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Greetings from the Fogelman College of Business and Economics!

Memphis should be proud of its place as one of the key industrial centers of the United States. From package shipping to paper products to automobile parts stores, to cotton, to medical devices to myriad other business concerns, Memphis is a major player in the country’s business landscape. With the world’s largest cargo airport, a passenger air travel hub, and as a rail, highway, and river crossroads located in the center of the country, Memphis is a factor in much of the nation’s business. In terms of tourism, everyone knows that Memphis is the home of the blues and the birthplace of rock & roll, but did you know that Memphis has the second most visited home site in the country (Graceland!) or that the Memphis Zoo is one of only four zoos in the U.S. that has pandas?

Just as the City of Memphis has been silently toiling in the background, not boasting of its many first-in-its-class attributes, the Fogelman College of Business and Economics has been tirelessly fulfilling the higher education needs of the city, region and beyond, in a world-class manner. More so now than ever, The University of Memphis’ Fogelman College of Business and Economics renews its pledge to bring its international capabilities to the aid of the city and region by offering educational programs designed to specifically meet the needs of its customers – the local business community. As the Fogelman College is the only AACSB-accredited business school in the Memphis metropolitan area we take great care that our professors continue to receive national and international recognition for their research and publications – all, again, in an endeavor to serve our customers by generating and disseminating cutting edge knowledge.

To serve the stellar local companies and to serve the best interests of the students themselves, we strive to attract the best students from around the nation and the world. It is important to attract students on a regional, national, and international basis to achieve a stimulating educational environment with the wide perspective that a broadly-based student body brings. Such a broad, global mind-set not only serves local Memphis companies with a sophisticated talent pool from which to recruit, it also serves the students well as they become employable by any company anywhere in the world. With a growing honors program at the undergraduate level and such graduate level efforts as our new Customer-Driven MBA program, we are well on our way to accomplishing these goals.

I am reaching out to the greater Memphis business community to continue to build a mutually supportive partnership. I invite each and every one of you in the Memphis business community to engage with us. Help us recruit students! Hire our graduates! Create internships for our students! Come to our classes and give guest lectures! Bring our students and faculty in to help you solve real business problems as case studies. We’re all in this together and together we can help Memphis and the Memphis business community reach its potential as a premiere center of U.S. commerce and industry.

Dr. Rajiv Grover
Dean
Departments and Schools

The School of Accountancy

The Fogelman College School of Accountancy prepares its students for careers in the accounting profession and its various specialty areas. The School’s 14 professors, including two in business law, are led by Dr. Carolyn Callahan, the School’s Director. Degree programs include the B.B.A. in Accounting, the M.S. in Accounting with three concentration areas: taxation, audit, and IT audit, and the Ph.D. in Accounting.

The School’s faculty members have particular expertise in financial reporting, taxation, accounting information systems, internal audit, corporate governance, and behavioral accounting. Their goal is to produce accounting graduates who, in addition to being knowledgeable in accounting and its functional support of organizations, are technologically competent, critical thinkers and problem solvers, effective communicators and team members, and are aware of ethical ramifications and global business implications of decisions. The School of Accountancy’s chapter of the accounting honorary, Beta Alpha Psi, is the only chapter in the Mid-South that has been rated a “superior chapter” by the national organization. This honor is based on the department’s service to the Memphis community, particularly its Voluntary Income Tax Assistance (VITA) program, sponsored by the Internal Revenue Service. During tax season, many of the School’s undergraduate and graduate students, together with some of its professors, volunteer to provide free tax preparation service to disadvantaged Memphis residents. They have produced more credits (earned income tax credits) per member than anyone else. This led to the School’s receiving a prestigious IRS National Partnership Award in 2007.

Among the School’s distinguished faculty, Dr. John Malloy, who holds degrees in both accounting and law, teaches programs for the Tennessee Society of CPAs and is one of five judges in the Memphis Business Journal’s Small Business Award program. Dr. Zabi Rezaee is a well known author (Corporate Governance and Business Ethics, 2008, among several other books) who served a two-year term on the Standing Advisory Group (SAG) of the Public Company Accounting Oversight Board (PCAOB). Dr. David Spiceland’s Intermediate Accounting is the number two best-selling intermediate accounting text in the world. Dr. Jerry Turner is active in the Institute of Management Accountants Society and the Internal Audit Association. As a specialist in capital markets research that has influenced accounting practice, Dr. Carolyn Callahan is one of the two academic members nationally that sits on the Financial Accounting Standards Advisory Board under the auspices of the Security and Exchange Commission.

Department of Economics

The Department of Economics of the Fogelman College is committed to excellence in both the study and teaching of economics. The Department currently consists of twelve faculty members, lead by the Interim Chair, Dr. Bill Smith.

The Department has developed and will continue to expand its focus in applied economics, particularly concentrating on economic policy. It has strong areas of expertise in development economics, health economics, international economics, labor economics, macroeconomics, managerial economics, public economics, transition economics, and the history of economic thought. We publish regularly in major academic economic journals.

At the undergraduate level, the Department offers both a Bachelors of Science in Economics through the Fogelman College of Business & Economics and a Bachelors of Arts through the College of Arts & Sciences. At the graduate level, it offers a Master of Arts in Economics and a Concentration in Economics in the PhD in Business Administration of the Fogelman College. Our undergraduate majors go on to successful careers in business or government, and often pursue graduate education in law, business, economics, finance, statistics, or public policy. Our graduate students pursue careers in academia, government, and the private sector.

Members of the department have received many awards for both teaching and research. Dr. Cyril Chang received the University Distinguished Research Award (1996), the Alumni Association Distinguished Teaching Award (2002), and the Eminent Faculty Award (2004); he has also twice received Palmer Professorships, once for teaching and once for service. Dr. K.K. Fung received a Fogelman College Teaching Fellowship (2000). Dr Julie Heath received a Teaching Excellence Fellowship (1999) and the Briggs Award for Teaching (2000) from the University; she has also been named Educator of the Year by the Institute for Financial Literacy (2008) and was honored with the Elzinga Award for Teaching by the Southern Economic Association. Dr. Albert Okunade received the University College Advising Award (1999), the University Honors Teaching Fellowship (2000), a Palmer Professorship for research (2001), and the Alumni Distinguished Research Award in Social Sciences & Business (2002); he has been named one of the top three black economists in the world. Dr. Bill Smith received a Palmer Professorship for research (2003), the University Distinguished Teaching Award in (2006), and the Alumni Distinguished Research Award in Social Sciences & Business (2008).

The Department is also active in outreach, both locally and internationally. Dr. Cyril Chang heads the Methodist Le Bonheur Center for Healthcare Economics, and provides consulting services to a number of local government agencies and health care institutions. Dr. Julie Heath runs the Center for Economic Education and is active helping schools statewide foster economic literacy. Dr. David Kemme has advised the Central Banks of Kazakhstan and Armenia and has done research for a number of national and international organizations; he is also Executive Director of the Economic Club of Memphis.
**Department of Finance, Insurance and Real Estate**

The Fogelman College of Business and Economics, Department of Finance, Insurance and Real Estate prepares its students for careers in each of these fields. The Department currently has 12 faculty with Dr. Ronald W. Spahr serving as Chair. The Department has two Chairs of Excellence, Dr. Thomas McInish in Finance and Dr. Mark Sunderman in Real Estate, and offers undergraduate degree programs including a B.B.A. in Finance with concentrations in Banking and Financial Services, Business Finance, Real Estate and Insurance and Risk Management. The Department also offers Masters of Business Administration degrees with concentrations in Finance and Real Estate, supports the College’s MBA programs and offers a Ph.D. in Finance.

The Department’s faculty members have world-wide recognition and expertise in market micro-structure and investments, corporate and international finance, banking and financial institutions management, real estate and mass appraisal systems, insurance and risk management, and online education. The Department’s goal is to produce graduates who are prepared for management and decision making in a competitive, interactive global economy. Graduates will possess state of the art technical skills, appreciate the necessity of ethics in business, have effective verbal and written communication skills and leadership and team building skills.

The Department actively supports and encourages students to belong to the Student Chapter of the Financial Management Association and participate in the Tennessee Valley Authority (TVA) Investment Challenge where students invest real money and compete with other universities in the region. Students also participate in the Insurance and Risk Management Society functions.

In addition to Dr. McInish who is one of the founders of the field of Market Micro-structure and Dr. Sunderman who is a nationally known expert in mass appraisal systems and online education, other nationally known faculty are Professors Quentin Chu (corporate finance), Richard Evans (real estate and forecasting), Christine Jiang (investments and market micro-structure), Mars Perl (insurance and risk management), C.S. Pyun (international and corporate finance), and Ronald Spahr (banking and financial institutions, corporate finance, risk management and energy policy). Associate Professor Pankaj Jain and Assistant Professor Sandra Mortal are among the leading junior faculty members in the nation in micro-structure and corporate finance.

**Department of Management**

The Department of Management in the Fogelman College of Business and Economics provides a management major with an emphasis on developing human resource management and people-related skills. Our major prepares students for management careers in the non-technical fields such as those related to services, non-profit and government organizations. We also provide a management education component for all programs within the college - undergraduate, masters, and Ph.D. – and as such we are one of the primary support areas for the college. We have a successful on-going Ph.D. program that has provided a cadre of nearly 60 quality educators and researchers for other universities around the country. It is through, and as an integral part of, this Ph.D. program that we demonstrate our “program” focus in Human Resource Management/Organizational Behavior, with a secondary focus on Strategic Management and International Business.

Our primary curricular emphasis is on the individual and group organizational, strategic, and structural aspects of management. Thematically, we focus on the management and leadership of the human resources within organizations, from the most direct human resource management issues involved in one-on-one interpersonal interaction, to the more abstract aspects of developing organizational strategies utilizing an executive team and information from throughout an organization.

The Department is comprised of an outstanding group of highly recognized researchers in the management disciplines, including two world renowned Chairs of Excellence who specialize in strategic management and international business respectively. Dr. Ben Kedia runs the Wang Center for International Business, one of only 25 CIBERS (Center for International Business Education and Research) in the United States - the others typically being at other renowned academic institutions such as University of Michigan, University of South Carolina, and Southern Cal. Dr. Peter Wright has approximately 20 A and A+ journal publications integrating various aspects of strategy and agency theory. Dr. Rabi Bhagat is a fellow in four different top academic organizations in management and is considered one of the top researchers in International Organizational Behavior. Dr. David Allen recently authored the definitive applied position paper on organizational retention that was published by the Society of Human Resource Management (SHRM) and sent to 100,000 HR managers worldwide.

Our researchers have received nearly one million dollars in grant money in just the last six years. Others in the program support these efforts with service and academic outreach activities. Bob Taylor recently partnered with local businessman Austin Baker to start the Memphis Institute for Leadership Education (MILE) Leadership Mentoring program that matches College of Business juniors and seniors with local businessmen who serve as their mentors for one academic year. That highly successful program grew from its initial roster of 25 mentor-protégé pairs in 2007-08 to 83 pairs in the present academic year.
### Department of Management Information Systems

The Department of Management Information Systems (MIS), with 17 full-time faculty members, is one of the stronger MIS departments in the country. Dr. Lloyd Brooks is the interim department chair and the department's degree offerings include the B.B.A. in MIS, the M.S.B.A. with a concentration in MIS (which is the largest M.S.B.A. program in the Fogelman College), and the Ph.D. in Business with a concentration in MIS. The department also participates in the Fogelman College’s M.B.A., International M.B.A. and Executive M.B.A. programs.

The MIS Department produces graduates who are prepared to enter a variety of information systems and technology management positions in modern business organizations. These include systems analyst, business analyst, programmer, database administrator, network administrator, and web designer. The department faculty is eminently qualified to accomplish this, most have Ph.D.s from some of the top MIS departments in the country, and many have worked in senior IS positions in the business world. Among the department’s professors are specialists in technology innovation, electronic commerce, systems development, database management, systems testing, and the management of information systems in contemporary organizations.

The MIS Department is the home of the Systems Testing Excellence Program (STEP), which is the largest university-based research group in software testing in the world. With 15 faculty members, including some from the university’s computer science and computer engineering departments, STEP conducts research on a broad range of software testing issues, offers research-based industry certification programs, and runs an annual research workshop at which the latest research in the field is presented. It also teaches for-credit courses on software testing in the department’s degree programs. STEP has a close relationship with the university’s largest local corporate partner, FedEx, serving as its key research and training partner in software quality assurance.

Among the Department’s distinguished faculty members is Dr. Bill Kettinger, the department’s FedEx Chair of Excellence in MIS, who is an associate editor of MIS Quarterly, which is one of the top two research journals in the MIS field. Dr. Tom Stafford, serves as the editor-in-chief of The DATABASE for Advances in Information Systems, one of the leading research journals in the MIS field which is housed in the department. Dr. Mark Gillenson has written several books on database management and is president of the MidSouth Chapter of the Data Management Association. Other scholars in the department include Dr. Brian Janz, Dr. Ted Lee, Dr. Robin Poston, Dr. Tom Meservy, Dr. Sandi Richardson, Dr. Judy Simon, and Dr. Chen Zhang.

The department also enjoys a close partnership with Cook Systems International which has pioneered a unique innovation model that involves and engages the department’s MIS majors in technology internships in regional organizations.

### Department of Marketing and Supply Chain Management

The Department of Marketing and Supply Chain Management offers undergraduate majors in both Marketing Management and Logistics/Supply Chain Management. At the graduate level, we offer a PhD in Marketing, and provide numerous courses for the MBA, EMBA, and IMBA programs, as well as the Service Marketing Concentration in the new Customer Driven MBA Program.

The bachelor’s degree in marketing management provides students with professional knowledge and training for a variety of marketing careers. Students in this program learn critical skills necessary to develop marketing plans, design and conduct marketing research, identify target markets, determine customer needs, create promotional plans, understand cross-cultural consumer behavior, and develop relationships with customers. Students are well prepared to assume analytical and managerial positions in the global marketing environment.

The major in logistics/supply chain management provides students with a strong foundation of knowledge to identify a company’s purchasing, distribution and transportation needs and develop effective solutions to meet those needs. Students are exposed to all aspects of business operations, and learn the importance of moving goods and services through the supply chain. With the demand for SCM professionals rising quickly, the number of opportunities in this area continues to grow.

In both majors, students are encouraged to complete an internship to gain on-the-job experience; this helps considerably in their search for a full-time position upon graduation. Graduating students leave the University of Memphis with a strong foundation that allows for a wide range of career opportunities in the business world.

The Department is comprised of an outstanding group of award-winning faculty members with a diverse set of expertise including new product development, consumer behavior, advertising strategy, strategic sourcing and procurement, supply chain modeling, negotiation, productivity management, services marketing, and management science. In addition to teaching, faculty members offer their time and energy to the community, contribute to the academic discipline and engage in cutting-edge research.

Dr. Mehdi Amini is the founding director of the Enterprise Simulation and Optimization Lab (eSOL) which is housed in the FedEx Institute of Technology. Dr. Tina Wakolbinger was awarded the Judith Liebman Award from The Institute of Operations Research and the Management Sciences in 2006. Dr. Jeff Thieme received the 2008 Best Paper Award from the Journal of Product Innovation Management. Dr. Marla Royné Stafford is editor of the Journal of Advertising, which is housed in the FCBE. Dr. Emin Babakus is the First Tennessee Professor of Marketing. Several members of the faculty have received Suzanne Downs Palmer Professorships for their outstanding, teaching and research. The MSCM Department prides itself on excellence in all areas of scholarship and in providing a quality education to all of its students.
Kemmons Wilson School of Hospitality and Resort Management

The Kemmons Wilson School of Hospitality and Resort Management opened its doors in 2002 thanks to an unprecedented and generous $15.0M gift from the founder of the modern day hotel industry and the Holiday Inn brand—Kemmons Wilson. Located in the birthplace of hospitality—Memphis, Tennessee, the Wilson School joins the nation’s elite named hospitality schools and is one of only a few hospitality schools located in a fully AACSB-accredited business school. The Wilson School’s classrooms and administrative offices coexist with an 82 suite, full-service, award winning Holiday Inn hotel. A restaurant, 1000 seat ballroom and conference facilities make this venue a unique educational experience.

Students graduating in Hospitality and Resort Management receive the B.B.A. degree. Students are required to complete a minimum of 1,000 hours of work experience during their academic course of study. Metropolitan Memphis offers students outstanding opportunities to work in hotels, restaurants, special event and athletic venues, top tourist attractions and other hospitality business operations. The Wilson School benefits from an extensive network of University alumni and hospitality industry partners from around the country and a prestigious Board of Advisors made up of industry executives. Numerous privately supported scholarships are available to Wilson School students.

Instruction is provided by five full time faculty members and several industry executives. Dr. Terry Umbreit, Director and InterContinental Hotels Group Chair of Excellence comes to the Wilson School after a successful 35 year career as a professor and director at Washington State University’s hospitality program. Dr. Eric Brey, Assistant Professor and AT&T Fellow directs the Center for Resort and Hospitality Business. Dr. Carol Silkes, Assistant Professor with expertise in culinary tourism has extensive food and beverage experience in large hotel operations and food product development and services companies. Dr. Leonard Jackson, Assistant Professor has industry experience in hotels and resorts, restaurants and the airline industry.

Kemmons Wilson School faculty members’ research is published in prominent hospitality journals and presented at major professional meetings around the country. The Wilson School receives generous financial support from a number of industry organizations and corporations as well as prominent alumni and friends. Faculty members have the opportunity to work closely with major companies such as InterContinental Hotels Group, Hilton Hotels Corporation, Methodist Healthcare Systems and many of the region’s leading hotel management and owners groups.

Students are engaged in campus and community life through the Kemmons Wilson Society, local and regional site visits and visiting speakers and guests. Annually the School sponsors a Career Fair bringing in over 30 hospitality companies to interview Wilson students for jobs upon graduation or internships in summer or during the academic year.
The Fogelman College of Business and Economics is one of the premier schools of business in the Mid-South and the only business school in West Tennessee that is fully accredited by the AACSB-International, the Association to Advance Collegiate Schools of Business. AACSB-International accreditation represents the highest standard of achievement for business schools worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. The mission of the Fogelman College is to offer business education to a diverse student population by teaching a rigorous and relevant business curriculum, supported and strengthened by research and community outreach.

Bachelors Degree Programs

The Bachelor of Business Administration (B.B.A.) degree is offered in a broad array of business fields, some of which include targeted concentrations. The aim of the undergraduate degree program is to prepare students for meaningful and responsible participation in a broad range of career opportunities in business, government, and institutional settings, or for advanced professional or graduate education. The Fogelman College is dedicated to helping students acquire the competencies and attitudes for a lifetime of learning as they face the challenges of the future. Bachelors degree courses are typically offered in both the day and evening to accommodate both full-time and part-time students.

The B.B.A. degree is offered in:
• Accounting
• Economics
  Concentration in Financial Economics
• Finance
  Concentrations in:
  Banking & Financial Services
  Business Finance
  Real Estate
  Risk Management & Insurance
• Hospitality and Resort Management
• International Business
• Management
• Management Information Systems
• Marketing and Supply Chain Management
  Concentrations in:
  Logistics/Supply Chain Management
  Marketing Management

Courses are also offered in Collierville, TN, and in Millington, TN. The B.B.A. in Management degree program is also offered in Jackson, TN.

The Fogelman College also offers a Professional Real Estate Certificate. This program, which can be completed in one year, is comprised of six, specific undergraduate real estate and finance courses, all of which must be taken at The University of Memphis, either on campus or online as available. The Professional Real Estate Certificate program is independent of any University of Memphis degree program. Also, individual classes can be taken without being enrolled in the certificate program.

Masters Degree Programs

Fogelman College masters degree programs offer advanced business education to serve the workforce needs of the Mid-South region and beyond. These masters programs prepare students for leadership roles in today’s technology-driven and globally competitive marketplace. Our flagship MBA program is available in several versions to meet a variety of needs. The college offers five different MBA options: The Executive MBA, the Customer-Driven MBA, the International MBA, the Professional MBA and the Online MBA. Other masters degree programs include the Master of Science with a major in Business Administration with three concentrations, the Master of Science in Accounting, and the Master of Arts in Economics.

The Executive MBA

This program is a full-time, lock-step, cohort program designed to transform already accomplished business professionals into proven business leaders ready for executive positions. The intensive 20-month program is exclusive to professionals with five-plus years of management experience and an established record of excellence in their field. Specialized coursework in this program beyond the MBA Core includes executive leadership, executive finance, strategic human resource management, strategic and critical thinking, executive mentoring, and an executive international residency. The program includes a required project that either saves the students’ sponsoring companies at least $100,000 or adds a net margin of at least $100,000. The project can be done in any area and at anytime in the EMBA program. Classes are offered on alternating Fridays and Saturdays and in two, one-week domestic and one, two-week international residency periods. The program is 45 credit hours in length.
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The Customer-Driven MBA
This program is a full-time, lock-step, 21-month cohort program designed for students interested in working for specific area companies in certain industries. In this highly-selective and highly competitive program, Memphis-area companies sponsor selected students, providing full tuition plus a stipend. Student responsibilities include ten hours of internship and research work per week during the four semesters of the program and forty hours per week during the intervening summer. On successful completion of the two years of coursework and internship, students will be offered a job by their sponsoring company. Students enrolled in this program concentrate in one of several specialty areas designed to meet the growing needs of the Memphis area and its companies and organizations: Biomedical Management, Services Marketing, and Entrepreneurship. Classes are offered during the day and evening. The program is 45 credit hours in length.

The International MBA
This is a fixed-track, two-year program (including one summer session) designed for the full-time student interested in international business. Time spent abroad for study and internship activities constitutes an integral part of the International MBA Program. Through partnership agreements with academic institutions in Europe, Asia, and Latin America, International MBA students gain international experience by studying abroad and/or working abroad. US students spend a semester at one of several partner international universities, which is usually followed by (or preceded by) an internship in the same location. International students generally take classes at the University of Memphis and intern at a company based in Memphis, where they gain first-hand experience in US business practices. The International MBA program is 57 credit hours in length.

The Professional MBA
This program is designed for full-time professionals who are interested in taking classes on a part-time basis to accommodate their busy schedules (although students may enroll on a full-time basis). Classes are offered during the evening. At least one year of full-time work experience is required prior to admission. Students can choose one of the approved concentrations listed below to acquire additional professional expertise. With advice from the program director, faculty, and industry stakeholders, students can take up to 15 credit-hours of other elective courses that are most influential for their career aspirations. The program, if taken with a concentration, is 45 credit hours in length and may include an internship with an appropriate company. However, students may choose a 33-credit-hour, no-concentration option if desired.

MBA Concentrations
Several MBA concentrations are available in appropriate MBA program options.

• Biomedical Management
This concentration is designed for students interested in managerial positions in the biomedical industry. In addition to the MBA core courses, students will take specialty courses in biomedical device new product development, biomedical supply chain management, global healthcare economics, and medical technology purchasing and sales.

• Services Marketing
This concentration is designed for students interested in managerial positions in the services marketing industry. In addition to the MBA core courses, students will take specialty courses in retail marketing strategy, applied consumer behavior, integrated marketing communications and branding, and marketing in a digital environment.

• Entrepreneurship
This concentration is designed for students with an entrepreneurial spirit who are interested in forming new companies. It entails intensive study in traditional disciplines as well as in-
Degree Programs and Certificates

depth training focused on the development of a business plan. An industry-specific professional with a proven entrepreneurial track record will be assigned to each student to review their business plans and provide a link to business networks. The Fogelman College will help find funding and micro-financing support to deserving start-ups.

**Law**
This concentration allows the student to concurrently earn an MBA and the JD. The student must be admitted to both the Fogelman College MBA program and the JD program in the Cecil C. Humphreys School of Law.

**The Master of Science with a major in Business Administration**
has concentrations in Finance, Management Information Systems, and Real Estate. This MS degree offers students distinct specialization in their chosen concentration area.

**The Master of Science in Accounting**
provides students wishing to specialize in accounting the opportunity to concentrate in one of three areas: general accounting, accounting systems, and taxation.

**The Master of Arts in Economics**
provides advanced training in economics for students who are interested in continuing their graduate education with the PhD in Economics or who are interested in a career as an economic analyst in the private sector or in government organizations.

The Fogelman College also offers a **Graduate Certificate in Software Testing**. The primary purpose of this certificate program is to prepare participants for technical professional and technical/managerial roles in software testing. The subject matter includes the broad array of software testing topics and sub-fields, ranging from test planning to test case creation to test execution to management of the testing environment. This program will help fulfill an important need in industry as software plays an ever increasing role in all aspects of commerce. The certificate program requires completion of 12 semester credit hours, in graduate systems analysis and design, and software testing courses.

**Doctoral Degree Programs**
The Fogelman College offers a **Ph.D. in Business Administration** in selected areas to prepare individuals primarily for careers in teaching and research in institutions of higher education and secondarily for careers as consultants, researchers, and professional managers in other organizations. Program objectives are: (1) an acquisition of an advanced level of knowledge in one or more functional areas of business or in applied economics and an expert level of knowledge in one or more subfields of a business function or economics; (2) ability to conduct significant, independent research that extends the knowledge base in a business function or economics; (3) capacity to teach effectively within the business or economics discipline; (4) capacity to communicate advanced-level knowledge to others in the academic and professional community; and (5) ability to compete effectively for faculty positions in respected colleges and universities or other high-level professional positions.

The Ph.D. degree at the Fogelman College is offered in six concentrations: accounting, economics, finance, management, management information systems, and marketing and supply chain management.

For further information about all Fogelman College degrees, please visit: [www.fcbe.memphis.edu](http://www.fcbe.memphis.edu). General University of Memphis information, as well as undergraduate and graduate catalogs, can be found at the university web site: [www.memphis.edu](http://www.memphis.edu).
Fogelman College Initiatives

The Fogelman College of Business and Economics has developed several initiatives to give its students a richer college experience and to give its customers – the business community – a higher quality workforce.

Holistic Student Development - The Four C’s and the Body: The Fogelman College, in conjunction with business leaders, have identified “the four C’s”: Communication, Creativity, Critical Thinking, and Emotional Control, all of which add to Self-Confidence as vital to an individual’s success in an organization. We develop our students on these dimensions with the help of a Panel of Executives consisting of role models from the Memphis business community who coach and mentor students by visiting classes and through virtual contact. In a similar vein, physically fit employees are a boon to employers. We include a program, developed with the help of Humana, which encourage students in this direction.

Developing Students to Confidently Leverage their Strengths: It takes people with a variety of aptitudes and skills to run a successful business. The Fogelman College guides its undergraduate students toward corporate functions at which they can excel. This is accomplished through the evaluation of students’ ACT/SAT scores, performance in freshman and sophomore courses, and in-depth interviews. We want all of our students to succeed as we produce useful, practical generalists as well as knowledgeable specialists.

The E-Learning Initiative: Fogelman College professors recognize that students learn through a wide variety of approaches and that the new global economy requires additional higher levels of critical thinking, communication, and information synthesis and analysis. FCBE faculty members utilize numerous approaches, techniques, and tools in order to facilitate learning and to help students prepare to be effective employees in a knowledge economy. Through the FCBE E-Learning committee the e-learning initiative provides recommendations, training, and other resources to faculty in order to provide students with a consistent learning environment and to facilitate learning within the college.

Student Feedback: The “Our Voice Counts” program for soliciting student feedback offers Fogelman College students the opportunity to provide feedback directly to the dean during class visits and through the use of a web site for student comments and suggestions.
The Systems Testing Excellence Program (STEP) is a major interdisciplinary research initiative under the umbrella of the FedEx Institute of Technology with academic program support from the Fogelman College of Business and Economics. The College’s Department of Management Information Systems leads the program which has developed cutting-edge research and curricular competencies in software testing at the University of Memphis and has positioned the university as the primary internationally recognized thought leader in the science of software testing. In fact, with an interdisciplinary group of 16 affiliated faculty members and several graduate students, STEP is the largest software testing research center in the country. Dr. Jasbir Dhaliwal leads the initiative with Dr. Mark Gillenson serving as director of corporate certification programs.

STEP views software testing as a strategic and interdisciplinary area of interest encompassing all aspects of the testing of business systems including hardware testing, systems testing, requirements testing and the testing of business rules. STEP serves as the research and training partner of the Global Testing Center of Excellence of FedEx Corporation and enjoys close working relationship with many regional companies, such as Cook Systems International.

STEP is a multifaceted program. STEP organizes research competitions for faculty across campus working in testing-related areas to provide support for research projects. It organizes an annual international Workshop on Advances & Innovations in Systems Testing at the FedEx Institute. STEP offers industry partners a research-based certification program comprising two levels of certification for testers. STEP undertakes curricular planning that includes the offering of testing courses, an undergraduate minor, and a graduate certificate in systems testing. STEP also undertakes testing improvement projects for industry clients who seek to advance their software testing best practices.

Dr. Jasbir Dhaliwal is a Management Information Systems Professor and Associate Dean for Research and Academic Programs and directs the Systems Testing Excellence Program (STEP) at its FedEx Institute of Technology. His research focuses on software testing, systems validation theory, IT governance, and innovation within the corporate IT unit.

Dr. Dhaliwal has extensive international academic IT experience. He founded the first Canadian university-based incubation center for electronic commerce and has directed research centers and graduate programs in Singapore and Norway. He is also active internationally as an executive trainer and strategic technology advisor, having completed projects for Johnson & Johnson, FedEx, Unilever, Trans-link Logistics, Anderson Consulting, Cinergy, Alcatel, Ericsson Telecommunications, Den Norsk Bank, Sapura Advanced Systems, IBM, and other U.S. and foreign companies.


Dr. Dhaliwal received his PhD degree in MIS, as well as his MBA degree from the University of British Columbia in Canada. He is also a qualified accountant.
Faculty members of The Fogelman College of Business and Economics are often called upon by industrial and governmental organizations for advice and consultation. A particularly interesting example of this is the work that Dr. David Kemme, Professor of Economics and Morris Chair of Excellence, has done for several governments.

Dr. Kemme, who is a recognized expert on Eastern European economics, is currently working on a project for the government of Kazakhstan, a former Soviet republic. Kazakhstan faces the daunting task of transforming their financial system from the Soviet “mono-bank” system in which the central and commercial banks were one and the same, to a modern, western, market-oriented commercial banking system. Specifically, he is assisting the National Bank of Kazakhstan in implementing a new monetary policy – inflation forecast targeting. The project was initially funded by the US Agency for International Development (USAID) and now is funded by the Asian Development Bank. Dr. Kemme is directing a team of researchers in the Research and Statistics Department of the National Bank of Kazakhstan in specifying, estimating and simulating a medium-sized macroeconometric model of Kazakhstan designed to guide policy makers.

Dr. Kemme has also worked with the Polish Solidarity Labor Union on privatization of state-owned enterprises. He has gone on several “missions” for the World Bank regarding loans to Poland, Hungary, the former Czechoslovakia, and the former Yugoslavia. He has also performed work for USAID in developing inflation forecasting models for the Central Bank of Armenia and that country’s Ministry of Finance. In addition, Dr. Kemme has served as a consultant to the Joint Economic Committee of the US Congress, the European Union, and several United Nations agencies, as well as FedEx, Shell Oil, and other companies.

Dr. David M. Kemme holds the William N. Morris Chair of Excellence in International Economics in The Fogelman College of Business and Economics at The University of Memphis. He has been a W. Frank Barton Faculty Fellow at Wichita State University and a Distinguished Fellow at the Mitsui Research Institute in Tokyo.

Dr. Kemme is a well known authority and writer on the economics of transition in the former Soviet Union and Eastern Europe. His books include Economic Transition in Eastern Europe and the Soviet Union: Issues and Strategies. He is Associate Editor of the scholarly journal Economic Change and Restructuring and co-editor of Comparative Economic Studies. He has appeared on CNN, FNN and CNBC, and is regularly quoted in leading national newspapers such as the New York Times, the Washington Post and the Wall Street Journal.

Dr. Kemme earned a BA in mathematics from Miami University (Oxford, OH) and MA and Ph.D. degrees in economics from The Ohio State University. He was a Fulbright Lecturer at the Main School of Planning and Statistics in Warsaw (1981-1982).
The Memphis Institute for Leadership Education (MILE) was created to prepare Fogelman College students to be future leaders in Memphis and the Mid-South through leadership development programs and mentoring. This unique program matches highly motivated, high ability students with Memphis business leaders and provides leadership education and training through a structured six month program. Dr. Robert R. Taylor is MILE’s co-founder and co-director, along with local businessman Austin Baker.

MILE matches students with business leaders from their business major/discipline, who then become the students’ mentors. The mentors and students attend six leadership education experiences provided by locally and nationally prominent speakers and business leaders. These sessions occur once a month over a six month period covering the fall and spring semesters. At the end of the MILE experience, both mentors and protégés receive a certificate reflecting their new knowledge.

Students in the MILE program benefit by receiving additional leadership education unavailable to other students. They interact with local and national guest speakers. In addition, they have networking opportunities with other high ability students and business leaders, which gives them a leg up on employment and internship opportunities.

Mentors in the MILE program benefit through developing personal relationships with FCBE high ability students. They gain early access to a group of high ability students who represent excellent potential employees or internship candidates. MILE provides its mentors with networking opportunities with other business leaders and greater involvement with the Fogelman College of Business, its faculty, and its Alumni Association. Most importantly, they make a difference in the lives of young people.

Dr. Robert R. Taylor is Associate Professor and Chair of the Department of Management of The Fogelman College of Business and Economics.

Dr. Taylor writes extensively in a number of management areas and in 1995 published his first book, Management: Comprehension, Analysis, and Application. He has received the U of M Distinguished Teaching Award and has also taught at the University of Lethbridge, Canada, The University of Eichstadt, Germany and the University of Arkansas Little Rock in their Executive MBA program. Dr. Taylor consults and trains extensively in the areas of management development, assessment centers, training needs analysis, employee theft, employee selection and appraisal, team building, organizational development, communications, leadership and motivation. His clients include International Paper, Kroger, MS Carriers, Federal Express, UT Medical Center, Holiday Inns, LeBonheur Children’s Medical Center, Buckman Laboratories, and Sedgwick James Insurance, among others. He also conducts public programs in several management development areas through the Fogelman Executive Center at The University of Memphis.

Dr. Taylor received his Ph.D. in industrial/organizational psychology from Louisiana State University and his B.A. from Rollins College.
The Methodist LeBonheur Center for Healthcare Economics was established in March 2003 with a grant from Methodist Healthcare to address complex healthcare issues, focusing on emerging issues that affect Memphis, Shelby County, and the State of Tennessee. Dr. Cyril Chang is the Center's director. Dr. Albert Okunade and Dr. Rose Rubin are also associated with the Center. The Center focuses on issues of efficiency, effectiveness, and equity in healthcare through a variety of research, internship, instruction, and public service programs. Working with entities internal and external to The University of Memphis, the Center provides a physical and administrative structure to facilitate the study of health care and its economic impact. The staff and faculty associates of the Center are experienced business and healthcare consultants. They specialize in access to health care, health insurance coverage, racial disparities in health care, gerontology, health care technology, quality improvement in health care, employee health benefits, and hospital cost management. The Center has been funded by such agencies and companies as the National Institutes of Health, the Bureau of TennCare, The Urban Child Institute, The First Year Institute of Memphis, BlueCross and BlueShield of Tennessee, the BlueCross and BlueShield of Tennessee Health Foundation, and Pfizer, Inc.

The Center works closely with The University of Memphis, other research centers, and community groups to evaluate and improve government health care programs such as TennCare (Tennessee’s Medicaid program), study regional and state healthcare economic trends, develop market analyses and business plans for stakeholders such as hospitals, nursing homes, and health plans, and disseminate best-practice models for improving employee health and cutting healthcare costs.

Dr. Cyril F. Chang is Professor of Economics at The University of Memphis, where he also serves as the Director of the Methodist LeBonheur Center for Healthcare Economics. In addition, Dr. Chang holds a graduate faculty appointment in the Department of Preventive Medicine, College of Medicine at the University of Tennessee Health Science Center.

Dr. Chang has written a book, Economics and Nursing, and over 100 book chapters and journal articles in leading health care journals such as the Journal of the American Medical Association, Archives of Internal Medicine, Health Services Research, Journal of Health Politics, Policy and Law, American Journal of Managed Care, and Journal of American Geriatrics Society. Dr. Chang has provided consulting services to the Tennessee Department of Mental Health and Developmental Disabilities, the Regional Medical Center of Memphis, Methodist LeBonheur Healthcare, and the Memphis and Shelby County Health Department. His current research focuses on TennCare issues, the effects of consumer-driven health plans, and potentially avoidable hospitalization. He has received many research and teaching awards including The University of Memphis’ highest faculty award, The University of Memphis Board of Visitors Eminent Faculty Award.

Dr. Chang received his Ph.D. degree from The University of Virginia.
The FedEx Center for Supply Chain Management, which is part of the FedEx Institute of Technology at The Fogelman College of Business & Economics, is a leader in applied supply chain management (SCM) research. Originally established in 1993 as the FedEx Center for Cycle Time Research, the name was changed in 2003 to the FedEx Center for Supply Chain Management to more accurately reflect the nature of its work. In 2003, the FedEx Center received the Tennessee State Board of Regents’ Academic Excellence Award in recognition of its accomplishments. Dr. Ernie Nichols is the Director of the FedEx Center. Dr. Mehdi Amini and Dr. Brian Janz serve as Associate Directors.

The FedEx Center conducts scientific investigations into SCM issues using case studies, surveys, field experiments, and computer-based modeling techniques that result in client reports, white papers and academic articles. FedEx Center research projects have addressed a number of important SCM issues including supply chain process integration and improvement, logistics practices, facility location, purchasing, outsourcing, inventory management, and reverse logistics among others. Research partners in these studies have included such prominent firms and government agencies as AutoZone, Best Buy, FedEx, First Tennessee Bank, Ford, Hewlett Packard, Ingram Micro, Johnston & Murphy, L.L. Bean, Medtronic, Memphis / Shelby County Government, Methodist Healthcare, Smith & Nephew, Sun Microsystems, Texas Instruments, U.S. Department of Veteran’s Affairs, and the U.S. Navy. To date, The FedEx Center has completed over 65 research projects.

The FedEx Center has organized and delivered public seminars that address current SCM issues. It has also developed customized SCM educational programs.

Dr. Nichols is Associate Professor of Supply Chain Management in the Marketing and Supply Chain Management Department of the Fogelman College of Business and Economics and Director of the FedEx Center for Supply Chain Management in the FedEx Institute of Technology at The University of Memphis.


Dr. Nichols has conducted SCM consulting projects and educational programs for major corporations and governmental agencies. He holds a BA in Economics from the University of Maine. He received an MBA with a concentration in Materials and Logistics Management and a Ph.D. in Business Administration from Michigan State University.
The Sparks Bureau of Business and Economic Research (SBBER) at the Fogelman College of Business & Economics consists of several research divisions that provide professional assistance to the business, government, and academic communities. The mission of the SBBER is to conduct economic and labor market research and service activities that complement the teaching, research, and public service missions of the Fogelman College of Business & Economics at the University of Memphis. Dr. John E. Gnuschke is the director of the SBBER and all of the affiliated research centers.

Named for Willard R. Sparks in 2003 but established in 1963, the SBBER is the largest research center at the University of Memphis. For nearly two decades, the SBBER has ranked among the largest and most successful business research centers in the nation. The SBBER forms a multidisciplinary research organization that conducts research related to economic, demographic, and business issues that impact Tennessee and the surrounding Mid-South states. Research projects have included economic impact studies, revenue forecasting, survey research, information technology projects, education and training studies, labor market analyses, welfare reform evaluations, and economic development strategic plans and reviews.

The SBBER is also home to three associated research centers. The Center for Manpower Studies (CMS) was established in 1970 by a Manpower Institutional Grant from the US Department of Labor. The CMS remains the only continuously operating manpower center in the U.S. The Center for Real Estate Research (CRER) was established in 2005 from a grant given by the Memphis Area Association of REALTORS® Education Foundation. Established in 2005, the Applied Information Technology Center (AITC) supports state and local governments in the assessment and analysis of information technology issues.

Dr. John E. Gnuschke is Director of the Bureau of Business and Economic Research and the Center for Manpower Studies and Professor of Economics at The University of Memphis. Dr. Gnuschke also serves as the Director of the Applied Information Technology Center and is Co-Director of the Center for Real Estate Research.

Dr. Gnuschke’s areas of expertise include market assessments, survey research, impact studies, revenue and cost estimates, labor market studies, and competitor analyses. As a widely recognized leader in his profession, he serves on numerous local, state, and national committees and boards. He has served as president of AUBER (the national Association for University Business and Economic Research). He works closely with community leaders and organizations throughout the Mid-South. In addition to his academic and contract research activities,

Dr. Gnuschke has over 25 years of experience as a private consultant to major business, legal, financial, and government organizations.

Dr. Gnuschke received his Ph.D. and M.A. degrees from the University of Missouri at Columbia and his B.S. from Utah State University.
Dr. Ben L. Kedia, Professor of International Management, holds the Wang Chair of Excellence in International Business at the University of Memphis. He is Director of the Wang Center for International Business Education and Research (CIBER), and also directs the International MBA Program. Dr. Kedia has taught international business and management at Texas Tech University and at Louisiana State University, and has been a visiting scholar at universities in France, Germany, the Czech Republic, China, India, and the U.S.

Dr. Kedia’s research on cross-cultural and comparative management and international business strategy has been published in the Academy of Management Review, Journal of World Business, the European Management Journal, Organization Science, and other leading journals. Dr. Kedia is the recipient of over $7 million in grants and contracts. Dr. Kedia has served as a consultant and provided executive training for FedEx, Sherwin-Williams, Smith & Nephew, Citibank, Morgan Guaranty Trust Company, American Cyanamid, and Entech Systems.

Dr. Kedia received his Ph.D. from Case-Western Reserve University, M.B.A. from Atlanta University, LL.B. (Bachelor of Laws) from the University of Bombay, and B. Com. (Bachelor of Commerce) from the University of Rajasthan (India).

The Wang Center for International Business at the University of Memphis is one of only thirty-one such centers in the U.S. designated as Centers for International Business Education and Research (CIBER) by the U.S. Department of Education. The University of Memphis holds this honor along with such other prestigious universities as Columbia University, The University of Pennsylvania (The Wharton School of Business), The Ohio State University, The University of Michigan, George Washington University, USC, and UCLA. The Wang Center was first named a CIBER in 1991 and has maintained this designation to the present day through six competitive funding cycles. Dr. Ben L. Kedia, Professor of International Management, is the center’s director.

The Center directs the Fogelman College’s International MBA (IMBA) Program, which has a focus on Germany, France, Japan, China, Mexico, South Asia, Ireland, and the United States with study abroad and international internship opportunities. The Center has supported and continues to support a large number of Fogelman College faculty for study abroad, teaching, and research opportunities in the international domain.

The Wang Center/Memphis CIBER plays a major leadership role in supporting international business initiatives in Memphis and greater Mid-South business communities. Through its Global Executive Network and International Business Breakfast Forum programs, plus numerous international business seminars offered for business executives, the Wang Center/Memphis CIBER has aided over 3000 members of the business community with their international business work.

Over 700 faculty members from 274 institutions have participated in the Wang Center/Memphis CIBER’s Annual Globalization Seminars. Also, The Wang Center leads a major four-year initiative, established in partnership with United Negro College Fund’s Institute for International Public Policy (IIPP) that promotes internationalization of business education on the campuses of Historically Black Colleges and Universities (HBCUs).

www.memphis.edu/wangctr
901.678.2038
The Center for Economic Education (CEE) at the University of Memphis promotes economic literacy through the public and private school systems and to the adult community at large, by providing resources, training and support for K-12 educators. Affiliated with the National Council of Economic Education, the CEE is part of the largest teacher-training program in the country. Dr. Julia A. Heath is the director of the CEE.

Since its beginning in 2002, the CEE has provided professional development for over 3000 teachers in Memphis, Shelby County and West Tennessee (approximately 75,000 students affected). In addition, the Center has partnered with a variety of community groups, including Girls, Inc. to increase economic and financial literacy. The Center conducts an annual Economics Challenge, a statewide economics knowledge bowl competition for high school students, which leads to regional competitions. Also, the CEE initiated several financial literacy programs at the U of M in 2007, which were funded by First South and AT&T.

One of the most significant programs of the Center is the Smart Tennessee Program, a statewide financial literacy program targeting elementary and middle school students. The Tennessee state legislature funded this program in 2006 with an initial allocation of $125,000 which was followed by a three-year match from First Tennessee. This highly successful program was renewed in the 2007 legislative session and has reached over 10,000 students from across the state. The program will continue to expand this coming year. Smart Tennessee has received national recognition, including an article in the State Legislature magazine, a publication that is received by every state legislator in the country.

Dr. Julia A. Heath is Professor of Economics and the Director of the Center for Economic Education at the University of Memphis. Dr. Heath received a Visiting Research Fellowship to Princeton University and is a Senior Fellow for Redefining Progress, a public policy organization based in San Francisco.

Dr. Heath won the university’s highest teaching award, the Thomas W. Briggs Foundation’s Excellence in Teaching Award in 2000. She was named the 2006 Financial Educator of the Year by the Tennessee Bankers Association, received the Harold Love Award for Community Involvement in 2007, and won the Educator of the Year Excellence in Financial Literacy Award (EIFLE) from the Institute for Financial Literacy in 2008. Dr. Heath has been the principal investigator on many research grants, including one from the Rockefeller Foundation. She has published extensively on economics education and other topics in the American Economic Review, the Southern Economic Journal, and other leading publications. Dr. Heath has done forensic economic consulting for a number of law firms and has done work for the U.S. Department of Justice.

Dr. Heath received her Ph.D. in economics from the University of South Carolina and her B.A. from Bluffton University.
The Enterprise Simulation and Optimization Lab (eSOL) at The University of Memphis was established in 2006 to create collaborative partnerships among academic institutions and organizations within the private and public sectors to advance theory, develop solutions, systems and software, and transfer knowledge and technology relevant to the field of simulation and optimization through funded initiatives. Dr. Mehdi Amini, Professor of Marketing and Supply Chain Management, is the center’s director.

eSOL’s theoretical research explores new concepts in simulation and optimization based on forecasts of future need, develops new tools and methods of applying known concepts of simulation and optimization, and modifies and expands current tools and methods. eSOL’s applied work produces tailored applications enabling organizations to assess current operations, optimize policies and practices, anticipate future requirements, and conduct case analyses of business opportunities. eSOL works in a variety of application areas, including manufacturing (logistics, distribution, resource management,) biotechnology and health sciences (optimal schedules, treatment plans,) information and computer technology (large databases, software and services via the web) marketing (consumer demand for specific product offerings, market segment product bundles, customer satisfaction,) finance (evaluating credit and loan applications, effective fund management policies,) and healthcare (patient logistics, RFID technology, staffing, optimal care cost/fit.)

Among eSOL’s current or completed projects are: Value System Mapping Approach and Simulation Modeling of Human Resource; “Street-to-Fleet” Supply Chain, and Simulation Modeling and Analysis of Street-to-First-Contract Renewal “Human” Supply Chain: Aviation Mechanical (AMEK) Job Family, both sponsored by: Navy Personnel Research, Studies, and Technology (NPRST)/ Department of Defense (DoD) World-Class Modeling Program; and Simulation Modeling in Community Child Well-Being Management, and SimChild2024 Project: Projection of Birth Cohorts in Shelby County, both sponsored by: The Urban Child Institute. eSOL’s funded research projects have generated $700,00 in the past three years.

Dr. Mehdi Amini, Professor of Marketing and Supply Chain Management, is Associate Director of the FedEx Center for Supply Chain Management and Director of the Enterprise Simulation and Optimization Lab (eSOL) at The University of Memphis’ FedEx Institute of Technology.

Dr. Amini’s research interests include design and implementation of model-assisted managerial decision making methods and technologies with specific applications in supply chain management. His publications include articles in Management Science, Journal of Production and Operations Management, INFORMS Journal on Computing, International Journal of Heuristics, European Journal of Operational Research, and other leading journals. He has contributed to three cutting-edge books in the area of application of artificial intelligence in model-assisted managerial decision making. Dr. Amini has received several university awards for his teaching, research, and service performance. He has been involved in corporate research, consulting, and executive educational programs for the past twenty years. His research projects have been supported by several external research grants.

Dr. Amini received his M.S. and Ph.D. in operations research from Southern Methodist University, M.B.A. from the University of North Texas, and B.A. in business administration from the University of Tehran.
The Center for Resort and Hospitality Business (CRHB) in the Kemmons Wilson School of Hospitality and Resort Management was established to provide outreach and support for resort and hospitality businesses through research, training, and education. The focus of the center is to facilitate initiatives that increase operating proficiency, competence, and business effectiveness within the hospitality and resort industries. Dr. Eric T. Brey, who is the University of Memphis AT&T Fellow, is the Director of the CRHB.

The CRHB serves as the focal point for the Kemmons Wilson School in creating mutually beneficial opportunities for industry partners and faculty at the University of Memphis through learning and discovery. It provides a foundation for continuous advancement in the hospitality industry by conducting rigorous theoretical and applied research. Specifically, the CRHB has investigated guest activity preferences and lodging property selection, conducted marketing and management benchmarking studies, examined consumer product sentiments, evaluated competitive business environments for project development feasibility and is currently developing a model for service experiences development. The Center has worked with the Tennessee Department of Education, RV Communities USA, Morrison Management Specialists, and other resort and hospitality businesses.

The CRHB also creates and executes customizable, business-specific training and educational programs based upon the needs of industry. Through the Hospitality Management Academy, the CRHB is able to assist managers and supervisors in delivering quality service experiences. This outreach program provides training for hospitality and services industry professionals in more than 15 areas, ranging from employee leadership to service experience development.

Dr. Eric T. Brey is Assistant Professor and AT&T Fellow in the Kemmons Wilson School of Hospitality and Resort Management at the University of Memphis.

Dr. Brey’s research on resort and hospitality management has been published in the Annals of Tourism Research, Journal of Travel Research and the International Journal of Hospitality Management among other leading journals. He currently conducts resort-focused research on understanding consumer experiences and their impact on resort operations. For his work with resorts and tourism, he has been quoted in more than 125 media outlets in seven countries including The Washington Post, Forbes, Business Week, The New York Post, National Public Radio, CBS News, CNBC, MSNBC, Yahoo! Money, and MSN Money. Dr. Brey consults internationally, conducting consumer marketing research studies and feasibility analyses for resort development, developing strategies for tourism growth, conducting professional development training, and assisting resorts in building quality customer experiences.

Dr. Brey received his Ph.D. in hospitality and tourism management from Purdue University and his B.S. and M.S. from the University of Wisconsin-Stout in hospitality and tourism administration.
The Fogelman College of Business and Economics at The University of Memphis has had a significant focus on electronic commerce since the World Wide Web started becoming an important factor in business in the mid-1990’s. During that period, Professors Mark Gillenson of the MIS Department and Dan Sherrell of the Marketing Department jointly taught a series of e-commerce courses and doctoral seminars. Their research and that of their doctoral students, as well as that of other Fogelman College professors, earned the College a unique honor. An article in the Winter 2002 issue of the prestigious International Journal of Electronic Commerce, ranked the Fogelman College the number 1 business school in the world, by each of three different measures, in “electronic commerce customer relationship management” research. The Fogelman College was ranked ahead of the business schools of The Universities of Pennsylvania (the Wharton School), Texas, and Rochester, among others. The Memphis Commercial Appeal on March 7, 2002 said, “In the paper chase of electronic commerce research, Tigers lead the field.”

The Fogelman College continues to conduct leading-edge research in e-commerce. For example, a successful project for U.S. Naval Personnel Headquarters in Millington, TN, entitled “Sailor Relationship Management” was recently generalized to a broader study of Employee Relationship Management. Another recently completed study focused on the impact of opinion consistency on word-of-mouth influence among Internet shoppers.

Dr. Mark L. Gillenson is Professor of Management Information Systems at the University of Memphis. He is a former department chair and associate dean of the Fogelman College.

Dr. Sherrell has published over 50 articles in refereed journals and national conference proceedings. His articles have appeared in the Journal of Consumer Research, Journal of Academy of Marketing Science, and Journal of Business Research. Dr. Sherrell recently completed editing a readings text on customer relationship management for the Journal of Relationship Management. Dr. Sherrell has consulted with a variety of firms in the areas of customer satisfaction, customer relationship management, and strategic marketing. His current interests in research and consulting focus on customer relationship management and managing the influence of word-of-mouth in social networks and among customers in the Internet environment.

Dr. Sherrell received his Ph.D. degree in marketing from the University of South Carolina, and his B.B.A. and M.B.A. degrees from Auburn University.

Dr. Mark L. Gillenson is Professor of Management Information Systems at the University of Memphis.

Dr. Gillenson worked for the IBM Corp. for 15 years in a variety of positions, including seven years as a faculty member of its prestigious IBM Systems Research Institute, before becoming a university professor. Dr. Gillenson’s research has appeared in MIS Quarterly, Communications of the ACM, Information and Management, Methods of Information in Medicine, and other leading journals. His books, which have been translated into several languages, include Strategic Planning, Systems Analysis, and Database Design, 1984, Database: Step-by-Step, Second Edition, 1990, and Fundamentals of Database Management Systems, 2005. Dr. Gillenson is the founder and president of the MidSouth Chapter of the Data Management Association, is an associate editor of the Journal of Database Management, and is a consultant on a variety of IT topics.

Dr. Gillenson received his Ph.D. degree in Computer and Information Science from The Ohio State University and his B.S. degree in Mathematics from Rensselaer Polytechnic Institute.
Dr. Zabihollah Rezaee is the Thompson-Hill Chair of Excellence and Professor of Accountancy at the University of Memphis. He holds several certifications, including Certified Public Accountant (CPA), Certified Fraud Examiner (CFE), Certified Management Accountant (CMA), Certified Internal Auditor (CIA), and Certified Government Financial Manager (CGFM). He served a two-year term on the Standing Advisory Group (SAG) of the Public Company Accounting Oversight Board (PCAOB).

Dr. Rezaee’s research interests include auditing and financial accounting, corporate governance, business ethics, and corporate finance. He has published five books including Corporate Governance Post-Sarbanes-Oxley (2007) and Financial Statement Fraud: Prevention and Detection (2002.) Two additional books, Corporate Governance and Business Ethics and Integrated Financial and Internal Control Reporting are scheduled to be published in 2008. In addition, Dr. Rezaee has published over 170 articles in a variety of leading accounting and business journals including the Journal of Accounting and Economics, Contemporary Accounting Research, Auditing: A Journal of Practice and Theory, and Research in Accounting Regulation. He has provided advice to several local and national public accounting firms.

Dr. Rezaee received his B.S. degree from the Iranian Institute of Advanced Accounting, his M.B.A. from Tarleton State University in Texas, and his Ph.D. from the University of Mississippi.

Dr. David Spiceland is Professor of Accounting at the University of Memphis where he teaches intermediate accounting and other financial accounting courses. He is a Certified Public Accountant (CPA.)

Dr. Spiceland has published a total of eight books. His Intermediate Accounting, now in its fifth edition, is the number two best-selling intermediate accounting text in the country (and the world). The two previous editions received the best textbook award (the Crystal Award) from its publisher, McGraw-Hill, the number-one business publisher in the world. In the Fall of 2008, McGraw-Hill will publish Spiceland’s new textbook, Financial Accounting. This is a cutting-edge introductory accounting textbook offering a unique, interactive learning experience involving a companion electronic learning platform. Dr. Spiceland has published many academic and professional articles in such journals as the Accounting Review, Advances in Accounting, Accounting and Business Research, and the Journal of Financial Research. He has presented many papers at professional conferences in the U.S. and abroad.

Dr. Spiceland received his B.S. degree in finance from the University of Tennessee, his MBA from Southern Illinois University, and his Ph.D. in accounting from the University of Arkansas.
FCBE Faculty Experts List

Fogelman College professors are recognized experts in their fields. Over 95% hold doctoral degrees. Many have worked in industry and continue to engage with industry as consultants or as instructors in executive education programs. They are active researchers in their fields and regularly publish scholarly journal articles and textbooks. Many serve on the editorial boards of prestigious journals in their fields and as officers of professional organizations. Listed here are a selection of Fogelman College professors with their areas of expertise.

David G. Allen, Ph.D., SPHR
First Tennessee Associate Professor of Management
• Employee turnover
• Talent retention

Mehdi Amini, Ph.D.
Professor of Marketing and Supply Chain Management
Director of the Enterprise Simulation and Optimization Lab (eSOL)
• Simulation and optimization modeling
• Supply chain network operational analysis and assessment
• Operational decision support systems development

John M. Amis, Ph.D.
Associate Professor of Management
• Organizational change
• Organizational leadership
• Organizational design and culture

Emin Babalukus, Ph.D.
First Tennessee Professor of Marketing and Supply Chain Management
• Services marketing and management
• Customer satisfaction and service quality measurement
• Brand positioning and new product development

Charles D. Bailey, Ph.D., CMA
Professor and Arthur Andersen Chair of Excellence in Accountancy
• Industrial learning curve forecasting
• Ethical judgment and decision making

Rabi S. Bhagat, Ph.D.
Professor of Management
• Cross-cultural management
• Technology transfer, knowledge management, innovation
• Stress management and improving resilience skills

Gregory W. Boller, Ph.D.
Associate Professor of Marketing and Supply Chain Management
Director of M.B.A. Programs
• Creativity and innovation
• Negotiation
• Leadership and teambuilding

Pinaki S. Bose, Ph.D.
Associate Professor of Economics
• Microeconomic theory
• Game theory
• Economics of developing countries

Eric T. Brey, Ph.D.
Assistant Professor of Hospitality and Resort Management and AT&T Fellow
Director of the Center for Resort and Hospitality Business
• Service experience development
• Lodging management and marketing
• Project feasibility in hospitality and tourism

Lloyd D. Brooks, Ed.D.
Director of Assessment and Interim Chair of Management Information Systems
Professor of Management Information Systems
• Assessment of learning
• Training for technology
• Microcomputer and database applications

Judith C. Brown, M.S.
Assistant Professor of Management Information Systems
• Office ‘07 Excel
• Office ‘07 Access
• Software certification exams

Alan J. Bush, Ph.D.
Professor of Marketing and Supply Chain Management
• Sales force productivity
• Customer service
• B2B marketing strategy

Carolyn M. Callahan, Ph.D.
Distinguished Professor and Director, School of Accountancy
• Financial accounting
• International accounting
• Capital markets

Mary M. Caywood, M.B.A.
Instructor of Marketing and Supply Chain Management
• Database and direct marketing
• Advertising agencies
• Consumers

Michael Cervetti, Ed.D.
Instructor of Marketing and Supply Chain Management
• Forecasting
• Statistical methods

Cyril F. Chang, Ph.D.
Professor of Economics
Director of the Methodist LeBonheur Center for Healthcare Economics
• Health reform
• Health care costs and efficiency
• Economic evaluation of clinical interventions

Barbara D. Davis, Ed.D.
Associate Professor of Management
• Communicating in business and the professions
• Employment communication and strategies
• Workplace skills

George Deitz, Ph.D.
Assistant Professor of Marketing and Supply Chain Management
• Strategic alliances
• Relationship marketing
• Sport sponsorship

Jasbir S. Dhaliwal, Ph.D.
Associate Dean for Research and Academic Programs and Professor of Management Information Systems
• Alignment within corporate technology units
• Software testing best practices
• Technology entrepreneurship

Richard D. Evans, Ph.D.
Professor of Finance, Insurance and Real Estate
• Housing
• Estimating changes in neighborhood house price trends
• Property taxes

Frances Fabian, Ph.D.
Assistant Professor of Management
• Entrepreneurship
• Social networks and demand dynamics
• Industry environmental analysis

Mark L. Gillenson, Ph.D., CCP
Professor of Management Information Systems
• Database design and administration
• Software testing
• e-Commerce

John E. Gnuschke, Ph.D.
Professor of Economics
Director of the Sparks Bureau of Business and Economic Research and of the Center for Manpower Studies
• Labor market studies
• Economic impact studies
• Market assessments

Michael J. Gootezeit, Ph.D.
Professor of Economics
• History of business cycles
• Monetary history
• Practical understanding of business economics

Rajiv Grover, Ph.D.
Professor and Sales and Marketing Chair of Excellence
Dean of the Fogelman College
• Market Research
• Strategy
• Organization Development

Haskel D. Harrison II, Ed.D
Research Associate Professor of Applied Public Sector Research and Evaluation
• Economic Impact Studies
• Labor Market Issues and Education
• Agency Assessment

Mahmud Hossain, Ph.D.
Assistant Professor of Accounting
• Financial and managerial accounting
• Capital market
• Accounting regulation

Andrew Hussey, Ph.D.
Assistant Professor of Economics
• Economics of higher education
• Health and educational attainment
• Gender disparities in earnings

Leonard A. Jackson, Ph.D., CHAE, CHTP, CHRM
Assistant Professor of Hospitality and Resort Management
• Lodging REIT performance
• Lodging financial and managerial accounting
• Corporate social responsibility
Pankaj K. Jain, Ph.D., CFA
Associate Professor of Finance, Insurance, and Real Estate
- Financial analysis and certifications
- Investments and portfolio management

Brian D. Janz, Ph.D.
Professor of Management Information Systems
- Developing innovation and creativity in the workplace
- Creating collaborative teams and workplaces
- Organizational strategy: structure, design, and implementation

Christine X. Jiang, Ph.D.
Professor of Finance, Insurance, and Real Estate
- Investment analysis
- Portfolio management market
- Microstructure emerging markets

Coy A. Jones, Ph.D.
Professor of Management
- Leadership
- Change in organizations
- Effective execution of business plans

Shawn R. Jones, Ph.D.
Assistant Professor of Marketing and Supply Chain Management
- Supply chain management
- Application of new technologies
- Simulation and modeling studies

Benwari L. Kedia, Ph.D.
Professor of Management
Director of the Wang Center for International Business
- Outsourcing/offshoring
- Emerging economies
- Global mindset/management

David M. Kemme, Ph.D.
Professor and William N. Morris Chair of Excellence in International Economics
- Macroeconomics of transition economies
- Macro-econometric modeling and forecasting
- Monetary policy: inflation targeting, exchange rates

William J. Kettinger, PhD
Professor and FedEx Chair of Excellence in Management Information Systems
- Strategy and information management
- IS service quality and IT management
- Business process management

Gensheng Liu, Ph.D.
Assistant Professor of Marketing and Supply Chain Management
- Mass customization
- Supply chain management
- Empirical research methods

Thomas H. McInish, Ph.D.
Professor and Wunderlich Chair of Excellence in Finance
- Stocks, bonds, and derivatives
- Financial and capital markets
- Securities trading

Satish Mehra, Ph.D., CPIM
Professor of Production Operations Management
- Total quality management
- Just-in-time philosophy
- Strategic competitiveness through operations

Thomas O. Meservy, Ph.D.
Assistant Professor of Management Information Systems
- Software development methodologies
- Technology-supported large group collaboration
- Decision support systems

Thomas R. Miller, Ph.D.
Professor of Management
Associate Dean for Administration
- General management and management history
- Human resource management
- Case research and writing

Kelly Mollica, Ph.D.
Instructor of Management
- Human resource management
- Employment discrimination
- Conflict management and negotiation

Sandra C. Mortal, Ph.D.
Assistant Professor of Finance, Insurance, and Real Estate
- Corporate finance
- Market microstructure

Ernest L. Nichols, Jr., Ph.D.
Associate Professor of Marketing and Supply Chain Management
Director of the FedEx Center for Supply Chain Management
- Supply chain management
- Process improvement
- Strategic sourcing

Oleksandr Nikolsko-Rzhovsky, Ph.D.
Assistant Professor of Economics
- Time series econometrics/forecasting
- Monetary policy analysis
- International economics

Alburt A. Okunade, Ph.D.
First Tennessee Professor of Economics
- Global health economics
- Health care organization strategies
- Not-for-profit organization financing

Charles A. Pierce, Ph.D.
Professor of Management
- Formation, impact, and management of workplace romances
- Employee discrimination & sexual harassment in organizations
- Applied statistics and organizational research methods

Robin S. Poston, Ph.D.
Associate Professor of Management Information Systems
- Decision support systems
- Web-based knowledge management applications
- Recommender and feedback systems

C. S. Pyun, Ph.D.
Professor of Finance, Insurance, and Real Estate
- American trade and investments in East Asia
- American farm export financing

Robert W. Renn, Ph.D.
Associate Professor of Management
- Improving work performance
- Self-leadership
- Personality and work behavior

Zabihollah Rezaee, Ph.D., CPA, CFE, CMA, CIA, CGFM
Professor and Thompson-Hill Chair of Excellence in Accounting
- Corporate governance and business ethics
- Regulations including Sarbanes-Oxley
- Financial reporting and auditing

Sandra M. Richardson, Ph.D.
Assistant Professor of Management Information Systems
- Healthcare & information technology
- IT-enabled social enterprises (entrepreneurism)
- Innovation, strategy & information technology

Martha D. Robinson, Ed.D.
Instructor of Management
- Organizational culture
- Marketing
- Strategic leadership

Thomas F. Rucker, Ed.D.
Assistant Research Professor of Applied Rehabilitation Research and Evaluation
- Vocational Rehabilitation Research and Evaluation
- Survey Research and Design

Daniel L. Sherrell, Ph.D.
Professor of Marketing and Supply Chain Management
- Customer loyalty management
- Customer relationship management
- Services marketing

Carol A. Silkes, Ph.D., CEC
Assistant Professor of Hospitality and Resort Management
- Destination branding and experiential satisfaction analysis
- Food and beverage systems and practices
- Sustainable rural tourism

Judith C. Simon, Ed.D.
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Co-Director, Center for Information Assurance
- Cyber security and ethics
- IT security risk management
- IT workforce trends

William T. Smith, Ph.D.
Professor and Chair, Department of Economics
- Sustainable rural tourism
- Finance

Ronald W. Spaht, Ph.D.
Professor and Chair, Department of Finance, Insurance, and Real Estate
- Capital budgeting and risk management
- Bank and financial institutions management
- Electrical power systems, clean-coal technology

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Professor of Accounting
- Financial accounting
- Managerial accounting
- Information systems

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- Financial accounting
- Managerial accounting
- Information systems
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Professor and Chair, Department of Marketing and Supply Chain Management
- Services marketing
- Advertising message & media strategy
- DTC advertising

Thomas F. Stafford, Ph.D.
Associate Professor of Management Information Systems
- User interfaces, human computer interaction
- Spyware, security, computer protection
- Experimental design and measure development

Mark A. Sunderman, Ph.D.
Professor and Morris Fogelman Chair of Excellence in Real Estate
- Real estate valuation
- Property tax equity and administration
- Mass appraisal

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Associate Professor and Chair, Department of Management
- Leadership training and development
- Team building: training and consulting
- Motivational speaking

W. Terry Umbreit, Ph.D.
Professor and Director, Kemmons Wilson School of Hospitality and Resort Management
- Hospitality managerial job definition and effectiveness
- Hospitality operational analysis and evaluation
- Hospitality education career program administration

Tina Wakolbinger, Ph.D.
Assistant Professor of Marketing and Supply Chain Management
- Complex decision-making on network systems
- Interaction between social and economic networks
- Humanitarian logistics

Jeffrey S. Wallace, Ph.D.
Research Associate Professor of Applied Economic Evaluation
- Economic impact studies
- Government fiscal analysis
- Tax revenue forecasting

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Assistant Professor of Management Information Systems
- Software development process
- User-led innovation
- Business value of IT

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Rabi S. Bhagat
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Thomas R. Miller
Kelly Mollica
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International Economics and International Management
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Market Research
Rajiv Grover

Organizational Structures, Development and Change
John M. Amis
Rajiv Grover
Brian D. Janz

Real Estate
Richard D. Evans
Mark A. Sunderman

Sales and Advertising
Alan J. Bush

Services Marketing
Emin Babakus
David L. Sherrell
Marla Royne Stafford

Supply Chain, Logistics, Production/Operations, Quantitative Methods, Simulation
Mehdi Armini
Michael Ceretti
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Satish Mehra
Ernest L. Nichols, Jr.
Tina Wakolbinger
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Chairman and CEO
Mid-America Apartment Communities, Inc.

Ben C. Bryant, Jr.
President
Cook Systems International, Inc.

Charles Burkett
President of Banking
First Tennessee Bank

Harold W. Byrd
President
Bank of Bartlett

Robert C. Byrd
Chairman and CEO
Bank of Bartlett

Wei Chen
CEO
Sunshine Enterprise, Inc.

Brandon Cooper
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Trustmark Bank

Larry D. Cox
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President, Asia Pacific
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Michael Hopper
Senior VP and CFO
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Gary Shorb
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B. Cobene Watkins
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CPA, Senior Member
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An Open Letter to the Memphis Community

The Fogelman College of Business and Economics is a unique resource for Memphis, serving all business, government, and non-profit organizations. We want to be Memphis’ central meeting place where new ideas of interest to organizations of all kinds can be discussed, best practices can be exchanged, and personnel can be developed.

Engage with us! Tell us how we can assist you in helping to make the Memphis community thrive. Join our corporate advisory boards! Create internships for our students! Come to our classes and give guest lectures! Bring our students and faculty in to help you solve real organizational problems as case studies. Once you’ve seen our students in action we know you’ll want to hire them when they graduate!

We’re all in this together and together we can help Memphis reach its potential.

Feel free to contact me at any time.

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