



College of Business & Public Administration
Old Dominion University



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Message From the Dean

Dr. Nancy Bagranoff

Greetings from the Dean's Office. Unfortunately our great teaching moment is turning into much more than a moment. We are enjoying lively discussions in our classrooms about current events and are pleased about our ability to contribute to understanding the issues and forecasting the economic trends, but we also worry about the effects of the economic crisis on all of our stakeholders. We're telling our students to study harder and our Career Management Center is working double time to try to help those who are graduating soon. A few weeks ago Bruce Bradley, former President of Landmark Publishing, spoke to our students about ethical leadership. He called the current situation an epidemic of ethical failures. This was sobering and reminded us of the need to help our students learn the value of integrity and morality in business and government leadership.

In this issue of the *Constant Hall News*, as is always the case, you will learn about the many activities of our faculty, staff, and students. We hope you enjoy it!

Faculty/Staff News

Five Faculty Members Receive Appointments as Faculty Fellows

In December, five CBPA faculty members received appointments as Faculty Fellows. They are: **Dr. Shaomin Li**, Professor of Management and **Dr. Yuping Liu**, Associate Professor of Marketing, Haislip-Rorrer Faculty Research Fellows; **Dr. Ling Li**, Professor of Decision Sciences and **Dr. Haiwen Zhou**, Assistant Professor of Economics, E.V. Williams Faculty Research Fellows; and **Dr. Edward Markowski**, Professor of Decision Sciences, E.V. Williams Faculty Teaching Fellow.

The Fellows were selected from a pool of very strong applicants by a committee of the College's endowed research chairs. Selection was based on the criteria of an established record of excellence in research and demonstration of teaching and service effectiveness during the most recent three year period. Specific criteria include:

- Outstanding scholarly productivity that is demonstrated through publication in high quality academic peer reviewed journals.
- Effectiveness in teaching as demonstrated by peer review of teaching portfolio, student opinion surveys, and/or other measures.
- Effectiveness in service as demonstrated by service activities within and external to the university.

Each Fellowship provides an annual monetary stipend of \$10,000. The Fellowship appointments are for a three-year period (retroactive to August 2008). The application process will be conducted again in three years.

Dr. Mahesh Gopinath Receives Inaugural Park Award from SCP

Dr. Mahesh Gopinath, Associate Professor of Marketing, was co-author of a research paper selected for the inaugural Park Award for Outstanding Contribution to the Journal of Consumer Psychology. The Park Award was established by the Society for Consumer Psychology to recognize the best paper published in each JCP volume.

The paper, titled "The Role of Regulatory Focus in the Experience and Self-Control of Desire for Temptations," appeared in Volume 26, Issue 2 (2006) of the Journal. It was co-authored by Utpal Dholakia, Richard P. Bagozzi and Rajan Natarajan.

In addition to the academic honor of winning the first ever JCP Park Award, the award is accompanied by a \$10,000 prize. Dr. Gopinath was recognized for his achievement at the 2009 annual Society for Consumer Psychology conference earlier this month.

Dr. John Ford is Visiting Professor at City University of London

Dr. John Ford, Professor of Marketing and International Business, is currently a Visiting Professor of Marketing in the Marketing Group at Cass Business School, which is a part of the City University of London.

In addition to developing research projects with faculty at Cass, Dr. Ford has been presenting research seminars focused on cross-cultural research design and research methodology and advertising role portrayals to research faculty, doctoral and masters' students. He has also lectured on donor behavior and relationship development for the Charity Effectiveness Center at Cass.

Dr. Ford has made research presentations to the faculty and students at Leeds Business School, Kent Business School, Manchester Business School, Loughborough Business School and Birmingham Business School. These lectures have been focused on scale development in cross-cultural contexts and on advanced methodological issues in cross-cultural and international research. He has also participated in research "surgeries" with doctoral students in which he critiqued their research projects and methodologies.

Citibank Academic Digest Reviews Professor Doukas' Research

The January 22, 2009 issue of *Citibank Academic Research Digest* featured a review of **Dr. John Doukas'** research on arbitrage risk and stock mispricing. The review discusses an article co-written by Dr. Doukas, Professor of Finance and Eminent Scholar, with C. Kim and C. Pantzalis.

The article, "Asset Mispricing as a Function of Arbitrage Risk - Identifying stocks with potentially persistent misvaluation," reports on the authors' study of the relationship between arbitrage risk and mispricing in a cross-section of stocks. It is forthcoming in the *Journal of Financial and Quantitative Analysis* (JFQA).

Study Would Investigate Employee Retention in China's Telecomm Industry

Dr. Steve Maurer, Professor of Management, will travel to China in March to discuss a proposed employee retention study for two of the country's largest telecommunications providers. This is a joint project with Dr. Xu Huang, Head of the Management and Marketing Departments at Hong Kong Polytechnic University.

The Fortune 500 companies are China Mobile, the world's largest provider of mobile phone service employing more than 400,000 workers; and China United Telecomm, which has more than 700,000 employees. These companies hire thousands of engineers and managers, but are experiencing serious problems with retention.

Faculty Publications, Presentations

- **John Doukas**, Professor of Finance and Eminent Scholar, "Arbitrage Risk and Stock Mispricing." Forthcoming in *Journal of Financial Quantitative Analysis*.
- **John Doukas**, "Daily Short Interest, Idiosyncratic Risk and Stock Returns." Forthcoming in *Journal of Financial Markets*.
- **Mahesh Gopinath**, Associate Professor of Marketing, "The Effect of Public Commitment on Resistance to Persuasion: The Influence of Attitude Certainty, Issue Importance, Susceptibility to Normative Influence, Preference for Consistency and Source Proximity." In Press at *International Journal of Research in Marketing*, Vol. 26, No. 1, January 2009. (with Prashanth Nyer)
- **Mahesh Gopinath**, "The Influence of Public Commitment on Resistance to Attitude Change: An Investigation into the Psychological Processes." Competitive Paper presented at the *Association for Consumer Research-Asia Pacific, ISB*, Hyderabad, India, January 3-6, 2009. (with Prashanth Nyer)
- **Mahesh Gopinath** and **Myron Glassman**, Professor of Marketing, "Targeting Effect of Multilingual Product Packaging." Working Paper accepted for presentation at the *Society for Consumer Psychology Conference*, Toronto, Canada, August 6-9, 2009. (with Prashanth Nyer)
- **Mahesh Gopinath**, "Emotions in Consumer Behavior Research." Conversation Hour accepted for the *Society for Consumer Psychology Conference*, Toronto, Canada, August 6-9.
- **William Q. Judge**, E.V. Williams Chair of Strategic Leadership and Professor of Management, "The Evolution of the Organizational Capacity for Change Construct." Forthcoming in *Journal of Organizational Change Management*. (with T. Douglas)
- **William Q. Judge**, "Organizational Capacity for Change and Firm Performance in Russia." Forthcoming (2009) at *International Journal of Human Resource Management*. (with I. Naoumova; T. Douglas; and N. Kouzevol)
- **William Q. Judge**, "Does Corruption Hurt Economic Development? Evidence from Middle Eastern and North African and Latin American Countries." Forthcoming in Serder Sayan (ed.) *Political Economy of the Middle East and North Africa*, Routledge, March, 2009. (with A. Kutan and T. Douglas)
- **William Q. Judge**, (2008). "Superior Knowledge, Isolating Mechanisms, and IPO Success: A Knowledge-Based View." *Journal of Managerial Issues*, 20(4): 507-525 (2008). (with S. Bach and T. Dean)
- **William Q. Judge**, (2008). "Organizational Capacity for Change and Strategic Ambidexterity: Flying the Plane While Rewiring It. *European Journal of Marketing*, 42(9/10): 915-926. (with C. Blocker)
- **William Q. Judge**, (2008). "Institutional Antecedents of Corporate Governance Legitimacy." *Journal of Management*, 34: 765-785. (with T. Douglas and A. Kutan)
- **Yuping Liu**, Associate Professor of Marketing & Haislip-Rorrer Faculty Research Fellow, "Assessing Loyalty Program Effects in a Competitive Setting: Impact of Market Saturation, Market Share, and Category Expandability," *Journal of Marketing*, Vol. 73 (1), 109-121. (with Rong Yang)
- **Yuping Liu**, "Direct-to-Consumer Marketing of Predictive Medical Genetic Tests: Assessment of Current Practices and Policy Recommendations," *Journal of Public Policy & Marketing*, Vol. 27 (2), 131-148. (with Yvette Pearson)
- **Edward P. Markowski**, Professor of Decision Sciences and E.V. Williams Faculty Teaching Fellow; and **Carol A. Markowski**, Professor of Decision Sciences, "A Systematic Method for Teaching Post Hoc Analysis of Chi-Square Tests," *Decision Sciences Journal of Innovative Education*, Volume 7, Number 1, January 2009.
- **D. Brian McNatt**, Assistant Professor of Management, "Negative reputation bias and belief perseverance: The impact on appraisals of performance." Accepted for publication at *Academy of Management Learning and Education*.
- **Deepak Sethi**, Assistant Professor of Management and William Q. Judge, "FDI Location Decisions: An Integrative Conceptual Framework and its Application to Analysis of FDI Inflows within China." Forthcoming in *Asian Pacific Journal of Management*.
- **Anusorn Singhapakdi**, Professor and Chair of Marketing Department, "Ethics Institutionalization, Quality of Work Life, and Employee Job-related Outcomes: A Survey of Human Resource Managers in Thailand." Forthcoming in *Journal of Business Research*. (with K. Koonmee, B. Virakul, and D.J. Lee)
- **Anusorn Singhapakdi**, "The Effects of Ethics Institutionalization on Marketing Managers: The Mediating Role of Implicit Institutionalization and the Moderating Role of Socialization." Forthcoming in *Journal of Macromarketing*. (with J. Sirgy, D.J. Lee, and S. Vitell)
- **Licheng Sun**, Assistant Professor of Finance, "Cross-sectional Return Dispersion and Time-variation in Value and Momentum Premia." Forthcoming in *Journal of Financial and Quantitative Analysis*. (with C. Stivers)
- **Wayne Talley**, Professor of Economics and Eminent Scholar, *Maritime Safety, Security and Piracy*, London: Informa, 2008.
- **Haiwen Zhou**, Assistant Professor of Economics, "Ability, openness, and managerial decision making." Accepted for publication at *Atlantic*

Economic Journal. (with Lei Wen)

- **Haiwen Zhou**, “A Ricardian model of international trade with oligopolistic competition.” Accepted for publication at *Journal of International Trade and Economic Development*.

Faculty Appointments

- **Dr. John Ford**, Professor of Marketing and International Business, has been appointed to the Editorial Review Board for the *Journal of Advertising*.
- **Dr. Wayne Talley**, Professor of Economics and Eminent Scholar, has received the following appointments: Deputy Editor-in-Chief, *Asian Journal of Shipping and Logistics* (appointed by the Korean Association of Shipping and Logistics); International Scientific Review Panel, Conference of the International Association of Maritime Economists, Copenhagen, Denmark; International Advisory Committee, International Symposium on Maritime Logistics and Supply Chain, National University of Singapore, Singapore; International Steering Committee, Asian Logistics Round Table International Conference on Logistics, Inha University, Incheon, South Korea; and Advisory Board, Ship Maintenance, Repair and Operations Institute, College of Engineering and Technology, Old Dominion University.

Four Classified Staff Members Honored for Service to the University

Four CBPA classified staff members were honored recently for their University years-of-service milestones. They are: **Vicky Curtis**, Executive Assistant (Economics and ITDS), 30 years; **John Barker**, Technology Manager, 10 years; **Tarsha Turner**, Executive Secretary Senior, 10 years; and **Katrina Davenport**, program support coordinator for PhD in Business Administration and Economics Club of Hampton Roads, 5 years.

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Program/Center News

Forecast Team Offers Predictions on Region's Economy

The ODU Economic Forecast Team gave its annual regional economic forecast on January 14. Presentation of the forecast, developed by **Dr. Vinod Agarwal**, Professor of Economics; **Dr. Mohammad Najand**, Professor of Finance; and **Dr. Gil Yochum**, Professor of Economics, was sponsored the Economics Club of Hampton Roads.

The team predicted that, although the region will experience a decline in retail sales and continued problems in the housing market, Hampton Roads will narrowly avoid a recession in 2009 due to increased defense spending and higher pay for members of the military. The complete forecast is available online at www.odu.edu/ao/news/index.php?todo=details=13589.

CREED Hampton Roads Real Estate Market Review and Forecast is March 11

The E.V. Williams Center for Real Estate and Economic Development (CREED) will present the 14th annual Hampton Roads Real Estate Market Review and Forecast on Wednesday, March 11 from 3-6 p.m. at the Ted Constant Convocation Center.

The Market Review will bring together industry experts to answer questions and address development trends and practical growth and redevelopment applications. Among the topics that will be discussed are the potential impact of the economic slowdown on the real estate industry, what 2009 will have in store for the commercial real estate markets, the potential for the housing market to regain the momentum of prior years, and the impact the economic stimulus legislation may have on local real estate investments.

CREED is pleased to welcome the following Hampton Roads Real Estate Market Review and Forecast presenters: Van Rose Jr., President, Rose & Womble Realty Company, *Residential Market Review*; William C. Throne, CCIM, ALC, Director, GVA Advantis Real Estate Services Company, *Industrial Market Review*; Jordan E. Slone, Chairman and CEO, Harbor Group International, LLC, *Investment Market Review*; H. Blount Hunter, H. Blount Hunter Retail and Real Estate Research, *Retail Market Review*; Dan Johnson, Senior Vice President, Brokerage Services, CB Richard Ellis, *Multi-Family Market Review*; Katherine Campbell, Office Sales and Leasing Associate, Thalhimer/ Cushman and Wakefield, *Office Market Review*.

The preregistration deadline is Friday, March 6, 2009. Registrations may be placed online at www.odu.edu/CREED or by faxing registrations to 683-4886. Additional information is available by contacting Kyllie Brinkley at kbrinkle@odu.edu

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Upcoming Events

Former SEC Chair Arthur Levitt will Receive Economic Impact Award

The Economics Club of Hampton Roads will present the second-annual Economic Impact Award to Arthur Levitt, longest serving chairman of the United States Securities and Exchange Commission. The award will be presented at dinner program scheduled for Thursday, February 26 from 5-8 p.m. at the Half Moone Cruise and Celebration Center in Norfolk.

Levitt was the 25th Chairman of the United States Securities and Exchange Commission. First appointed by President Clinton in July 1993, the President reappointed Chairman Levitt to a second five-year term in May 1998. On September 9, 1999, he became the longest serving Chairman of the Commission. He left the Commission in February 2001.

Investor protection was Chairman Levitt's top priority. Throughout his tenure at the Commission, Chairman Levitt worked to educate, empower, and protect America's investors – now more than 50 million strong. He created the Office of Investor Education and Assistance and established a website (www.sec.gov) which allows the public free and easy access to corporate filings and investor education materials. In the past

seven years, Chairman Levitt has conducted more than forty investor town meetings throughout the country to listen to the concerns of investors and to give them tips on safe and wise participation in the securities markets.

Before joining the Commission, Mr. Levitt owned Roll Call, a newspaper covering Capitol Hill. He served as Chairman of the New York City Economic Development Corporation, and was Chairman of the American Stock Exchange. Prior to joining the Amex, Mr. Levitt worked for 16 years on Wall Street. He is presently Senior Advisor to The Carlyle Group, Promontory Financial Group, and WisdomTree, on the board of Bloomberg LLP, and a member of the American Academy of Arts & Sciences. He graduated Phi Beta Kappa from Williams College in 1952 before serving for two years in the Air Force.

Levitt's bestselling book, *TAKE ON THE STREET: What Wall Street and Corporate America Don't Want You to Know/What You Can Do to Fight Back*, was published by Pantheon Books in October, 2002. Levitt's acceptance speech on February 26 will be titled "A Call for Transparency."

The Economics Club of Hampton Roads established the Economic Impact Award in 2008 to recognize outstanding practitioners of sound economic and financial policy, as well as the inextricable ties among our local, national and international economies. The major criterion for the award is that the honoree's economic/financial impact be wide-ranging and perceived by all to be for the common good.

Lead sponsors for the event, in addition to the Economics Club of Hampton Roads, are KPMG and Williams Mullen. Table sponsors are Smith Barney; Navy League of Hampton Roads; Wall, Einhorn & Chernitzer; and Summer Land Development.

Additional information is available by calling Katrina Davenport at 757-683-5138.

Melissa Buffington is Executive in Residence Speaker March 31

Melissa Buffington, former senior vice president of human resources and communications for Gaylord Entertainment Company in Nashville, Tennessee, will speak Tuesday, March 31, 2009 from 12:30-1:20 p.m. in Constant Hall 1005. Lunch will be served beginning at 12:15 p.m.

At Gaylord Entertainment, Ms. Buffington had oversight of corporate compensation and benefits programs, training and development, staffing, employee relations, corporate communications, HR systems, government affairs, media relations, and charitable giving. Previously, she was senior vice president of human resources and strategic planning for Dollar General Corporation, managing human resource programs for 60,000 employees. At Nashville-based First American Corp., she was executive vice president of human resources, chaired the Benefits Plan Administrative Committee, and was liaison to the Compensation Committee of the Board of Directors.

Prior to relocating from Hampton Roads to Nashville, Buffington was a senior financial analyst at NationsBank and an accountant at GEICO Insurance Company. She earned her Master of Business Administration with a concentration in finance from Old Dominion University and a bachelor's degree in business management from the College of William and Mary.

Established in 2001, the Landmark Executive-in-Residence program is funded by an endowment from a group of former Landmark Communications executives in honor of Frank Batten Sr., chairman of the executive committee of the Landmark board and first rector of the Old Dominion University Board of Visitors. The program is dedicated to bringing accomplished business leaders, authors, and internationally known speakers to campus to share their history and vision, giving students the opportunity to learn firsthand the strategies and experiences that forge great ethical global leaders. All presentations are open to University students, faculty and staff, as well as the general public as space permits. There is no cost to attend.

CBPA Dean's Research Seminar

The CBPA dean's seminar series has three more presentations scheduled for Spring 2009. All remaining presentations will be held in Constant Hall Room 2003 from 12-1:30 p.m. Lunch is provided.

Dates are as noted below.

- Friday, February 27 – **Dr. James V. Koch**, Board of Visitors Professor of Economics, "Born, Not Made: Entrepreneurial Sources and Characteristics."
- Friday, March 20 – **Dr. Carsten Felden**, University of Freiberg, Germany "Towards a Process Intelligence."
- Friday, March 27 – **Dr. Poornima Madhavan**, Department of Human Factors in Psychology, topic TBA.
- Friday, April 10 – **Dr. Jay Barney**, Ohio State University, topic TBA.
- Friday, April 17 – **Dr. Shaomin Li**, Haislip-Rorrer Faculty Research Fellow and Professor of Management, and **Judy Wu**, "Why some countries thrive despite corruption: the role of trust in the corruption-efficiency relationship."
- Friday, April 24 – **Dr. Barbara Bartkus**, Associate Professor of Management, and **Dr. Edward Markowski**, E.V. Williams Teaching Fellow and Professor of Decision Sciences. These two University Professors will present a Special Seminar on Teaching.

The CBPA Dean's Seminar series, coordinated by **Dr. Mahesh Gopinath**, Associate Professor of Marketing, is designed to increase the level of research-related discourse within the college and foster a culture of scholarship. The Seminar series offers an opportunity for researchers at CBPA and other colleges to present their work to faculty and students. These presentations serve as a forum for exchange of ideas, feedback and foster collaborative research.

Anyone interested in making a presentation should e-mail mgopinath@odu.edu to reserve a time slot. A time slot can be reserved even if the project is still in the working stages.

The schedule of future presentations, as well as available papers and slides from previous or upcoming presentations, is available on-line at http://bpa.odu.edu/bpa/news_events/deans_seminar/.

Economics Club of Hampton Roads Speaker Schedule for 2008/2009

The Economics Club of Hampton Roads has announced the speaker schedule for 2008/2009. Unless noted, programs are held at the Norfolk Marriott Waterside at 235 East Main Street, Norfolk from 12 noon – 1:30 p.m. Upcoming speakers include:

- **March 25, 2009 - Zvi Bodie**, Norman and Adele Barron Professor of Finance at Boston University. Dr. Bodie is an author and world-renowned investment consultant and has served on the finance faculty at Harvard Business School and the Sloan School of Management at MIT. His market-leading textbook *Investments* is used in the certification programs of the Financial Planning Association and the Society of Actuaries. He is a member of the Pension Research Council of the Wharton School, University of Pennsylvania. As the author of *Worry-Free Investing: A Safe Approach to Achieving Your Lifetime Financial Goals*, Financial Times, 2003, he challenges many long held investment concepts.
- **April 29, 2009 - Daniel G. Garrett**, Executive Director, AHC Foundation. Will discuss "The Economics of Health Care vs. Sick Care, The Asheville Project Model." The Asheville, NC Project is a nationally replicated program for implementing community-based pharmaceutical

care services for chronic diseases such as diabetes. *This program is presented jointly with The Virginia Business Coalition on Health.*

Annual MBA Dinner is April 4

The annual MBA Dinner will be held **Saturday, April 4, 2009** at the Renaissance Portsmouth. The cost has not yet been set.

The evening will begin at 6 p.m. with a reception and cash bar, followed by dinner and guest speaker Rakesh Dhawan. The annual dinner provides an excellent opportunity to renew friendships and meet alumni.

Please RSVP by March 28th through the MBA Program Office at mbainfo@odu.edu or call 757-683-3585.

Upcoming MBA Information Sessions

Two MBA information sessions have been scheduled for March. They are:

- Thursday, March 12, 6 p.m., Peninsula Higher Education Center, 600 Butler Farm Road, Hampton (room 2235).
- Tuesday, March 17, 6 p.m., Norfolk Campus, 2004 Constant Hall (Richard B. Thurmond Dean's Suite Conference Room).

Registration for the sessions may be completed online at www.odu-mba.org; via e-mail to mbainfo@odu.edu, or by calling 757-683-3502.

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Student News

Business Administration Doctoral Student Association (DSA)

The Business Administration Doctoral Student Association is being formally established in the spring semester of 2009. The primary purpose of the organization is to promote exchange between doctoral students in the College of Business and Public Administration.

The organization focuses on seminars, workshops and other events to stimulate research, communication and knowledge transfer in the doctoral student community. This semester, doctoral students have been provided opportunities to develop research ideas and present their working papers. The organization seeks to become the bedrock for doctoral students to extend their academic, research, and marketing experiences.

The current officers for the Doctoral Student Association are: Changmei Zhang (third year, Finance), President; Denise Streeter (second year, Finance); vice president; Elzotbek Rustambekov (first year, Strategic Management), treasurer; J. Lee Brown III, (first year, Strategic Management), secretary; and David Simmonds (first year, Information Technology), Web Manager.

In January, the organization facilitated a seminar that discussed procedures for using the ThomsonOne Banker database and SAS database application tools. The seminar was attended by both doctoral students and ODU faculty. Upcoming topics for seminars include "How to make effective presentations" and "How to get your paper published". Further projects include the establishment of strong alumni association for the graduates of the Business Administration PhD Program and the development of websites for the DSA and doctoral students. For more information, contact Lee Brown at jxbrown@odu.edu.

MBA Association

In January, the MBAA sponsored a presentation by **Dr. James V. Koch**, Board of Visitors Professor of Economics, who discussed his research on entrepreneurs. In February, the Association offered a video presentation of Guy Kawasaki, founder and managing director of the Venture Capital firm "Garage Technologies" (formerly Garage.com).

Student Publications and Presentations

- **Rebecca Hochradel**, PhD (marketing) with **Dr. Mahesh Gopinath**. "Choosing Healthy Foods: The Consumer Behaviors." Competitive Paper accepted for presentation at Association for Consumer Research-Asia Pacific, Hyderabad, India, January 2009.
- **Sarah Mady**, PhD student (marketing) with **Dr. Mahesh Gopinath**. "Personal Ethical Values and Corporate Ethical Values in Marketing of Services: Does Congruence Matter?" Working Paper accepted for presentation at Association for Consumer Research-Asia Pacific, Hyderabad, India, January 2009.
- **Chatdanai Pongpatipat**, PhD student (marketing) with **Dr. Mahesh Gopinath**. "Interaction of banner ad and sponsorship in online advertising: The impact on attitudes and purchase intention." Working Paper accepted for presentation at Association for Consumer Research-Asia Pacific, Hyderabad, India, January 2009.
- **Maureen Muller**, PhD student (strategic management) with **Dr. Mahesh Gopinath**. "The Role of Emotions and Relationship quality in Service Failure and Recovery." Working Paper accepted for presentation at Association for Consumer Research-Asia Pacific, Hyderabad, India, January 2009.

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Alumni, Advisors, and Friends

Martin Schwarz, MBA Alum, Writes On Bursting Housing Bubble

Martin Schwarz, MBA '07, recently published an article in the *Jakarta Globe* titled "A Bubble's Burst: How to Advance from Here?" Schwarz is currently vice president of the Jakarta location of Stern Stewart & Company.

In the article, Schwarz links the bursting housing bubble to a “system that encourages size and market share over loan quality and value creation.” He recommends three steps to influencing the positive behavior that could achieve change in the real estate loan industry, (1) overhaul current performance metrics, (2) tie variable compensation to a performance metric, and (3) take steps to ensure long-term behavior instead of focusing on one-time profits.”

Alums Author Chapters in Book on Maritime Safety, Security, and Piracy

Two alumni of the College’s MBA Maritime, Ports, and Logistics Management program have authored chapters in the 2008 book *Maritime Safety, Security, and Piracy*, published by Informa Law of London.

Sara Russell (2004), ODU Instructor of Maritime and Supply Chain Management authored the chapter, “Port Safety and Workers.” Eric Custar (2007), consultant with Maritime and Transportation Solutions, authored the chapter, “Landside Cargo Theft.”

Dr. Wayne Talley, Professor of Economics and Executive Director of the ODU Maritime Institute, edited the book and co-authored three chapters, “US Ship Accident Research,” “Piracy in Shipping” and “US Port Security.”

Professors C. Ariel Pinto and Ghaith Rabadi of the ODU Engineering Management and Systems Engineering Department were also contributors to the book.

Daughtrey Endowment Will Support College’s Teaching and Research Awards

An endowment established in honor of Anne Daughtrey, long-time faculty member in Management who passed away in 2008, will be used to support the College’s annual Faculty Teaching and Faculty Research awards.

Beginning in 2011, the awards will be named the Anne Scott Daughtrey Faculty Teaching Award and the Anne Scott Daughtrey Faculty Research Award. They will be funded at \$2,000 for each award.

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