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ROWAN UNIVERSITY

Rohrer
College of Business

ANNUAL REPORT 2012-2013



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MESSAGE FROM THE DEAN

One of our country's greatest statesmen, authors, inventors and diplomats — Dr. Benjamin Franklin — once observed, “Without continual growth and progress, such words as improvement, achievement and success have no meaning.”

Dr. Franklin's simple words serve both as friendly advice and an ominous warning for business schools operating in today's highly competitive global educational marketplace.

Business schools must never assume the educational strategies and approaches they confidently employed as recently as a few years ago will be successful in educating today's information-saturated echo boomer generation. True educational excellence is possible only if business school faculty, instructors and administrators are eager and willing to continuously rethink and reinvent the way they educate students.

For more than 40 years, the William G. Rohrer College of Business at Rowan University has been at the forefront of business education innovation. The College has never shied away from exploring new educational methods and models that ensure our students are equipped with the most critical skills, practical knowledge and hands-on business experiences to successfully compete for quality jobs despite the economic challenges of the time.

The College has a long tradition of partnering with alumni, business leaders and employers to ensure that our students can easily transfer their achievements in the classroom to success in the boardroom. We are committed to the belief that educational success is not a single destination but an ongoing journey.

The Rohrer College of Business is dedicated to becoming one of the most respected business schools in the nation. We are confident we will be able to achieve this goal with your help and support. We invite you to join us on this exciting journey.



A handwritten signature in black ink that reads "Robert C. Beatty".

*Dr. Robert C. Beatty
Dean and Professor of Management
Information Systems*





Distinguished Alumni Scholarship recipients Jonathan Hirsch (left), Crystal Anderson O'Neill (second from left) and Rachel Hallion (right) and Jeffrey Ritter, 2012 president of the Accounting Society (center back), meet Daymond John at the 40th anniversary dinner.



Top to bottom: Dr. Robert Beatty (left) presents Distinguished Business Alumni Awards to Paul Tully, Dorothy Stubblebine and Sarah Piddington during the 40th anniversary dinner.



Linda Rohrer and Dr. Robert Beatty (right) present the 2012 William G. Rohrer Business Leader of the Year award to Gerald Shreiber.



Keith, Shirley and Ann Campbell enjoy the anniversary reception with Daymond John (left to right).

CROWNING 40 YEARS OF ACCOMPLISHMENTS

Marking a long series of achievements, the Rohrer College of Business (RCB) commemorated 40 years of history this year. RCB took root in 1972 as an Administrative Studies Department with 150 students, and the program flourished through the years, growing to become a college boasting close to 1,200 students.

The College held many events during this year-long celebration, including the first annual RCB Homecoming Barbecue; Rohrer Classic Basketball Tournament; Rohrer Rodeo Picnic; 40th anniversary reception and awards dinner; and a Mini Shark Tank event with Daymond John, ABC Television's *Shark Tank* star.

During the 40th anniversary dinner, the College presented the first William G. Rohrer Business Leader of the Year Award to Gerald Shreiber, president and CEO of J&J Snack Foods Corp., Pennsauken, N.J., and the first Distinguished Business Alumni Awards to Sarah Piddington, '03, M'05; Dorothy Stubblebine, '80; and Paul Tully, '99.

In reaching this milestone, the College continues to distinguish itself in the academic sphere and is ranked in the 2013 edition of *The Best 296 Business Schools*, published by the Princeton Review®.

RCB's dedicated faculty members, who inspire students to strive for success, play an integral role in the College's accomplishments.

Dr. Harold Lucius, professor of marketing, received the Gary Hunter Excellence in Mentoring Award in April. One of the founders of the University's Dr. Harley E. Flack Student Mentoring Program, Lucius has guided more than 2,000 students during his 27-year tenure at Rowan.

Seven RCB faculty and staff members received Wall of Fame awards for advising or teaching and were selected for this honor by Rowan's Class of 2012. In addition, the Bureau of Business Associations named three faculty members Professor of the Year.

Three faculty members retired during the 2012-13 academic year: Dr. Berhe Habte-Giorgis, professor of marketing, who joined the University in 1988; Dr. Richard Parker, professor of marketing, who arrived during the 1990-91 academic year; and Dr. Kathleen Pereles, associate professor of management, who came to Rowan in 2000.

As RCB looks forward to the next 40 years, committed faculty and staff will continue to propel the College to new heights of academic excellence.





CONTINUING THE MOMENTUM



s the College reflected on its past, it continued to build on this foundation, making way for new advances.

Dean Dr. Robert Beatty took the helm of the Rohrer College of Business (RCB) in July 2012, after serving as dean of the School of Global Commerce & Management at Whitworth University in Spokane, Wash. He was previously a faculty member at three other institutions and worked in business and industry for the Kellogg Co. and Amerada Hess Corp. He is also a retired lieutenant colonel and special agent of the United States Air Force Reserve.

Dr. Daniel McFarland, a Rowan faculty member since 2002, assumed the position of associate dean in January. McFarland was previously a professor of management information systems and served as director of the College's M.B.A. program.

During this anniversary year, the College earned an extension of its AACSB International accreditation. In addition, the Computing Accreditation Commission of ABET (www.abet.org) once again accredited RCB's Management Information Systems (MIS) program. RCB is one of only seven schools nationwide to simultaneously hold accreditation from AACSB International and accreditation of its MIS program by the Computing Accreditation Commission of ABET.

The College continues to attract top-notch faculty, hiring two full-time tenure-track faculty members and three tenure-track instructors this year.

The College's future became even brighter when RCB received a \$40.4-million state grant this spring for the construction of a new building. This facility not only will provide a state-of-the-art academic environment for the next generation of business executives, but it also will serve as South Jersey's "new home for business." (See page 21 for additional information.)

Administrators and faculty will continue to enhance and strengthen this world-class program through many avenues. RCB will expand the College's signature project-based learning and internship opportunities, increase job placement activities, investigate new programs, develop global partnerships to enhance students' international experiences, develop stronger ties with alumni and increase collaborations with business.

Dr. Daniel McFarland, associate dean; Dr. Robert Beatty, dean; and Margaret Van Brunt, assistant dean (left to right), are guiding the Rohrer College of Business to new heights.



El Financial
Engineering
Institute



STRENGTHENING LINKS TO BUSINESS AND THE REGION



s the Rohrer College of Business (RCB) promotes excellence in education, it also is investing in the economic future of South Jersey and beyond.

The RCB Incubator, located in the Samuel H. Jones Innovation Center at the South Jersey Technology Park at Rowan University in Mantua Township, N.J., and managed by the Center for Innovation & Entrepreneurship, plays an important role in this initiative. The facility provides specialized office and laboratory space and support for emerging high-technology businesses.

Incubator tenants enjoy access to dedicated or shared commercial space, technology, mentoring, training and reception services. They also can draw on the expertise of faculty and students.

“The Incubator provides a venue where entrepreneurs can reach out to our professors for advice,” said Stephen Kozachyn, the College’s executive director of external affairs. “They also can reach out to students, who can develop their marketing or social media campaigns.” Through the College’s project-based learning program, students provide services for client companies and nonprofit organizations while gaining valuable real-world skills.

In addition, Incubator tenants also can tap into an array of contacts from the business community, including the Rohrer Network at Rowan University, a growing alumni organization with more than 200 members.

Furthermore, Incubator tenants can participate in the Entrepreneurs Forum of Southern New Jersey Inc. This nonprofit is designed to promote entrepreneurial innovation and business growth, generating employment opportunities in the region.

Tenants also have access to the Nonprofit Development Center of South Jersey, supported by the Center for Innovation & Entrepreneurship, offering resources, training and assistance, and promoting collaboration and efficiency among nonprofit agencies.

“Our goal is to put the entrepreneurs in the RCB Incubator on the fast track,” Kozachyn said.

The Financial Engineering Institute, managed by Dan Ruotolo, CPA, is just one of numerous tenants in the Rohrer College of Business Incubator.





BACKED BY EXPERIENCE


Members of the business community continually infuse their insights into the Rohrer College of Business in countless ways.

In addition to serving on various advisory boards, area business professionals share their expertise as competition judges, guest lecturers, mentors, advisors and potential employers.

“We actively continue to seek out these partnerships,” said Dr. Robert Beatty, dean. “The more businesspeople we have who are willing to share their knowledge with the students, the more qualified and capable our students will be when they graduate.”



TAPPING INTO INSIGHT AND EXPERIENCE

 or fledgling businesses, the road to prosperity may be littered with dozens of unforeseen obstacles.

To help smooth the way, the Rohrer College of Business (RCB) launched its Entrepreneurship Advisory Council (ENTAC) in fall 2012. ENTAC, which includes serial entrepreneurs and business leaders as well as student and faculty representatives, offers input, resources and support to budding entrepreneurs, students and faculty.

ENTAC is just one of the RCB organizations guiding faculty and students.

“Our advisory boards help us to better prepare students for professional careers,” said Dr. Daniel McFarland, associate dean. Members review curriculum, provide feedback on student preparation, share trends and industry best practices, and offer additional advice.

Such boards also widen the College’s web of business contacts. For instance, the RCB Alumni Advisory Council recently established the Rohrer Network, a professional alumni association through which graduates can connect, obtain advice and seek career opportunities.

“The RCB Alumni Advisory Council is instrumental in providing connections from the business world back to the College,” said Dr. Robert Beatty, dean.

The College continues to seek input from the business community and is launching an Executive Advisory Council, composed of business, nonprofit and government executives from the region.

Through the efforts of area professionals, the College’s advisory boards will ensure that RCB continues to provide a top-notch education for business students and will equip them to meet the challenges of tomorrow.

Kimble Byrd, professor of management and entrepreneurship; Katherine O’Neill, executive director, Jumpstart; Laurie Petersen, principal, LP Strategic Communications; Richard Woodward, president, chief operating officer and co-founder, Vascular Magnetics; Mike Lucca, independent technology executive; and Dr. Linda Ross, professor of management (left to right), work with other members of the Rowan University Entrepreneurship Advisory Council.



GUIDING THE PATH THE ROHRER COLLEGE



Long before they earn their degrees, Rohrer College of Business students perform an important role in directing the future of the College. Executive members of the College's Bureau of Business Associations and presidents of each of the College's student business organizations serve on the Dean's Student Advisory Board and offer key input to administrators and faculty on strategies, events, curriculum and other topics. Members of the Dean's Student Advisory Board

OF GE OF BUSINESS



include: left page: Rebecca Eckler, Joe Christopher, Carly Samuels, Rebekah Calverley, Mike Addeo, Leigha Bannon (left to right); center group: Eric Stremmel, Jeff Williams, Christina Nitzsche, Mike Sambucci (left to right); right page: Charlton Hovis, Deandra Turchi, Brian Cuffman, Cassandra Aran, Alyssa Mills, Mark Errera, Brielle Schwartz and Karly Akin (left to right).



ADVANCING THE FUTURE OF BUSINESS THROUGH RESEARCH

In addition to serving as dedicated mentors to students, Rohrer College of Business (RCB) faculty members continue to influence the course of business through their research.

One researcher, Dr. James Roh, assistant professor of management, has published extensively on supply chain management.

“With globalization deepening and widening, firms are increasing their networking with other firms around the world,” he said. “Outsourcing is a good example. Without understanding the nature of supply chain management, it’s difficult for firms to succeed in this networked economy.”

Previous research in the field has concentrated on boosting efficiency through supply chain management, Roh explained, but his work focuses on making the supply chain more responsive.

“Although you have a very efficient supply chain, you may not be able to capture customers’ changing demands very effectively,” Roh said. “As a result, you may fail in business.”

Roh is one of many Rohrer professors advancing business practices through research. During the last year, RCB faculty completed 115 intellectual contributions, including 31 peer-reviewed journal articles and 61 peer-reviewed presentations later published as meeting proceedings. Additionally, business organizations awarded 13 RCB papers for academic excellence.

Students also benefit from their professors’ research perspectives and experience. Graduate students Christine Otto, ’10, M’13, and Shanshan (Alicia) Chen, M’13, assisted Roh during the 2012-13 academic year with his supply chain management research. Roh also has a track record of working with undergraduate students. In May 2012, two groups of his students presented papers at the Annual Meeting of the Eastern Academy of Management in Philadelphia, one of which was a finalist for the Outstanding Empirical Paper Award.

“I was really pleased to see our students’ potential to do research in a meaningful way,” he said. “With proper guidance and motivation, our students can do fabulous research with the faculty and make a contribution to not only academic society but also the management and business field.”

Dr. James Roh worked on his research with two graduate students, one of whom was Shanshan (Alicia) Chen, who earned her M.B.A. from the Rohrer College of Business last spring with a specialization in supply chain management.

CONCEPT A “SHOE-IN” AT 2013 BUSINESS PLAN COMPETITION

Participating in multiple sports can be a costly proposition for fitness enthusiasts who need to buy specialized shoes for each activity.


To help sports buffs cut costs, Marisa Bush, '14, an entrepreneurship major from Mullica Hill, N.J., designed a sneaker with interchangeable bottoms — winning first prize and \$5,000 in this year's Business Plan Competition for this innovation.

Bush will use the prize money towards trademarks, a patent application and financing the prototype.

“Through the Business Plan Competition I learned how much time, energy, dedication and willpower it takes just to make an idea into a feasible business plan,” Bush said.



EMPOWERING TOMORROW'S LEADERS

 From the time Rohrer College of Business (RCB) students arrive on campus, they begin building a comprehensive set of skills that will allow them to hit the ground running in the workplace.

The College integrates academic education and hands-on experience through internships and project-based learning, enabling students to put their developing business skills to work for area businesses and nonprofit organizations.

Entrepreneurship students have enthusiastically embraced the new four-year Entrepreneurial Experiences program, enabling them to participate in career-building opportunities ranging from attending regional entrepreneurship events to launching their own businesses.

“They love that we are connecting them with people, programs and other entrepreneurial entities in the Delaware Valley and even in Washington, D.C.,” said Stephen Kozachyn, the College’s executive director of external affairs.

Students also fine-tune critical business social skills through programs such as business etiquette workshops and the newly launched Toastmasters of Rowan, the campus chapter of Toastmasters International®.

In addition, students gain experience through campus business organizations, many of which are linked to national and international business organizations. “Our students can obtain student memberships, and they provide them with the opportunity to attend conferences held throughout the United States,” said Margaret Van Brunt, assistant dean.

Through these connections, RCB students continue to capture acclaim on a national level, winning awards from prestigious business organizations.

The student chapter of the Society for Advancement of Management (SAM) earned second place in the Case Competition during the SAM 2013 International Business Conference, and the American Marketing Association received several awards during the 35th Annual International Collegiate Conference and for its other works. The campus chapter of the Society of Human Resource Management received the organization’s Superior Merit Award. The campus chapter of the Financial Management Association International received the Superior Chapter designation for 2012-13.

Students also help the community and gain experience through initiatives such as the Volunteer Income Tax Assistance (VITA) program, for which they prepare federal and state tax returns for students and those in need.

“I received a note from a student who recently graduated and secured an entry-level staff accountant position,” Van Brunt said. “When he interviewed for the position they were very impressed with the reputation of Rowan and in particular with his service in the VITA program.”

Marisa Bush captured first prize in the 2013 Business Plan Competition for her inventive athletic shoe concept.



MERGING MEDICINE AND BUSINESS

Although Maulik Shah has long planned to become a physician, he took a brief detour before medical school and enrolled in the Rohrer College of Business M.B.A. program.

“My original dream was to practice medicine, and I also decided to obtain my M.B.A. because later in my career I would like to work in an administrative position, such as being a medical director,” said Shah, a resident of North Bergen, N.J., who entered the Rowan University School of Osteopathic Medicine in August.

Through the M.B.A. program, Shah began developing important connections.

“Most of my classmates work in full-time positions, and I’ve met people in the medical field as well who I may be able to use as future contacts in helping me to reach my goals,” he said. “I also met people from biomedical engineering backgrounds, who also can help me integrate my knowledge and further advance medical technology and innovation in medicine.”

BUILDING BRIDGES FOR THE FUTURE

With the enactment this summer of the New Jersey Medical and Health Sciences Education Restructuring Act, Rowan University became the State's third public research university. The Restructuring Act also integrated Rowan University and the School of Osteopathic Medicine and Graduate School of Biomedical Sciences from the University of Medicine and Dentistry of New Jersey located in Stratford, N.J., and the Restructuring Act teamed Rowan with Rutgers-Camden to create a College of Health Sciences in Camden.

As a state research university, Rowan will develop new majors, preparing students for highly specialized fields such as bioinformatics and biomedical engineering, with a focus on health, science, engineering and business; concentrate on research leading to innovations meeting real-world needs and moving those products to market; and fuel the regional economy by developing and supporting South Jersey businesses.

These transformative changes bring countless new opportunities for the Rohrer College of Business (RCB).

"With the recent addition of the Cooper Medical School of Rowan University and the Rowan University School of Osteopathic Medicine, as well as our nationally recognized College of Engineering and School of Biomedical Sciences, RCB continues to seek new ways to partner with other colleges in the University," said Dr. Robert Beatty, dean. "With this reorganization, the College is investigating the addition of a new degree program that will prepare business students to collaborate with students engaged in science, technology, engineering and math disciplines to explore commercial opportunities for their innovations."



Maulik Shah is coupling his education at the Rowan University School of Osteopathic Medicine with Rohrer College of Business M.B.A. courses.



EXTENDING THE GLOBAL REACH OF RCB

It's easy to read about the global marketplace in textbooks and the news, but students such as Christina Nitzsche, '15, are gaining first-hand experience by steeping themselves in the cultures of faraway countries.

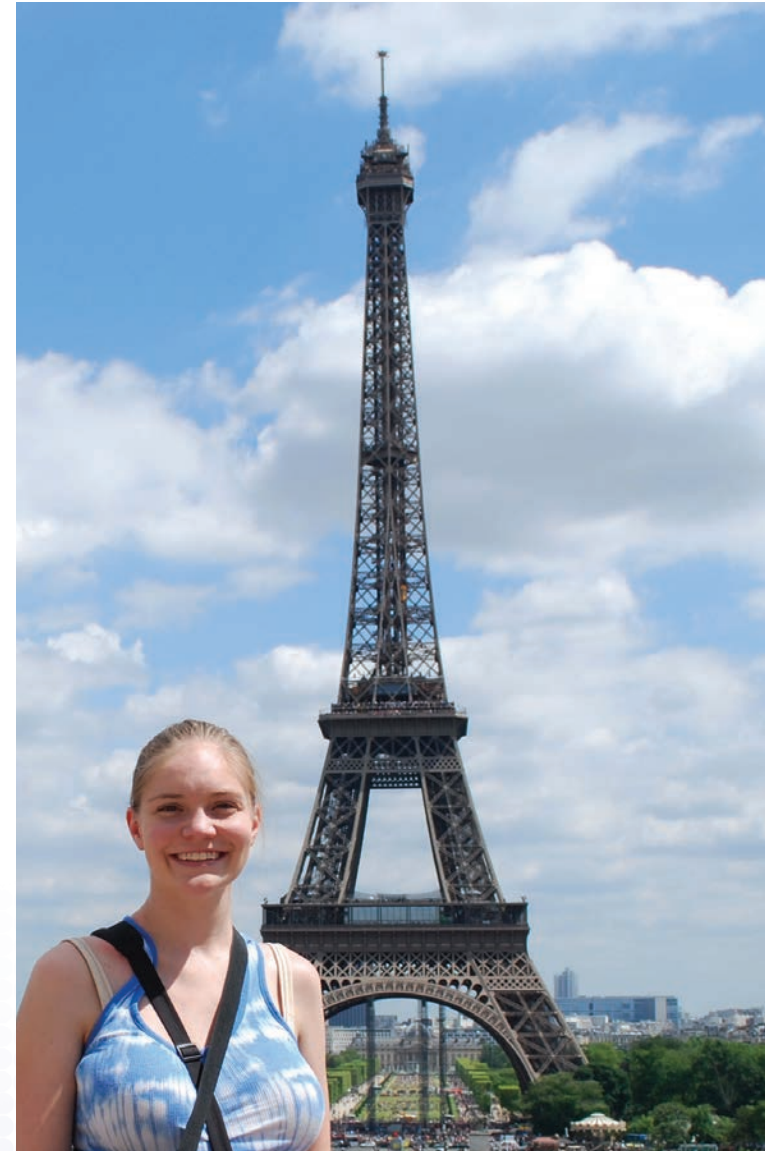
Nitzsche, an accounting and management information systems major from Columbia, N.J., was one of five recipients of a new scholarship awarded through the Rohrer College of Business (RCB) International Experiences Scholarship Program, enabling her to study abroad. She spent several weeks taking a course on business and politics in the European Union, which took her to London, Paris, Brussels, Frankfurt, Strasbourg, Prague and Berlin.

"I feel that I gained a more global perspective on business and am now more able to understand what is going on in Europe and why countries are struggling so much," Nitzsche said.

Such experiences are shaping the international outlook of RCB students.

Dean Dr. Robert Beatty and Associate Dean Dr. Daniel McFarland met with representatives in Croatia, Greece, Hungary, Slovenia and Turkey and plan to sign memorandums of understanding with institutions in those countries, outlining future educational partnerships. The College also is exploring relationships with China, Australia, New Zealand, Costa Rica, Ireland and the United Kingdom. These may include faculty exchanges, student exchanges, student internships and dual-degree programs.

"To be successful in today's global marketplace it is essential that all business students have an understanding of international business operations, procedures and cultures," Beatty said. "Therefore, I have made it a top priority that all RCB students will have at least one international experience before graduation."



Christina Nitzsche gained a global business point of view while studying in Europe and visiting sites that included the Berliner Dom in Berlin (left) and the Eiffel Tower in Paris (right).

LAUNCHING A NEW ERA

As the 40th anniversary year of the Rohrer College of Business (RCB) drew to a close, Rowan University President Dr. Ali Houshmand, Provost Dr. James Newell and other University leaders successfully worked with State Senate President Steve Sweeney and other state legislators to secure a \$40.4-million grant from the State of New Jersey toward the College's new \$63.2-million building.

"The College is absolutely ecstatic that under the Building Our Future Bond Act, the State awarded this grant to construct a much-needed new building," Beatty said.

The 114,000-square-foot structure not only will serve as an academic building, it will be South Jersey's "new home for business."

Plans feature state-of-the-art classrooms and facilities, the College's Trading Room and an entrepreneurship center to support startups in the region, complementing the RCB Incubator and facilities at the South Jersey Technology Park at Rowan University located in Mantua Township, N.J. The building also will include a restaurant and convention center.

"It will be a place where students can partner with state, county and local agencies and other professionals to facilitate new business opportunities within South Jersey," Beatty said.



HONORING RCB SUPPORTERS

In today's economy, colleges and universities throughout the country face challenges in providing the resources required for a transformative educational experience.

Generous benefactors and donors to the Rohrer College of Business (RCB) make it possible to provide a top-quality education by offering support for scholarships, travel opportunities, research and training resources, and experiential opportunities.

RCB thanks the following benefactors and donors who continue to invest in the future of RCB and its students:

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Cover photo: Celina McFarland, Kimberlee Cirillo and Mark Errera (standing, left to right) and Brielle M. Schwartz and Patrick Boamah (sitting) are just a few of the many students benefiting from advances in the Rohrer College of Business.