



ROWAN UNIVERSITY



**Rohrer**  
College of Business

2015-2016 Annual Report

# Focus on the Future



Progress continues on the new Rohrer College of Business building, which will open its doors in spring 2017.

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ON THE FRONT: Rowan University Board of Trustees Chairman Linda Rohrer (left), Dean Sue Lehrman and President Ali Houshmand assess progress of the new building for the Rohrer College of Business.

## Message From the Dean

Anticipation continues to build at the Rohrer College of Business (RCB). Shortly after we ring in 2017, we will snip the ribbon on our long-awaited building — and enter a new age in business education in South Jersey. In this state-of-the-art building, we will be able to expand and enhance our programs to better fulfill our vision for the future.

Our professionally oriented programs empower students to build sustainable careers, preparing them for success in their first positions as well as new opportunities as business models evolve.

As you will see in this annual report, our students are immersed in real-world experiences through project-based learning in the classroom, as well as internships with business and industry and nonprofit organizations. Students also strengthen their credentials through dual-degree options, major/minor pairings and certificate programs that they can combine with existing majors.

In our new cross-disciplinary Entrepreneurship Across the Campus program, students of any major will develop the creativity, initiative and persistence exemplifying an entrepreneurial mindset. Integral to this initiative, RCB, the Henry M. Rowan College of Engineering and Rowan's College of Science and Mathematics have partnered with Hatch House Ventures, a network of student incubators offering resources and services for students and faculty as they build their own startups.

Last fall, we welcomed Jerry Maginnis as our new executive-in-residence. A recently retired managing partner of KPMG in Philadelphia, Maginnis shares a wealth of experience with students and faculty while helping the College forge relationships with prominent Philadelphia-area firms and organizations.

Leaders of business and industry and nonprofit organizations are invaluable RCB partners, mentoring students, fostering connections between students and businesses, and offering key input as we develop new programs. Meanwhile, our



dedicated faculty continue to conduct important research that may influence business practices while preparing our future business professionals for success.

As you will see, it's been an exciting year — and the best is yet to come. I invite you to contact us if you'd like to engage with RCB, our students and our faculty in support of our mission.

Dr. Sue Lehrman  
Dean



WILLIAM G. ROHRER  
COLLEGE OF BUSINESS

Sue Lehrman  
Linda Rohrer



Rowan University Board of Trustees Chairman Linda Rohrer (above), Dean Sue Lehrman (top right), Mark Errera, '16 (center right), and New Jersey Assemblyman John Burzichelli (bottom right) sign their names to a steel beam during a ceremony celebrating completion of the new building's steel framework.

## Coming in 2017: Opening of New Building

The new RCB building is rising in the heart of Rowan University's Glassboro campus. Soon, it will be ready to make its impact on the University and the region.

From top to bottom, the four-story, 96,500-square-foot building is packed with potential — for students, faculty, the business community and more.

Regardless of their dreams for the future, students will gain from specialized resources in the College's first dedicated home. These range from the new Hatch House, where they can pursue their own entrepreneurial ventures, to the Center for Professional Development, where they will develop the polish and skills to land their first positions.

"It's really a student-centered building," said Dean Sue Lehrman. The building also includes the Trading Room, a graduate center, faculty offices, classrooms, administrative offices, collaboration rooms and more.

"All of these services and features also benefit the faculty," Lehrman said. "Professors can much more easily refer students to the Hatch House or Center for Professional Development if they can benefit from those services."

Moreover, faculty will teach classes in customized classrooms that can be used as workspaces for project-based learning or as traditional classrooms.

"Hatch House, the Center for Professional Development and other centers in the building also will attract members of the business community, where they will mentor students and meet with those seeking internships or full-time positions," Lehrman said.

In addition, the building offers spaces where the College can engage with business and nonprofit leaders in panel discussions, lectures and other events.

"It's a place that is really business focused — unique to us," Lehrman said. "The number of events that we already have booked in the new building is amazing. It's going to be very well used."





Steve Boerner introduces Hatch House to the Rowan community during the April soft launch.

## Transporting Concepts to the Marketplace

When it comes to dreams, the sky's the limit for Rowan University students.

To help fuel those dreams, RCB launched Entrepreneurship Across the Campus. This groundbreaking interdisciplinary program will stoke students' creativity and help ignite entrepreneurial initiative in all majors.

Driving students' potential even further, RCB, the Henry M. Rowan College of Engineering and Rowan's College of Science and Mathematics partnered with Hatch House Ventures. Hatch House is a growing network of university-affiliated startup accelerators designed to help students build businesses from scratch, break through obstacles and build connections. It also offers general startup-related consultation to students, alumni and faculty from any major or

discipline, as well as the community.

Students, faculty, alumni and supporters have responded enthusiastically since the April soft launch of Rowan's Hatch House, which will be housed in the new RCB building when it opens in 2017, said Steve Boerner, director of Rowan's Hatch House and co-founder of Hatch House Ventures. Currently, Hatch House is in an interim space in Robinson Hall and has been heavily involved in the Rowan community.

Hatch House will kick off the spring 2017 semester with its Accelerator Program for potential entrepreneurs who have begun developing their concepts or businesses.

"A major goal of ours at Rowan is to find the top talents on campus, put some dollars behind them and run them through our Accelerator Program. This semester-long program mimics a typical accelerator program and complements a full suite of other student activities, events and general consultation we're bringing to the Rowan entrepreneurial ecosystem," Boerner said.

Faculty across campus will be on board, learning to integrate entrepreneurship and innovation education into their classes by earning Innovation and Entrepreneurship Faculty Training Certificates, said Dr. Cheryl Bodnar, academic director of Hatch House and assistant professor of chemical engineering.

"We want faculty to learn how to implement different techniques for teaching students how to generate ideas or examine problems from an innovative perspective," she said.

Students also will build powerful networks. "There's a lot of work we will do with students, alumni and faculty on campus, but then exposing them to real-world resources is where Hatch House brings its value," Boerner said. "Hatch House is a very strong network of funders and coaches. Whether they're building products ranging from a smartphone app to a rocket ship, we know somebody who can help them technically and they have our support to actually get their business started."

## Vision for the Future

Steve Boerner and Dr. Cheryl Bodnar overflow with enthusiasm for the future of Hatch House on Rowan's campus.

Boerner has begun helping students shape their ideas and determine whether they are viable. "If they already have a company, I've been there," he said. "I know the road blocks and mental pressures that a student startup goes through and can help them. It was only 12 years ago I was in their shoes."

Bodnar looks forward to the path ahead. "I've always had a passion for understanding how we can give students an entrepreneurial mindset," she said. In this process, students learn to think outside the box, identify their customers and their needs, reshape their ideas based on feedback and rapidly prototype their ideas. "When they're ready to go to market, the idea will be solid and they will know there is a market for it," Bodnar said.



Dr. Cheryl Bodnar and Steve Boerner are collaborating with RCB to build the Entrepreneurship Across the Campus program.



## Carving Out Customized Pathways

Busy professionals need flexible options when pursuing graduate degrees to advance their careers.

To answer this need, RCB launched its MBA program on the Rowan College at Burlington County (RCBC) Mount Laurel campus in September 2016. "It's close to where many students work. It's close to where many students live," said Dr. Daniel McFarland, associate dean.

Additionally, students living further north will have easier access to the program. "It's the best of both worlds for students who live and work near the campus," he said.

The program will offer online and in-class courses. Students will take one eight-week course at a time to complete their MBA requirements in 24 months. In 2017, they will be able to take two courses at once to earn their MBA in just 12 months.

RCB undergraduates also will have new opportunities when the College presents its certificate of undergraduate studies (CUGS) programs.

Choosing from a bank of courses, students will be able to earn credentials in a number of disciplines to enhance their professional and finance expertise. For example, responding to growing interest in forensic accounting, the Accounting Department proposed a Financial Forensics and Fraud Investigations CUGS. It will consist of a new forensic accounting course, as well as choices from Law and Justice Studies, Computer Science and Management Information Systems courses.

"CUGS programs are another differentiator," said Dr. Stephanie Weidman, professor and chair, Accounting and Finance. "The career market is very competitive. Anything students can do to differentiate themselves from other accounting majors will give them a leg up in their search."

Developing their knowledge in forensic accounting, RCB students Patrick Joseph Landrigan and Rebecca Dantonio were among students who engaged in a mock white collar crime investigation during the Adrian Project, presented by the Internal Revenue Service Criminal Investigation Unit. Financial Forensics and Fraud Investigations was proposed as one of the first RCB CUGS.



## Gaining Insight From the Inside Track

It's no secret that RCB students gain critical experience while offering valuable professional services to businesses in the area and beyond. As the program's reputation grows, RCB's flow of return clients also continues to swell.

For example, after students developed a comprehensive marketing plan for his company last year, Gary



RCB's new executive-in-residence, Jerry Maginnis, has made a significant impact since joining Rowan.

Banks, president and founder, Banks Industrial Group LLC, headquartered in Berlin, will once again engage the services of RCB students.

In producing their plan, students identified potential markets for the company's newest tank-insulation product, Belzona, provided background research, created a social media program and identified potential venues for trade shows.

"It allowed students to see that, regardless of the type of client that they work for, business to business or business to consumer, they follow the same processes to develop successful marketing strategies," said Dr. Berrin Guner, chair and professor of marketing.

Banks enjoys educating students about industrial sales. "With each class, I always learn something," he said. "I always come away with some little nugget of information that I didn't think of or something we can use."

Students also are gaining real-world insights from the College's new executive-in-residence. Recently retired from a 36-year career with KPMG in Philadelphia, volunteer Jerry J. Maginnis is sharing his experiences with students and faculty, mentoring RCB's future professionals and forging connections between RCB and Philadelphia businesses and organizations.

"What makes the situation with Jerry so unique is the stature he brings to the table, how thoroughly he has integrated with RCB and how many connections he has helped us to make in such a short period of time," said Dr. Sue Lehrman, dean.



Healthcare education was just one of the applications students proposed for Rowan's Virtual Reality Center.

## Innovative Approaches to Virtual Reality

Rowan's Virtual Reality Center in the South Jersey Technology Park also tapped into RCB students' skills.

To develop a marketing plan for this innovative product, teams investigated three key markets: education, the gaming industry and healthcare. For example, they suggested that a potential application would be to allow medical students or experienced surgeons to practice procedures in a virtual reality environment.

"Though all the markets offered a viable option, I think the healthcare applications were chosen as an initial entry strategy," said Dr. Berrin Guner, chair and professor of marketing.

# College of Business



During the College's annual Business Plan Competition, students gain important feedback from seasoned business professionals as they develop and present their plans. From left: Kimble Byrd, professor of management/management information systems; Sal Saieva, honorable mention, Steelo Scooters; Chris Lomax, judge, president of assets and development, Brandywine Real Estate Management Services Corp.; Joseph McCaffrey, third place, Flash-Card; Dan Dyer, founder, Marlin Leasing; Dean Sue Lehrman, Jeff Eker, first place, CultureCloud team; Colleen Bevenour, founder and president, Synchron8; Eric Hasenpusch, honorable mention, EverMark; Gabrielle Rochino, second place, Think Like a Girl team; Rowan University Board of Trustees Chairman Linda Rohrer, judge; and Dr. Linda Ross, professor of management and entrepreneurship.

# Advancing Business Education for the Future

**B**rian W. Jones, '81, eagerly welcomes new connections — both in business and the community. As one of the newest members of the College's Executive Advisory Council (EAC), he looks forward to continuing this practice on RCB's fertile ground.

"As a leader in the community, I think it is important to form strategic partnerships and to develop win-win situations for all," said Jones, who is CEO, president and director of the First National Bank of Elmer.

"The depth and scope of the University in comparison with when I was a student are amazing, and its future is unlimited," said Jones, who has judged elevator pitches, business plans and presentations at the College.

"I want as many people as possible to be part of that and share in it."

The following also joined the EAC recently: Robert O. Carr, president and founder, Give Something Back Foundation; Chris Lomax, president of assets and development, Brandywine Real Estate Management Services Corp.; Joanne Jackson Miosi, president, RKL Financial Corp., and vice president of credit bureau reporting and compliance, Navient; Joseph Miskel, consultant/financial services executive; Ray Rastelli, president and founder, Rastelli Foods Group; and Randy Reitz, senior director, Financial Services Strategic Accounts, Comcast Business.

EAC members also include Rowan University Board of Trustees Chairman Linda Rohrer, president, Rohrer and Sayers Real Estate; Keith Campbell, chairman of the board, Mannington Mills Inc.; Michael Carbone, regional president, Metro Philadelphia Market, TD Bank; Frank Beideman, vice president of resource development, Holman Automotive Group; Anthony Calabrese, managing director, All Covered; Doug Clark, president and CEO, AmeriQuest Business Services; Stephen H. Clark, senior vice president and chief financial officer, South Jersey Industries;

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Paul Tully and Linda Rohrer (right) are just two of the Executive Advisory Council members working with Dean Sue Lehrman to customize the RCB education to present and future needs of the business market.

# IT Business Value Configurations

## Research Model

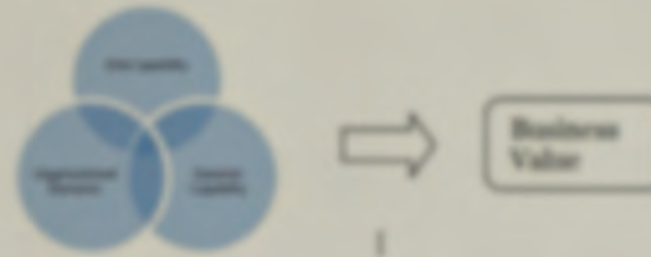


Figure 1. Research Model

## Sample Res

Business Value	High
Performance	High
ROI	High
Customer Satisfaction	High
Operational Efficiency	High
IT Feasibility	High
Cost Savings	High
Flexibility	High
Scalability	High
Integration	High
Security	High
Compliance	High
Time to Market	High
Customer Retention	High
Employee Satisfaction	High
Market Share	High
Brand Reputation	High
Overall Business Value	High

Dr. LeeAnn Kung investigates unique approaches to information systems and technology research.

# Pioneering New Business Practices Through Research

Dr. LeeAnn Kung likes to think outside the box — a quality that is helping her develop new ways to explore the business value of information systems and technology (IS/IT) innovations.

“I’m very curious, so I want to find out how things work,” said Kung, assistant professor, Marketing and Business Information Systems, one of three faculty members who joined the College in fall 2015. “In this digital information age, an organization’s IS/IT is the core and foundation to success. However, it is not the sole contributor.”

She explained that the recent fall of Yahoo showed that organizations not only need to keep up with IT/IS innovations, they need to understand the web of interdependent factors.

To study such complex issues, she has been advocating that the IS community accept and apply a qualitative comparative analysis, helping businesses determine the configurations that will help them achieve the desired outcome.

The research community has welcomed her efforts. She has been published in top IS and marketing journals, such as the *Journal of Information Technology*, *Industrial Marketing Management*, the *Journal of Enterprise Information Management* and the *Journal of Information Systems Education*. She also was invited to review papers for elite MIS and management journals.

Kung is one of many RCB professors conducting research to advance business practices. During the 2015-16 academic year, faculty research activities included 35 articles, three chapters, 36 presentations and 12 proceedings.

RCB students benefit from their professors’ innovations. For example, Kung and her research partner, Hsiang-Jui Kung of Georgia Southern University,

developed a web tool to help students understand and apply the normalization concept in database design.

“According to the market demand, I design my courses to offer my students conceptual and practical skills,” she said. “I can also help improve IS curriculum to train our students to have the knowledge and skills required for their careers.”



President Ali Houshmand (fourth from left); Dean Sue Lehrman (third from left); and Dr. Darren Nicholson (right) meet with new faculty members (from left): Dr. Patrick Barbro, Dr. Andrew Johnson and Dr. LeeAnn Kung.

# With Gratitude

With the support of our donors and benefactors, the Rohrer College of Business continues to attain new heights as our students reach for the stars.

Please consider supporting RCB and join us as we soar into new spheres in business education.

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