

SUMMER 2015

# insight

INTEGRATIVE THINKING | EXPERIENTIAL LEARNING | GLOBAL UNDERSTANDING

## TAKING THE LEAD

**Jane Harper, MIS '02**  
Safeguarding privacy  
and managing security



OAKLAND  
UNIVERSITY™



School of Business Administration



### inside this issue

- Data Analysis Lab
- National recognition
- Consumer behavior
- Student success



## MESSAGE FROM THE DEAN

At commencement I have the privilege of welcoming our graduating students to the rank of alumni. There I encourage these young professionals to take pride; pride in their accomplishments, certainly, and pride in their profession and their school.



As you read this issue of *Insight*, you'll find there is much for you to be proud of. Our newly completed Data Analysis Lab is an impressive and popular addition to Elliott Hall, while enhancements to our MIS program are bringing new degree options in growing fields. You'll read about faculty members who share their expertise with students through classroom discussions and research projects, and with the community and media.

I also encourage new alumni to come back to the business school to share their experiences with students. The lessons students glean from interacting with alumni are invaluable. The rewards alumni gain are also powerful. Consider Beth Benson MGT '81 who connects her employer, BCBSM, to OU business students through development, information and recruiting sessions (see page 4). She says, "It is a reward to be able to showcase OU and its students ... my co-workers were not aware of how great these students are."

National organizations are also taking note of OU's School of Business Administration. New guides from *US News & World Report* and *Payscale* recognize the quality and value our graduate and undergraduate programs. While ratings and rankings do not tell the whole story, they do enhance the value of your OU business degree. (See story page 9).

We take great pride in you – our alumni – and your success. Make sure to stay in touch with us via email at [sbadev@oakland.edu](mailto:sbadev@oakland.edu) and by connecting with us via our social media channels noted on the back cover.

Michael A. Mazzeo, Ph.D.  
Dean and Professor of Finance  
School of Business Administration

## in this issue

- 1 Data analysis lab empowers students with professional skills and knowledge
- 2 Business analytics, information security focus enhances business programs
- 3 MIS '02 alum takes lead in risk management, data security
- 4 Alums connect students to careers
- 6 Consumer Behavior: New research delves into why people do what they do
- 7 OU researcher finds most lies are told by 'a few prolific liars'
- 8 Economics project bridges gap between theory and practice
- 9 National organizations recognizing OU's business school
- 10 Business Scholars take top prizes
- 11 MBA graduates ready to lead
- 13 Students experience success



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# DATA ANALYSIS LAB BRINGS THE BUSINESS WORLD TO STUDENTS

The Business Data Analysis Lab, the newest computer lab in Elliott Hall, bears a strong resemblance to a financial trading floor.

The 10 dual-screen Bloomberg financial terminals, a stock ticker, multi-zone world clocks, plasma display screens and presentation technologies give students the opportunity to experience how professionals make key business decisions every day. The lab also houses 22 stations featuring access to specialized databases and data analysis software such as CRSP, SPSS and JMP, as well as standard Windows software.

In today's fast-paced world, the Bloomberg terminals provide access to real-time financial data; current and historical snapshots of commodities, companies, currencies and the like; news feeds; and other video, audio and data gems from around the world, says Associate Dean Nivedita Mukherji Ph.D.

## HIGHLY REGARDED PROFESSIONAL TOOLS

"It's experiential learning at its finest," she notes. The terminals are highly regarded in the investment and financial communities, and are widely used around the world.

*"OU said my experience would help me, and that's exactly right because it gave me a solid foundation, which impressed potential employers."*

Students share Mukherji's enthusiasm. They are taking advantage of open lab hours, hosting hands-on student org meetings to learn more about the tools, and enrolling in courses held there. They like it so much, they are asking for more time in the lab.

Senior Finance major Nicolette Lojewski visits the lab at least twice a week. As president of the Society for Applied Investing and Financial Education (SAIFE) student organization, Lojewski coordinated meetings in the lab where professionals shared tips about using the tools there. SAIFE members also welcomed the chance to use the lab during the organization's virtual stock competition.

In addition to assignments and projects, Lojewski uses the lab to further develop her skills.



"I go during my free time to get more detailed information about news events," says Lojewski, who is completing an internship as a financial analyst at Faurecia Automotive Seating. "I want to learn how an event impacts other things, like a commodity or another market. I view it as a great tool."

Sharon Mylador ACC '14, MAcc '15 does too. "I heard about Bloomberg terminals, but before the lab opened I had never used them or realized their capabilities."

Once opened, visiting the lab became part of Mylador's weekly routine. As a graduate assistant, she utilized the Bloomberg stations to pull data on different stocks, indexes and commodities to determine how they changed over time.

"What I like about Bloomberg is I don't have to go to multiple sources to find the data, so that saves time, and the information is more in-depth than you could ever need," Mylador says.

Mylador appreciates the hands-on experience she gained in the Data Analysis Lab. She believes that, combined with her academic programs and extracurricular involvement in student orgs like OASIS, BAP and the Global Business Brigades, made her more employable.

"OU said my experience would help me, and that's exactly right. It gave me a solid foundation, which impressed potential employers," she says, noting she has a risk assurance position at PriceWaterhouseCoopers that starts in July.



Students welcome the business school's new data analysis lab, attending classes, hosting student org meetings and visiting frequently during open lab hours.

## ELEVATING THE EXPERIENCE

Word of the Data Analysis Lab is spreading, adds Economics Advisory Board member Dennis Janowski ECN '72. He believes the new lab and business school's continued focus on providing experiential opportunities elevates the reputation of both the University and the school.

As Senior Vice President for Comerica Bank, Janowski managed the organization's trading floor in foreign exchange and commodity derivatives before retiring in 2012.

The lab "points to a value added that may not be obvious and that not every institution offers, putting it in a rare class," he says. ■

*By Rene Wisely*

# PROGRAM ENHANCEMENT

## New focus on Business Analytics, Info Security Management



Professor Mark Isken oversees the business analytics additions.

**Businesses have issued a plea for help. More than 90,000 job postings for business intelligence/analytics professionals are listed on Indeed.com, while more than 215,000 postings seek qualified information security personnel.**

The shortage is one that Oakland University can't ignore.

That's why the School of Business Administration is modifying its curriculum, allowing students to earn concentrations in business analytics and information security management, with the designations appearing on graduation credentials, including transcripts.

The change will help stem the drastic shortage.

Starting Fall 2015, Master of Science Information Technology Management (MSITM) students may choose between the two concentrations. MBA students may concentrate in business analytics, while any OU undergraduate student may minor in it.

"We've always had great courses in these areas, but we didn't package them together like this," says Vijayan Sugumaran, Ph.D., department chair, Decision and Information Sciences (DIS).

### MEETING DEMANDS

Business analytics occupies two spots on *Computerworld's* 10 hottest IT skills for 2015 list, where IT executives declare these skills among the

most sought after. Meanwhile, the Bureau of Labor Statistics has projected the need for information security managers will increase 37 percent by 2022.

Such high-profile security breaches as those plaguing Target and Home Depot recently, along with stringent government regulations that hold corporations accountable, underscore the importance for companies to seek highly skilled information security workers.

"It's happening more and more frequently, and that forces companies to seek new solutions from creative people,"

Dr. Sugumaran says. "We can meet some of the demand. We take pride in our students receiving a well-rounded business education, so people who graduate with this degree will have a good technical sense as well as a business sense to be able to add real value."

An undergraduate concentration in information security management is part of future curriculum.

### IT SECURITY OUTLOOK

**The U.S. Bureau of Labor and Statistics expects job growth of 37 percent among information security analyst careers between 2012 and 2022, which should lead to around 27,400 new positions in that period nationwide.**

### CROSS-DISCIPLINARY APPROACH

Mark Isken Ph.D., associate professor and director of the MSITM program, is overseeing the business analytics additions. "I was very careful to include courses in the concentration from all disciplines, including finance, economics, MIS," Dr. Isken says. "It will pair well with any major and industry."

Dr. Isken's passion is helping students excel in business analytics, a profession Harvard Business Review dubbed the "sexiest job of the 21st century."

These specialized problem solvers use any business intelligence they can; pair it with statistical analysis, data visualization, math models, data mining, scientific

computing, among other tools and methods, and use the results to help businesses make better decisions.

### DATA ANALYTICS OUTLOOK

**Quantitative professionals are besieged by recruiters, with 93% being contacted at least monthly according to a 2015 survey by Burtch Works Executive Recruiting, compared to 89% in 2013. A separate survey of hiring managers reported that 88.9% of the organization's analytics/data science teams planned to hire in 2015.**

"It's hard to find people who can do math, statistics, spreadsheets, databases, computer programming – it's a lot of skills," Dr. Isken says. "Now students can get those credentials demonstrating they can do all of that, and it officially appears on their transcript."

The school also plans to add business analytics courses to marketing and management curriculums in the future.

### A WELCOME ADDITION

Thomas Gable MIS, POM '09 and current MSITM student is excited about the new concentrations. As an undergrad, he believes his minor in Applied Technology in Business, along with his internship experience, helped him land his position at ChannelVantage, a subsidiary of Urban Science based in Detroit, where he manages the fleet and commercial operations team, and works closely with General Motors.

"We're good about giving clients data that they request, but a program like this can help analysts give data that the client needs to see as well," Gable says. Gable returned to OU last summer for the MSITM program, after researching other area schools for his master's degree.

"It was hard to get enthusiastic about other schools because Oakland has the courses I wanted and I knew their reputation first hand," he says. "These concentrations will only make the business school better." ■

*By Rene Wisely*



Jane Harper MIS '02

# ALUMNA RECOGNIZED

## Leadership in risk management and data security

Jane Harper MIS '02 always had a knack for fixing things. She embraced innovation and technology to become a leader in risk management and information security.

"The University was instrumental in helping me become the professional I am today," Harper says.

As the Director of IT Audit and Risk Management in the Information Privacy and Security office for Henry Ford Health System, Harper leads a team of highly skilled individuals in identifying, quantifying, communicating and managing information privacy and security risk for the Detroit-based medical system's complex IT infrastructure, business and technology processes to meet federal regulatory standards. They partner with other Information Privacy and Security Office leaders under the direction of the Chief Information Privacy and Security Officer to help safeguard the privacy of their various stakeholders.

Harper also contributes to the industry by sharing her skills through mentoring, and presenting at various risk and security conferences and meetings. She's also a member of the Michigan Healthcare Cyber Security Council where she authored the code of ethics and co-chairs the common security framework committee. The Council's goal is to "move the needle"

in the field of healthcare security. She also acts as the risk and compliance chair for Cornerstone Reality.

"What we do is very important because it's not just about the data, it's about the people," Harper notes. "They depend on us to protect their data, security and livelihood."

Because of her successful endeavors in the battle with information security, Harper was named one of Crain's 40 under 40 in 2014, which honors the community's high achievers. She was also named one of Oakland County's Elite 40 Under 40.

"I was really excited and honored," Harper says. "It's great to get industry validation and to have what we do get recognized."

Since graduating, she has maintained relationships with many of her Oakland professors, who helped guide her as a student to analyze her thoughts, defend respectfully and "sit in the hot seat."

"As a risk and security professional we have to give difficult messages sometimes so you must be able to articulate and able to defend your thoughts," Harper says. "My interactions with all the different business professors really helped. They are some of the best in the industry."

### ALUMS SPEAK AT MIS/IT CAREER PATHS PANEL

Industry professionals spoke to more than 90 OU business students about opportunities in the MIS/IT field at a Career Paths Panel session in the Winter semester. The b-school thanks Jim Cavellier MIS '90, SVP, IS Service Delivery Management, Comerica Bank; Mark Guthrie MBA '91, VP, Global Service Operations & Supplier Management, Delphi Automotive; Donald Steffes EMBA '15, Director, Business Intelligence & Data Solutions, GM Financial; Gary Shuster, Healthcare Data Analyst, Improvement Path Systems; and Rebecca Pranger MIS '13, IT Support Specialist/Project Manager, Penske Automotive, for making time to mentor students.

"Regardless of whether you're a bank teller or service representative at the energy company, we all have a part in protecting data, thereby protecting each other," she says. "If we all just do our part, that's how we make our impact." ■

By Kelli M. Titus



# B-SCHOOL ALUM CONNECTS STUDENTS TO CAREERS



Beth Benson MGT '81

Oakland University business students are known for being involved in and excited about their futures. That desire to be engaged and give back does not stop when they become alums. Many alumni take helping students to the ultimate level – hiring students for internships and career level positions after graduation.

Take Beth Benson MGT '81 for example. Now an operations manager at Blue Cross Blue Shield of Michigan (BCBSM), Benson frequently brings her company and OU students together. Vice chair and chair-elect of the Oakland University Alumni Association, Benson is a longtime member of the OUAA board and scholarship subcommittee. She also was a key player in helping BCBSM bring a mega recruiting event to Elliott Hall.

The event included a tiered agenda, which involved a meet and greet where students, faculty and staff had a chance to learn more about internships and careers; refreshments and networking; and an information panel with leaders from BCBSM's Service Operations division.

During the event, representatives connected with students for their 2015 internship program. Benson, who says BCBSM hires 200 interns

## GROWING PROFESSIONALS

Professionals from Quicken Loans frequent Elliott Hall for recruiting events and professional development activities, such as this one where Yasmeen Jasey, director, team relations; Brandy Dahl, SEHS/HRD '00, senior team relations specialist; and Courtney Clarke SEHS/HRD '04, team relations specialist, spoke with students from OU's chapter of Society for Human Resources Management about "Engineering Amazing People."



*“We met many students that night who we knew we wanted to hire.”*

each summer, coordinates staffing for the 1,700 people employed in her division.

“We met many students that night who we knew we wanted to hire,” she says. “But more importantly, we were able to give the students a real picture of what a career in Operations at BCBSM entails. The students walked away having a better idea of what operations means at BCBSM, what call center employees do, and how technology supports the various aspects of production work. We need high levels of technology skills, as well as management skills.”

More than 75 students attended the event, which was coordinated with the OU Career Services staff, a department Benson continues to appreciate.

“I got my first job with the help of Career Services. The staff does a great job helping students connect with the right employers and determine what type of career will be right for them,” she says.

For this reason, combined with the education and assistance Benson received from OU staff and educators, she is dedicated to helping students launch their professional careers.

“It’s a reward to be able to showcase OU and its students. When I first became involved in this, my co-workers were not aware of how great these students are,” she explains.

“And for the students, I enjoy being able to share with them the importance of networking, of exploring every aspect of an opportunity, and the ability to look at all aspects of a situation. You never know how one connection will help you some time down the line and you can learn an awful lot.”

It’s that connection with OU that brought Benson together with her husband, Gary Brancalone FIN ’82.

They met while volunteering with OUAA. Now both have immersed themselves in giving back to the university through their involvement. ■

*By Susan Thwing*



## OU alumni partners make future bright for students



Resume critiques, informational panels, one-on-one meetings and career development lunches. These are just some of the ways OU alums and employer partners assist current students in taking the right steps toward a successful career.

“We get an overwhelmingly supportive and receptive response from alumni as far as career recruitment, networking and mentoring,” says Brian Partie Jr., former associate director of OU Career Services, who served as employer liaison for the business school, explaining that many alums introduce their employers to the concept of establishing a recruiting partnership with OU.

Those partners include PricewaterhouseCoopers (PwC), a company that hires a significant number of Oakland Accounting majors. Lauren Rossi, CAS/COM ’07, a recruiter with PwC, says the vested interest of professors and staff at OU inspire her to grow the number of students hired at PwC.

“Professors are well-connected to the students and they can have the necessary conversations,” Rossi says. “We’ve grown our hiring significantly over the past five years because OU students are hardworking. They know how to juggle multiple priorities, understand the importance of a well-rounded education and multitask — these are the types of people we are looking for.”

Although not all the students she interacts with are hired at PwC, through her mentoring, Rossi helps students package themselves to effectively seek employment following graduation.

“At PwC, we want to see all students be successful,” she says. “Through our Career Advisory site and interactions on campus, we are able to give students a sense of the employment picture, work on their elevator pitch, mentor on resumes and job searches.”

Partie says it’s this employer partnership that prepares students – very early on – to launch a successful career upon graduation.

“We are doing a lot more to expand the students’ knowledge of the work world from freshman year on,” he explains. “We are using networking programs, informational interviews, LinkedIn and immersion excursions to the fullest extent.”

And never, Partie says, is there a lack of alumni employers to assist.

“We remain impressed and grateful by the positive response.”

Alumni interested in connecting with students for internships and employment opportunities can contact Wayne Thibodeau, director, at [thibodea@oakland.edu](mailto:thibodea@oakland.edu) visit [oakland.edu/business](http://oakland.edu/business) and select Career Services for Employers.



# CHANGING MINDS

Consumer behavior professor emphasizes cutting-edge research on mindset matters



Professor Steve Stanton's (pictured right) consumer behavior research digs into a deceptively simple question: Why do people do what they do?

*The New York Times*, National Public Radio and CNN all have featured his consumer behavior research, but Steven Stanton Ph.D.'s regularly scheduled audience is in the classroom.

"Presenting the latest research to my students is a direct way to tie the world of academia to the world of business," says Dr. Stanton, an assistant professor in OU's Department of Marketing.

Dr. Stanton's students also have the opportunity to assist in his research projects, which explore the factors that influence economic decision making and consumer behavior.

Dr. Stanton has a bachelor's degree in economics and psychology, and received a master's degree and Ph.D. from the University of Michigan. He's authored more than 20 academic journal articles and book chapters in a variety of interdisciplinary publications.

His multi-faceted, driven nature seems ideally suited to juggle interdisciplinary teaching, researching, writing and more.

With a two-year-old daughter who has him wrapped around her tiny finger, and a love of sports and whipping up chocolate soufflés, this research scholar's life is a refreshing balance.

That balance is evident in his research endeavors. To find answers that benefit the world of business, he delves into the intricacies of psychology and physiology.

## FEELING IT

Dr. Stanton's consumer behavior research digs into a deceptively simple question: *Why do people do what they do?*

"The science of economics relies upon the notion that people make logical decisions," says Dr. Stanton. "However, we're complex creatures, and we're not always logical thinkers. There are many factors that influence our thinking and affect our decision making."

One of those factors is mood.

Dr. Stanton's recently published findings, "Effects of induced moods on economic choices," is a unique body of economic research because it makes novel contributions showing how experimentally-

manipulated emotional states can shape how people make economic decisions in a laboratory setting.

Dr. Stanton investigated the relationship between mood and decision making in an incentive-driven framing experiment. The "incentive" was money; and "framing" refers to the manner in which economic choices were described: either in a positive light (sure gains) or in a negative light (sure losses).

Research participants were given a monetary endowment (e.g., \$100). Participants were then asked to make choices to either secure a portion of their endowment ("no gamble" option; taking a sure bet) – or to win or lose all of the endowment (gamble). Participants were given a choice to either keep \$40 – or to take a gamble, with a 40% chance of getting \$100 or a 60% chance of getting \$0. The same choice can be framed differently: as a loss, instead of a gain (i.e., lose \$60 for sure.)

"The framing of the choice matters," Dr. Stanton explains. "Even though the choices are mathematically equivalent, people tend to take the sure choice when the term 'keep' is used but tend to take the gamble when the term 'lose' is used."

*Continued on page 12*



# OU RESEARCH STUDIES HOW MUCH PEOPLE LIE

An Oakland University business professor's research is shedding new light on the lying habits of people in the U.S. and abroad. An oft-cited study shows that U.S. adults tell an average of one or two lies per day.

But those figures tell only part of the story, according to Kim Serota, Ph.D., whose research has revealed that a majority of lies are told by a small portion of the population.

In a national survey of 1,000 U.S. adults, 60 percent of the subjects reported telling no lies at all on a given day, and almost half of all reported lies were told by just five percent of the subjects. The study supports the idea that most people are honest most of the time and that a majority of lies are told by a small group of "prolific liars."

*"Prolific liars are probably not any better at detecting lies than the rest of us – and most of us aren't very good."*

"There's a lot of research out there about why people lie and what they lie about, but there's very little research on how much people lie," says Dr. Serota, a visiting professor of marketing. "While the average number of lies told is one or two per day, my research found that those lies are not evenly distributed across the total population."

Building on those findings, which were first published in a 2010 article in *Human Communication Research* (and recently republished in the *SAGE Encyclopedia of Deception*), Dr. Serota analyzed data on the lying habits of adults in the United Kingdom. His findings, published earlier this year in the *Journal of Language and Social Psychology*, found a similar trend among adults in the UK. That is, most lies are told by a small group of prolific liars.

## WHAT IS A PROLIFIC LIAR?

Through his research analysis, Dr. Serota determined a "break point" for distinguishing between prolific liars

and everyday liars. In the U.S., everyday liars tell up to two lies a day, while prolific liars tell more than two lies a day. The numbers are higher in the UK, with everyday liars telling up to four lies per day and prolific liars telling more than four lies a day.

"The distribution of lies follows a pattern referred to as the 'law of rare events.' This law tells us the upper limit of normal behavior," Dr. Serota explains. "The majority of lying fits this pattern. Prolific liars are the people who go beyond the acceptable level. The study results told us that people in the UK have a higher tolerance for lying than we have in America."

Dr. Serota's current projects look at the relationship between the frequency of lying and the ability to detect lies, both interpersonally and in advertising messages. His research and expertise has been cited in the media, including an article by Huffington Post UK columnist Dr. Raj Persaud titled "How to tell if a politician is lying."

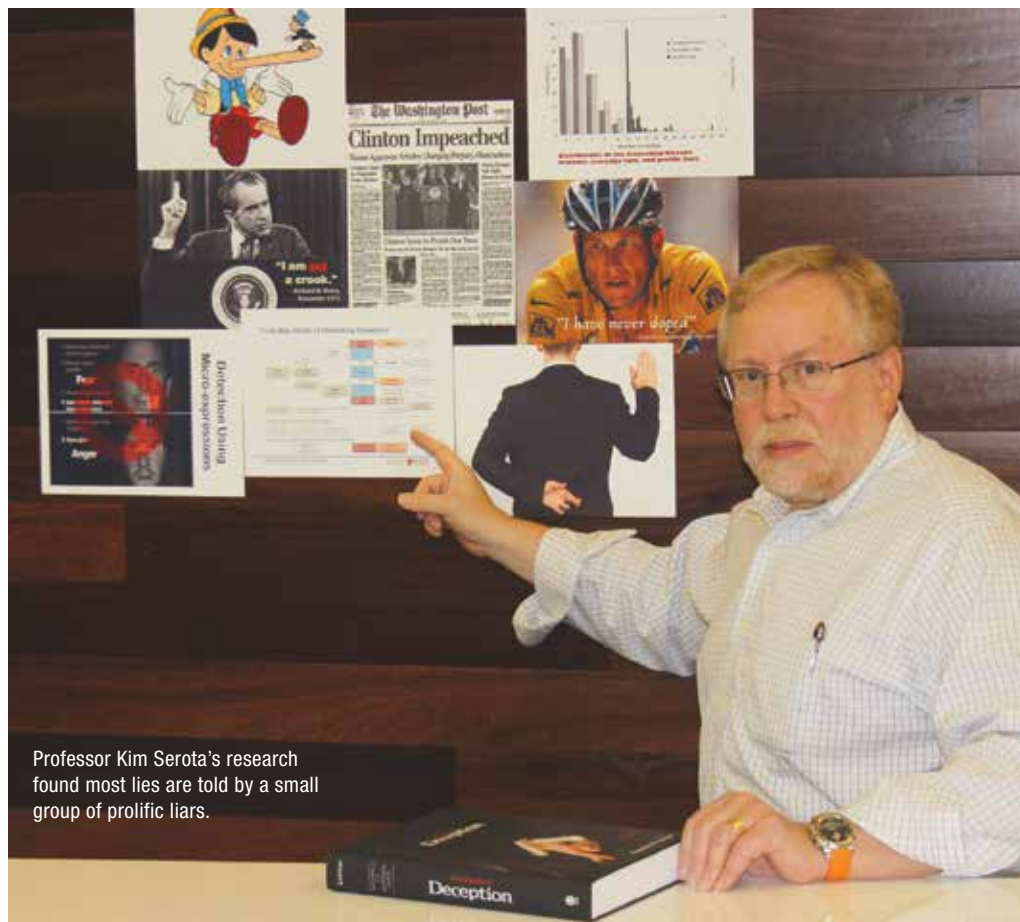
"Prolific liars are probably not any better at detecting

## WHO IS A PROLIFIC LIAR?

According to the data, prolific liars are generally younger, are more likely to be male, and have higher occupational status. In fact, senior managers are more likely to be prolific liars than junior managers and non-management employees. This trend opposes the broader finding that people generally tell fewer lies as they get older.

lies than the rest of us – and most of us aren't very good," Dr. Serota says. "But we think they are likely to use different detection strategies." ■

By Eric Reikowski





Professor Jonathan Silberman with Accounting student Laura Tack.

## STUDENT AND PROFESSOR TEAM UP FOR ECONOMIC RESEARCH

When Laura Tack was considering her goals for college, the opportunity to collaborate with professors was at the top of her list.

Exemplary high school grades earned her an OU Presidential Scholarship, covering full tuition and opening a path to achieving her goals. Over the past several years, the senior accounting major has built up an impressive resume, which includes not only high academic achievement, but also plenty of success outside the classroom. As a research assistant for Economics Professor Jonathan Silberman, Ph.D., Tack has helped compile monthly reports on local, national and international economic trends.

"It has given me an appreciation for the broader aspects of the economy," Tack says of the project. "These economic reports look at what is happening in the business environment as a whole."

The reports are featured in the "Insights" of the School of Business Administration's new Southeastern Michigan Economic Data Center, which reports on a

variety of economic, demographic and business trends. The site compiles data from a wealth of resources throughout the state and nation that is constantly updated with the latest and most accurate facts and figures.

A recent report analyzed housing trends in Metro Detroit compared to the rest of the nation. Tack and Dr. Silberman examined data showing that Metro Detroit lags behind the U.S. in apartment construction. Another reviewed how Michigan and Metro Detroit rank as of venture capital.

Along with her research endeavors, Tack is also an Honors College member, participant in the business school's Scholars Program, where she took part in the group's first-ever win at its International Case Competition in California, and the Global Business Brigades chapter. A summer internship with accounting firm Plante Moran resulted in a full-time job offer. She plans to start working at the firm after she earns a graduate degree from OU.

"They'll be lucky to have her," says Dr. Silberman. "Laura does excellent work. She's extremely reliable, inquisitive, and she enjoys what she's doing. It's rewarding to work alongside high-caliber students like her."

Tack completed her Honors College thesis on the subject of business ethics, and is co-authoring a case study with OU Management Professor Mark Simon, Ph.D., about her experiences on a business brigade assisting an entrepreneur in rural Paraguay.

"OU has been wonderful," Tack says. "I've learned so much here and was fortunate enough to secure a job offer from all the networking I've been able to do. I also wanted the chance to work one-on-one with professors, and that's happening here." ■

*By Eric Reikowski*

**Learn more about the Southeastern Michigan Economic Data Center at [Oakland.edu/business](http://Oakland.edu/business).**

# NATIONAL ORGANIZATIONS RECOGNIZE QUALITY OF OU'S B-SCHOOL

Employers and alumni know a business education at Oakland University prepares graduates with skills and experience to launch successful careers.

The long-standing elite dual accreditation the School of Business Administration holds from AACSB-International in its business and accounting programs indicates a high-quality business school. In addition, the Human Resources Management program is certified by the National Society of Human Resource Management.

Today, thanks to the school's growing reputation in the region and beyond, more organizations are starting to take note.

## **US NEWS AND WORLD REPORT**

The Oakland University School of Business will be recognized in the *U.S. News and World Report's* "Best Grad Schools" 2016 edition, under the specialty of Best Part-Time MBA Programs. The OU MBA program is one of five programs ranked in Michigan.

## **PAYSCALE 2015 COLLEGE ROI REPORT**

The business school at Oakland University is ranked as one of the "Best Value Colleges for Business Majors" in Michigan for both annual return on investment and 20-year return on investment in Payscale's 2015 College ROI Report. The study's annual ROI figure compares the return over 20 years when investing money in a degree at a certain school as opposed to other investments, such as stocks or bonds.

"Our business school has a tremendous reputation in the metropolitan Detroit area. We have a very experienced and highly regarded faculty, excellent programming and successful alumni," Dr. Michael A. Mazzeo, dean, School of Business Administration says. "While ratings and recognition do not tell the whole story, they do help further enhance the value of a business degree from Oakland University."

"Recognition like this helps to raise the school's reputation regionally and nationally, as well as serve as a testament to the quality business education available here," says Craig Stinson FIN '84, chairman, Nelson Global Products, and chairman of the business school's Board of Visitors. "I believe recognition of our alma mater by organizations like this is a true point of pride for Oakland business students and alumni." ■



## **YOUR INPUT MAKES A DIFFERENCE**

Many national organizations survey targeted groups of business school alumni and students as a key component in their ranking and recognition process.

Your participation in this feedback process is voluntary, confidential and valuable to the school, alumni and students. Surveys from organizations such as *US News & World Report*, *Princeton Review* and others invite alumni and students to share their insights and opinions on key attributes of the University and the School in such areas as academics, career services, student life and more. Your responses also help future students searching for their best fit program and school. These online surveys typically take less than 10 minutes to complete.



# SCHOLARS TEAM TAKES TOP PRIZES

## Outperforming competitors at international business simulation competition

A team of six Business Scholars won first place for Best Overall Performance and first place for Best Documents at the 51st International Collegiate Business Strategy Competition at California State University in Anaheim.

The students, Accounting senior Laura Tack; Finance junior Jon Kashat; Accounting junior Jonathan Strong; Accounting senior David Sullivan; Finance senior Phillip Johnson; and Finance senior Leah Slazinski, along with faculty advisor Joy Jiang, Ph.D., took high honors in the intense two-part competition.

This is the first time OU participated in this prestigious competition where student teams, in simulated real-world competition, take over management of a virtual company making 20 rounds of quarterly strategic and operational decisions. This year, 36 teams representing 27 universities from around the world competed.

OU's Scholars outperformed its competitors on all financial and strategic measures to claim the first place in overall performance. One judge observed the team's written materials were, "terse, direct, and right to the point." The judges were also impressed by how the team executed the strategy with discipline as well as flexibility.

"I am so proud of them. They did miraculously well as a team that had never done a simulation," says

Dr. Jiang. "Most of the other schools have been participating for years. The (competition) chair specifically pointed out that we were a new team and we won both categories."

In their case, the Scholars were simulating a company that manufactured durable goods. "We had to contend with other companies, as well as external factors like a strike that decreased our production capacity for several quarters," explains Sullivan.

Each team is responsible for a strategic business plan, an annual report and one formal oral presentation to judges, who serve as the simulated Board of Directors. After completing 12 rounds of quarterly decisions from February to April, the Scholars team went to Anaheim, California, for the final intensive on-site phase to make the last eight quarterly decisions. The students run the companies over a five-year period, competing directly against four or five other firms run by competitor teams in its simulated world.

"Taking on roles beyond their major really enforces understanding across disciplines," says Judy Martin, Scholars coordinator.

"I am amazed at how hard they worked and how fast they developed strategic acumen and functional expertise," says Dr. Jiang.

While other competitions involve simply writing and/or presenting a business plan for a company, the ICBCS includes the development of a strategic business plan, the execution of the plan in a simulated environment, writing an annual report and a presentation to the Board of Directors.

Team members agreed taking part in the competition was intense, exciting and rewarding, and they never learned so much in such a short period of time.

"The best part was sticking together and making cohesive decisions, even when we had to argue," says Kashat. "Also, seeing our stock price and financial ratios almost double our competitors!"

"My favorite part was meeting students from other universities, talking strategy and networking," says Johnson.

Back on campus, one participant observed how dealing with a bad stock situation during the competition changed how she viewed the concept during a class discussion.

"It had a significant impact on her learning experience," says Nivedita Mukherji, Ph.D., associate dean. "This is the essence of an experiential learning program." ■

*By Sarah Blanchette*

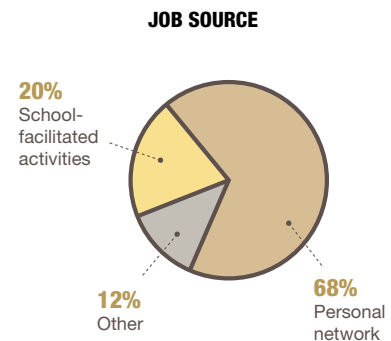
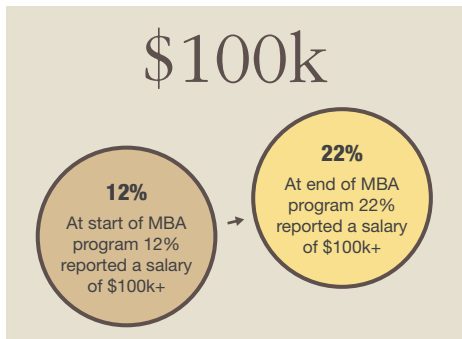
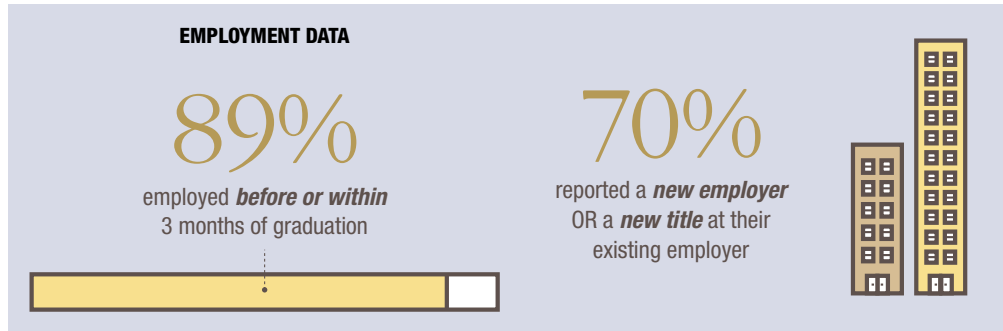
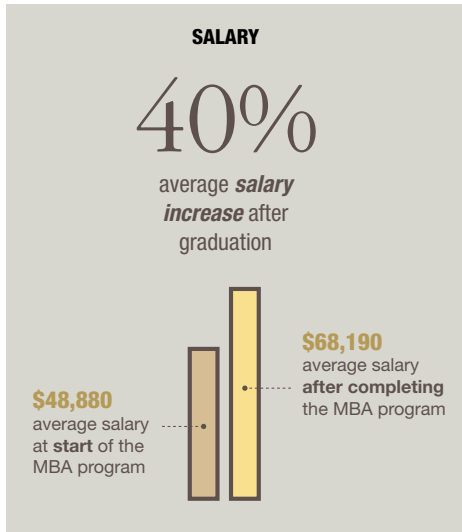


This OU business school team outperformed its competitors on all financial and strategic measures in an international business competition.

# READY TO LEAD

## 2014 MBA graduates career outcomes

Oakland University MBA graduates are well-equipped to meet the challenges of today's global economy with technological expertise, savvy business know-how, cross-functional knowledge and strong communication skills.



Based on data received from 37.5% percent of the MBA graduates who completed their degree requirements in 2014.

### Snapshot of 2014 MBA graduates



**Scott McGregor** was promoted to Consultant, Organizational Effectiveness & Adaptive Analytics at Kelly Services in March 2015. He began work at Kelly Services a little over a year earlier as an Organizational Effective Analyst Intern for three months and a Human Resources Data Analyst for almost a year. Before he launched his career at Kelly Services, McGregor served as a high school math teacher in Huron Valley Schools for 7 years. He earned his undergraduate degree in Education/Math/Economics from the University of Michigan; and a M.Ed from Eastern Michigan University.

"Earning my MBA at Oakland helped me in my career by providing me a multitude of leadership, analytic and consulting skills that I continue to use daily."



**Jessica Nowakowski** was promoted to Logistics Project Leader at Ryder Systems Inc. in June 2014. Prior to that, she held the title of Supply Chain Engineer at Ryder Systems Inc. Nowakowski earned her undergraduate degree in Marketing/Management from Grand Valley State University.

"OU's MBA program gave me a fresh, global perspective and opened my eyes to new possibilities. The experience helped take my career to the next level."



**Rebecca Ramirez** accepted the position of Manager, Project Controlling, MAHLE Behr USA in June 2014. Before that, she held the title of Business Operations Manager at T-Systems NA. Ramirez earned her undergraduate degree in Finance from Walsh College.

## CHANGING MINDS *Continued from page 6*

The study addressed two main questions: When people are happy, do they gamble more? And, when people are sad, are they more (or less) influenced by the keep/lose framing of the decision?

To induce specific moods before making their decisions, participants viewed emotional film clips intended to induce a happy mood (e.g., "I Love Lucy"), a sad mood (e.g., "Sophie's Choice"), or a neutral mood (e.g., "Planet Earth").

The results?

Participants in a happy mood engaged in more risk-taking (gambling) behavior, and those in a sad or neutral mood were more likely to exercise caution and choose the guaranteed outcome.

Those in happy moods also appeared to be more influenced by the way the choices were framed than those in sad or neutral moods.

"A happy mood made participants more susceptible to the keep/lose framing of the decisions, which suggests that participants in a happy mood processed their decisions in a more superficial manner," Dr. Stanton explains. "Most importantly, both results suggest that we don't have firmly established ways of making decisions; rather, we're influenced by factors such as our emotions and mood."

### PHYSIOLOGICAL INFLUENCE

The recipient of the Society for Behavioral Endocrinology's 2010 "Young Investigator Award," Dr. Stanton also studies how physiological factors influence economic and consumer choices.

Most of his physiological-based research investigates the effects of testosterone. A recent study explored whether a salesperson's gender has an impact on male consumer shopping experiences, including their willingness to pay for major purchases – in this case, an automobile.

Findings showed that male consumers negotiated car prices more aggressively with female sales people, and analysis also showed an increase in male consumers' testosterone levels following these negotiations when interacting with female salespeople, which may explain the more aggressive negotiation approach. In addition, consumers expressed less satisfaction with the result of negotiations and overall buying experience as a function of these increased testosterone levels.

Research begets more research, but Dr. Stanton's studies provide thought-provoking data on the psychological and physiological mechanisms underpinning economic decisions.

*"Companies are hiring business consultants with expertise in neuromarketing research, and more than 200 neuromarketing companies have been formed in the last decade."*

### NEW NICHE

Dr. Stanton hopes business students will tap into this emerging field of research. He sees a new wave of job possibilities for them.

"Companies want to know what drives consumer decisions, and they're looking toward neuroscience for answers," Dr. Stanton says.

Brand-name companies will pay to gain understanding into why consumers purchase what they do.

"That translates to more marketing jobs," Dr. Stanton says. "Companies are hiring business consultants with expertise in neuromarketing research, and more than 200 neuromarketing companies have been formed in the last decade. The cognitive neuroscience-based insights into consumer behavior and preferences can

help companies improve product desirability, target their messaging, and increase customer satisfaction."

Dr. Stanton feels a balanced education and exposure to sophisticated research methods will best equip students to excel in the world of marketing.

"Many of my students will work in industry, and I hope they can take what they've learned about the benefits and applications of consumer behavior research and put it to use," Dr. Stanton says. "Helping students transform theory into practice is what motivates me to teach." ■

*By Mary Gunderson-Switzer*





# NEWS ROUND UP

## HONOR SOCIETY WELCOMES NEW MEMBERS

The OU Chapter of Beta Gamma Sigma inducted 73 new business students this spring. BGS is an international honor society for business students and scholars, and the highest honor a business student can receive. To be eligible, students must be in the top 7% of the junior class, top 10% of the senior class, top 20% of the graduating master's class, or have completed all requirements to receive a doctorate degree. More than 1,100 OU business school graduates are among the worldwide membership of more than 700,000 business professionals who reside in all 50 states and 160 countries.



## AMA RACKS UP RECOGNITION

The American Marketing Association of Oakland University was honored with three Exemplary Collegiate Chapter Performance Awards at this year's AMAze Yourself 37th Annual International Collegiate Conference in New Orleans. OU's AMA was recognized for its Outstanding Fundraising, Community/Social Impact and Membership for 2014-15. The conference is attended by collegiate chapters from all around the U.S. and several foreign countries. OU's Center for Student Activities also recognized the AMA with the 2015 Outstanding Educational Program award for the event "Creating Brands People will Love ... Or Possibly Hate" featuring Moosejaw CEO Eoin Comerford.



Faculty advisor Mohan Pisharodi along with business school students Thomas McCardle, Katie Morgan, Oana Fenesanu and Alvin Pitris represented OU's AMA at the international conference.

## FINANCE STUDENT FEATURED ON CNBC HALFTIME REPORT

Students from the Financial Management Association and SAIFE attended the 2015 Engage Investment Symposium where they met and heard from prominent speakers such as the President of Federal Reserve Bank Dennis Lockhart, CNBC Senior Economics Reporter Steve Liesman and Managing Director TIAA-CREF Stephanie Link. Finance major Wale Edu was also interviewed on the March 27 CNBC Halftime Report. Catch the video on the b-school's Facebook, Twitter or LinkedIn pages.



## FINANCE STUDENTS RECOGNIZED

The Detroit chapter of Financial Executives International named Faraz Haq and Sharon Mylador OU's Outstanding Finance students.

Haq, a rising PwC Risk Assurance Associate, believes the sum of his OU experiences helped him reach his career goal. At OU, he served as President of the Financial Management Association organization, where he spearheaded events and experiences for members and other students to learn about the finance industry, meet employers and develop professionally. He also worked as a Career Ambassador for OU Career Services, where he assisted fellow students with resumes. He combined this with internships at Chrysler Group, Bosch, PwC and GKN Driveline.



Mylador ACC '14, MAcc '15, is active on and off campus. At OU, she served in leadership roles in the Global Business Brigades, Beta Alpha Psi and OASIS. She has also been involved in MICPA, as well as a volunteer tax preparer, a Challenge Detroit volunteer, and volunteer with Michigan Animal Rescue League. She also held internships at PwC and BorgWarner.

## MBA STUDENT RESEARCH PROJECT HELPS COMPANY LAUNCH HYBRID SCOOTER



The Berylline Corporation demonstrated a prototype of its new F2A hybrid scooter on OU's campus this spring. Company officials, including National Sales and Marketing Manager Mike Dresser MBA '12, offered media and other visitors an opportunity to witness demonstrations and ask questions about the bike, which is slated for distribution in 2016. The vehicle is a 100 mpg gasoline and electric hybrid scooter that will retail around \$6,000.

As part of a consultancy project in 2013, a team of OU business students conducted marketing research that helped the company identify niche segments. Thomas Brusca MBA '15, SECS (Engineering) '02, CAS (Physics) '96; Lu Chen MBA '15; Kelly Ross MBA '12; and Jeffrey Whiting MBA '13, completed the project under the direction of Professor Mohan Tanniru, Ph.D. ■

By Sarah Blanchette

SUMMER 2015  
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FOR BUSINESS MAJORS**  
**PAYSCALE 2015 COLLEGE ROI REPORT**  
*SEE INSIDE, PAGE 9*



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*SEE INSIDE, PAGE 1*