The College of Business (CoB) had several major accomplishments for our students, faculty, and staff during the academic year 2014-2015:

1. **Dr. Avi Mukherjee** joined as the new **Dean of the College of Business** in August. He moved from Montclair State University in New Jersey, where he served as Department Chair of Marketing and International Business for six years.

2. The **College of Business** completed a comprehensive strategic planning exercise called ‘**Future Search 2020**’. A steering committee, representative of the faculty and staff, guided the work and engaged representatives of three key stakeholder groups: university administration; students and alumni; and employer advisory board. The report was presented to AACSB International and voted into effect by the faculty and staff.

3. The College of Business formed a new **Global Business Advisory Council (GBAC)** to provide guidance, advice, and support to help the College of Business achieve its strategic objectives. This Advisory Council is a critical stakeholder in the College’s continued search for excellence, as we work together in creating a distinctive business school that focuses on student outcomes, innovative programs, globalization, and market differentiation. Members of the new GBAC are current or former senior executives from reputed organizations, such as McKinsey, AT&T, Deloitte, Coca Cola, Delta Air Lines, Heritage Bank, Georgia Lottery, Kaiser Permanente, Hartsfield-Jackson International Airport, The Weather Company, Focus Brands, PEI, Allan Vigil Ford, etc.

4. The Graduate School approved **2 new concentrations in the MBA program** from the College of Business for launch in Fall 2015. The first concentration is in Sports and Entertainment Management, and the second one is in Human Resource Leadership. The Sports and Entertainment Management concentration is tailored to the needs of those seeking employment in the booming entertainment industry in the State of Georgia. It offers classes on sports and entertainment marketing, the economics of entertainment industry, and the legal issues surrounding sports and entertainment. The Human Resource Leadership concentration builds on the established success of Clayton State business students in the Society for Human Resource Management organization in Atlanta, and responds to a growing market demand for strategic human resource leaders.
5. The College of Business received approval for launch of a new minor in Entrepreneurship and Innovation Management that will be available to students from across the campus. The minor will have 15 credits, with courses in Entrepreneurship; Creativity and Management of Change; Social Innovation and Entrepreneurship; Management Principles and Organizational Behavior; and Principles of Marketing.

6. The College of Business received approval for launch of a new concentration in Entrepreneurship and Innovation Management with the BBA major in Management. The concentration will be for 9 credits, with courses in Entrepreneurship, Creativity and Management of Change; and Social Innovation and Entrepreneurship.

7. The College of Business developed an Articulation Agreement with Atlanta Technical College in supply chain management. The Supply Chain Articulation Agreement with Atlanta Technical College was signed into effect on March 3. This “2+2” Articulation Agreement would allow A.S. degree holders in supply chain management from Atlanta Tech to seamlessly transfer to our supply chain program at Clayton State. This articulation has symbolic significance as a successful collaboration between the University System of Georgia (USG) and the Technical College System of Georgia (TCSG).

Signing the articulation agreement with Atlanta Technical College, March 2015

8. The College of Business received the Beta Gamma Sigma certificate for 2014 Exemplary Chapter Award. The Exemplary Chapter status requires that the College of Business meet certain membership and training requirements. The College of Business was recognized amongst the top business schools on BGS chapter performance, with a participation rate of greater than 85%. Our College of Business was among 72 chapters who participated in Beta Gamma Sigma’s Phase One group for the BGS 2.0 strategic initiative which will be rolled out nationally in Fall 2015.

9. In Fall 2014, the College of Business hosted the Business Ticker and Financial News Display Dedication and Dean’s Distinguished Speaker Series Inaugural Event. E. Jenner Wood III, Chairman, President and CEO of SunTrust Bank, Atlanta Division spoke on the occasion, accompanied by five of his colleagues. The topic of the Speaker Series Inaugural Kick-off was “Lighting the Way to Financial Well Being.” Chairman Wood highlighted the corporate values of SunTrust bank and their response to the changes in the financial sector. The RISE display in the Ticker tape Digital Signage will now feature Premium Financial Data, giving us access to a much larger financial database that includes Interest Rates, Currency, Commodities, etc.
10. **Ed Baker, Publisher of Atlanta Business Chronicle**, delivered the **Spring 2015 College of Business Distinguished Speaker lecture**. In a packed session attended by several College of Business Advisory Board members, university leadership, faculty and staff colleagues, and a large group of students, Ed Baker specifically pointed to several sectors as being the key to Atlanta’s economic reincarnation: new buildings, banks lending again, the two new sports stadiums, the hospitality industry, movies and entertainment, gaming, app development, and start-ups and entrepreneurship.

11. The **Jim Wood Speaker Series** had a successful Fall 2014 season bringing industry leaders to our campus to share advice and give guidance to our students in starting a career in today’s business environment. In addition to the industry leaders that participated in this year’s event, the most popular session was a panel discussion of college of business alumni who talked about "Lessons Learned When Starting Your Career". The 2014 Fall Jim Wood speakers included:

   * Sherrie Miller (Jacobson Industries)
   * Corey Wagner (Samuel Shapiro)
   * Glenda McCool (Eaton Cooper Lighting)
   * Joyclan Sumpter (Turner Broadcasting System)

12. The **Jim Wood Speaker Series** had a great Spring 2015 season bringing industry leaders to our campus to share advice and give guidance to our students in starting a career in today’s business environment. The 2015 Spring Jim Wood speakers included:

   * Juergen Gentske, Regional Vice President, South-East Region USA, Kuehne + Nagel
   * Henrik Christensen, KUKA Chair of Robotics and a Distinguished Professor of Computing, and Director of Robotics and Intelligent Machines, Georgia Tech
   * Marcia G.Taylor, President and Chief Executive Officer, Bennett International Group

13. The Student Chapter of the Year Award from the State of Georgia SHRM Council went to our **Society for Human Resource Management (SHRM)** student club. This is the first time the Georgia SHRM Council has awarded a student chapter. Previously, only professional chapters have been awarded this honor.

14. The College of Business developed an international collaboration with student transfer and exchange program with **Daejeon Health Sciences College, South Korea**. The Dean and a department chair from the School of Business at Daejeon Health Sciences College, South Korea visited our College of Business to work with our Business Dean and the faculty on the details of the transfer articulation agreement between our institutions. We are looking forward to a group of Korean students visiting our College of Business in Summer 2015 as well as one of our Business faculty visiting Korea to teach a course. If credit transfers work out, we could expect some Korean students in our Undergraduate program from Fall 2015.
15. The Center for Entrepreneurship & Innovation hosted the first Annual **Personal Elevator Pitch Competition** in Fall 2014. Approximately 50 students participated from different colleges and departments within the university ranging from undergraduate to graduate programs. Students came up with creative ideas to make a 60-second pitch and received constructive feedback from the judges. Thanks to Mitch Johnson for sponsoring the cash prizes for the competition. The entire day-long competition was videotaped, making it a valuable instructional resource.

16. The Center for Entrepreneurship and Innovation, led by Lou Jourdan, organized the second **Elevator Pitch Competition** in Spring 2015. There were 17 participants in the pitch competition, from Mercer University (Atlanta campus), Georgia College and State University, and Clayton State. Three of the four 4 awards went to students from Mercer, and one from Clayton State. The panel of judges included Mitch Johnson, the sponsor and VP at Primerica Financial; Lon Langston, COB board member; Judiffer Pearson of our SBDC; and Brian LaBrecque, professor in the BAS program in A & S. The judges, participants and the professor from Mercer had positive feedback on the competition and found it beneficial.

17. The **College of Business**, working in conjunction with **University Marketing & Communications**, unveiled its **redesigned website**. The redesigned website has several new features, such as the new brand tagline "Business. Made Real.", news feed, events feed, welcome video, intro video, program pages and videos, faculty and staff profile pages and videos, and Twitter feed. The new website, still in progress, is dynamic, interactive, and engaging with direct call to action for different key stakeholder groups. The web analytics results are promising, with higher click through and lower bounce rates. This will be further strengthened by Search Engine Optimization and Google Analytics. The new website signifies a quantum leap in our ability to market ourselves in a hyper-competitive business education market.

   **Website redesign 2014-15**

18. Led by Judith Ogden and Diane Fulton, our College of Business hosted the **First Clayton State Undergraduate Mediation Tournament**. Two students received awards based on the evaluation from judges which included some very impressive members of the Center for Business and International Negotiation’s Advisory Board.

19. The **Georgia Society for CPAs** presented a seminar on "The CPA Profession" hosted by the Accounting Club. The seminar addressed the critical need of preparing our Accounting students for the CPA certification. Presentations were made by Frederick Carter and Rodney Wilson on behalf of the Georgia Society of CPAs. The topics discussed were the roles of today’s CPAs, career paths and salaries, licensure and maintenance, and technical and soft skills needed by the CPAs in the industry.
20. The **2015 Academic Recognition Day Outstanding Student** from Clayton State, who spoke at the Honors Convocation and will receive a commendatory letter from the Chancellor and signed resolutions from the Georgia Senate and House of Representatives, is Rachel Mannor, an Accounting senior from the College of Business. Rachel is a College of Business undergraduate major in Accounting, is a Georgia resident, and has a 3.97 GPA in her senior year after 112 earned credits. The selection committee has been unanimous that Rachel Mannor is the ideal representative of outstanding scholastic achievement at Clayton State University. Rachel is thoroughly engaged in campus organizations and activities, some of which are listed below:

* Supplemental Instruction — accounting, tutor
* Major Mentor — accounting
* SAM — Team participant and 2nd place winners — 2014, and 2015, Team Captain — 2015
* Beta Gamma Sigma — President and 2014 Scholar
* Accounting club member
* GSCPA student member

21. Our Accounting students mentored by Judith Ogden completed CSU’s 25th year of participation in the **Volunteer Income Tax Assistance (VITA) Program**. VITA is a national program that provides tax support for certain eligible taxpayers. The program is also an experiential learning experience for Clayton State students, providing the volunteers with extensive IRS training and testing, enabling them to ensure that taxpayers will have their tax returns filled out accurately and timely and receive the tax credits they qualify for, such as the Earned Income Tax Credit and the Child Tax Credit. The VITA program also prepares state income tax returns and provides free e-filing options to ensure clients receive their refunds as soon as possible. Clayton State is the only college or university in the state that has offered this service consistently for 25 years. WSB-TV consumer investigator Jim Strickland recently did a segment on his TV program from Clayton State on the VITA program which featured Judith and some of our students.

22. For the fifth consecutive year, the Clayton State University chapter of the **Society for Advancement of Management (SAM)** was placed in the top two of the undergraduate division (James Rutherford Trophy) of the annual **SAM Business Case Competition**. Our SAM team was represented by four College of Business students: Rachel Mannor, Chris Jeboda, Bilma Canseco and Mariama Diallo. Dr. Reza Kheirandish was their faculty advisor and mentor. The Clayton State SAM chapter also received the third place Campus Chapter Performance Program award for small SAM chapters, based on the chapter officers’ report of activity and a financial statement submitted to the SAM organization by the Clayton State chapter president, Rachel Mannor. Rachel Mannor also received the Outstanding Student National Award at the SAM competition, an honor that goes to less than 15 SAM chapter student members nationwide. In addition, Mannor, Jeboda, Canseco and Diallo also received Outstanding Student Regional Awards at the SAM competition.
23. Our **Society for Human Resource Management (SHRM) student chapter**, represented by students Krystle Carter, Martina Moore, and Chelsie Glanton and their faculty mentor Dr. Leon Prieto, put up a great performance at the SHRM Case Competition in Baltimore. They placed in the top ten. There were 29 schools that competed, and we faced competition from the likes of NYU, University of Texas, and Temple University. This was our first time taking part in this competition. The Clayton State University SHRM Student Chapter also gathered two finalist nominations for the 2015 SHRM-Atlanta Pegasus Awards for Excellence in Human Resources.

24. Ezekiel Jones, MBA Marketing student in our College of Business, was the top award recipient of the only $1,000 scholarship for the **American Marketing Association (AMA) Atlanta Ken Bernhardt Outstanding Collegiate Marketer of the Year Award**. The Ken Bernhardt AMA Atlanta Outstanding Collegiate Marketer of the Year Award is presented to those collegiate members of AMA Atlanta who have demonstrated an outstanding commitment to making a difference in the field of marketing. Each year, AMA Atlanta awards financial scholarships to outstanding collegiate members who have demonstrated passion and exceptional leadership qualities. These scholarships help these individuals to pursue their dreams and contribute back to the industry. Congratulations to Ezekiel Jones and his mentor, Dr. Anita Whiting, for this outstanding recognition they have brought to Clayton State. Following Ezekiel with $500 scholarships were outstanding collegiate marketers from Georgia Tech, University of Georgia, Piedmont College, Georgia College, University of West Georgia, and Kennesaw State.

25. A proposal submitted by our Economics faculty, consisting of Jesse Zinn, Gay Solomon, Reza Kheirandish, Lari Arjoumand, and Nikki Finlay, has been awarded an **Affordable Learning Textbook Transformation Georgia Grant** in the category of Transformations-At-Scale. 30 proposals out of a total of 78 proposals submitted from 25 institutions were in the category “Transformations at Scale.” Our Economics proposal was one of only 18 selected. According to the grant award letter, the review process was intensive and the quality of the submissions made it highly competitive. Each proposal was reviewed and ranked by three external reviewers in a blind process. A second internal review considered the overall potential for impact of each top-ranked proposal. Our core Economics courses will now use open-access free e-textbooks offering a viable solution to the increasing cost of textbooks in higher education.

26. The **Supply Chain Career Fair** organized by the Center for Supply Chain Management was held on Wednesday, February 25. There were 8 universities that attended, bringing 123 supply chain students to the career fair. The universities/colleges attending were: Clayton State University, Clark Atlanta University, Atlanta Technical College, Georgia College, Middle Georgia State College, Tuskegee University, Albany State University, and Kennesaw State University. 18 major logistics and supply chain companies attended the event. The morning session consisted of information session on industry jobs for entry-level positions and a professional industry panel discussing the roles of the global freight forwarder, the role of the US Customs Broker, and the need for import/export compliance. The afternoon session was the career fair for the students to meet and interview with the companies. This afternoon session was open to all College of Business students.

27. The 2nd **Annual Pop-Up Job Shop** hosted by the College of Business was a great success. This event attracted approximately ninety students and eleven employers. Both the employers and the students reported positive feedback from close interaction with each other, helping many of our students to get a better idea of career options and choices ahead of them.
28. The College of Business signed a new **Memorandum of Understanding for international collaboration with Sri Krishna Institutions (SKI), India**. This agreement will result in the two institutions jointly offering a four-year UG degree in business, starting June 2015 in India. Students will enroll in a cohort and spend the first two years at Sri Krishna Institution in India, taking courses approved by us as equivalent to our Areas A-F and some business core. The students will spend the remainder of their time at Clayton State to complete the remainder of the 120 credits required by them to graduate with a CSU degree. Students are also likely to get the opportunity to enroll for the MBA degree from Clayton State by spending an additional year here.

In addition to the 2+3 UG program agreement and the 2+3 MBA program possibility, other aspects of this agreement include:

a) Short-term visits by SKI students to Clayton State

b) Study abroad visits by our students to SKI

c) Teaching assignments at SKI for our faculty

d) Visits by SKI faculty to observe / shadow / participate in teaching assignments here

e) Collaborative research projects between faculty of the two institutions, including case writing

f) Joint conference in India in early 2016.

29. The College of Business will be hosting the **2015 South Korean Business Summer Exchange Program**. Business students from Daejeon Health Sciences College in South Korea will visit Clayton State and take a course on “Introduction to Business” during June 29 - July 24, 2015. Dr. Judith Ogden will visit DHSC to teach a course in early August.

30. Clayton State University through its College of Business has entered into a broad futuristic **Memorandum of Understanding (MOU) with Université Montplaisir in Tunis, Tunisia** for student and faculty exchange, and joint articulation for undergraduate and post-graduate programs in Business. Other US universities in this American consortium will include Eastern Michigan University and Savannah State University. This Tunisian institution is planning to spin off into a new university - a US$100 million American University in Tunisia - that will be completely operational by 2020 and will be the first of its kind in the Arab Maghreb region, which comprises the North African countries of Algeria, Libya, Mauritania, Morocco and Tunisia.

31. The College of Business organized the **2015 Study Abroad trip to Hungary and the Czech Republic** led by Dr. Margaret Thompson. The trip included the usual cultural site visits, required business site visits, and related academic papers and presentations. In the course of nine days, the group visited six businesses in Hungary and the Czech Republic.
32. The College of Business has signed a **Memorandum of Understanding with Operation HOPE** for institutional cooperation and collaborative relationship that will allow our students and faculty to provide business expertise to HOPE's global projects. The College of Business Dean and selected faculty were invited as guests to attend the Operation HOPE Global Forum 2015, held in CNN Center, Atlanta on Jan 15-17. The event helped us connect with political, business, government and community leaders from around the world in an unprecedented exchange of ideas pertaining to economic development, entrepreneurship, financial empowerment, global peace, women's issues, poverty, environment, financial literacy, and governance and regulations, with the goal of ensuring opportunity, prosperity and security for all. Speakers included President Bill Clinton, Ambassador Andrew Young, CEOs of companies such as Gallup, Cinnabon, Chick-fil-A, SunTrust Bank, OneWest Bank, Southeastern Bank, Popular Inc., Revolution Inc., Semco, Emirates Foundation, Coca cola Foundation, etc., and mayors of cities like Atlanta, Detroit, Compton, etc. The entire event was broadcast on MSNBC.

33. **SBDC News:** Our Small Business Development Center (SBDC) continued to offer excellent no-cost services to local small businesses. So far in 2015, they have assisted small businesses in raising $4M in capital, and they expect to do more before the year is over. They have met with over 200 businesses and helped 13 businesses start. The SBDC offered classes to growing small businesses in Film and Entertainment Business, Social Media Marketing, Financing, and Strategic Planning; and they also offer monthly “Starting A Business” classes to help startups succeed. SBDC staff, led by Director Alisa Kirk, delivered presentations for the Fayette County, Clayton County, and Henry County Chambers of Commerce, as well as numerous local organizations. They regularly provide an article in the Henry Herald, and Ms. Kirk has also been published several times by the Savannah Morning News. The Clayton State SBDC’s nominee to the SBA’s Small Business Awards, Charley & Sons of Morrow, won the state-wide Family-Owned Small Business of the Year.

Clayton State SBDC team was in demand around the country for its presentation and facilitation skills. They have facilitated strategic planning sessions for small businesses around the state and taught presentation skills to other SBDCs, the SBA, and nationally at the ASBDC conference; they have received numerous follow-up requests from around the country for additional assistance.

34. **Individual Faculty and Staff Accomplishments**

**Dr. Reza Kheirandish**, Associate Professor of Economics, got his co-authored article "Behind and beyond a shared definition of ecological rationality: A functional view of heuristics" published in the Journal of Business Research. JBR, published by Elsevier, is widely considered among the top 10 journals in Business.

**Dr. Kheirandish** served as the President of Southeastern INFORMS this year and provided leadership in organizing the 50th Annual Meeting of the Southeastern Chapter of INFORMS (SEINFORMS) in Myrtle Beach in October 2014.

**Dr. George Nakos**, Professor of Marketing, recently got a couple of top-tier journal publications. His first article "International Alliances with Competitors and Non-Competitors: The Disparate Impact on SME International Performance" was published last month in Strategic Entrepreneurship Journal. His second article "SME Entrepreneurial Orientation, International Performance, and the Moderating Role of Strategic Alliances" will be published in 2015 in Entrepreneurship Theory and Practice.

**Dr. Leon Prieto**, Assistant Professor of Management, co-authored an article titled "A Discovery of Early Labor Organizations and the Women who Advocated Work-Life Balance: An Ethical Perspective" which has been accepted for publication in the Journal of Business Ethics. The Journal of Business Ethics is one of the leading journals in the field of business and is one of the 45 journals used by the Financial Times in compiling the prestigious Business School research rank.

[cont.]
34. Individual Faculty and Staff Accomplishments (cont.)

A paper Dr. Leon Prieto co-authored with Psychology major Xavier Smith, entitled “Schneiderman, Perkins, and the Early Labor Movement: An Ethic of Care Approach to Labor & Safety Reform”, was the winner of the Best Paper Competition in the Labor and Employment Relations Association (LERA) annual conference in May 2015. Founded in 1947, the Labor and Employment Relations Association (LERA) is the singular organization in the country where professionals interested in all aspects of labor/employment relations and resources network to share ideas and learn about new developments, issues, and practices in the field. This research activity between Prieto and Smith was made possible because of Clayton State’s Undergraduate Research and Creative Activities (URCA) mini-grant, which is designed to provide undergraduate students the opportunity to engage in research projects under the supervision of Clayton State University’s nationally-recognized scholars.

Dr. Leon Prieto and Dr. Alphonso Ogbuehi recently got their co-authored article "Social Entrepreneurship and National Human Resource Development: A Caribbean Perspective" accepted for publication in the International Journal of Entrepreneurship. This publication is listed in the Australian Business Dean’s Council.

Ron Dulaney got his co-authored article "ERP Implementation Failures: A Case Study & Analysis" accepted for publication in the International Journal of Business Information Systems. This publication is listed in the Australian Business Dean’s Council.

Dr. Diane Fulton, Dr. David Furman and Dr. Nikki Finlay got their co-authored article "A longitudinal study of the middle class: growth, size and marketing strategies" accepted for publication in the Research in Business and Economics Journal.

Dr. Khamis Bilbeisi, Professor of Accounting, published his article "Teaching Online Verses Teaching Hybrid and in-class" accepted for publication in the International Journal for Innovation Education and Research (IJIER).

Dr. Ali Dadpay, Assistant Dean and MBA Director, taught a course as a Visiting faculty at the University of Caen, France in November 2014.

Dr. Alphonso Ogbuehi was invited to speak in a US Department of Commerce seminar on "Religious, Cultural and Generational Trends in Sub Saharan Africa."

Dr. George Nakos was selected for the 2015 University Professor from the College of Business. This is our second University Professorship from the college.

Dean Avi Mukherjee was invited to speak at the AACSB ICAM Conference in Tampa to more than 1000 business school leaders from more than 50 countries on “Innovative Marketing Strategies for Business Schools.”

Dean Avi Mukherjee served as the Editor-in-Chief of a leading peer-reviewed scholarly journal titled the "International Journal of Pharmaceutical and Healthcare Marketing" published by Emerald Publishing.