

2003 2004 Annual Report

MIDDLE TENNESSEE
STATE UNIVERSITY



JENNINGS A.
JONES
COLLEGE OF BUSINESS



Dear Alumni and Jones College
Supporters:

This report has been prepared
for you to demonstrate two
things: accountability and
appreciation.

It is important that we be
accountable for the trust you
have placed in us. This report
will help you to evaluate our
accomplishments against your
expectations. It will show you
evidence of our performance in
teaching, research, and service
and highlight the extraordinary
faculty, staff, and students who
are the Jennings A. Jones
College of Business.

We also intend this report to
demonstrate our sincere
appreciation for your support.
Clearly, that support is essential
to our ability to enhance and
improve our service. Thank
you for making our goal of
continuous improvement
possible.

Sincerely,

E. James Burton,
Ph.D., CPA, CFE,
Dean, Jennings A. Jones
College of Business



Earl S. Swensson, FAIA, speaking at Leadership Essentials conference (left); the Business and Aerospace Building (right)

Jennings A. Jones College of Business

- The “**Leadership Essentials: Improving your Leadership Potential**” conference was held November 14 at World Outreach Church, cosponsored by the Jones College, the Jennings A. Jones Chair of Excellence in Free Enterprise (Aubrey B. Harwell, Jr., chairholder), and the Jennings and Rebecca Jones Chair of Excellence in Urban and Regional Planning (Earl S. Swensson, FAIA, chairholder). Presenters included Harwell, managing partner of Neal & Harwell, Nashville; Swensson, architect and founder of Earl Swensson Associates, Nashville; R. Earl Thomas, MTSU professor of management; Nimrod McNair, president of the McNair Group; Brian Polansky, professional communication educator; and Ralph Hillman, retired MTSU professor of speech and communication.
- Earl S. Swensson, FAIA, lectured at MTSU during the fall semester. He gave a presentation to Omicron Delta Epsilon (economics honor society) on the urban planning phases of Nashville, talked about “synergenial” planning with graduate students in the Center for Historic Preservation, and shared a presentation on shifting paradigms with other classes.
- The **Economic Outlook Conference**, held October 8 at World Outreach Church, was cosponsored by the Jennings A. Jones Chair of Excellence in Free Enterprise, the Business and Economic Research Center (BERC), the Weatherford Chair of Finance, and First Tennessee Bank. Speakers were Susan Schmidt Bies, a member of the Board of Governors of the Federal Reserve System; Donald Ratajczak, economic forecaster; and BERC director David A. Penn.
- New hires in the dean’s office include Susan Booker, secretary; Denise Cox, development officer; and Amanda Chambers, advisor.
- Jack Turner received the Jennings A. Jones **Champion of Free Enterprise Award** (pictured at center). Turner entered the life insurance business in 1958, has qualified every year for the Million Dollar Round Table since 1962,



- is a member of the Robert E. Musto Tennessee Insurance Hall of Fame and the GenAmerica Financial Hall of Fame, and received the Silver Beaver Award in 1988 from the Boy Scouts of America.
- In December, for the second year, the Jones College hosted the Public Chapter 862 Training Conference for the Murfreesboro City Planning Department and Rutherford County Planning Office with the help of Joseph Aydelott, Robert Lewis, and John Davis.
- Sharon Jones won the Greek letter society **Order of Omega Golden Apple** faculty appreciation award for outstanding teaching and student support for the Jones College in fall 2003. Kay Blasingame-Boike, Boyd Evans, Katie Kemp, Don Roy, and Anealia Sasser were also nominated.
- The Jennings A. Jones Chair of Excellence in Free Enterprise held the 13th annual Executives-in-Residence program April 2. Luncheon speaker former Governor Winfield Dunn received the Joe M. Rodgers **Spirit of America Award**.
- Alumnus Bill Mooningham received the Jones College **Exemplar Award** at the spring college awards banquet. The award is presented to an alumnus who has provided a model of meritorious career achievement in business and industry for our students to emulate.
- In response to an increased demand for business courses and the need to recruit and retain high-quality faculty, services, and facilities, the Tennessee Board of Regents (TBR) approved a business course fee assessment of \$20 per credit or audit hour beginning fall 2004. The fee is used to maintain and enhance the Jones College academic programs.
- A \$200,000 bequest from the estate of long-time Rutherford County resident Mary E. Hodge has established the **Charles E. Hodge II Memorial Scholarship** in honor of her son to be awarded annually to a business major at MTSU.



Terry Ward advises student Rebecca Dobbs; Brian Todd Carver and Denise Leggett are TSCPA manuscript contest winners (right).

Department of Accounting

- The department received separate **AACSB International** (Association to Advance Collegiate Schools of Business) **accounting accreditation**.
- The department's **advisory board** includes:
 - Percy E. Dempsey III, chair;
 - Dennis Dycus, Division of Municipal Audit;
 - Tommy Francis, Kraft CPAs, vice chair;
 - Joel Jobe, Jobe, Hastings & Associates CPAs;
 - Burt Landers, Winnett Associates PLLC;
 - Heather Lawson, Nissan;
 - Bill Mooningham, Ernst & Young LLP;
 - Larry Morton, Crowe Chiaek and Co. LLC;
 - Lisa Nix, Deloitte & Touche LLP;
 - Jeff Smith, National Healthcare LP;
 - Barbara Sutton, Sutton and Co. PLLC;
 - Brian Tate, Lattimore Black Morgan & Cain PC.;
 - Sammy Walters, Premier Manufacturing Inc.;
 - Ex-officio: **Interim Chair Paula Thomas** (pictured at center).
- Thomas served her second year as the Accounting Advisory Board Distinguished Professor of Accounting in 2003-04. She was appointed to the **AICPA** (American Institute of Certified Public Accountants) **Board of Examiners**, which oversees all aspects of the CPA exam. The AICPA was on campus for exam pretesting in November.



- Thomas was the first woman in the country to receive the **AICPA Distinguished Achievement in Accounting Education Award**.
- The graduate curriculum for the M.S. program has been revamped, and Terry Ward has been appointed as the departmental M.S. coordinator.
 - Hal Wilson received the **TSCPA 2004 Lifetime Achievement in Accounting Award**.
 - Brian Todd Carver won the 2003 TSCPA student manuscript contest. Last year MTSU student Denise Leggett, now a temporary faculty member, won the contest.
 - Charles O. Kile, Jr., Dwayne McSwain, and Pat Wall joined the faculty.
 - Pat Wall completed her doctoral degree at Tennessee State University.
 - The department has a new Web site: www.mtsu.edu/~actgdept.
 - The 13th annual MTSU **Accounting Alumni Appreciation Day** was May 13. Participants earned continuing professional education credit for attending the seminar (topics included accounting, auditing, taxation, and computer training).
- Members of accounting honorary society Beta Alpha Psi (G. Robert Smith, Jr., faculty vice president) contributed volunteer hours to removing invasive exotic plants and seeding native grasses at Stones River National Battlefield.

MBA Program

- In October 2004, the program will cosponsor a two-day seminar on Hispanic business with the **Nashville Hispanic Chamber of Commerce**. Partial funding will be provided by a gift from First Tennessee Bank and a \$9,000 Special Projects Grant. Troy Festervand, associate dean for graduate and executive education, received the grant from the MTSU Foundation for **diversity training**.
- The first MTSU team to compete in the prestigious George Washington University/KPMG **MBA Case Competition** reached the Silver Round in spring 2003. Out of 17 competitors, MTSU outperformed such teams as Georgetown University, Virginia Tech, and defending champs the University of Pittsburgh. On the team were students Harold Henn, Nicki Russell, Will Dodson, and Melissa Wilson with Jessica Porter as alternate and Reuben Kyle as faculty advisor.



Professors Robert B. Blair (left) and Rohalanda White-Moore (right) in their classrooms; student entrepreneur Gary Gerleve (below)

Department of Business Education, Marketing Education, and Office Management

- Gerry Scheffelmaier coordinated the spring 2004 entrepreneurship seminar held April 16. Ed Galindo, **NARED** (Native American Research and Educational Foundation); Susan Freeman Ginkley, Blue Chair and Blue Monarch; and Greg Driver, Citi-Wide Cash Services, were guest speakers.
- Dee Cole coordinated the fall entrepreneurship seminar held November 21. Speakers included Gary Gerleve; Mike Sparks, Midtown Autos.com and Crye-Leike Commercial Real Estate; Larry Sims, Sims Realtors-Auctioneers, LLC; and Terry Haynes, Haynes Brothers' Lumber.
- **Entrepreneurship major Gary Gerleve** submitted for funding a business plan he developed in Marsha Smith's class and received over \$1 million to purchase Highland Rim Speedway in Ridgetop, Tennessee. He is currently submitting a business plan for funding his third business venture.
- Chair Linda McGrew served on the 2003-04 Best Practice Committee for Technology Enhanced Lessons and as secretary of the **MTSU Council of Department Chairs** 2002-04.
- Robert B. Blair was elected president of the Tennessee Business Education Association (TBEA) and reelected vice-president of the **Southern Business Education Association** and the Business and Information Technology Division of the Tennessee Association for Career and Technical Education.
- Blair received **The Holland Group** 2003-04 Distinguished Assistant Professorship, the 2003 Tennessee Association for Career and Technical Education Educator of the Year, and the 2003 TBEA Postsecondary Teacher of the Year awards. He coordinated the **Corporate Connections Academy** (Jennings Jones Foundation, sponsor) for secondary teachers.
- MTSU **Phi Beta Lambda** Chapter officers are Breanna Randolph, president (of local and state chapters); Leah Hale,

vice president; Christopher Plunkett, secretary; and James Andrews, treasurer. Nicole Kiszenia is a state officer. Several local members attended the National Fall Leadership Conference in Atlanta in November. Chapter members have completed two community service projects.

- Vince Smith coordinated MTSU facilities for the **Business Professionals of America** and Future Business Leaders of America Fall Leadership Conference in November. He served as Business Teacher Educator for the Tennessee Department of Education, Division of Vocational-Technical Education, and coordinated the New Teacher Workshop in conjunction with the fall Nashville TBEA Conference.
- Rohalanda White-Moore was selected by TBR as a **Maxine Smith Fellow** (a Geier initiative) for 2003-04. Assigned to the Tennessee Higher Education Commission (THEC) as a mentee for Linda Bradley, associate executive director of academic affairs, Moore has been doing research to help develop lottery scholarship guidelines. Moore is Phi Kappa Phi's 2004-05 president-elect.
- Dee Cole organized and conducted a teacher in-service program for Memphis City Schools.
- A **DECA** high school marketing education student competition was held at Murphy Center February 9.
- Nine entrepreneurship students received **Coleman Scholarships** to attend the 2003 College Entrepreneurs Organization (CEO) conference in Chicago.
- The **Entrepreneurial Studies Advisory Board** includes Steve Benefield, Rutherford County Chamber of Commerce; Laws Bouldin, Phoenix Realty, LLC; Jim Bryant, FirstBank; Melanie Davenport, Cellular Concepts; Patrick Geho, Tennessee Small Business Development Center; Donna Hastings, Jobe, Hastings & Associates, CPAs; and Chris Robinson, Industrial Maintenance & Engineering Corp.





Buddy Freeman (left) is congratulated by Stan Gambill; Mirza Murtaza (far right) was a distinguished assistant professor.

Department of Computer Information Systems

- Raj Aggarwal established the Kailash Wati Aggarwal Memorial Endowed Scholarship, the first to benefit Computer Information Systems (CIS) majors, in memory of his mother. Raj has guaranteed he will make up any potential shortfalls to ensure the fund will generate a \$500 scholarship each year.
- Students elected Charles Apigian most **Outstanding Jones College Professor** (Omega Chapter of Gamma Iota Sigma, sponsor).
- Mirza B. Murtaza received the Bridgestone/Firestone Distinguished Assistant Professorship.
- CIS had a total of 21 journal articles and 26 conference presentations.
- Buddy Freeman received his Ph.D. from Vanderbilt.
- Chair Stanley Gambill and former graduate student Jessica Porter received the **Best Paper Award** from the 2003 International Business and Economic Research Conference.
- Jeff Clark has served as executive director of the Midwest Business Administration Association since 2001.
- New faculty hires for fall 2004 are Melinda Korzaan from the University of Arkansas and Katherine Boswell from the University of Mississippi.



The business computer lab (Carlos Coronel, director) is now open 24 hours.

Center for Economic Education

- Robert B. Blair is the new director.
- The center partners with seven regional newspapers and First Tennessee National Corp. to administer the **Stock Market Game (SMG)** curriculum in schools throughout Tennessee (Maria Edlin, coordinator). During 2003-04, the center served 2,546 teams (11,546 students) and 441 teachers/advisors, representing 362 schools. The center received a Securities Industries Association Southern District Grant to help fund the SMG and conducted nine teacher workshops.
- Through the support of the Jennings and Rebecca Jones Foundation, the center provided teacher and student training, curriculum materials, and two **International Economic Summit** competitive events (November 18, March 30). During 2003-04, the center served 129 teams (651 students) and 21 teachers, representing 18 schools.
- The center hosted an international education workshop for teachers November 18, underwritten by an International Education Showcase Grant from the National

Center for Economic Education. The **Commanding Heights** curriculum was provided. Luke Crafton of WGBH-TV, Boston, facilitated.

- The center cosponsored a booth at the 2004 Committed to Kids Expo at Murphy Center in April with the Jennings A. Jones Chair of Excellence in Free Enterprise.
- During summer 2004 the center will be involved in a graduate seminar to assist area economics teachers in meeting No Child Left Behind requirements.

Small Business Development Center

- The center (Patrick Geho, chair) conducted 79 business-related training events with 1,234 attendees and 4,685 training hours in 2003.
- The center had 368 initial start-up and existing business customers and 184 repeat customers in calendar year 2003.
- The center broadened its menu of training topics with the addition of **Lean Manufacturing** and Lean Office seminars beginning in March 2004.



Bichaka Fayissa teaching student Yuriko Sakai (left); Christian Nsiah running (center); David A. Penn speaking (right)

Department of Economics and Finance

- Nick Minadeo received the D.A. in economics in May. The D.A. has been converted to a Ph.D. program. Charles Baum replaced Duane Graddy as economics graduate director June 1. The first graduate of the Ph.D. program was Prathibha Joshi in August. Currently, 20 students are enrolled in the program, and five are working on completing their dissertations.
- Barbara Haskew was named interim director, **Tennessee Center for Labor-Management Relations**.
- Bichaka Fayissa, incoming president of the **Academy of Economics and Finance**, served as program chair for the annual meeting February 11-14 in Biloxi, Mississippi.
- Emily Norman Zietz was named in the fall as one of two Jones College 2002-03 **Outstanding Faculty Members**.
- Franklin Michello received the 2003-04 **Robert W. McLean Distinguished Assistant Professorship**.
- Michello, **Financial Management Association** advisor, accompanied a group of finance students to the annual FMA meeting in San Antonio in October and an FMA Leadership Conference and field trip to Chicago in March.
- Joachim Zietz received the **MTSU Outstanding Public Service Award** for 2002-03 at the fall faculty meeting.
- Economics Ph.D. candidate Christian Nsiah competed for Ghana in the World Track and Field Championships in Paris in 2003 and is training for the Athens summer Olympics.
- Albert E. DePrince, Jr., received the **Adolph G. Abramson Award** at the National Association of Business Economics annual meeting for the best article of the year ending June 2003.
- DePrince is serving on the Tennessee Tax Structure Study Commission and also presented a tax forecast to the Tennessee State Funding Board in December and April.
- Ghassem Homaifar has published a book, *Managing Global Financial and Foreign Exchange Rate Risk* (Wiley, 2004).
- Emily Norman Zietz and Ken Hollman are consulting for the Institute for Defense Analyses, determining the extent to which companies producing anti-terrorism technologies should be granted liability protection under the Safety Act.

Martin Chair of Insurance

- Paige D. Shipp was selected by the Spencer Educational Foundation Inc. to be the first recipient of the **September 11th Memorial Scholarship** from the Risk and Insurance Management Society.
- The chair (Ken Hollman, chairholder) has 20-25 students who intern with insurance companies or agencies each year. It is among the top units on campus in experiential learning and at or near the top of U.S. insurance programs in number of students involved in for-credit work experiences.
- The chair receives contributions annually for scholarships and has 26 scholarship endowment accounts (besides the main chair endowment). Fifty-three insurance students received scholarships through this program in 2003-04, probably more than at any similar program in the country.
- **Omega Chapter of Gamma Iota Sigma** won three awards at the insurance fraternity's annual management conference in New York October 25-28.
- Inductees into the **Robert E. Musto Tennessee Insurance Hall of Fame** August 5 were Roy Bess, Bob Gayle, John Peyton, and George Pope.
- The chair's annual golf tournament (April 20 at Champions Run Golf Course, Rockvale) raised \$23,000 for scholarships and program operating expenses.
- Auto-Owners Insurance of Brentwood donated \$2,000 to the insurance program.



Joachim Zietz



Barbara Haskew



Al DePrince



Paige Shipp

Business and Economic Research Center

- **Global Commerce**, edited by Steven Livingston, won the 2003 **AUBER** (Association of University Business and Economic Research) Award for Excellence in Publications.
- The BEREC (David A. Penn, director) has a new **associate director**, Murat Arik.
- Research efforts for the year include:
 - An examination of new revenue sources for **Rutherford County**;
 - *Nashville MSA Today*, a quarterly appraisal of the Nashville economy compared with the performance of 11 peer metropolitan areas for the Nashville Chamber of Commerce;
 - A study of the workforce in northwest Tennessee for Dyersburg State Community College and the **Northwest Tennessee Workforce Board**;
 - A study to estimate the economic impact of MTSU;
 - Continuing work for **Destination Rutherford**;
 - Continuing partnership with the *Nashville Business Journal* and the *Tennessean*;
 - Numerous media quotes (61 in 2003) and interviews in local newspapers, television, and radio;
 - Several presentations to public and private organizations including Leadership Brentwood, the National Association of Industrial and Office Properties, Rutherford County Commission, Nashville 2010, and the Northwest Tennessee Workforce Board.



Weatherford Chair of Finance

- Chairholder **William F. Ford** (pictured teaching at center) was awarded the TBR's system-wide **Academic Excellence Award** for the activities and accomplishments of the chair and its Financial Institution Management program. This is only the second time an MTSU professor or program has won.
- The chair awarded scholarships to nine students totaling \$8,350.
- The chair's annual fundraiser, the **Weatherford Scramble Golf Tournament**, at Stones River Country Club September 30 grossed a record-setting \$38,825.
- President Sidney McPhee appointed Ford to head a task force to study the state lottery's impact on MTSU and make recommendations for structuring the scholarship program.
- Ford appeared 14 times live on nationally televised business news shows including CNBC/TV, CNN/fn, and Bloomberg TV and spoke to 17 business, civic, and industry conferences on economic, banking, and financial issues.
- Jim Bryant, senior vice president of lending at First Bank, received the bank's Ayers Foundation "Humanitarian of the Year" award and in turn donated his gift of \$1,000 to the MTSU Foundation, earmarked for a banking award honoring Fowler I. Todd.

Japan-U.S. Program

- Four students from Yonsei University in South Korea attended MTSU, and two MTSU students attended YU.
- Two Kansai Gaidai University students attended MTSU, three MTSU students attended KGU, and one Fukushima University student attended MTSU.
- Economics professor Hideeki Okumoto of Fukushima University spent six months as a Jones College visiting research associate.
- Program director Kiyoshi Kawahito (pictured above) participated in the U.S. Southeast/Japan Association Meeting in Osaka, Japan, October 26-28, as a member of the Tennessee delegation led by **Governor Phil Bredesen**.
- Yoshio Susa, president of Kenshin (credit union), the first international member of the MTSU Foundation Board of Trustees, attended the board's fall and spring meetings.
- Origami expert Jon Baxter of Charlotte held a "Workshop on Origami for Mathematics Education" for middle Tennessee K-12 educators November 29.
- Atsuko Kuratsuji, volunteer from Tokyo dispatched by the Japan Outreach Initiative (JOI), served the program in 2002-03 and 2003-04, particularly in assisting K-12 schools with education about Japan.
 - Kawahito attended the inaugural meeting of the Tennessee **Asia-in-the-Schools** Committee in Nashville December 5. It is a committee of experts on Asia and an arm of the National Consortium of Teaching about Asia. NCTA held seminars at MTSU throughout 2003 as a collaboration between MTSU's Japan Program and UT-Chattanooga's Asia Program.
 - The program hosted the annual New Year's celebration January 24.
 - Kawahito escorted President Sidney McPhee on a visit to Korea and Japan to promote academic and cultural exchange March 21-29.
 - The program cohosted, with Student Programming, the Music of the Ainu concert by the prestigious Music From Japan, Inc., February 10.
 - Jun Kurihara, Japanese think-tank chief economist and senior fellow at Harvard University, lectured at MTSU February 28 and 29 on Japanese and Asian economies.
 - The program held a seminar March 20 for elementary school teachers on teaching about Japan.
 - The program held a Japan Fair April 14 to display and demonstrate traditional Japanese arts (origami, calligraphy, kimono wearing, tea ceremony) for International Week.
 - Kawahito received the **Foreign Minister's Award** from the Japanese government for his years of service to promote Japan-U.S. friendship and cooperation at the annual meeting of the Japan-America Society of Tennessee.
 - Kawahito received the MTSU **Presidential Award for International Development**.
 - Kawahito took 15 students on Japan Field Study 2004 to study Japanese culture and economy May 17-June 1.



Kiyoshi Kawahito



Christina Mathis gives a presentation in Melodie Phillips's marketing promotions class (left); Steve Ingram, American Cellular, and Sherry Riddle greet student Shaquisha Jackson at the Sales and Marketing Career Fair February 25 (right).

Department of Management and Marketing

- Marketing major Amy Ford received the 2004 Community Service Award at the President's Celebration of Excellence.
- The MTSU **Pi Sigma Epsilon** (PSE) chapter (Katie Kemp and Holly Hapke, sponsors) won the Lloyd L. Antle **Top Chapter Award** at the national convention in Reno in April. Chapter members accepting the award were Sandra Williams, Kristin Mangino, Justin Meeks, Eric Fedoryshyn, Scott Dickson, Sean Rabe, Crystal Joyner, Christie Maxey, Katie Stooksbury, Jessica Thompson, Laura Blair, Sarah Wade, Lori Beth Johns, Leslie McMahon, Laura Bullard, Brandie Reavis, and Katie Greenwell.
- PSE member Leah Love won the PSE **Regional Pro/Am Sellathon** competition at the November conference in New Orleans.
- The **Sports Marketing Student Organization** conducted research projects at three races at Nashville Superspeedway, conducted a fan satisfaction study at a Tennessee Titans game, and raised money for a sports marketing scholarship by selling tickets to Nashville Predators games marketed as MTSU nights.
- Kimball Bullington won the William J. Burns Award from the Nashville chapter of the Institute for Supply Management.
- Steve Ingram (pictured above), American Cellular, donated \$3,000 for a sales scholarship.
- The BellSouth Real Yellow Pages by the Berry Company donated \$1,500 for a sales scholarship.
 - Holly Hapke received the **Pi Kappa Alpha Outstanding Teacher Award**, fall 2003.
 - The **Sales and Marketing Career Fair** was held February 25.
 - Tim Graeff won the Jones College **Outstanding Faculty Award**, fall 2003.
 - Publications and appearances included 37 journal articles by 17 different faculty members, 32 presentations at academic professional conferences, and one textbook.
 - Tom Tang won the **Best Reviewer Award** from the International Management Division of the Academy of Management in August.
 - Thuhang Tran, Ph.D., from the University of Massachusetts, joined the faculty in the fall and teaches business strategy and international business.
 - **Students in Free Enterprise** (Susan Harmon and John Mullane, sponsors) received a \$1,000 donation from Walgreen's to help with the expenses of teaching the college and local community about free enterprise.



Holly Hapke (left), received the Pi Kappa Alpha Outstanding Teacher Award; Tim Graeff, director, Office of Consumer Research, works with students conducting telephone survey (right). A student makes calls for the survey (above, center).

