



Faculty/Staff News

Upcoming Events

Student News

Alumni,
Advisors, &
Friends

Constant Hall News

December, 2005

Message From the Dean

Dr. Nancy Bagranoff

Greetings!

The end of any semester is always hectic in a University. The end of Fall semester leaves our faculty and staff scrambling to get ready for the holidays while preparing and grading exams, advising students for the coming semester, and attending various graduation and end of semester events. In addition, committees try to finish up their business. This year that last item has been especially challenging as we are undertaking some massive curricula revision.

It started off with changes to the accounting programs. Virginia's 150-hour accounting certification law will take effect in 2006. This law requires graduates wishing to take the CPA examination to have completed 150 credit hours of education. The best way to meet the requirement is to obtain both an undergraduate degree in accounting and a Master of Science in Accounting. While we've offered both for many years, the new legislation means that many more students will be getting the graduate degree and obtaining CPA-related education during a fifth year. As a result, the Department of Accounting revised both the undergraduate and graduate curriculum.

In addition, the faculty in Urban Studies and Public Administration believed that a more flexible MPA, in terms of core classes, would make sense. So they, too, revised their program. Not to be outdone, the MBA is undergoing significant revision. Last spring we invited two consultants to review the MBA and give us advice on ways to improve it. The Graduate Curriculum Committee has taken that advice into consideration as they work towards developing a "new" MBA. So far they have agreed to include a course in entrepreneurship, among other enhancements. We're looking forward to rolling this out in Fall 2006, along with the revised MPA and accounting programs.

In addition to revising existing programs, we are also creating some new ones. Well, in the case of the PhD track in Management, it's not new but *revived* versus *revised*. In Fall 2006, we plan to begin accepting doctoral students into the PhD program in Business Administration in an International Management track. We currently have tracks in International Marketing and International Finance, but the International Management track was put on hiatus about ten years ago. We are also proposing a new major within our undergraduate Business Administration degree. We'll keep you in suspense on that one, pending approval and funding.

Hopefully, next semester will be a little less active around here but we are looking forward to a happy and productive 2006 and wish you the same! If you have anything to contribute for a future issue, please contact Connie Merriman (683-6548) or send your news to constantnews@odu.edu.

Faculty/Staff News

Dr. Singhapakdi Receives "Best Article" Award from Marketing Education Review

Dr. Anusorn Singhapakdi, Professor of Marketing, received the "Best Article Award" for articles published in the *Marketing Education Review* from 2000 through 2005.

The award was presented at the Society for Marketing Advances 2005 Annual Conference in November 2005. The article, titled "Moral Philosophies, Ethical Perceptions and Marketing Education: A Multi-Country Analysis," was co-authored with Janet Marta, Kumar C. Rallapalli and Matthew Joseph.

Dr. Ford Appointed to Seventh Editorial Review Board

Dr. John Ford, Professor of Marketing and International Business, was recently appointed to the Editorial Review Board for *Asia Pacific Journal of Marketing and Logistics*. Dr. Ford currently has membership on a total of seven editorial review boards.

Two CBPA Professors Recognized as "Most Prolific" IB Authors

A report by Michigan State University, the hosting institution of the Academy of International Business, has identified Dr. John Ford and Dr. Shaomin Li as two of "the eighty-nine most prolific authors in the field."

The report was based on a study of evaluating scholarship published from 1996-2005 in five top-tier international business journals: *Journal of International Business Studies*, *Management International Review*, *Journal of World Business*, *International Marketing Review*, and the *Journal of International Marketing*.

Also included in the list of authors is Dr. Irvine Clarke III, Wampler-Longacre Professor of Marketing at James Madison University, who received his PhD in business administration from ODU in 1996.

Dr. Ziegenfuss Named "Super CPA" by Virginia Business Magazine

Dr. Douglas Ziegenfuss, Professor of Accounting, has been named a "Super CPA" by *Virginia Business Magazine*. Dr. Ziegenfuss was one of only nine educators recognized in the magazine's November 2005 edition, which also honored practitioners from 10 accounting specialties.

Additionally, Dr. Ziegenfuss was quoted in the issue's lead article, "Accounting's Perfect Storm" by Heather B. Hayes, discussing the ever-growing number of outstanding job opportunities for accounting graduates.

The article, along with complete lists of all "Super CPAs" for 2005, is available on line at <http://www.virginiabusiness.com/magazine/yr2005/nov05/cpaedu2.shtml>.

Several Faculty Have Works Accepted for Publication

The following faculty members have works accepted for publication:

Dr. John Ford, Professor of Marketing and International Business, recently completed, with co-authors Douglas West and Essam Ibrahim, a text book titled "Strategic Marketing: Creating Competitive Advantage." The book will be released by Oxford University Press in early 2006.

Dr. Edward Markowski, Professor of Decision Sciences; **Dr. John Ford**; and **Ms. Terri Kirchner**, PhD student; an article titled "Relationships Among Levels of Government Support, Marketing Activities, and Financial Health of Non-Profit Performing Arts Organizations," which will appear in the *International Journal of Nonprofit and Voluntary Sector Marketing*.

Dr. Robert Pinsker, Assistant Professor of Accounting, a paper titled "Using Longer Series of Consistent Direction and Direction Reversal Information to Examine the Effects of Different Disclosure Patterns on Non-Professional Individual Investors," has been accepted by the journal *Behavioral Research in Accounting*. It will be published in the 2007 edition.

Dr. Edward Markowski and **Dr. Ford**, an article titled "The Service Recovery Paradox: Justifiable Theory or Smoldering Myth?," which will appear in the *Journal of Services Marketing*. Co-authors are **Vince Magnini**, who received his PhD in Marketing from ODU in 2004 and is now teaching at Longwood University, and former ODU Professor of Marketing **Earl Honeycutt**.

Dr. Ali Ardalan, Associate Dean, is co-author of two articles published in the Proceedings of the 26th National Conference of the American Society of Engineering Management, held in October 2005. The articles were, "Analysis of Global and Local Decision Rules in a Dual Kanban Job Shop," with R. Diaz; and "Scheduling Policies in an Assembly Environment with Earliness and Tardiness," co-authored by Y. Correa-Martinez, L. Bedoya-Valencia, J. Arnaout, and G. Rabdi.

Jennifer Usis Named Director of Undergraduate Advising

Jennifer Usis was recently named Director of the Undergraduate Advising Office, having served as both Assistant Director and Interim Director. She is also a member of the Undergraduate Curriculum and RRAP committees.

A graduate of Old Dominion University, Jennifer received a bachelor's degree in International Business, with a dual focus in Europe and Latin America and minors in Geography and Psychology. She is currently working towards a Master's degree in Higher Education and expects to graduate in 2006.

Jennifer's initial goal for the Advising office is to streamline the advising process and access to curriculum information for CBPA students. This will expand on a project that included revising and updating curriculum sheets. Plans for the Spring semester include two "Block Party Revivals" that will provide opportunities for students to obtain information regarding frequently asked questions about advising.

[\[Back to Faculty\]](#)[\[Back to Top\]](#)

Upcoming Events

Executive-in-Residence Series Richard Cole On February 7, 2006

Richard Cole, CEO and chairman of Geeks on Call America Inc., a mobile on-site computer solutions and repair company, will speak Tuesday, February 7 at 12:30 p.m. in Constant Hall Room 1005. The presentation is open to University

students, faculty and staff, as well as the general public as space permits. Pizza and soft drinks will be provided.

A May 2005 recipient of the Hampton Roads Technology Council's "High-Tech Entrepreneur Award," Cole received a bachelor's degree in philosophy from Oklahoma Baptist Church. He began a career in outdoor billboard advertising with Outdoor West, eventually becoming president of the company and developing a strong reputation as a corporate turn-around specialist. During the late 1990s, Cole served as president and CEO of American Outdoor Advertising, a division of Landmark Communications Inc., retiring in 1998.

After a short period of retirement, Cole wanted to start his own venture. Frustrated with the concept of having to pack up his computer and take it to a shop for repair, he launched Geeks On Call. He began franchising the company in 2001 and currently has more than 300 franchises nationwide.

The final speaker for the 05/06 series will be ODU alumnus **Luke Hillier** (March 14, 2006), founder and CEO of Mythics Inc., the largest Oracle software reseller in the United States, headquartered in Virginia Beach.

E.V. Williams CREED Market Review and Forecast is February 22

Old Dominion University's E.V. Williams Center for Real Estate and Economic Development will present the 2006 Hampton Roads Real Estate Market Review & Forecast on Wednesday, February 22, 2006. The event will be held at the Ted Constant Convocation Center, with presentations beginning at 3 p.m., followed by a reception from 4-6 p.m. On-line registration is available from the CREED website at www.odu.edu/creed.

Economics Club of Hampton Roads Speaker Schedule for 2005/2006

The Economics Club of Hampton Roads has announced the speaker schedule for 2005/2006. All programs are held at the Norfolk Marriott Waterside at 235 East Main Street, Norfolk. All programs are from 12 noon – 1:30 p.m. unless noted. Upcoming programs are:

- January 18, 2006 (**Program begins at 10:45 a.m.**) **Annual Economic Outlook Conference. Mark Zandi** , Chief Economist and co-founder of Economy.com. He is responsible for the firm's forecasts, model development, and consulting practice. Dr. Zandi holds a Ph.D. in Economics from the University of Pennsylvania. **Old Dominion University Forecast Team** , Professors **Vinod Agarwal** , **Mohammad Najand** and **Gil Yochum** , will present their regional forecast.
- February 8, 2006: **Gary Pfeiffer** , Senior Vice President and Chief Financial Officer of DuPont since 1997. He joined the company at its headquarters in Wilmington, DE in 1974. Mr. Pfeiffer has served as treasurer of DuPont do Brazil, S.A.; regional director, Asia Pacific finance; planning director, DuPont Center for Continuous Business Improvement; director of finance, DuPont Chemicals and chemicals and specialties manufacturing; and vice president and general manager, DuPont Nylon – North America. A member of the board of directors of Talbots Inc. and Quest Diagnostics Inc., Mr. Pfeiffer is a graduate of the College of William and Mary.
- March 22, 2006: **Jeffrey Bader** , Director of the China Initiative and Senior Fellow at The Brookings Institute. Prior to joining Brookings, Mr. Bader had a 27-year career in the Department of State, National Security Council, and office of the United States Trade Representative. He has served as Deputy Assistant Secretary of State for East Asian and Pacific Affairs; Director of Asian Affairs at the NSC; and Assistant US Trade Representative for PRC, Hong Kong, Taiwan, and Mongolia. (Co-sponsored by the World Affairs Council of Hampton Roads.)
- April 26, 2006: **William Starbuck** , ITT Professor of Creative Management, Stern School of Business, New York University. Topic: "How a butterfly upset an industry . . . and changed American society." Subtitle: "The origins and development of America's most successful corporate law firm."
- May 2005 (program rescheduled from September, specific day to be announced): **Larry Hereth** , Rear Admiral, U.S. Coast Guard, Commander, Fifth Coast Guard District. His 32-year Coast Guard career has included international assignments, as well as several throughout the United States with multiple tours at east coast, gulf coast, and west coast ports. Rear Admiral Hereth's assignments included serving as Director of Port Security, U.S. Coast Guard Headquarters, Washington, D.C., where he led the development and implementation of a new maritime security regime for vessels, facilities and ports throughout the U.S. Additionally, he was Commanding Officer of Coast Guard Marine Safety Office, San Francisco Bay, where he was responsible for 1900 miles of coastline and inland waterways in the northern sector of California. (Co-sponsored by the Hampton Roads Council Navy League.)

Bisk Live CPA Review Course Begins January 9

The College of Business & Public Administration, the Department of Accounting, and BISK Education are offering a Bisk Live CPA Review course. The course, designed to help CPA candidates pass the new CPA exam, will be offered on Mondays and Wednesdays from 6-9:30 p.m. at the Norfolk Campus, beginning January 9. Classes are scheduled to allow individuals to prepare for the entire exam or for individual sections.

Developed by Nathan M. Bisk, JD, CPA, the Review program includes a complete system of state-of-the-art study materials, including multi-media formats, interactive CD-Rom software for Windows, videotapes, text books, an Internet component, and a Live CPA Review.

For detailed information, please contact Tim McKee, Department of Accounting, at (757) 683-3577.

[\[Back to Upcoming Events\]](#)[\[Back to Top\]](#)

Student News

MBA Students Enter "NASA Means Business" Student Competition

MBA students Jason T. McKernan and Erik-Nikoluas Metzroth have entered a proposal in the NASA Means Business Student Competition 2006. The competition, co-sponsored by the Texas Space Grant Consortium, is being held in preparation for the Eighth Annual NASA Customer Engagement Conference.

The competition seeks proposals containing video, radio, print and Internet storyboard and media concepts with description of audience(s) targeted and supporting data with the primary goal of helping NASA effectively articulate to the general public the value and anticipated contributions to life on Earth of its space exploration programs.

Teams selected as finalists will receive a cash prize of \$1,000, along with travel expense awards to attend the Customer Engagement Conference. The grand prize winning team will receive an expenses-paid trip to NASA Headquarters to present their proposal.

Good luck Jason and Erik!!

Eric Bloomberg, Economics Major, is University Scholar

Eric Bloomberg, a graduating senior double majoring in economics and mechanical engineering technology, was selected as the overall University Scholar for December 2005 graduates.

An active member of the Navy ROTC program, Eric serves as battalion commanding officer and has been awarded the Navy Achievement Medal with one gold star, the Good Conduct Medal with two bronze stars, and several unit and service awards.

Eric is also one of two students selected to represent Old Dominion University in *USA Today*'s 2005-2006 All-USA College Academic Team competition. Winners will be announced in February 2006.

Steven Stanley, Accounting Major, Named CBPA Outstanding Scholar

Steven Stanley of South Hill, Virginia was selected as the College of Business and Public Administration Outstanding Scholar for December 2005 graduates. Steven, an accounting major with a 4.0 GPA, is a TELETECHNET student attending the Southside Virginia Community College TTN site.

[\[Back to Student News\]](#)[\[Back to Top\]](#)

Alumni, Advisors, and Friends

Faculty Emeritus Donates Book in Two Languages

Dr. Stephen Shao, Professor Emeritus of Management Information Systems and Decision Sciences, has presented the college with two translations of his book "Memories in Two Nations: China and the USA." The gift includes the English translation in hard cover, as well as a soft-cover book with the Chinese translation.

The book is an autobiographical account of Dr. Shao's life, which began with a childhood of poverty in war torn China. After graduating with honors from Hunan University, Dr. Shao emigrated to the United States. Here, he earned his graduate degrees, became a distinguished college professor, and wrote several text books. He retired in 1990 and is actively writing and lecturing throughout the world.

Anyone who would like to borrow either of the books may do so by contacting Connie Merriman in the Dean's Office.

Alumnus Lynn Hopewell Receives FPA Lifetime Achievement Award

Dr. Lynn Hopewell, CFP® , recently received the Lifetime Achievement Award from the Financial Planning Association of the National Capital Area. Dr. Hopewell received his Associate's Degree from the College of William and Mary in Norfolk (now Old Dominion University) in 1958 and his bachelor's degree in physics from Virginia Tech in 1961. He then worked for several years as a communications engineer with the CIA's Office of Communications.

After receiving his MBA from Harvard Business School in 1968, he held various positions in the telecommunications and computer systems industry in the Northern Virginia area before entering private practice as a personal financial and investment advisor. His achievements include: earning his certification as a Financial Planner; serving as editor of the *Journal of Financial Planning* , a national professional publication; and earning national recognition for his pioneering work in retirement planning modeling. The *Wall Street Journal* referred to him as the "dean of retirement advisors."

MBA Alumni Events

The MBA Alumni group has announced the following events:

- Friday, Feb. 3, 2006, a special screening of the movie "ENRON: The Smartest Guys in the Room," in Constant Hall Room 1002. Pizza will be served at 6 p.m.; the movie will begin at 6:30 p.m.
- Saturday, Feb. 18, 2006, men's basketball BRACKET BREAKERS game. The MBAA will host an alumni reunion during half time and after the game. Tickets will be available through the MBA office. An opponent will be named about a week prior to the game.
- Saturday April 8, 2006, tenth annual MBAA dinner for alumni, students, and faculty.

Accounting Alumni Basketball Night is February 4

The annual Accounting Alumni Basketball Night will be held on Saturday, Feb. 4, 2006, with the ODU Monarchs playing James Madison. Flyers with details on the event will be mailed out in the near future. Additional information is available by contacting Dr. Douglas Ziegenfuss at dziegenf@odu.edu or 757-683-3514.

[\[Back to Alumni, Advisors, and Friends\]](#)[\[Back to Top\]](#)