(1): 30-46 ("Cited in the Wall Street Journal" in October 2013).

Segrest, Sharon; Trocchia, Phillip; **Jackson, Mary Jo** (2013) "Ability to differentiate and its impact on employment interview decision-making," *Journal of Management and Marketing Research*, 12.

Jain, Vikas; Kanungo Shivraj (2013) "Realizing IT value: Post adoptive IS usage and performance impacts at individual level," *International Journal of Business Information Systems*, 14(2): 202-222.

Jenzarli, Ali; Duong, Minh-Tri; Thai, Christy M. (2013) "Promoting Healthcare Safety and Quality by Assessing Anticoagulation Education Process," *American Journal of Health Sciences*, 4(3):103-114.

Jones, Wayne; Brice, William David (2013) "The Link between Family Firm Culture and Performance: A Study in Both a Developed and a Developing Country," *The Business Review, Cambridge*, 21(1): 81-87.

Keener, Mary; (2013) "The econometrics of baseball: A statistical investigation" *Research in Business and Economics Journal*, 9: 12.

Keener, Mary; (2013) "Predicting The Financial Failure of Retail Companies In The United States," *Journal of Business & Economics Research*, 11(8): 373-380.

Kench, Brian; Hoke, Lee; Skipton, Charles (2013) "The Moral Hazard of Mandatory Membership in Private Clubs," *Research in Business and Economics Journal*, 8.

Kuntze, Ronald; Crudele, Theresa; Reynolds, Daniel; **Matulich, Erika** (2013) "The Rise and Fall of Virtual Reality Retailing in Second Life: An Avatar's Perspective," *Journal of Management and Marketing Research*, 13.

Matulich, Erika; Lafferty, Barbara; Kull, Alexander; Liu, Monica Xiao (2013) "Exploring Worldwide Collecting Consumption Behaviors," To appear in *Journal of International Business and Cultural Studies*.

Matulich, Erika; Wooldridge, Barbara; Rutherford, Jana (2013) "Say It Ain't So? The Need for Crisis Management In Professional Sports," *Journal of Applied Case Research*, 11(1): 53-60.

Pennington, Julia; Krush, Michael; Fowler III, Aubrey; Mittelstaedt, John (2013) "Positive Marketing: A New Theoretical Prototype of Sharing in an Online Community," *Journal of Business Research* (special issue on positive marketing).

Harris, Judith; McKenzie, Karen; **Rentfro, Randall** (2012) "Tax Abatements: What Users Would Like to Know," *Journal of Government Financial Management*, 61(4): 38-43.

Rustogi, Hemant; Laenzlinger, Marcus; **Washburn, Judith; Dearth, Rebecca** (2013) "Migrolino, AG: An Aggressive Path to Managed Growth," *Journal of the International Academy for Case Studies*, 19(1&2).

Lester, Deborah; **Smith, Shane** (2013) "Boardroom in the Classroom: Experiential Learning of Corporate Culture," To appear in *Journal of Business Administration Online*, 2(1).

Stinespring, John; Kench, Brian (2013) "Reexamining the Shutdown Point in Introductory Economics Textbooks," *Journal of Higher Education Theory and Practice*, 13(1).

Thomason, Stephanie; Brownlee, Amy; Steiner, Susan (2013) "Personality as a Moderator of the Relationship between Organizational Size and Organizational Attractiveness," *Small Business Institute Journal*, 9(1): 1-17.

Tompson, George “Jody”; Beekman, Robert;

Tompson, Holly; Kolbe, Phillip (2013) “Doing More than Learning: What Students Contribute During a Study Abroad Experience,” Forthcoming in the *Journal of Higher Education Theory and Practice*, 13(2).

Tompson, George “Jody”; Kennedy, Sheridan (2013) “Where exactly is the target market? Using GIS to locate the potential customers of a small business,” *Entrepreneurial Practice Review*, 2(4): 57-66.

Walters, L. Melissa; Pergola, Teresa; Matulich, Erika (2013) “Kennel-Up Company: An Analysis of Target Costing and Strategic Cost Management Techniques,” Forthcoming in *Journal of Business Cases and Applications*, 1-9.

Weeks, Michael; Veltri, Natasha (2013) “Virtual Communities as Narrative Networks: Developing a Model of Knowledge Creation for Crowdsourced Environments,” *International Journal of Knowledge Management*, 9(1): 21-41.

Whang, Yun-Oh (2012) “When and Why Does the That’s-Not-All Compliance Technique Work?” *Journal of Business and Economics Research*, 10(3): 171-178.

White, Rebecca; Hertz, Giles; Koutroumanis, Dean (2012) “Entrepreneurship Literacy: The Language of the New Venture,” *Journal of Applied Business and Economics*, 13(5).

Xie, Chuanyin (2013) “Economic Transition and Foreign Firms’ Ownership Strategy in China: The Impact of Cultural Distance and Industry R&D Intensity,” *Journal of Management Policy and Practice*, 14(1), 19-34.

Xie, Chuanyin; Steiner, Susan (2013) “Enhancing Management Education Relevance: Joint Creation of Knowledge between Business Schools and Business,” *Business Education & Accreditation*, 5(2): 1-15.



Ali Jenzarli presents his research at the second annual Sykes COB Annual Research Day

ADVISORY COUNCIL **Sykes Welcomes New Members**

Walter T. Bromfield



Sykes COB Advisory Board Welcomes Distinguished New Members

Walt Bromfield is an experienced business leader who has served as the chief financial officer of three companies, including the NYSE-listed Maritrans Inc. and two private equity-backed organizations. Most recently, Bromfield was the Senior VP, Finance, of United Maritime Group, a leading dry-bulk marine transportation company headquartered in Tampa.

Bromfield's experience includes multiple equity and debt offerings and launching numerous initiatives to improve processes in finance, corporate governance and capital structure with successful results. He holds an MBA from Villanova University and a B.S. in economics from The Wharton School of Business at the University of Pennsylvania.

James Gregory



James R. Gregory is founder and CEO of CoreBrand, a global brand strategy and communications firm based in New York with offices in Los Angeles. With 35 years of experience in advertising and branding, Gregory is a leading expert on brand management and is credited with developing strategies for measuring the power of brands and their impact on a corporation's potential financial performance.

Most notable of the tools that he has developed is the Corporate Branding Index (CBI). CBI is a quantitative research vehicle that has continuously tracked (since 1990) the reputations and financial performance of more than 1,000 publicly-traded companies across 54 industries. CoreBrand uses the CBI to help clients recognize how their brands compare with industry peers and how communications can impact corporate reputation and financial performance, which includes stock price and revenue growth. CoreBrand's work is helping accountants and finance managers to understand that the intangible asset known as the corporate brand is measurable, manageable, and accountable, proving that the corporate brand can be valued like any other business asset. Gregory is a frequent speaker on the topic of the financial benefits of communications and brand management. Recent speaking engagements include The Conference Board, the Association of National Advertisers and the National Investor Relations Institute. He has also served among several boards, including The Stamford Symphony and the Silvermine Guild Art Center. Gregory is also a founding member of the Marketing Accountability Standards Advisory Council (MASAC) and is a member of the Marketing Accountability Standards Board (MASB). Gregory has written four books on creating value with brands: *Marketing Corporate Image*, *Leveraging the Corporate Brand*, *Branding Across Borders*, and *The Best of Branding*. His latest white paper, "Aligning Marketing and Finance," was published in the February 2013 issue of *Corporate Finance Review*.

Penny Larsen



Penny Larsen has worked for premier firms in the financial services industry spanning a professional career of more than 25 years. Her areas of focus have been debt financing, financial management and consulting, project and process management, team and leadership development and problem loan resolution.

Larsen earned a Bachelor of Science degree in Mathematics and Business from Wake Forest University, graduating cum laude, and an MBA with a finance concentration, graduating with the highest honors from The University of Tampa. Prior to founding Links Financial LLC, a financial intermediary company, her banking career has included senior positions with Bank of America, Northern Trust and the Royal Bank of Canada's U.S. subsidiary. Links Financial is a Mortgage Broker Business and Larsen is a licensed mortgage broker and a real estate broker.

Brian Smith



Brian Smith is co-founder and managing partner of the LCG companies, which provide corporate transaction advisory services including capital formation, due diligence and M&A. With its roughly 40 employees throughout the U.S., LCG has facilitated over \$3 billion of transactions for its clients, which include most of the nation's top financial institutions. Prior

Bill Sweeney





to founding LCG, Smith was a vice president of Textron Financial Corporation and was a principal in New York-based specialty finance company providing financing to healthcare businesses. Smith is also actively involved in numerous industry and civic organizations. He holds a Bachelor of Science degree in finance from The University of Tampa and is married with two children.

Bill Sweeney is the president of Eiger Leadership, a leadership training and business consulting firm based in the Tampa Bay area. Prior to founding Eiger, Sweeney had an extensive career in the pharmaceutical industry with industry stalwarts such as Genentech, Roche and Forest. He began his professional career in Michigan and has lived in various parts of the U.S. as he assumed ever-greater responsibilities including national vice president, Metabolic Franchise at Genentech, and corporate officer/VP of national accounts at Roche. During his extensive career, Sweeney was recognized for superior leadership with the Roche Presidents Club Award and the Marion Merrell Dow Excellence in Leadership Award.

He received his B.S. from the University of Toledo and attended the MBA program at Baker University. His executive education has included in-residence graduate work at prestigious institutions such as The University of Michigan and UCLA. His community involvement includes the St. Petersburg Free Clinic, CASA, The University of Tampa Board of Fellows, SCORE volunteer and the St. Petersburg Chamber of Commerce. He recently was appointed to the leadership committee for the Society of International Business Fellows.

Sweeney and his wife have lived in the Tampa Bay area since 1997. They have two grown children and are expecting their sixth grandchild. In his spare time, Bill enjoys tennis, boating, fitness and family activities.

Dean's Advisory Council 2013-2014

R. Dean Akers

Airheads Trampoline Centers
CEO

John "Jack" M. Barrett

First Citrus Bank President and CEO

Charles Britton

Britton & Associates
Principal

Walter Bromfield

Managing Member
Board Ventures, LLC

Louis Buccino

Citi
Director, Community Relations/Public Affairs

William "Bill" Carlson, Jr.

Tucker Hall
President

Richard Dimmitt

Dimmitt Automotive Group
President

Al Dopking

Citi
Managing Director
Municipal Securities Division

James Gregory

CoreBrand, LLC
Founder and CEO

Sue House

Powerhouse Consulting, Inc.
President and CEO

Ken Hyatt

Ken Hyatt & Associates
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Penny Larson

LINKS Financial, LLC
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Christopher Lykes

Investor

Thomas Meachum

Merrill Lynch
Vice President, Wealth Management Advisor, CFP

Everett Morrow

Landmark Engineering & Surveying Corporation
Vice President

Robert Muir

Willis of Florida, Inc.
Retired, Executive President - Regional Director/Client Advocacy

James Mule

H. Lee Moffitt Cancer Center & Research Institute
Executive Vice President
Applied Research; Michael McGillicuddy Endowed Chair of Melanoma Research and Treatment

Nicholas "Nick" Peters

Prometheus Partners
President & CEO

Nancy Rabenold

Xcira
CEO

Ernest "Ernie" Sampera

VX Platform, LLC
Partner

Smith, Brian

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Kenneth Wilkes

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Executive Vice President and CFO

Christopher Willman

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President

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- Robert Bruns, Director, Corporate and Foundation Support
- F. Frank Ghannadian, Dean
- David Stern, Provost
- Stephanie Thomason, Associate Dean
- Ronald L. Vaughn, President

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The University Of

T A M P A

SYMBOL OF EDUCATIONAL EXCELLENCE

The University of Tampa admits students of both sexes and all races, regardless of their age, color, religion, national or ethnic origin, sexual orientation and/or any handicap. This policy of nondiscrimination extends, both in letter and spirit, to all areas of a student's experience at the University.

01/2014