



College of Business Year-End Review

May 19, 2015

EXCELLENCE ~ COLLABORATION ~ PASSION ~ INTEGRITY ~ INNOVATION ~ RESPONSIBILITY

Dean's Welcome



I am pleased to present our e-newsletter for the 2014-2015 academic year. This bi-annual publication will keep you abreast of the exciting and fast-paced changes that are taking place in our young College of Business.

Since I came to CSUMB a little over a year-and-a-half ago, there has been a sea-change in the size and activities of the college. **We grew 21% last year to 780 undergraduates and around 200 graduate students with another 80 non-matriculated international students.** We remain the largest undergraduate and graduate major in the university and continue to grow our course offerings, faculty members and staff.

Both our full-time and part-time faculty more than doubled, with new disciplines like sustainable hospitality management and supply-chain agribusiness launched. This distinguished faculty of scholar-practitioners provided outstanding teaching and learning opportunities for our students. They are praised for their inspiring teaching whenever I talk to our students or their parents. Our faculty members also established an impressive research and publication record over the last year with numerous peer-reviewed journal articles published in the leading journals in their fields.

Our events, community outreach activities and programs continue to grow and evolve. We are offering major academic and business events throughout the year through our college and the Institute for Innovation and Economic Development (iiED) which is collaboration with the College of Science. We offer internship and placement programs and job opportunities. This year, we launched an extra-

curricular professional development program for our students to learn key professional skills necessary for career success, and we rejuvenated student clubs and a professional Greek fraternity. **We just launched the country's first "Sustainability Plus" Hospitality Management Program with the support of our community college and business partners.** We are in the process of launching a 2+2 supply-chain management agribusiness program, again with local businesses and community colleges. We are hosting many foreign students and foreign short-duration training programs. In addition, we are sending our students for a semester abroad this summer to Taiwan.

Two pivotal transformations are currently under way. The College of Business is finalizing its eligibility application for accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International, the world's leading accrediting institution for schools of business. **Successfully attaining AACSB accreditation will put us among the top 5% of business schools world-wide and in a class of high impact, high quality institutions.**

The second transformation is our impending move with the School of Computing and Design to the Gold Level LEED-Certified Business and Information Technology (BIT) Building at the center of our campus. This state-of-art facility is designed to promote collaborative and engaged learning for students. This new building has 12 innovation and learning labs along with student collaboration spaces and faculty offices. I invite our business alumni to visit campus soon so that we can show you this exceptional and exciting facility focused on student success.

This newsletter celebrates our students, faculty members and staff and what they are doing to create a great university. I would love to hear from you and get your comments at skamath@csumb.edu. We will be following up with an annual report that will celebrate individual achievements and profiles of our students, alumni, faculty and staff.

Shyam Kamath, Ph.D.
Dean

College of Business Focus on Responsible Business

The full-time and part-time faculty members at large and committees of the College of Business formally approved the Strategic Plan for the college that was developed over the 2013-2014 academic year. The plan covers the five year period from 2015-2020. It breaks new ground in focusing the College and its students, staff and faculty on Responsible Business (People, Ethics, Equity, Planet and Profit). This makes the College of Business one-of-a kind in having a “quintuple bottom line” with the strategic focus to educate business ready graduates who are responsible business managers and entrepreneurs balancing a concern for personal, social and community needs (People); ethical behavior (Ethics), concern for issues of equity (Equity), environmental stewardship (Planet) and business value-added (Profit). The vision and mission statement with Responsible Business at the core build on the CSUMB Vision and Mission statements.



The College’s business area foci include Agribusiness, Hospitality Management, Business Entrepreneurship and Social Entrepreneurship. The soon to be launched B.S. in Sustainable Hospitality Management and the planned 2+2 agribusiness program to be followed by a full-fledged B.S. in Sustainable Agribusiness build on the Responsible Business Focus and the area foci. The College is hiring new faculty based on its mission, making its activities in this area completely mission driven. The strategic focus on responsible business will roll out in to the curriculum as part of the program review of the undergraduate and graduate programs and will also be reflected in faculty research and publications.



College Gets Ready for Prestigious AACSB Accreditation

Pursuing AACSB accreditation is important for us as it will help the COB attract and retain qualified faculty & students, enhance rigor of the curricula, enrich intellectual contribution and scholarship, produce outstanding graduates, and enhance CSUMB’s role in regional development.

Dean Shyam Kamath, a veteran of AACSB accreditation with other colleges of business, views “AACSB accreditation as the Holy Grail of business school accreditation. Such accreditation signals outstanding quality and adherence to the highest standards of teaching, learning and outcomes assessment. The fact that only 5% of business schools worldwide are accredited attests to the high standards of AACSB. We plan to submit our eligibility application in the Fall if our AACSB consultant, Dr. Joseph DiAngelo gives us the green light to go ahead based on his recent on-campus assessment of our readiness.”



Dr. Joe DiAngelo, AACSB Consultant

Dr. Babita Gupta, Director of AACSB Accreditation for the College of Business, emphasized the advantages to students “AACSB accredited schools are documented to produce graduates that are highly skilled and more desirable to employers than other non-accredited schools.”

The accreditation process is linked directly to achieving

COB’s mission and constantly measuring Engagement, Impact, and Innovation with all our stakeholders. Three critical committees were formed to coordinate the accreditation efforts:

The Strategic Planning and Accreditation Committee (SPAC) serves as a forum for faculty to actively participate in the COB’s strategic management and accreditation process, advise the Dean on implementation and the outcomes of strategic planning, and recommend adjustments as necessary.

The Curriculum and Faculty Development (CAFD) Committee provides the forum for faculty’s active participation in evaluating and revising curricula, improving research and teaching effectiveness, and ensuring coordination of curricular issues across concentrations and programs that impact accreditation.

The Assurance of Learning (AOL) committee is charged with building a culture of student-focused teaching and learning and continuous improvement by creating and managing processes to assess student achievements of program learning outcomes to meet the 2013 AACSB standards.

AACSB FACT

Worldwide there are only about 5% of the business programs holding the Association to Advance Collegiate Schools of Business (AACSB) accreditation. CSUMB and the College of Business initiated AACSB accreditation as a top strategic priority in early 2014.

Welcome to Our New Home - the BIT Building

In Summer 2015, the College of Business will be moving from its current location in Building 82 to the brand-new Business and Information Technology (BIT) Building. The BIT Building, by design, will bring students and faculty from both the College of Business and the School of Computing and Design together, forging cross-disciplinary relationships and driving innovation in teaching, learning and practice. Lounge spaces and laboratories will buzz with the exchange of ideas and the leaps of innovation that happen when varied perspectives converge.

This fall, the College of Business will be able to call the BIT Building our new home. Located across from the Chapman Science Center and next to the Tanimura & Antle Family Memorial Library, the technology-rich building will house eight classrooms, 12 labs, offices, conference rooms and student study areas across 58,000 square feet, its three levels opening to a three-story atrium. Students and faculty will be able to access cutting-edge technology and research facilities that will allow them to reshape the learning experience.

With the growth of the college and construction of the new BIT Building, there are unique opportunities for alumni, students, faculty and staff to make meaningful, sustainable impacts in our areas of greatest need and to be a part of the transformation of our campus. Targeted donations will make a big difference to the many students needing support!



Expanded Business Advisory Council Gets Down to Business

The Business Advisory Council of the College of Business saw a significant expansion and change in its composition in 2014-2015. Business leaders from the Monterey Peninsula, the Salinas Valley and Silicon Valley joined others from outside the region to create a high-powered advisory council to the Dean representing the major businesses and non-profits in the region. The new Business Advisory Council has 31 members from the agribusiness, hospitality, technology, banking and financial services, consulting, services and non-profit sectors.

Key alumni and faculty members are included in the council. Eight members of the previous council elected to stay on board with the new council and will serve the same 3 year terms as the others. The board consists of 13 women and 19 men. In addition, the COB Dean, VP for Advancement, the COB Chair and the Director of Development for the College of Business serve as ex-officio members of the council.



Members of the 2014-2015 Business Advisory Council. Top row (L-R): Sundar Kamath, Sue Storm, Dave Eldredge, Ray Griffin, Michael Peterson, Jeff Froshman, Tony Walker, Jack McKenna, Michael Briley, Gill Campbell, Rachel Carter, Shyam Kamath. Bottom row (L-R): Lorri Koster, Leinette Limtiaco, Kelly O'Brien, President Eduardo Ochoa, Kathy Kobata, Provost Bonnie Irwin, Sharon Crino.

The council met four times in the academic years to advise the dean on matters relating to strategic direction, curriculum and talent development, resource enhancement and fund-raising and community outreach. Council members served on four sub-committees called the Strategic Vision Committee, the Curriculum Advisory and Talent Development Committee, Resource and Capital Planning Committee and the Outreach, Development and Community Relations Committee. The Strategic Vision Committee decided to serve as a committee-at-large to advise on strategic issues as and when they arise.

Kathy Kobata, Managing Partner at Tostevin Accountancy Corporation, who

served as the Chair of the Business Advisory Council stepped down from the position she had so ably and continuously carried out for the last nine years. She will continue to serve as an advisory council member. We thank her for her wonderful leadership and her many contributions and support to the council, the college and the university. Her position will be filled by Dave Eldredge, President of Gourmet Garden and Eldredge Consulting. We are thankful to Dave for taking on the role of Chair.



(L-R): Jennifer Martinez and Kathy Kobata.

Unique B.S. in Sustainable Hospitality Management Debuts in the Fall

The College of Business is excited to introduce this new degree program. Our graduates will have sustainable hospitality management skills, but will also have strong sustainable management skills which will give them a competitive edge in the job market. This is the first completely integrated Responsible Business (People, Ethics, Equity, Planet and Profit) hospitality management program in the country and will serve the \$2.3 billion hospitality and tourism industry (accounting for 22, 675 jobs) in Monterey County but will reach well beyond this core area.

Dr. John Avella, the Executive Director of the program, says, "we will be the second sustainability program like it in the country, but we will be the best because of the strong commitment from our Hospitality Community partners." He continues, "Our partners have helped outline what the program will look like and participate in course development, guest lectures, internships and of course hiring our graduates."

Dr. Jarrett Bachman, Assistant Professor, stresses the importance of community involvement, "the support of the hospitality community in the Monterey area for the SHM program is essential to provide students with high impact learning opportunities during coursework, internships, and eventually full-time jobs after graduation."

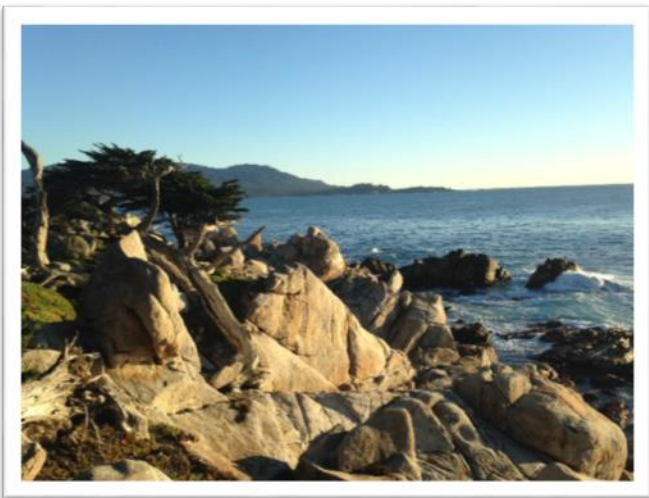
The program is also unique because of its business partners in the hospitality and

tourism industry, its tie-up with key regional and national tourism and hospitality associations, and its partnerships with local community colleges like Monterey Peninsula Community College with 2+2 (year) integrated curricula.

KEY INDUSTRY PARTNERS INCLUDE:

Industry business partners include the Pebble Beach Company, Monterey Bay Aquarium, Portola Hotel, Aramark, Cannery Row Company, Intercontinental Hotel, Quail Lodge, Marriot Hotel, and the Monterey Peninsula Country Club.

Hospitality and tourism association partners include the Monterey County Hospitality Association, Monterey County Convention and Visitors Bureau and the California Travel Association.



Business Showcase Features Community and Industry Leaders and Outstanding Student

On May 5, almost 300 graduating seniors, faculty, staff, and community members attended the annual Business Showcase event.

The Outstanding Senior Award recipient, Keli James; the Business Leadership Award recipient, Ted Balestreri, CEO of the Cannery Row Company; and the Community Leadership Award recipient, Miles Reiter, Chairman of the Board of Driscoll's Berries were all honored at the event.



Ted Balestreri, CEO, Cannery Row Company, Business Leadership Award

Ted Balestreri is founding CEO and Chairman of the Cannery Row Company, Sardine Factory Restaurant, and Inns of Monterey – overseeing enterprises that attract more than 4 million visitors each year. Ever an advocate for education and investing in future generations, Ted also serves on the Boards of the Panetta Institute of Public Policy and the National Restaurant Association Educational Foundation.

J. Miles Reiter is a fourth-generation California farmer. His family has specialized in berries for over one hundred years. Miles is also involved in industry organizations and his local community, having served on numerous boards including his role of Chairman of both the California

Strawberry Commission and the Community Foundation of Santa Cruz County. Today he serves on the California State Board of Food and Agriculture, UC President's Advisory Commission on Agriculture and



Miles Reiter, Chairman, Driscoll's Berries, Community Leadership Award

Natural Resources, and as an Advisory Member to the Santa Cruz County Land Trust.

Monterey, Keli also earned her A.A. Degree in French and speaks the language any chance she gets. She currently works as a Concierge at the InterContinental The Clement Monterey. She aspires to one day find a career in International Marketing in France.

Graduating seniors who earned distinction with a cumulative grade point average above 3.5 were awarded Hawaiian Kukui necklaces as part of a long-standing tradition started by College of Business Chair, Dr. Marylou Shockley. Full-time and part-time faculty and staff were recognized via a video tribute that was shown to all the guests.

Keli James will graduate with a B.S in Business Administration with a concentration in International Business. Last year, Keli studied abroad and with this degree, she hopes to continue her travels around the world. While in



Keli James, Outstanding Senior Award

COB Launches Extra-Curricular Diamond Key Professional (DKP) Development Program

The Diamond Key Program launched this year with over 120 students participating in the spring workshops. This program was designed to complement the College of Business curriculum, providing opportunities for students to build the additional key skills necessary for professional success.

Lou Panetta, Director of the DKP explains further, "Being a business professional in today's world is more than having strong

financial skills, developing a strategy, or the ability to craft a marketing message. Today's business people must stand out, must have magnetic appeal, and possess compelling leadership abilities. The Diamond Key Program is the path to your business and personal success."

Students who attend various workshops or conferences will earn a different number of



Developing global win-win negotiation skills

keys, depending on the length or complexity of the event. In its inaugural year, the Diamond Key Program issued a total of 259 keys.

College of Business Alumni Chapter Awaits Formal Launch in the Fall

Alumni Mixers

The College of Business and the Alumni Association partnered this year, co-hosting mixers in Monterey and



San Jose. During CSUMB's Fall Homecoming and Reunion Weekend Business Alumni met on the breathtaking Ocean Terrace of the InterContinental on Cannery Row for a mixer followed by a hosted dinner.

This spring Business Alumni were treated to a wonderful dinner in the heart of San Jose at 71 Saint Peter. This event provided an



excellent opportunity for College of Business Alumni in the Silicon Valley to reconnect.

Business Alumni Group

The College of Business will soon be launching the College of Business Alumni Group. The group serves as an advisory committee to the Dean of the College of Business, providing feedback and input regarding the latest business practices and trends, as well as strategic developments in the business, non-profit, social enterprise and government sectors.

Additionally, the Business Alumni Group provides feedback and input regarding programs, students and faculty while helping to raise the profile of the college, its students and faculty and other key stakeholders in the business, non-profit, social enterprise and government sectors and the local, regional, national and global community.



The Alumni Group is able to serve as a connector for internships and job opportunities for students and its alumni. The Group also advises the Dean on fundraising and gifts for the College of Business.

New Internship Excellence Program Launched

Because we know that internships make a positive difference – to careers and community – we formally launched the College of Business Internship Excellence Program (COBIEP), in Fall 2014 to build on the work that had been done earlier in the College of Business on establishing internships with local firms.



Wyatt Maysey

Diego Ruiz and Wyatt Maysey, interning with Measure to Improve, expressed enthusiasm for everything they are learning about business and sustainability practices.

We were particularly excited that two local startup companies, Measure to Improve and Akamai Innovations, offered internships. Measure to Improve provides sustainability program services to agribusinesses. Akamai Innovations provides internet marketing services to medical professionals. Each hired two College of Business (COB) interns.

Sam Messina, Web Development Specialist for Akamai Innovations, hired interns Kimberly Webb and Chris Holle to work closely with Akamai's web development team.

Messina expands on why student internships are important, "the opportunity to work with students who are eager to learn will always be an asset for us as we rely on fresh ideas and innovative thinking to stay one step ahead of the competition,"



Other organizations with current COB interns include **Sam Messina** the City of Marina, Paladin Venture Development, Seminole Financial Consultants, CH Robinson, Driscoll's Berries and many more.

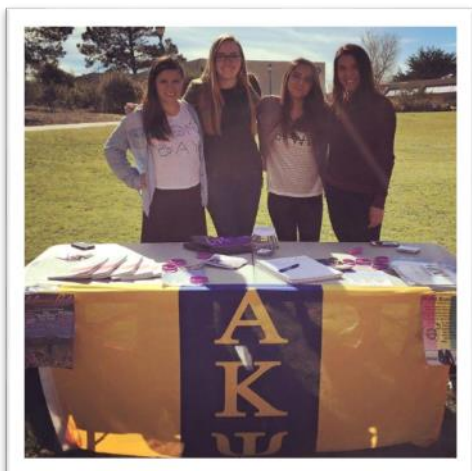
INTERNSHIPS 2014-15

More than 40 businesses and organizations offered over 50 internships, 25 students applied for help securing internships, and at least 17 interns were hired.

COB STUDENT CLUBS



Accounting Society



Alpha Kappa Psi



Business Club



Student Clubs Step Up Their Activities

The College of Business has three active student clubs: the Accounting Society, Alpha Kappa Psi, and the Business Club.

The Business Club’s mission is to cultivate a strong sense of community by offering activities, programs, services, advice, and meaningful leadership which promotes campus life, respect, and diversity. The Business Club hosted Meet your Professors, where students had the opportunity to get to know their professors outside the classroom.

Alpha Kappa Psi Colony was established this year. Alpha Kappa Psi is recognized as the premier developer of principled business leaders. The colony is active on campus and in the community. This year Alpha Kappa Psi members participated in the March of Dimes March for Babies to help end premature births.

The Accounting Society stays active with accounting mixers, resume and interview workshops and guest speakers from local CPA firms.

Dr. Marylou Shockley, Chair, encourages participation in student clubs. She explains, “Clubs add the social network dimension to

students' college experience. Why is the ability to social network important? It's jobs. Research and common sense for that matter, have shown that job seekers get their knowledge about job openings through their social networks, and these social networks are people-to-people connections...many



Alpha Kappa Psi Event

times with people you don't know until you get to speak with them in social settings like clubs. Technology sites like Facebook and LinkedIn are enablers or tools, they are NOT substitutes for developing friendships that will hopefully last a life time.”

FOR MORE INFORMATION

Visit the COB Website:
csumb.edu/business/clubs

Events Bring Community, Students and Faculty Together

In the 2014-2015 academic year, the College of Business conducted a number of community and student events that tackled some of the leading issues of our time. Leading off the year, the Greater Vision Event partnered with the Growers and Shippers Association Foundation and Central Coast Ag Task Force to hold a panel entitled "The Business of Healthy Eating: Public Health and Agriculture: In It Together for Healthy Eating." The distinguished panelists included Dr. Lorelei DiSogra, Ed.D., R.D., Vice President, Nutrition and Health, for the United Fresh Produce Association (United Fresh) headquartered in Washington, D.C.; Dr. Edward Morena, M.D., M.P.H, Monterey County Health Officer; Gina Lucci, V.P. for New Product Development at Mann Packing; and Dr. Trish Sevene, Ph.D., Associate Professor of Kinesiology at CSU, Monterey Bay.

The Ethics and Responsible Business Forum was titled "Enter, Stay or Go Away: The Ethics of Illegal Immigration and Immigration Reform and Its Impact from the Silicon Valley to the Salinas Valley."

Institute of Innovation and Economic Development (iiED): A Collaborative Venture with the College of Science

The iiED, which was formerly housed in the College of Science, moved in the 2014-2015 year to become a part of the College of Business but continues the strong collaboration between the two colleges. Dr. Eric Tao, Chair and Professor of the School of Computing and Design and Director of the iiED; Dr. Brad Barbeau, Professor of Entrepreneurship and Executive Director of iiED; and Ms. Mary Jo Zenk, Lecturer and Operations Manager of the iiED staged multiple events that were very successful in involving large numbers of CSUMB and other post-secondary institution's students as well as faculty and community members.

The iiED engages economic development organizations in project-based approaches that address the growing needs of the Monterey Bay region and California State University Monterey Bay. iiED works with

The event was presented in a Presidential Debate format with Ms. Debra Saunders, Conservative Columnist for the San Francisco Chronicle debating Professor Pratheepan Gulasekaram, Associate Professor of Law at Santa Clara University. The debaters were questioned by a three person panel consisting of Dr. Chip Lenno, CIO of CSUMB; Mr. Michael Mehr, Immigration Attorney; and Dr. Shyam Kamath, COB Dean, CSUMB. Attended by over 300 students, faculty and community members, the event unfolded as a lively debate that also brought forth a number of audience questions.

In addition, the College of Business hosted the Business Showcase (see accompanying story), the regional Startup Challenge (see iiED story), Startup Weekend and a number of innovation salons and entrepreneurship forums. Many of these events were co-hosted by the College of Science and were a collaboration between the two colleges.

key Monterey County organizational partners and business advisors to incubate startups and expand economic development services. These services in turn provide research and support for growing businesses. The iiED is a critical link in the Monterey Bay business creation chain and ecosystem, focusing on entrepreneurship training, and entrepreneur and business mentoring. iiED offers a variety of programs and events for entrepreneurship creation and innovation development that fuel the first phase of business formation.

This year's Startup Weekend and Startup Challenge were the best ever with the largest number of participants to date. Over 100 students participated in Startup Weekend and the follow up activities while the contestants at the Monterey Bay Startup Challenge held in the University Center drew teams from all across the country.

EVENTS



Startup Challenge



Ethics & Responsible Business Forum



Startup Weekend



Startup Challenge

iiED continued

The winner was a team from Baltimore, MD with a LinkedIn type social network for college and university student's seeking jobs. The judges included Bud Colligan, former Macromedia CEO, entrepreneur and venture capitalist and currently CEO of the Monterey Bay Economic Partnership and Pacific Swell Ventures; Mr. Joe Mathai, President of Wells Fargo Bank's Valley Coastal Market; and Jamie Strachan, CEO of Green Giant Fresh. According to Dr. Brad Barbeau, "Startup Weekend and Startup Challenge this year showed that these events have reached critical mass and are becoming one of the key elements of the entrepreneurial and economic development ecosystem in the region. We are looking at new events and partnerships to further enhance the value of these and iiED's other events."



Startup Challenge

Leadership Team



Dr. Eric Tao - Director



Dr. Brad Barbeau - Executive Director



Mary Jo Zenk - Program Manager

ITS MAJOR ACCOMPLISHMENTS SINCE ITS FOUNDING INCLUDE THE FOLLOWING:

- Four Startup Weekends – 380+ student participants
- Three Startup Challenges (2013, 2014, 2015) – 150 businesses
- Four Google/Android Bootcamps – over 200 students
- Four Ideas-of-March competitions – over 200 students
- Twelve Innovation Salons
- Eight Pitch and Demo Meetups
- Six Entrepreneurship forums
- Four Executive group training programs
- Five business winners of Startup Challenge still in business
- Other iiED supported ventures also for developing the region such as economic impact studies, resource inventories, environmental impact studies, city/urban development studies etc.

CSUMB Small Business Development Center (SBDC) Goes Through Leadership Transition

CSU, Monterey Bay's SBDC is housed in the College of Business and provides the other key element in the entrepreneurship and small business ecosystem along with the iiED. Over the 2009-2014 period, CSUMB Small Business Development Center (SBDC) has created 192 new jobs and retained 61 jobs in Monterey and San Benito counties with its clients receiving over \$23 million in new capital over this period. It assisted 93 local businesses in accessing capital of \$22,817,975 through SBA Guarantee programs, commercial financing, municipal loan programs, improved profitability and equity financing. It has conducted 172 workshops with 2,624 attendees. It has actively assisted 1,025 clients with 6,948 professional advising hours delivered to accomplish business growth including: starting and expanding their business, creating and retaining jobs, increasing sales and e-commerce success, obtaining loan,

financial analysis, buying businesses, implementing bookkeeping systems, hiring employees and turnaround strategies

Longtime Associate Director of the SBDC, Andrea Nield retired after a distinguished career building up the CSUMB SBDC with the outcomes shown in the previous paragraph. Cynthia "Cindy" Merzon was named as Associate Director to succeed Andrea. Cindy has more than 17 years of experience in Economic Development. She was the Chief Executive Officer of the Fresno Area Workforce Investment Board (WIB), held the position of Director of business development and marketing for the Cen Cal Business Finance Group, which structured Small Business Administration (SBA) loan applications for small business owners, and also owned Merzon Consulting which has provided business management and executive coaching to businesses and

municipalities throughout central California. Cindy was raised in Salinas, and is delighted to "return home."

"We are very pleased to have Cindy take the helm of CSU Monterey Bay's Small Business Development Center," said Dr. Marylou Shockley, Chair of the College of Business. "She brings a wealth of experience and expertise in economic development, management and strategic planning."



Cindy Merzon

Faculty Members Publish Their Research in Leading Journals

College of Business faculty members were very active during the 2014-2015 year publishing over 15 articles in leading peer-reviewed journals and publications in a variety of management areas.

Dr. Xiaowei Xu, Assistant Professor of Finance published her research article entitled "When is Human Capital a True Resource? The Performance Effects of an Ivy League Education among Celebrated CEOs" (with Danny Miller and Vikas Mehrotra) in the prestigious and top-ranked journal, *Strategic Management Journal*.

Similarly, Dr. Heiko Wieland, Assistant Professor of Marketing, had his article, "The Role of Institutions in Innovation: A Service-Ecosystems Perspective," (with Stephen Vargo and Melissa Akaka) published in the leading journal, *Industrial Marketing Management* and had two co-authored

papers conditionally accepted by the *Journal of Strategic Marketing* and the *Journal of Serviceology*.

Dr. Jarrett Bachman, Assistant Professor of Hospitality Management had two of his articles published in the leading journals in his field of hospitality and event management, *Event Management* and the *Journal of Convention & Event Tourism*.

Dr. Sumadhur Shakya, Assistant Professor of Agribusiness and Supply Chain Management similarly published two articles in the leading journals in his field, the *Journal of Agricultural and Resource Economics* and the *Journal of Water Reuse and Desalination*.

Other tenured faculty members were also prolific with their publications.

Both Professor Babita Gupta and Murray Millson published multiple articles in leading

journals in their respective fields of information systems and marketing/technology management while Professor Pat Tinsley McGill published an invited book chapter and a joint article with Professor Millson.

Professors Cathy Ku, Brad Barbeau and Marylou Shockley also completed manuscripts as a follow-up to their publications in the years immediately preceding. Profess Chi-Chun Chou joined in January with an impressive publication record.

Congratulations to the COB faculty for their sustained research and publication efforts (a full list will be published in the College of Business' annual report to follow)!



(L–R) Brad Barbeau, Xiaowei Xu, Jarrett Bachman, Heiko Wieland, Marylou Shockley, Sumadhur Shakya, Pat Tinsley McGill, Murray Millson, Cathy Ku, Babita Gupta, Chi-Chun Chou

Capstone Festival a Big Success

the Spring 2015 Capstone Festival to their clients, peers, parents and family members/significant others. Projects included work for non-profits, social enterprises, small businesses, well-established companies and local area government bodies. Clients included Carmel Valley Ranch, Peninsula Wellness Center, Veterans Transition Center of Monterey County, Saint Francis High School, Tarp's Roadhouse, Light and Motion and a variegated group of other businesses and non-profits. Audience turnout was impressive for the one and a half days of presentations.

Faculty member Dr. Sharon Kurtz, who was one of the capstone project mentors and faculty advisor said, "This year the quality of the capstone projects and the presentations exceeded the already very high standards of the COB capstones. The clients were very pleased with the reports and mentioned how they were able to get actionable plans to immediately implement the recommendations made by the teams".



Graduating Seniors