

# CoBNews

COLLEGE OF BUSINESS NEWSLETTER

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## Pfluger Honored as 2017 Alumnus of the Year



On May 5th, 2017, the College of Business held its annual Honors Ceremony where many faculty, staff, and students were recognized for various achievements during the 2016-2017 academic year. The ceremony, held at FSU's Lane University Center, also honored Mr. Kurt Pfluger, FSU Class of 1980, with the 2017 "Alumnus of the Year" Award.

Mr. Pfluger is currently an Independent Consultant providing services to a variety of different businesses in the area of Finance and Accounting. He is a Certified Public Accountant and graduated in 1980 from Frostburg State University, Magna Cum Laude, with a bachelor's degree in Accounting.

Kurt spent the majority of his career in public accounting and working with Federal government contractors. He began working with Soza & Co. Ltd. in 1981 when the firm had merely twelve employees and \$600,000 in annual revenue. In 1987, he became a partner and oversaw the firm's accounting and auditing services. In 1995, the firm entered into government contracting and began to see significant growth. With revenue of nearly \$75 million, Kurt added the title of CFO in 1999. The firm, with revenue of \$135 million and 900 employees, was sold to Perot Systems Corporation in 2003.

In his semi-retirement, Kurt began consulting to small and medium-sized businesses and serving on nonprofit organization boards. He has served on the Board of Catholic Charities for the Diocese of Arlington, INOVA Fair Oaks Hospital Auxiliary, Virginia Chamber Orchestra and the O'Shaughnessy-Hurst Memorial Foundation, among others. He has also endowed an athletic scholarship at George Mason University and a scholarship for graduates at the high school of his parents' hometown.

Mr. Pfluger presently serves on the FSU Foundation Board and has funded an Accounting Scholarship at the University.



**Dr. Sudhir Singh**  
Interim Dean  
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#### College of Business



## Words from the Dean

With renewed pride, I am thrilled to share highlights of the successes of the faculty, staff, students, and alumni of the College of Business in the spring semester and summer term, 2017.

First, faculty in the College continued to exhibit a trajectory of growth in the publication of 32 articles in peer-reviewed journals, amidst a total of 53 scholarly activities that included research presentations at a variety of national and international conferences. The work of several of our faculty saw the light of day in top-tier research outlets such as the *Journal of Services Marketing*, *Journal of Academic Ethics*, *Quarterly Review of Economics and Finance*, and garnered national and international attention.

Additionally, in recognition of Dr. Tom Sigerstad's (Management) compelling contributions at the departmental, college, and university levels, he was bestowed with the **2017 College of Business Excellence Award for Service**.

Programmatically, in response to feedback from its student body, and based on an assessment of market needs, the College of Business undertook to revise its MBA program delivery structure from the traditional, 15-week, semester-long delivery model to two seven-week sessions each semester, with implementation slated to launch in fall semester, 2017. Additional curricular changes and programmatic revisions are slated for the next academic year.

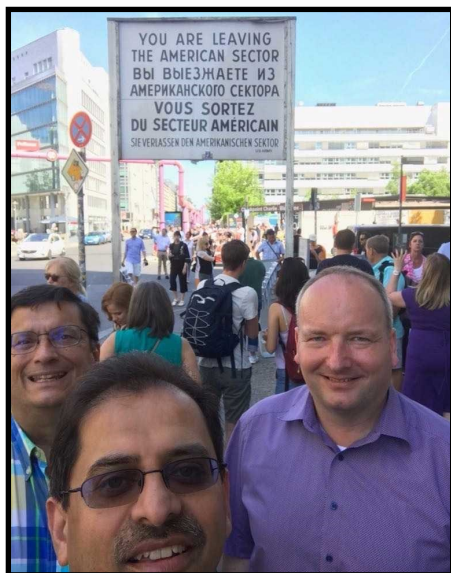
Also, the College's strategic efforts to expand opportunities for international education for its students and faculty continued with vigor, and in varied ways, as follows:

- ◆ Implementation of the joint, cooperative partnership between Frostburg and HUC, materialized with the first two courses delivered successfully at the HUC campus in Changsha, China, in the summer to 118 students by Dr. Yan Bao (Accounting) and Dr. Jill Morris (English).
- ◆ In fulfillment of the partnership agreement with DHBW, Bad Mergentheim campus in Germany, no fewer than six College of Business faculty traveled to that campus at different times throughout the year towards pursuit of short-term instructional and collaborative research opportunities.
- ◆ Four students from the College participated in an innovative, ten-day course, *Responsible Management*, offered at our partner institution, ESC School of Business in Rennes, France, in June 2017.
- ◆ Two students in Hospitality Management are planning a six-week educational experience at Vanung University, Taiwan in fall 2017.

Finally, members of the College Advisory Board continued to deepen their contributions to student learning with the involvement in high-impact projects such as resume review, structured classroom visits, group and individual mentoring and coaching, hosting of faculty site visits as part of the Regional Business Network initiative, offers of internship opportunities to students, and hosting of one student for a week-long, professional coaching and educational observation site visit.

And so, the College's march on the path toward continuous improvement continues..... needless to add, none of the College's achievements would be possible without the deepest engagement of ALL its stakeholders - and to the entirety of whom, I would like to reiterate a simple but heartfelt **THANK YOU!**

## "Guten Tag!" Management Faculty Visit Germany



As part of the Global Experiential Learning program and a cooperative venture with DHBW Mosbach, Dr. Michael Monahan and Dr. Amit Shah had the opportunity to teach classes in Germany in June. Drs. Monahan and Shah also toured the remains of the infamous Berlin Wall, the best physical representation of the "Iron Curtain" of the Cold War.

Pictured from the left: Dr. Michael Monahan, Dr. Amit Shah and Dr. Rainer Jochum, Program Administrator at Duale Hochschule Baden-Württemberg Mosbach - Campus Bad Mergentheim at Checkpoint Charlie in Berlin.

## Research Article Insights ~ Dr. Dean

Marketing Professor, Dr. Dwane Dean, will be published in a forthcoming issue of *Journal of Services Marketing*.

His study, entitled "The Benefit of a Trustworthy Face to a Financial Services Provider," investigated three information sources for their influence on trust and patronage intent toward an un-met financial services provider. The sources were: facial appearance (pre-tested to be trustworthy or not), credentials (Certified Financial Planner or not), and social information about the provider (evidence of civic engagement or not). Examining trust in an un-met provider is believed to be important because financial service firms are transitioning to an online customer interface. In the absence of a face-to-face encounter, prospective clients may look for information about the provider on the company website, or on social media such as LinkedIn.

In the first experiment, both facial appearance and credentials significantly affected patronage intent. The effect of facial appearance was mediated through the affective trust dimension while the effect of credentials was mediated through the cognitive trust dimension. In a second experiment, both facial appearance and social information significantly affected patronage



intent. However, observer gender significantly interacted with facial appearance (women reacted more negatively than men to an untrustworthy face for patronage intent).

Findings suggest that a personal photo on a business card carries some risk, as it may either increase or reduce patronage intent. Conversely, communicating credential achievement or evidence of civic engagement to prospective clients has a favorable effect on patronage intent. Although all three factors significantly affected patronage intent, the influence of social information was the most profound in the un-met context, perhaps because it encodes past behavior.

### Programs Offered in the CoB

#### Undergraduate Majors:

**Accounting**

**Business Administration**

#### Concentrations:

- Finance
- General Management
- Global Business
- Human Resource Management
- Marketing
- Small Business/Entrepreneurship
- Hospitality Management

#### Economics

#### Concentrations:

- Business Economics
- Public Policy Economics
- Quantitative Economics

#### Undergraduate Minors:

- Accounting
- Business Administration
- Economics
- Finance
- Financial Services
- Management
- Marketing
- Small Business/Entrepreneurship

**BS Accounting/MBA  
Dual-Degree**

**Master's Business  
Administration (MBA)**



## Hunan University of Commerce and FSU Implement Joint Collaboration

Dr. Yan Bao arrived at Hunan University of Commerce (HUC), Changsha, China in early May. As a member of the FSU Steering Committee, which oversees the HUC-FSU Collaborative Program in Economics, Dr. Bao worked with HUC administration on site to make sure the program has a smooth start.

From May 22 to June 30, Dr. Bao and Dr. Jill Morris (English), taught Financial Accounting and Freshman Composition, the first of two FSU courses to be delivered at HUC under the agreement.

It was challenging to teach two large classes with about 60 students in each, but both professors managed to engage students successfully and had enriching experiences with help from their teaching assistants and HUC colleagues. The final grade distributions are consistent with the data collected at the FSU campus.



Dr. Bao is pictured above teaching in the classroom at Hunan University of Commerce.

Three HUC students will come to FSU to study in College of Business in the fall of 2017. The courses they take at FSU will be used to fulfill the

degree requirements of both institutions.



Left: Dr. Bao is pictured in a meeting with the administrative team at HUC.



Left: Dr. Bao and Dr. Morris are pictured in a meeting with HUC students to collect their feedback.

## Faculty Members Undertake Sabbatical Projects in China

Dr. Yan Bao, professor in the Department of Accounting, spent a sabbatical leave in China during the spring semester of 2017, in part, as an international visiting scholar at Xiamen University. During her visit, she collaborated with Chinese faculty on a few research projects, which includes a study on the accounting education reform in China where she serves as a primary researcher with support of a grant. She was invited to attend a summit on governance and prevention of financial fraud in April, when she was selected to serve as a research fellow at China Financial Fraud Research Center located at Xiamen National Accounting Institute. Dr. Bao also visited Hunan Normal University, Hunan University of Commerce, and Hunan University of Finance and Economics, delivering lectures on curriculum design and pedagogical strategies in the U.S.

Dr. Lilly Ye spent her sabbatical time at Zhejiang University of Technology, a tier-one research school in China, where she collaborated on research with faculty of the Brain Science Center at the College of Business and Commerce. She also taught a few sessions of MBA classes, mentored doctoral students, and built connections with Chinese business leaders.



Pictured top right: Dr. Yan Bao

Pictured bottom right: Dr. Lilly Ye teaches a class while on sabbatical in China.



## Management Faculty Research Draws International Press Coverage

A joint article, authored by Dr. Rebecca Chory and Dr. Evan Offstein, published in the September 2017 issue of *The Journal of Academic Ethics*, titled, "Outside the Classroom Walls: Perceptions of Professor Inappropriate Out-of-Class Conduct and Student Classroom Incivility among American Business Students" found that undergraduate students who witnessed their instructors behaving "inappropriately" outside of the classroom were more than likely to display inappropriate behaviors during class. Examples of such behavior include showing up to class under the influence of alcohol or drugs, use of inappropriate language, or falling asleep during lectures. The pair's research was

most recently covered in the UK press, and can be accessed at the following link: [https://](https://www.timeshighereducation.com/news/hangover-academic-bad-behaviour-bites-back-class)

[www.timeshighereducation.com/news/hangover-academic-bad-behaviour-bites-back-class](https://www.timeshighereducation.com/news/hangover-academic-bad-behaviour-bites-back-class)





## SHRM and Accounting Association Team Up to Host Workshop

In March, The Society for Human Resource Management and the Accounting Association joined together and hosted a workshop on creating and refining a resume. Director of Student Development, Amy Shimko, gave a very informative presentation that aided dozens of students by providing them with the necessary skills to create an appropriate resume so that they might be more successful during their job searches.



## Economics Students' Field Trip to Direct Energy Solar

The students of Econ 410, Resource and Energy Economics, together with instructor Dr. Oleg Kucher and the chair of the economics department, Dr. David Kiriazis, visited Direct Energy Solar in Columbia, MD on April 28, 2017. This was a regular class visit, which provides students with an active learning economics experience and equips them with some practical knowledge of the energy business.

The tour was arranged with the help of Mr. Sean Davidson, the company's product development manager and previous FSU Economics graduate. On the tour, Direct Energy Solar specialists discussed in-depth specifics and resources of the renewable energy industry, solar energy technologies, and solar energy economics, including solar installment costs, solar renewable energy credits, energy incentives, electricity saving investment, and financing options. As part of the tour, students learned about federal, state, and local renewable energy incentives in Maryland. Direct Energy Solar's parent company, Direct Energy, is



one of the largest energy providers across North America and has served nearly five million homeowners for over 15 years.

Pictured from left to right, Hudson Howard, Dr. David Kiriazis, Taylor Tarnai, Kirsten Milne, and Dr. Oleg Kucher.



## Marketing Club Travels to Chicago

The Marketing Club, accompanied by Dr. Eyad Youssef, took a trip to Chicago in the Spring to attend the American Advertising Federation's Career Mosaic conference. Twelve students were selected to go to Chicago from March 8<sup>th</sup> to March 11<sup>th</sup>. While attending the conference, students heard talks from key executives from Publicis Communications, Lapiz, and Leo Burnett. After the conference, there was a lunch and networking session. The students spoke with advertising and marketing professionals to gain insight into potential career choices. The next day, the students had an opportunity to explore the city and take in some of the sights.



## Finance Club Takes Educational Excursion to New York

Dr. Allen Shin accompanied six Finance Club members to New York City on March 11, 2017. They visited the Museum of American Finance, the New York Stock Exchange, the National September 11 Memorial and Museum, and the Bull of Wall Street. They also attended a session, entitled "Bracing for Changes in Investment Banking," organized by Ascend Business Conference at the New York University (NYU).



Pictured top right at the Museum of American Finance: Yuqing "Cherry" Hu, YuXuan Zou, Gary Cosner, John Poole III, Magnus Atufu, and Noicha Bryant.

Pictured bottom right with the Bull of Wall Street: John Poole III, Gary Cosner, Noicha Bryant, YuXuan Zou, and Yuqing "Cherry" Hu.



## Marketing Student Speaks at Commencement



College of Business graduate, Corey Knipple, was chosen as the

College of Business Commencement speaker for the Spring 2017 ceremony that took place on May 25, 2017.

A Cumberland, MD native, Knipple was on the Dean's List every semester and was awarded numerous academic scholarships. He was also a member of the Marketing Club,

Phi Sigma freshman honor society, and the President's Leadership Circle through which he traveled to Uganda over Intercession 2017 to assist in teaching sanitation practices.

During his senior year, Knipple completed a job shadowing experience in Florida with World Fuel Services, Inc.

## BGS Holds Induction Ceremony

Beta Gamma Sigma held the Spring induction ceremony on Friday April 21st, 2017, in the Gira Center.

Fifteen new members were welcomed into BGS and honored for their academic achievements.

The following students were inducted:

- Osama Al Shuwayer
- Haley Coleman
- Paige Connor
- Ashley Darby
- Gerald Inglesby
- Travon Johnson
- John Lancaster
- Tyler Nedimyer
- Brianna Olinger
- Sarah Pard
- Carmen Ruggiero
- Uzoma Njemanze
- John Sasse
- Yen-Nhi Thieu
- Timothy Wood



Pictured top row, left to right: Dr. Sudhir Singh, Officers—Hannah Llewellyn, Ryan Carr, Tyler Rayner, Kiersten O'Donnell, and Dr. Tom Sigerstad. Seated, left to right: Carmen Ruggiero, Brianna Olinger, John Lancaster, Gerald Inglesby, Ashley Darby, Travon Johnson, Osama Al Shuwayer, Paige Connor.

College of Business

Student

Organizations

Offered to Students

Accounting Association

Beta Gamma Sigma  
(Honor Society)

Delta Sigma Pi  
(Professional)

Co-Ed Fraternity)

Economics Club

Entrepreneurship  
Club

Finance Club

Global Business Club

Marketing Association

Omicron Delta Epsilon

Society for the Advancement  
of Management  
(SAM)

Society for Human  
Resource  
Management (SHRM)

VITA Program



## Retirements in the College of Business

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**Dr. Dan Mizak**

*Dan has faithfully served the College of Business and the Department of Economics for 40 years. His lifelong devotion to the education of our students and to the institution will be missed as well as his friendship, wisdom, and guidance. We are grateful for his service and are happy that he plans to stay in the area and we look forward to a continued connection with him into the future.*

-Dr. Sudhir Singh  
Interim Dean



**Dr. Daniel Plucinski**

**Professor of Business Law, Department of Marketing & Finance**

*Dan came to FSU in 1976 to teach Accounting courses in the then-fledgling business program. For many years hence he taught various Accounting courses as a member of the Department of Accounting. Years later, Dan earned a J.D. from the University of Baltimore and began teaching business law. Over his forty-plus years, Dan has been regarded by students and colleagues alike as an excellent teacher. His students appreciate his charismatic style of teaching and entertaining classroom examples. Dan has been a steady fixture in our business college and will be greatly missed.*

-Dr. Carol Gaumer, Chair  
Dept. of Marketing & Finance



**Ms. Carol Arnone**

**Lecturer, Department of Marketing & Finance**

*Carol came to FSU in 2004 to teach Marketing after a long and successful career in procurement at ATK. Due to her past marketing experience and early training in teaching, Carol taught just about every marketing course in the program at some point over her thirteen years at FSU. During her time here, Carol received a College of Business teaching award for her impact and dedication and students appreciated her sense of humor and way of making learning enjoyable. Carol's presence and sheer exuberance will be greatly missed.*

-Dr. Carol Gaumer, Chair  
Dept. of Marketing & Finance

## Retirements in the College of Business



**Dr. Ahmad Tootoonchi**

**Interim Provost and Former Dean of the College of Business**

*Dr. Ahmad Tootoonchi earned a Ph.D. in Leadership and Human Behavior from US International University. He served Frostburg State University with distinction for 28 years as a faculty member, chair of the Department of Management, and, during 2010-15, as dean of the College of Business. Over the past two years, 2015-17, Dr. Tootoonchi served as the institution's interim provost and vice president for academic affairs. Following his retirement, Dr. Tootoonchi has moved west to commence service as the dean of the College of Business and Public Administration at Eastern Washington University. The FSU College of Business thanks Dr. Tootoonchi for his long and dedicated service to the Institution and wishes him much success in his new endeavor.*

-Dr. Sudhir Singh  
Interim Dean



**Ms. Nancy Boore**

**Administrative Assistant, Department of Management**

*Nancy's career at Frostburg State University spans an astounding 42 years during which she has served the Department of Management, and earlier, the MBA Department, with great dedication and professionalism. While those who know and have worked with Nancy will miss her positive and sunny disposition, it is also important we support her in her plans for the next exciting phase in her life. Nancy expresses her heartfelt thanks and how "truly blessed" she feels to have had the opportunity to work at "FSU, and the many wonderful staff, faculty, and administrators" throughout her time here.*

-Dr. Sudhir Singh  
Interim Dean

## Fall 2017 Upcoming Events

- BGS Inductions—October 6
- Spring 2018 Registration begins—October 30
- Thanksgiving Recess—November 22-26
- Last Day of Classes—December 11
- Final Exams—December 12-18
- Commencement—December 19

**“When the  
wind of change  
blows, some  
build walls,  
while others  
build WINDMILLS.”**  
Chinese Proverb



## College of Business Core Values

Accountability

Excellence

Fairness

Mutual Respect

Openness

Professionalism

Service

Teamwork

Transparency

Trust

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College of Business



## New Faces in the College of Business

Abby Shillingburg recently joined the Department of Management as the Administrative Assistant, effective August 1, 2017.

Abby is a graduate of FSU, earning a Bachelor's degree in English with a minor in Biology. She has worked for the University for over two years and has performed exceptionally well in both the Department of Nursing and the Office of the Provost. Abby stated *"This is a great opportunity, and I look forward to getting to know everyone!"*

Welcome to the College of Business, Abby!



Kiersten Butler joins the faculty in Fall 2017 as a Lecturer of Accounting. She is a Magna Cum Laude graduate of FSU, having earned her Bachelor's Degree in Accounting in December 2015. She went on to receive her Master's in Business Administration from FSU in May 2017. She will be teaching various courses, including Managerial Accounting and Cost Accounting.

Welcome aboard, Kiersten!

Dr. Suranjana Nabar-Bhaduri joins the Economics Department at FSU in Fall 2017 as an Assistant Professor. Dr. Nabar-Bhaduri earned her Ph.D. in Economics from the University of Utah and holds both a Master of Arts Degree and a Bachelor of Arts Degree from University of Mumbai in India.

She will be teaching ECON 201 and ECON 351 this fall.

Welcome, Dr. Nabar-Bhaduri!

