

FOGELMAN FOCUS

A PUBLICATION OF THE FOGELMAN COLLEGE OF BUSINESS & ECONOMICS



COVER STORY

DEAN RAJIV GROVER:
CREATING A ONE-OF-A-KIND
ENTREPRENEURSHIP MBA
PROGRAM

PITT HYDE:
THE FACE OF
ENTREPRENEURSHIP
IN MEMPHIS

FOGELMAN FOCUS

**PRESIDENT,
THE UNIVERSITY OF MEMPHIS**

Dr. Shirley Raines

PROVOST

Dr. Ralph Faudree, Jr.

DEAN

Dr. Rajiv Grover

**ASSOCIATE DEAN
FOR ADMINISTRATION**

Dr. Thomas Miller

ASSOCIATE DEAN

for Academic Programs

Dr. Carol Danehower

DESIGN

Will Marshall

PHOTOGRAPHY

Lindsey Lissau

CONTRIBUTORS

Mark Gillenson

Denise Bargiachi

Fogelman Focus is a publication of the Fogelman College of Business & Economics, The University of Memphis. Second-class postage paid at Memphis, Tennessee. Postmaster: Send address changes to Fogelman Focus, Fogelman College of Business & Economics, 432 Fogelman College Administration Building, Memphis, TN 38125-3120. The University of Memphis is an Equal Opportunity/Affirmative Action University.

THE UNIVERSITY OF
MEMPHIS
Dreamers. Thinkers. Doers.

INTRODUCTION

The degree programs at the Fogelman College of Business & Economics are designed to serve the global workforce needs of our Mid-South customers. The College is a resource to businesses in many other ways as well. This issue of Fogelman Focus includes a special insert section that highlights many of the faculty and centers within the College that partner with community organizations and companies. Within this section you will find information and contact information for areas of the College that are Open for Business.

- 1 Entrepreneurship MBA
- 2 Moving Forward
- B1 The School of Accountancy
Department of Economics
- B2 Department of Finance, Insurance and Real Estate
Department of Management
- B3 Department of Management Information Systems
- B4 Department of Marketing and Supply Chain Management
- B5 The Systems Testing Excellence Program
- B6 International Government Advising
- B7 Memphis Institute for Leadership Education
- B8 Methodist LeBonheur Center for Healthcare Economics
- B9 FedEx Center for Supply Chain Management
- B10 Sparks Bureau of Business and Economic Research
- B11 Wang Center for International Business Education and Research
- B12 Center for Economic Education
- B13 E-Commerce
- B14 Accounting Best-Sellers
- 5 Executive Education
The Disney Keys to Excellence
- 6 Alumni Day Luncheon
- 7 CPA Bill Watkins Honored
- 8 Palmer Professorships
International Handbook of Cultures, Organizations, and Work
- 9 New Faculty Members

COLLEGE OFFERS ENTREPRENEURSHIP MBA



Joseph R. Hyde III

The Fogelman College is looking forward to inaugurating its new Customer-Driven MBA (CDMBA) program this fall. And now, in addition to its previously announced BioMedical and Services Marketing tracks, the program will offer a third track: Entrepreneurship, which we will call the Entrepreneurship MBA. Entrepreneurs from Memphis have changed the world by following their dreams. FedEx, AutoZone, and Holiday Inn are some of the examples of companies that were born in Memphis. Memphis is also a hotbed of entrepreneurial activity in the Biomedical Devices area as it has companies such as Smith & Nephew, Medtronic and Wright Medical housed here. Each year the Fogelman Entrepreneurship MBA will give dreamers the skills to continue this tradition.

The AACSB accredited full-time Entrepreneurship MBA is a 21-month program that will be offered as a track in the CDMBA program, however it will operate differently from the other CDMBA tracks. The

entrepreneurship MBA will offer selected students a funded full-time MBA program that includes a \$6,000 stipend and tuition waiver, bringing the total value of the scholarship to \$30,000 for in-state and \$55,000 for out-of-state students. Admission requirements begin with a solid undergraduate degree and a minimum GMAT score of about 600. But, beyond that, it will be left up to the students to convince the admissions committee that they are right for the program and have a passion for becoming entrepreneurs in any manner they see fit.

The program entails intensive study in traditional disciplines as well as in-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. "To top it all FCBE will help provide funding and micro-financing support to deserving start-ups from this program. We are not just promising entrepreneurship courses but promising start-ups," said Dean Grover.

For more information about the Entrepreneurship MBA, please contact Dr. Kevin Boggs at kpboggs@memphis.edu or for general information about the CDMBA please contact Dr. Greg Boller at gboller@memphis.edu.

The Entrepreneurship MBA program is funded in part by a generous contribution from the Hyde Foundation.

Joseph R. Hyde III

Joseph R. "Pitt" Hyde III has been a wonderful friend and supporter of the Fogelman College. Mr. Hyde is a nationally-known entrepreneur and philanthropist whose leadership has transformed his hometown of Memphis, Tennessee.

Pitt Hyde grew his family's business, Malone & Hyde, into the USA's third largest wholesale food distributor with annual sales of more than \$3 billion, became its CEO and for 10 years was the youngest CEO on the New York Stock Exchange. He was the first president of Super D Drugs. He founded AutoZone and took it from three to 3,200 stores, the largest operation in its field.

Today, Mr. Hyde is owner and president of Pittco Holdings Inc., is chairman of GTx Inc., a publicly held biopharmaceutical company, is chairman of the board of Memphis Bioworks Foundation, and is a director of AutoZone and of FedEx Corp.

His Hyde Family Foundations, have been instrumental in the development of the Memphis Rock 'n' Soul Museum and the National Civil Rights Museum. His foundation also funds the Annual Freedom Awards ceremony honoring national and international human rights leaders.

MOVING FORWARD



Dr. Rajiv Grover

My first year-and-a-half at the helm of the Fogelman College has been characterized by a whirlwind of activity designed to create new opportunities for our students, new support for the Greater Memphis business community, and new national and international recognition of the College. The process began with a new vision and a new strategic plan for the College. Then we undertook curriculum modernization and the introduction of new degree programs. At the same time, we launched a new effort to encourage the business community to partner with the Fogelman College for the benefit of all. This is certainly only the beginning, with much more to come. Here is what we have done thus far.

- Developed a vision for the Fogelman College based on a philosophical model of the business community as the

customer, the student as the product, and the faculty and staff as the manufacturer of the product. The vision dictates that with constant hearing of the voice of the customer, product (student) development via curricular and extracurricular activities should be undertaken. The customers should dictate the attributes of the product they would like and the Fogelman College should supply such products.

More specifically, the vision dictates that the customers (companies) to be targeted are the ones in the Greater Memphis area and the needs of the customer are to be satisfied by offering niche degree programs, executive education programs, practicum for students, research projects and so forth. An example of one such niche program is the Customer-Driven MBA Program, the progress of which is described below.

- Developed a strategic plan for the Fogelman College with input from faculty and staff, external stakeholders and University administration. The plan is consistent with the vision and additionally points out the need to

- 1) offer programs in emerging markets – China and India in particular – based on our strengths and

- 2) promote our College within the University and externally.

- Launched the Customer-Driven MBA Program that was one of the outcomes of our vision for the Fogelman College. The Customer-Driven MBA (CDMBA) Program seeks to custom-tailor students to

the needs of the companies. In the CDMBA Program, students are preselected by companies at the time of admission into the MBA Program for hiring upon graduation. While in the Program the students engage in graduate assistantship activities determined by their employer. Some of the coursework undertaken by the students is also decided upon by the employer. In return for the custom-tailored student, the sponsoring company pays the student's tuition and a stipend.

- Formed a board for the Accounting Program. This again is consistent with our customer-oriented vision for the College. The Accounting Board consists of accounting firms in the Memphis area and accounting departments of some local corporations. Financial support from the firms represented on the board goes a long way in helping train accounting students directly and indirectly to be suitable for the accounting profession. The companies also benefit from being on the board. Besides being assured of a good supply of accounting graduates, the board firms get two interns during the peak tax season. We have also modified the Accounting curriculum to allow students to undertake internships.

Totally revamped the MBA curriculum to not only bring it in line with top MBA programs nationally, but also to incorporate cutting-edge skill development courses. These skills that are wanted by corporate customers fall into three categories:

- 1) Creativity, innovation and out-of-the-box problem solving

MOVING FORWARD



Last year, donations to the MBA program were presented from venture capitalist Bob Compton (left), AutoZone founder J.R. "Pitt" Hyde III (center) and Wei Chen (right), logistics entrepreneur.

2) Ethics and governance

3) Leadership, teamwork and interpersonal skills.

The core curriculum for all MBA programs – International MBA (IMBA), Executive MBA, Professional MBA and the CDMBA has been made consistent and the IMBA program has been integrated with the CDMBA program. The level of student quality for admission to the IMBA program has been correspondingly increased. To lure such students into the IMBA program, the funding for students has been tripled.

- Formed an interdisciplinary real estate board consisting of professors from finance, economics, law, urban planning, and architecture to offer an interdisciplinary Masters in Real

Estate degree. In conjunction with this internal board, an external board consisting of high-powered real estate executives has been formed.

- Successfully hired world-class senior faculty members including ones to fill the Morris Fogelman Real Estate Chair of Excellence, Director of the Kemmons Wilson School of Hospitality and Resort Management and the Director of the School of Accounting.
- Instituted new forms of communication with internal and external stakeholders. Started the Fogelman College e-Newsletter, reinstated the Fogelman Focus magazine, began personal meetings with alumni groups, and started personally addressing various community groups.

- Launched the Our Voice Counts Program to re-emphasize to our students that we care about them and that we are working to provide quality service for them both inside and outside of the classroom. I am personally visiting classes to discuss this program with them and to seek their input on what we can do better. To this extent, we have established an email id – ourvoicecounts@memphis.edu and encouraged our students to use it to send us ideas, especially creative ideas, for improving their experience as students of the Fogelman College. Student reaction to this program has been very positive and we have already received a number of great ideas. We would also welcome suggestions from our alumni and members of the Memphis business community. Feel free to use this email address – we

MOVING FORWARD

are redoubling our efforts to be a resource for the entire Memphis business community.

- Launched or conceptualized new programs to aid the Greater Memphis business community or have a footprint in emerging markets. These include:

- 1) Distinguished Speaker Series wherein top scholars from around the country are invited to give talks to the business community as well as give a research seminar to faculty and students

- 2) Executive Education wherein customized programs and open enrollment programs of one- and multiple-day durations are offered

- 3) STARS Program in which 30 undergraduates of varied interests and backgrounds who have the motivation to succeed will undergo the undergraduate experience as a cohort

- 4) Executive Doctor of Business Administration Program for Chinese executives

- 5) An online MBA program to be delivered in an outsourced arrangement through an Indian university to Indian students

- 6) A series of courses for the entrepreneurship track which include development of Business Plans and incubation of companies.

We could not have accomplished so much in such a short time without our supporters. A sincere thank you to everyone who continues to help us to accomplish our goals.



Head Men's Basketball Coach John Calipari addressed hundreds of U of M undergraduates at an event sponsored by the Fogelman College in March. Dean Rajiv Grover (R) thanked him after the program.



A delegation of approximately 50 doctors, administrators, and medical experts from China visited Tennessee and the University of Memphis for the first ever Tennessee-China Health Care Exchange. The delegates spent several weeks studying subjects such as healthcare financing, rural healthcare delivery, healthcare management, and epidemiology. At the University of Memphis, the Fogelman College's Methodist LeBonheur Center for Healthcare Economics, in concert with various state departments, discussed the economics of rural healthcare and the American models of insurance to cover such care.

SPRING 2009

THE FOGELMAN COLLEGE OF BUSINESS & ECONOMICS

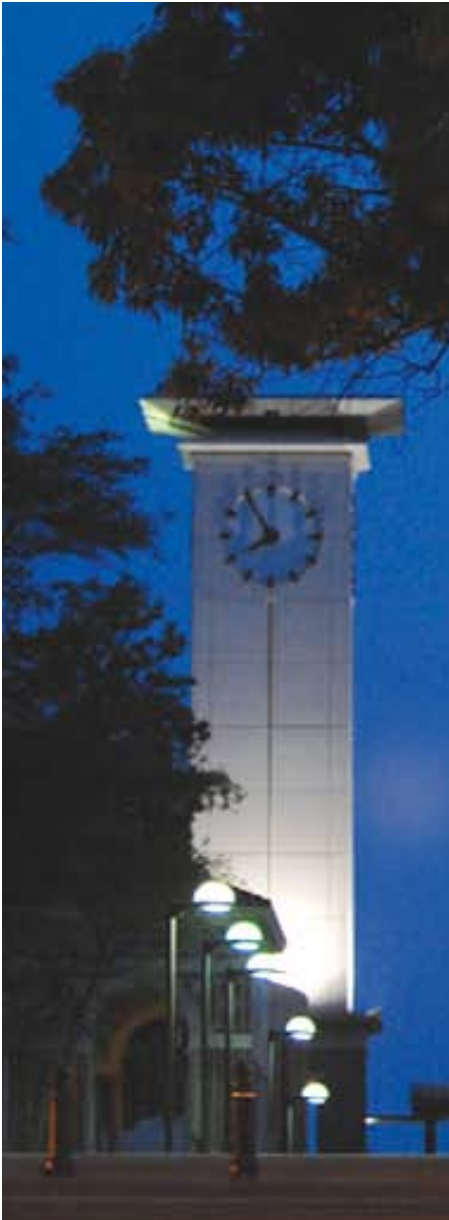


OPEN FOR BUSINESS

The Fogelman College of Business and Economics is a full-service, customer-oriented business school. It is the only business school in the Memphis metropolitan area that is AACSB accredited. The Fogelman College offers a full-range of degree programs from the bachelors through the doctoral levels.

This special insert in the Fogelman Focus Magazine is designed to showcase the Fogelman College's six departments, as well as several of its major centers and key professors. These professors and many others in the Fogelman College have national and international reputations and are recognized experts in their fields. Many have worked in industry and continue to maintain research and consulting relationships with both for-profit companies and non-profit organizations. The Fogelman College and the Memphis business community are natural partners in the increasingly competitive global business landscape.

THE UNIVERSITY OF
MEMPHIS[®]
Dreamers. Thinkers. Doers.



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 Pertl (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. In addition to the above departmental disciplinary emphases, we have an ancillary, more "programmatic" focus with the Hospitality and Resort Management Program.

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. The Kemmons Wilson School of Hospitality and Resort Management Program was started 5

years ago with a 15M donation from Holiday Inn founder Kemmons Wilson and presently provides a very practical applied education for approximately 150 majors. That program recently hired Dr. Terry Umbreit, one of this country's most respected hospitality educators, as its new program director.



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. Jasbir Dhaliwal is the 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. Lloyd Brooks, 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 their 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 Royne Stafford is editor of the Journal of Advertising, which is housed in the FCBE. Dr. Emin Babakur 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.

The Systems Testing Excellence Program



step.memphis.edu
901.678.4620

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

Dr. Jasbir Dhaliwal is Professor and Chair of the Department of Management Information Systems at the University of Memphis 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.

He has published in scholarly journals such as Information Systems Research, International Journal of Electronic Commerce, IEEE Transactions on Engineering Management, International Journal of Production Economics, Knowledge Acquisition, and co-authored a book on E-Business Innovation.

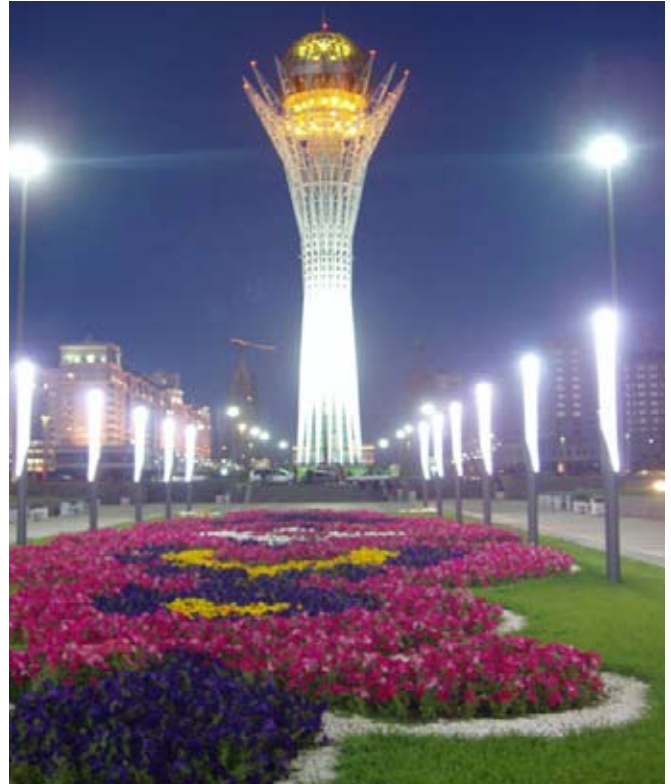
Dr. Dhaliwal received his PhD degree in MIS, as well as his MBA degree from the University of British Columbia in Canada. He is also a qualified accountant.

International Government Advising

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.



fcbe.memphis.edu
901.678.2432



Dr. David M. Kemme

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).

Memphis Institute for Leadership Education



901.678.4551

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

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.

Methodist LeBonheur Center for Healthcare Economics

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.

healthecon.memphis.edu

901.678.3565



Dr. Cyril F. Chang

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.

FedEx Center for Supply Chain Management



umdepts.memphis.edu/cscm

901.678.3691

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. Ernest Nichols

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 research has been published in the Academy of Management Journal, Decision Sciences, Industrial Marketing Management, International Journal of Physical Distribution and Logistics Management, International Journal of Purchasing and Materials Management, Journal of Business and Industrial Marketing, Journal of Business Research, Journal of International Marketing, and Journal of Operations Management. He is also co-author of Introduction to Supply Chain Management (Prentice Hall 1999) and Supply Chain Redesign: Transforming Supply Chains into Integrated Value Systems (Prentice-Hall 2002).

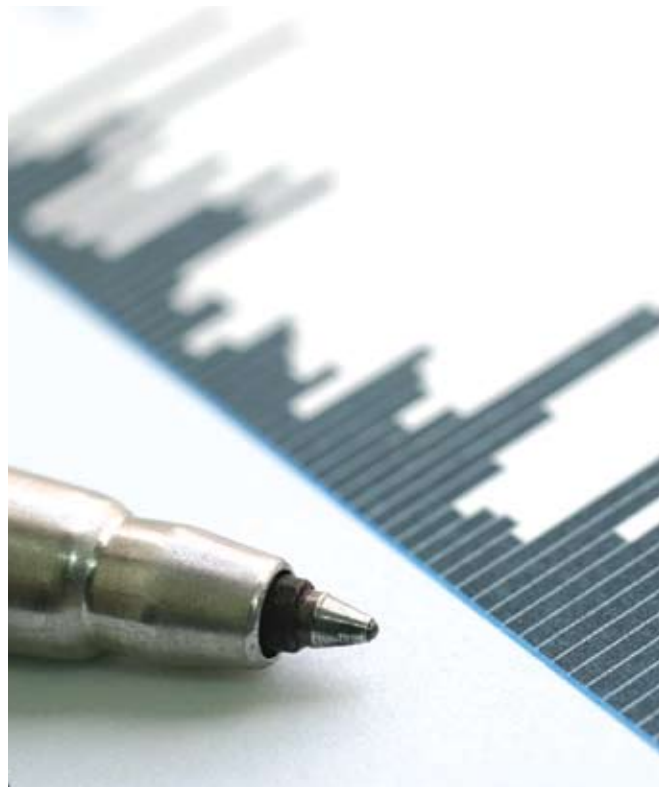
Dr. Nichols has conducted SCM consulting projects and educational programs for major corporations and governmental agencies. He holds a BA in Economics from the University of Maine. He received an MBA with a concentration in Materials and Logistics Management and a Ph.D. in Business Administration from Michigan State University.

Sparks Bureau of Business and Economic Research

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.



sbbber.memphis.edu

901.678.2281



Dr. John E. Gnuschke

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.

Wang Center for International Business Education and Research (CIBER)

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



Dr. Ben L. Kedia

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).

Center for Economic Education

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.



www.econedcenter.org

901.678.2785



Dr. Julia A. Heath

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.

Fogelman College a Leader in e-Commerce

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.

fcbe.memphis.edu

901.678.2432



Dr. Daniel L. Sherrell

Dr. Daniel L. Sherrell is Professor of Marketing and Supply Chain Management 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

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.

Accounting Best-Sellers

fcbe.memphis.edu

901.678.4569



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).

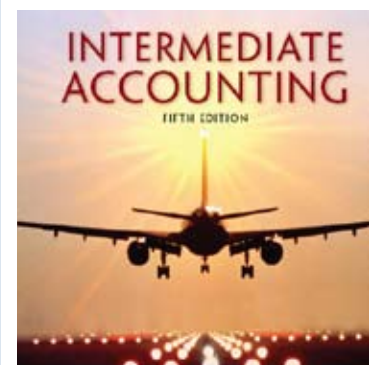
Dr. Rezaee's research interests include auditing and financial accounting, corporate governance, business ethics, and corporate finance. He has published five books including *Corporate Governance Post-Sarbanes-Oxley* (2007) and *Financial Statement Fraud: Prevention and Detection* (2002.) Two additional 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 fourth 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.



SPRING 2009

THE FOGELMAN COLLEGE OF BUSINESS & ECONOMICS



fcbe.memphis.edu

THE UNIVERSITY OF
MEMPHIS[®]
Dreamers. Thinkers. Doers.

Focus on Initiatives



Strengthen Your Assets with Customized Executive Education

When turbulence strikes the marketplace, the best companies in the world often invest in their most important assets: their employees.

Fogelman College Executive Education offers an opportunity to strengthen those assets and prepare them for the challenges that lie ahead. By working with your organization to define your specific needs, the Fogelman College's Executive Education faculty can deliver customized programs in all areas of business, keeping managers and executives abreast of current leadership thought and the changes in the business landscape.

Past and current partners of Executive Education initiatives have high praise for the faculty members with whom they have worked.

"The University of Memphis and FedEx work together on many fronts," said Rob Carter, Executive Vice President, Information Services and Chief Information Officer at FedEx Corporation. "From collaboration at the FedEx Institute of Technology to Executive Education, the U of M creates an environment that encourages innovation and growth."

"The Fogelman College of Business & Economics at the University of Memphis clearly demonstrated their ability to innovate and implement a proactive Executive Development program," said Andy Dolich, Chief Operating Officer for the San Francisco 49ers.

Executive Education draws upon the expertise of the world-class Fogelman College faculty from areas including management, marketing, information technology, supply chain, economics, finance and accounting.

For information about customized programs for your business, contact Dr. Brian Janz at 901.678.5526 or e-mail exec-ed@memphis.edu.

The Fogelman College of Business at the University of Memphis Welcomes the Disney Keys to Excellence

Join us as we welcome the world-renowned Disney Institute to Memphis on May 27, 2009, for an incredible day of learning, insight, and inspiration.

In slow economic times, Disney Institute helps you pick up the pace – through cost-effective professional development. Join thousands of professionals, world-wide, who have learned how to thrive by:

- Strengthening loyalty and retaining valuable customers;
- Expanding their brand and generating greater profits;
- Building team involvement and ownership;
- Creating a service culture and motivating employees;
- Maintaining a competitive edge in a sluggish economy.

We invite you to attend the Disney Keys to Excellence program because of the current economy, not despite it! A one-day workshop, the Keys is:

- Relevant: Impacts critical drivers of success in a slow economy
- Affordable: Priced to serve more people under limited budgets
- Actionable: Easy to implement upon return to the office
- Inspirational: Generates team excitement and momentum;
- Short: Only one day away from the office
- Local: No airfare or hotel expenses

Registration and Information:

Phone: 877.544.2384

Fax: 913.712.9247

Online: www.KEYSMEMPHIS.com

Email: registrations@keysUS.com

Receive \$50 off the guest admission price by using promotional code UMEMSNE, and pay only \$345 per guest (group discounts available).

No pre-requisite training required.

Focus on Alumni



Dan Palmer was named Outstanding Alumnus.



Keynote speaker Bill Evans with Dean Rajiv Grover.



Wei Chen accepts the Entrepreneur of the Year award.

16th Annual Alumni Day Luncheon

The Fogelman College Alumni Chapter's 16th Annual Alumni Luncheon brought hundreds of College alumni, friends, faculty and staff.

This year's honorees included Outstanding Alumnus Dan Palmer, former CEO of Concord EFS Inc.; Distinguished Friend of the College David Sullivan, chairman of Sullivan Investments; and Entrepreneur of the Year Wei Chen, CEO of Sunshine Enterprise Inc.

Dr. William Evans, CEO of St. Jude Children's Research Hospital was the keynote speaker.

Continuing an annual tradition, the College hosted the Alumni Guest Professor Program, which brings Fogelman College alums into the classroom to share their knowledge and insight with students as part of the Alumni Day event.



Socializing before the Alumni Day program begins.



Brian Sullivan, local entrepreneur, introduced his father David, this year's Distinguished Friend of the College.



Tom Grimes of Mid-America Apartment Communities is the FCBE Alumni Chapter Vice President.

CPA Bill Watkins Honored by the University of Memphis

William H. "Bill" Watkins Jr., Memphis CPA and graduate of the University of Memphis, was honored by his alma mater last Friday when a classroom in the Fogelman College of Business & Economics was named for him. The room which bears his name is a 144-seat auditorium where many students are taught accounting principles.

The naming ceremony capped an evening of awards and recognition of new members of Beta Alpha Psi, a professional society for accounting students. Taking part in the recognition of Watkins were Dr. Shirley Raines, president of the University of Memphis, and Dr. Charles Manning, chancellor of the Tennessee Board of Regents (TBR), which governs the U of M and 45 other public higher education institutions in Tennessee – the nation's sixth largest system of higher education. Watkins has served as a TBR member since 1996.

"Naming a room in our Fogelman College where accountancy students learn their profession is a fitting tribute to Bill Watkins," said Raines. "Because of his commitment to the future of accountancy education and education in general, it is very appropriate that a classroom in the business building bear his name."

Watkins graduated cum laude with a B.B.A. degree in accounting in 1967. He began his career in public accounting with a large local firm, served as controller for the sixth largest industrial security firm in the U.S., and was divisional controller for a subsidiary of the security firm. He returned to public accounting in 1971, founding the firm of Watkins and Watkins, which is now Watkins Uiberall, PLLC.

Watkins has been an active contributor to his profession, community organizations, the Fogelman College, and the U of M. In 1996, he was appointed to TBR. He has served as chairman of TBR's Audit Committee.

He also serves on the U of M's voluntary advisory body, the Board of Visitors, and has been president of the National Alumni Association of the U of M. He is a lifetime member of the University's National Alumni Association.



"Are you well-positioned for the future?"



LINDA REYLE
Account Executive
Managed Care Division
Novo Nordisk Inc.
EMBA Class of 2007

MELANIE CARTER
Vice President
Human Resources
Mid-America Apartment Communities
EMBA Class of 2007

SUDHIR MENON
Director
Global Property Systems
Hilton Hotels Corporation
EMBA Class of 2007

For superior leadership development and unparalleled networking opportunities, more of today's executives are turning to Memphis' elite MBA program – the Executive MBA program at the University of Memphis Fogelman College of Business & Economics.

Over the last 25 years, this hard-hitting, no-nonsense program has developed some of the best executive talent in Memphis. Now, with a stunning new curriculum emphasizing global leadership and innovation, they plan to reinvent the next generation of business executives.

Make the commitment to your future success as a leader. Make a difference to your company and your community. Call 901.678.4866, or visit mba.memphis.edu.

THE UNIVERSITY OF
MEMPHIS
Dreamers. Thinkers. Doers.

The MBA from The University of Memphis
Fogelman College of Business & Economics

◦ THE MBA THAT MEANS BUSINESS. ◦



Dr. John Amis



Dr. Brian Janz



Dr. David Allen



Dr. Pankaj Jain



Dr. Mark Gillenson

Five Faculty Members Earn Palmer Professorships

Five faculty members are being recognized this year for outstanding achievements in research, teaching, and service as Suzanne Downs Palmer Professors. The awards, presented annually to tenured or tenure-track faculty in the Fogelman College, have been in existence for seven years. They are given in amounts of \$12,500 to full professors, \$10,000 to associate professors, and \$7500 to assistant professors. They can also be given for recognition in the areas of scholarship, community outreach and fund raising.

The 2008-2009 academic year recipients are:

Dr. John Amis – Teaching Category. Dr. Amis was recognized for many achievements, including his remarkably high scores on student evaluations despite often teaching large classes. He is also the director of a study abroad program, Sport, Commerce and Culture in the Global Marketplace which attracts students from across campus and other universities. Amis also contributed to the team-taught University Honors Global Challenge course and helped to develop the MILE Program.

Dr. Brian Janz – Teaching Category. Dr. Janz received extremely high scores on student evaluations. He effectively supervised undergraduate internships, IMBA internships, master's theses, and doctoral dissertations. He designed and developed the Fogelman College's first all-online MBA course.

Dr. David Allen – Research Category. Dr. Allen published three A+ and five A-level journal articles and presented nine papers at major conferences. He is a member of the editorial board of the Journal of Management and the associate editor for Human Resource Management Review. He is also a member of the executive committee for the HR Management division of the Academy of Management.

Dr. Pankaj Jain – Research Category. Dr. Jain published five A+ and five A-level journal articles. He is a reviewer for A+ journals such as the Journal of Finance and Journal of Banking and Finance. He is also a member of the CIBER faculty advisory council and has had his research recognized by a senior VP of the New York Stock Exchange.

Dr. Mark Gillenson – Service Category. Dr. Gillenson is the founder and president of the Mid-South Chapter of the Data Management Association – International. He played a key role in the development of the Systems Testing Excellence Program. He also has undertaken several marketing and communications projects for the College.

International Handbook of Cultures, Organization & Work Published

As countries around the world become increasingly interconnected, the political, legal and economic barriers that separate them recede. In this new environment, cultural barriers emerge as a principal challenge to organizational survival and success.

Professor Rabi Bhagat of the Fogelman College has co-edited the Handbook of Cultures, Organizations, and Work, published by the prestigious Cambridge University Press of UK. His co-editor is Professor Rick Steers of the University of Oregon. This volume has contributions from 20 internationally renowned scholars from UK, Canada, Germany, Hong Kong, Israel, and the US.

The book's contributors review, analyze, and integrate available theory and research to give the best information possible concerning the role of culture and cultural differences in international management and organizational processes around the globe.

Meet Our New Faculty Members



Dr. Carolyn H. Callahan

is the new Director of the Fogelman College's School of Accountancy. Dr. Callahan comes from the University of Arkansas where she was the first holder of the Doris M. Cook Chair in accounting.

In her tenure at

Arkansas Dr. Callahan was named to the Financial Accounting Standards Advisory Council. The council was established in 1973 by the United States Securities and Exchange Commission. Dr. Callahan began work at Arkansas' Sam Walton College of Business in 2001 shortly after the Doris M. Cook Chair was created in the fall of 2000. Dr. Callahan has focused on Corporate Information Signals, Theoretical Pricing Models, Market Frictions and Market Structures in her research.

Dr. Callahan has won a variety of teaching awards including a national citation for classroom innovation funded by the Lilly Endowment. She also has a long history of service to the national American Accounting Association (AAA), is currently a member of several of its research advisory groups, and has served as its vice-president and as chairperson of several of its committees.

Dr. Callahan was the founding academic member of The PhD Project for minority doctoral students in accounting as well as finance. In August 2000, she was awarded the organization's highest award for outstanding leadership, commitment and service to the accounting academic profession. In 2005 she was awarded an American Council of Education (ACE) Fellowship. Dr. Callahan earned her Ph.D. in Accounting and Finance at Michigan State University in 1985.

Dr. Frances Fabian joins the Department of Management as an Assistant Professor teaching strategy and entrepreneurship. She received her Ph.D. in 1997 from the University of Texas at Austin. She then served as an assistant professor at Tulane University in New Orleans for seven years and at the University of North Carolina at Charlotte for four years before joining us in Memphis.

Dr. Fabian has been published recently in both the Strategic Management Journal and Management International Review. She grew up in South Pasadena, CA and attended college at Smith and Harvard (MPP, Kennedy School of Government). She then spent six years auditing federal programs for the General Accounting

Office (GAO).

Dr. Fabian was recently appointed an editorial board member of the Academy of Management Review.

Dr. Shawn Jones is an Assistant Professor of Supply Chain Management in the Marketing and Supply Chain Management Department of the Fogelman College.

Dr. Jones began his professional career in the United States Air Force where he attained the rank of Major as an Aircraft Maintenance Officer. His assignments included combat deployments to Southwest Asia and stateside bases in California, Utah, New Jersey, and Ohio. He received his B.S. in Aeronautics from Miami University (OH), his M.S. in Logistics Management from the Air Force Institute of Technology, and his Ph.D. from Michigan State University.

His research and teaching interests include managing information and knowledge within supply chain environments, transient supply chains, simulation as a training tool, and developing supply chain leaders. He has a forthcoming article in November 2008's Journal of Business Logistics.

Dr. Sandra Mortal is an Assistant Professor of Finance in the Fogelman College. She completed her Ph.D. degree at the University of Georgia, her MBA at the University of Central Florida, and her undergraduate studies in Portugal, at the Universidade Católica Portuguesa. Before coming to the University of Memphis, Sandra taught at the University of Georgia, Northern Illinois University and the University of Missouri. Her research has appeared in the Review of Financial Studies, Journal of Financial Markets and Journal of Corporate Finance.

Dr. Oleksandr (Alex) Nikolsko-Rzhevskyy, joins us as an Assistant Professor of Economics. Dr. Nikolsko-Rzhevskyy holds B.Sc. and M.Sc. degrees in physics from Odessa National University in Ukraine, a master's degree in economics from the Economics Education and Research Consortium (EERC) and a Ph.D. in economics from the University of Houston. He focuses his research on monetary policy analysis, time series econometrics and forecasting, and international economics. A paper based on Dr. Nikolsko-Rzhevskyy's doctoral dissertation will be published in the Journal of Monetary Economics.

Dr. Mark A. Sunderman has been appointed a full professor and holder of the Morris Fogelman

Real Estate Chair of Excellence in the Fogelman College's Department of Finance.

Dr. Sunderman previously taught at the University of Wyoming. His B.S., M.S. and Ph.D. degrees, all in finance, are from the University of Illinois. He has published scholarly papers in the Journal of Real Estate Research, Journal of the American Real Estate and Urban Economics Association, Land Economics, Journal of Real Estate Finance and Economics, and Journal of Risk and Insurance.

Dr. Sunderman is renowned for his development of online instructional programs in real estate, including a Real Estate Certificate program. He has received several awards for online teaching, including the eOT (Excellence in Online Teaching) award from eCollege. He has consulted for the National Park Service and the Ad Valorem Tax Division of the Wyoming Department of Revenue and Taxation, and he has been an expert witness for the Resolution Trust Corporation.

Dr. Sunderman is a member of the Board of Directors of the American Real Estate Society.

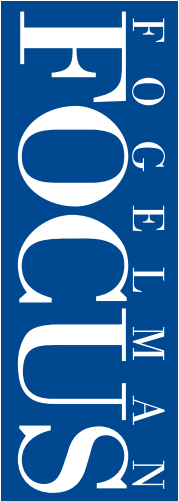


Dr. W. Terry Umbreit

has been appointed a full professor, holder of the Intercontinental Hotels Group Chair of Excellence, and Director of the Kemmons Wilson School of Hospitality and Resort Management at the University of Memphis.

He received his B.S. degree in Hotel, Restaurant, and Institutional Management from Michigan State University, his M.S. Degree in Business Management from Northern Illinois University, and his Ph.D. in Higher Education and Administration from Washington State University. He brings to campus close to 40 years of academic administration and hospitality industry experience. He has authored numerous publications in prominent hospitality journals with a research focus on human resources and hospitality education issues.

His work and academic achievements have resulted in many honors including the prestigious Howard B. Meek Award in 2001 from the International Council on Hotel, Restaurant, and Institutional Education (CHRIE) in recognition of his lifetime contributions and outstanding service to hospitality education. In 2008, he received Michigan State University's School of Hospitality Business Alumni Association Lifetime Academic Achievement Award.



Fogelman College of Business & Economics
432 Fogelman College Administration Building
The University of Memphis
Memphis, TN 38125-3121



The University of Memphis offers equal educational opportunity of all persons without regard to race, religion, sex, creed, color, national origin, or disability. The University does not discriminate on these bases in recruitment and admission of students or in the operation of any of its programs and activities, as specified by federal laws and regulations. The designated coordinators for University compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 are the Vice President for Student Affairs and the Equal Employment Compliance Officer. Information in this document will be provided in alternate format upon request. The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.

The University of Memphis is one of 45 institutions in the Tennessee Board of Regents system, the sixth largest system of higher education in the nation. The TBR is the governing board for this system which is comprised of 6 universities, 13 two-year institutions, and 26 area technology centers. The TBR system enrolls more than 80.0 percent of all Tennessee students attending public institutions of higher education.

[Visit our web site at fcb.memphis.edu/](http://fcb.memphis.edu/)