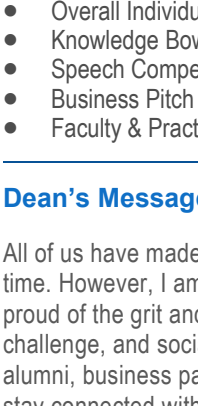


We Are Champions!

Clayton State University's Society for the Advancement of Management (SAM) student chapter took home several awards, including Overall Business Skills Champions at the 2020 International Collegiate Business Skills Championship. The team (Kayla Obiekwe, Stephen Upkins, Stephen Ukiwo, Khadijat Giwa, and Sy Tran) led by Associate Professor of



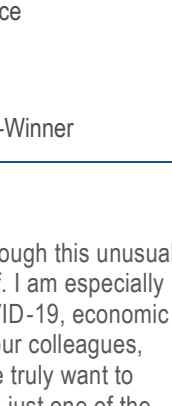
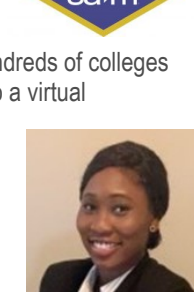
Vincent

Management Dr. Vinod Vincent competed against hundreds of colleges and universities in multiple contests. SAM switched to a virtual competition on March 20 in order to allow students to still compete in spite of the coronavirus.

"Words cannot express how proud I am of our student team," said Dr. Vincent. "Not only did our team work tirelessly preparing for the competition but they also remained focused during a time of great uncertainty and disruption to their personal lives."

Clayton State took home the following awards:

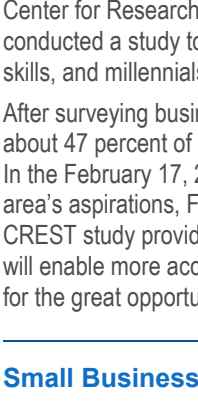
- Overall Team Business Skills Championship – Clayton State – 1st place
- Overall Individual Business Skills Championship – Khadijat Giwa – 1st place
- Knowledge Bowl – Stephen Upkins – 2nd place
- Speech Competition – Khadijat Giwa - 3rd place
- Business Pitch – Khadijat Giwa – 3rd place
- Faculty & Practitioner Overall Best Paper Award – Dr. Vinod Vincent – Co-Winner



Giwa

Dean's Message

All of us have made necessary changes to our daily lives as we navigate through this unusual time. However, I am inspired by the resolve of our students, faculty and staff. I am especially proud of the grit and courage of our community to move forward during COVID-19, economic challenge, and social upheaval. We miss our face-to-face interactions with our colleagues, alumni, business partners, small businesses, and the overall community. We truly want to stay connected with all of you during social distancing, and this newsletter is just one of the ways we hope to achieve this. In spite of the interruptions we have faced, we have accomplished a lot — which you shall read in this edition's featured news stories.



Jacob M. Chacko, Dean

This inaugural edition covers activities over spring 2020 and highlights of our students' and faculty's accomplishments, community outreach endeavors, approval and launch of new programs, and selected achievements geared toward professional development of business students. Once again, our students have competed and performed very well in national competitions. Such co-curricular activities are only possible through the generous support of our alumni, friends, and corporate partners. I am grateful for your continued support of the College of Business.

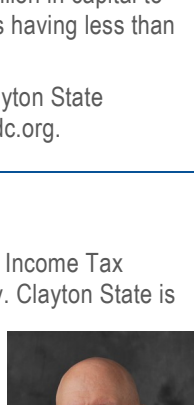
The College of Business Advisory Board (COBAB) will have its first meeting this summer to establish, augment, and reinforce relationships between the College and the business community. With the help and guidance of the Advisory Board, my goal is to enhance student success, drive faculty excellence, develop innovative programs, increase corporate and community partnerships, and build the College of Business brand.

I hope you find the quarterly "Business Matters" to be informative and worthwhile. Whether you are reading this as a colleague, current or former student, corporation, small business, corporate partner, alumni, or associate from another university -- I welcome your feedback and ideas as we create future issues. I wish everyone a healthy and safe summer season.

Assessing Community Workforce Needs

The Fayette County Chamber of Commerce sought insight into attracting workers for local businesses while competing against factors such as the proximity to Atlanta's higher paying jobs. Dr. Iryna Hayduk, assistant professor of economics and Khadijat Giwa (pictured), conducted a study to explore issues such as transportation, turnover, skills, and millennials.

After surveying businesses and gathering data, Hayduk concluded that about 47 percent of Fayette residents prefer to work outside the county. In the February 17, 2020 *Atlanta Journal-Constitution* article profiling the area's aspirations, Fayette Chamber president Colin Martin said the CREST study provided results which quantified anecdotal information and will enable more accurate planning to engage, train, and retain residents for the great opportunities in their own backyard.



Hayduk

Small Business Assistance

Local businesses that have been affected by the COVID-19 crisis can get relief assistance to support their business operations. The UGA Small Business Development Center at Clayton State University is working with the Small Business Administration (SBA) to inform small businesses on the types of federally-approved loans available to cover operations costs.



Kirk

"The UGA SBDC at Clayton State University offers no-cost, confidential consulting services to local small businesses," said SBDC Area Director Alisa Kirk. "Our focus is on helping these businesses to grow, but during economic downturns and disasters, we focus on helping local small businesses to survive."

The U.S. Congress passed the CARES Act on March 27, which among many provisions, gave small businesses access to the Paycheck Protection Program, which provides a forgivable loan up to \$10 million to retain employees on their payroll for at least eight weeks. The Paycheck Protection Program is available through June 30, 2020.

The relief bill also expanded the SBA's Economic Injury Disaster Loan (EIDL) program by allowing small businesses affected by COVID-19 to get an advance of \$10,000 within three days of applying for the loan to cover paid sick leave, payroll and other operations costs. The advance does not have to be repaid. The EIDL program offers up to \$2 million in capital to help with the temporary loss of income. Small businesses are classified as having less than 500 employees.

Local small businesses that need assistance can contact the SBDC at Clayton State University by phone at (678) 466-5100 or by email at morrow@georgiasbdc.org.

VITA Program Marks 30 Years

Clayton State University accounting students participated in the Volunteer Income Tax Assistance (VITA) Program hosted by the College of Business in February. Clayton State is the only college or university in the state that has offered this service consistently for 30 years. VITA is a program through the Internal Revenue Service that offers free tax assistance to eligible individuals. Taxpayers must earn an income of \$55,000 or less to be eligible to participate in the program. Individuals can receive assistance with forms 1040EZ, 1040A, and simple 1040s.

"The main advantage to the public is that if they are eligible, they save a significant amount of money by not having to pay to have their taxes done," said Dr. Andrew Sbaraglia, assistant professor of accounting. "The other advantage is that through e-filing, the client can get their refunds quickly and may not need to get a refund anticipation loan from a commercial firm. Besides saving the fee, they also save on the loan interest."

Accounting students gain valuable hands-on learning experience with providing a cost-effective way for individuals to electronically file their tax returns. Last year the program prepared tax returns for over 250 individuals from the Southern Metro Atlanta region.



Sbaraglia

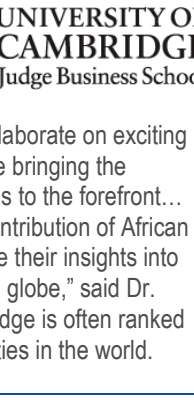
Perfect Pitch Competition Expands to Fayette County



Where Excellence and Creativity Merge

Do you have an elevator pitch? Dozens of high school students do!

Dr. Louis Jourdan, professor of management and director of the Center for Entrepreneurship and Innovation, and sponsor Mr. Mitch Johnson, Regional Vice President and independent representative of



Jourdan

Primerica, envisioned growing the Perfect Pitch Competition into a regional event. Thanks to Ms. Virginia Gibbs, coordinator of innovative partnership development with Fayette County Public Schools, the College of Business held the first preliminary on March 5th with Fayette County high school students.

"The experience was priceless and students will remember it many years from now. Thank you again for the opportunity," said Aida Coullias, Marketing/CTE, McIntosh High School teacher/coach.

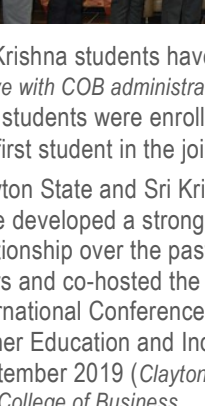


Johnson



Fifty-five high school students from eleven Clayton County Public Schools participated in 2018 and 2019 with strong support from Dr. Morcease Beasley, Superintendent; Dr. Anthony Smith, Deputy Superintendent; Dr. Ebony Lee, Assistant Superintendent for Curriculum, Instruction, and Assessment; and Mrs. Elisar Gray, Coordinator of Secondary English Language Arts. The Third Annual Perfect Pitch Competition, scheduled for March 26th, was cancelled due to pandemic closures. Until next year...

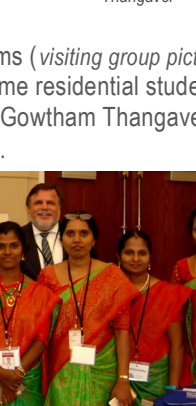
Faculty Focus



Dr. Chen-Miao Lin
Professor of Finance

The University recently announced winners of the Annual Professorship Program for making a meaningful impact in the lives of students and colleagues.

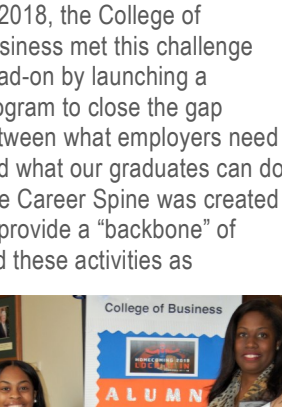
Congratulations to our College of Business University Professorship recipients!



Dr. Anita Whiting
Professor of Marketing

The Cambridge + Clayton State Connection

The College of Business welcomed Dr. Neil Stott, Faculty in Management Practice, Director of the Master of Studies in Social Innovation program, & Co-Director of the Cambridge Centre for Social Innovation at the University of Cambridge, Judge Business School. Students and faculty enjoyed a superb presentation entitled, "Social Innovation: A Window on Alternative Ways of Organizing and Innovating."



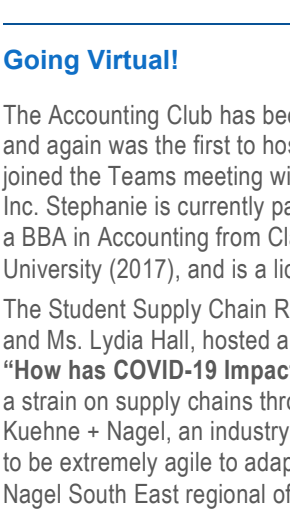
Stott

This opportunity was facilitated by Dr. Leon Prieto, associate professor of management, who was recently appointed to serve as a research fellow at the Cambridge Centre for Social Innovation.

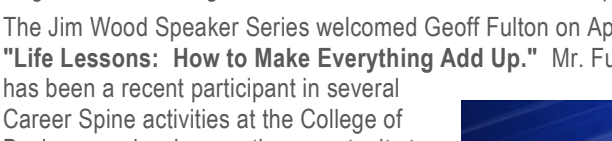
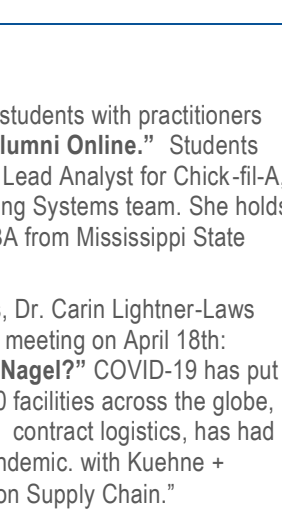
"We invited Leon in order to collaborate on exciting research projects, which include bringing the experience of black communities to the forefront... and to reignite interest in the contribution of African American scholars and integrate their insights into university curriculum across the globe," said Dr. Stott. The University of Cambridge is often ranked as one of the top three universities in the world.

Global Reach

College of Business faculty members engaged with students at our partner institution, Sri Krishna Arts and Science

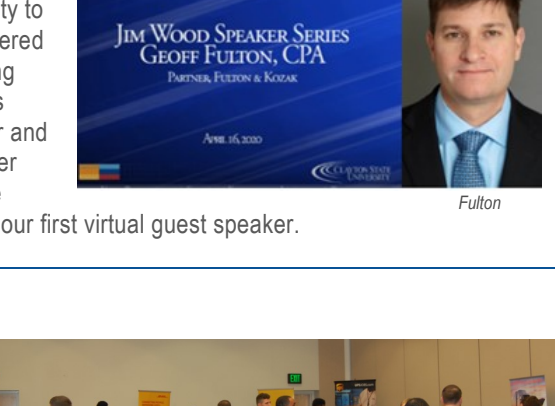


College in Coimbatore, India. Dr. Linda "Joie" Hain, assistant professor of marketing, and Ms. Judiffr Pearson, Lecturer of Business, provided online presentations during spring semester. The webinars were arranged by C. Julian Gna Dhas, professor and head, Department of Business Administration.



Sri Krishna students have visited Clayton State during summer terms (visiting group pictured above with COB administrators), and several have continued as full-time residential students. Ten students were enrolled during the 2019-2020 academic year. Gowtham Thangavel was the first student in the joint program to graduate in December 2019.

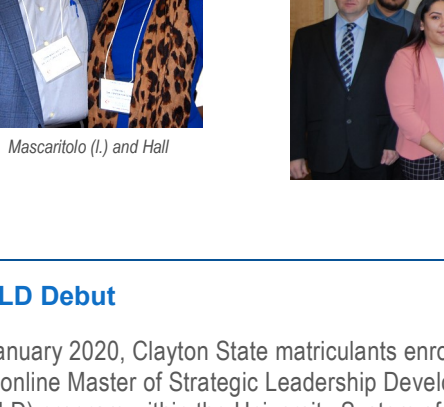
Clayton State and Sri Krishna have developed a strong relationship over the past four years and co-hosted the International Conference on Higher Education and Industry in September 2019 (Clayton State and College of Business administrators welcome Sri Krishna conference delegation, right).



Thangavel

Career Ready Graduates

The stark reality facing universities across America is that college graduates think they are career ready, but they are not. Students all across America rated themselves higher on skills such as teamwork and interviewing than did their potential employers. (Source: Annual Survey by the National Association of Colleges and Employers)



career development opportunities for students, and we embedded these activities as requirements in many of our core courses. In Spring 2020, over two hundred students completed these assignments.

We offered one-on-one coaching focused on Mock Interviews and Career Conversations organized by major. Career Spine Events featured eight days of interviews with 58 students completing assignments and 24 interviewers/coaches participating. These events have engaged many of our stakeholders: students, alumni, corporate partners, community partners, staff, and faculty.

One of our corporate partners said: "I think these events are exactly what the students need! I believe these events will motivate students to be more proactive in reaching their career goals."

Students' feedback includes: "This gave me a full understanding of how a real interview operates." "I learned to prepare questions ahead of time and take notes during the interview."

If you are interested in participating in Career Spine Activities as a professional for one of our virtual or in-person events, please contact Dr. Margaret Thompson, Associate Dean: MargaretThompson@clayton.edu.



Thompson



Alumna Kimberly Allen (r.) with student

Going Virtual!

The Accounting Club has been a pioneer in initiatives to connect students with practitioners and again was the first to host "Meet With a CSU Accounting Alumni Analyst." Students joined the Teams meeting with on April 7th with Stephanie Rose, Lead Analyst for Check-fil-A, Inc. Stephanie is currently part of the Corporate Financial Reporting Systems team. She holds a BBA in Accounting from Clayton State University (2014), an MBA from Mississippi State University (2017), and is a licensed CPA in the State of Georgia.

The Student Supply Chain Roundtable and their Faculty Advisors, Dr. Carin Lightner-Laws and Ms. Lydia Hall, hosted a comprehensive and relevant Teams meeting on April 18th: "How has COVID-19 Impacted the Supply Chain at Kuehne + Nagel?" COVID-19 has put a strain on supply chains throughout the world. With nearly 1,400 facilities across the globe, Kuehne + Nagel, an industry leader in sea freight, air freight, and contract logistics, has had to be extremely agile to adapt to the challenges posed by this pandemic. with Kuehne + Nagel South East regional officers to discuss "COVID 19 Impact on Supply Chain."

The Jim Wood Speaker Series welcomed Geoff Fulton on April 16th via Teams on the topic, "Life Lessons: How to Make Everything Add Up." Mr. Fulton, Partner, Fulton & Kozak, has been a recent participant in several Career Spine activities at the College of Business and welcomes the opportunity to serve as a mentor to students. He offered perspectives on what he learned during college and military reserve service as well as choosing an accounting career and becoming a business owner. His father was acquainted with Jim Wood, so we were honored to host Geoff Fulton as our first virtual guest speaker.



Fulton

Career Fair

The 10th Annual Council of Supply Chain Management Professionals (CSCMP) Career Fair on February 26th was a tremendous success. The event was hosted by Ms. Lydia Hall, lecturer of supply chain



management and director of the Center for Supply Chain Management, and Mr. John Mascariello, senior lecturer emeritus for supply chain management. Students attended from Clayton State University (pictured below), Kennesaw State University, University of West Florida, Georgia Tech, Clark Atlanta University, and several other institutions.

Mascariello (l.) and Hall

MSLD Debut

In January 2020, Clayton State matriculants enrolled in the first online Master of Strategic Leadership Development (MSLD) program within the University System of Georgia. The curricula addresses some of the gaps identified by employers in the areas of "soft" and leadership skills in order to expand the available talent pool locally and regionally. The MSLD is designed to equip students with the knowledge and abilities to lead, be inclusive, inspire commitment, and navigate challenges. Candidates with business or non-business bachelor's degrees may apply for admission.

Launching in August 2020

The Master of Science in Supply Chain Analytics (MSSCA) program will be unique in the state of Georgia and the southeast. Clayton State University's location in the southern crescent and proximity to key players in the supply chain and logistical industry makes this degree program relevant to the needs of Georgia's economy. Online classes will be offered in eight-week terms.



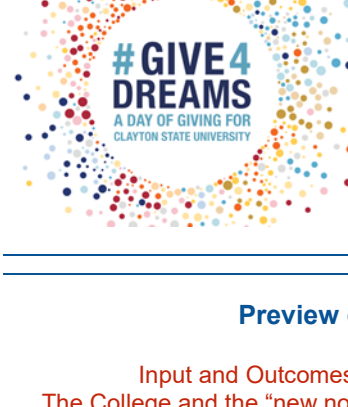
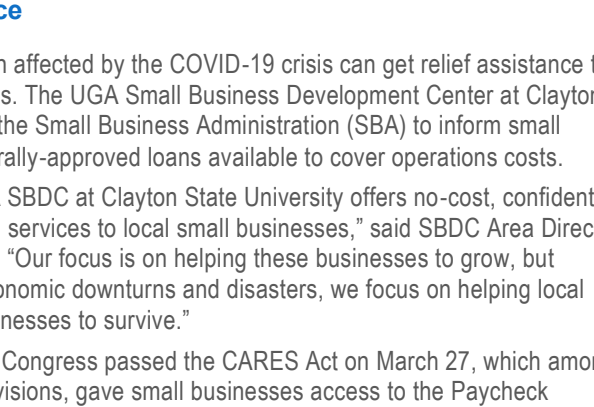
The College of Business partnered with the College of Information and Mathematical Sciences (CIMS) to accomplish the blending of analytical courses and courses that address strategic issues in the supply chain. Dr. Craig Hill, professor of supply chain management and Charles S. Conklin Chair, conferred with Dr. Lila Roberts, CIMS dean, and several CIMS faculty members to develop mathematics and computer science components.

Bravo Brochure!

Clayton State University's Marketing and Communications office earned four awards from the 35th Educational Advertising Awards and the 2019 Collegiate Advertising Awards including:

Bronze – Brochure:

Master of Business Administration Brochure



Thank you to each individual, faculty, staff, alumni, community members, and corporate partners who generously contributed to the College of Business during the annual #GIVE4DREAMS fundraising event on February 26th!

On behalf of the students, faculty, and staff of the College of Business: You are helping to make our dreams real!

Preview of Next Edition: Summer 2020

Input and Outcomes: The role and impact of our Advisory Board
The College and the "new normal": Keeping our distance while keeping our quality
Local Focal Point: Economic development planning in Clayton County
Internships for every major: Partnering with companies for experiential excellence
Every Step of the Way: Business Advisors in the Center for Advising and Retention
MBA for Today - choices and challenges
Advances in accounting curricula

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