



College of Business & Public Administration
Old Dominion University



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January, 2008

Message From the Dean

Dr. Nancy Baganoff

“May you live in interesting times.” It certainly feels that way as we start off this new year. We are thrilled that we achieved our Maintenance of AACSB accreditation last fall with no restrictions or caveats. So we thought perhaps we could take a little break but it was not to be. The college is working on several initiatives and we are busier than ever. In addition, Old Dominion University has a new Provost. We are happy to welcome Dr. Carol Simpson to her new job as academic leader of Old Dominion. We have also learned that we will be getting a new President! Roseann Runte is leaving to take a position as President of Carleton University in Canada and we wish her well but feel just a little unsettled!

As for the college, we aren't changing our leadership, but we will be losing some of our senior faculty members this year who are going to take advantage of an early retirement incentive offered by the University. As a result of this activity and a few new positions we have, we are searching for several faculty members. We have recently hired a new Assistant Professor in Marketing and an Associate Professor in Accounting to start next fall. We are also working to recruit and hire two chaired faculty, the E.V. Williams Chair in Marketing and the Robert M. Stanton Chair in Real Estate and Economic Development. We also have a search under way for a new Director of our Executive Development Center. There is of course, much other news, and we hope you will enjoy reading about it in this Newsletter!

Reaffirmation of AACSB Accreditation

We are delighted to announce that on December 14, 2007, Old Dominion University's College of Business and Public Administration achieved reaffirmation of accreditation of its degree programs in business and accounting by recent action of the Board of Directors of AACSB International - The Association to Advance Collegiate Schools of Business. The official announcement will be made this spring at the international conference in Hawaii.

To achieve accreditation, business programs must satisfy the expectations of a wide range of quality standards relating to strategic management of resources, interactions of faculty and students in the educational process, and achievement of learning goals in degree programs. These standards are mission-linked. During the accreditation process, Old Dominion University was visited and evaluated by business school deans and accounting educators with detailed knowledge of management education, applying accreditation standards that are widely accepted in the educational community.

AACSB International is an association of more than 1,100 educational institutions, businesses and other organizations in 70 countries that are dedicated to the advancement of business education worldwide. AACSB International is the longest serving and largest global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting. The association also is the business education community's professional development organization, conducting a wide array of conference and seminar programs at various locations around the world.

(For information on the global distribution of accredited programs, click on: <http://www.aacsb.edu/accreditation/accreditedmembers.asp>)

Faculty/Staff News

Dr. Shaomin Li Published in Harvard Business Review

Dr. Shaomin Li, Professor of Management and International Business, has published an article in the prestigious *Harvard Business Review*. The article, “Mao’s Pervasive Influence on Chinese CEOs,” is an exploration of the influence the late Chinese Communist Party

Chairman Mao Zedong continues to have on the professional tactics employed by top Chinese business leaders.

Dr. Li and his co-authors, Kuang S. Yeh, of National Sun Yat-Sen University in Taiwan and Garry D. Bruton of Texas Christian University in Fort Worth, studied high-level business executives in China who utilize management tactics that emulate the methods used by Chairman Mao to consolidate his power, subjugate his subordinates, and maintain the support of the public.

“Our research on the practices and attitudes of Chinese CEOs offers abundant evidence that Mao’s principles continue to influence top executives: All but one of 15 CEOs we interviewed told us they often turned to Mao’s teachings for management ideas,” the team wrote.

The team’s research could prove particularly valuable to multinational firms seeking to create joint ventures with Chinese companies. Li and his colleagues suggest multinational firms familiarize themselves with the culture of their Chinese business partners. They also recommend establishing a clearly defined management structure. “A multinational that chooses to work with a CEO who uses those tactics needs to have effective procedures—both formal and informal—in place for monitoring the Chinese leadership,” the team wrote.

Since its release, the article has generated substantial international interest. The article is posted on *Harvard Business Review*’s “Conversation Starter” website and comments have been posted from around the world. The article and comments are available at http://conversationstarter.hbsp.com/2007/12/maos_pervasive_influence_on_ch.html?cm_mmc=npv-_-listserv-_-Dec2007-_-GlobalBus.

The global Chinese edition of Harvard Business Review published a feature story on the research and included a photograph of Dr. Li. “China-Pol,” the largest network of China scholars, has posted the article and generated lively discussion. Additionally, a journalist from *Business Week* interviewed Dr. Li about the article.

Research Confirms CBPA is “Major Player” in Advertising Research

Research conducted by **Dr. John Ford**, Professor of Marketing, and **Altat Merchant**, PhD candidate in marketing, has confirmed the major impact that CBPA faculty researchers have made in the area of advertising research. The research findings are detailed in an article titled “A Ten-Year Retrospective of Advertising Research Productivity: 1997-2006,” recently accepted by *Journal of Advertising*, the top specialty journal in advertising.

The article provides an overview of advertising scholarship in terms of author productivity and institutional affiliation over the ten-year period from 1997-2006. Included is an examination of two bodies of scholarship - articles and authors reflected in the top three specialty advertising journals, as well as in seventeen journals across a variety of disciplines that have published advertising scholarly articles.

The research indicates that the CBPA is a major player in advertising research in the world when examining just the three top journals (*Journal of Advertising*, *Journal of Advertising Research*, and *Journal of Current Issues in Research in Advertising*), where the College ranks #23 out of 394 world academic institutions. This is largely due to articles published by **Dr. Kiran Karande**, Professor of Marketing; **Dr. Yuping Liu**, Assistant Professor of Marketing; and **Dr. Ford**. When examining the broader base of journals publishing advertising research, the College ranks #47 out of 523 world institutions. These data place the College in the top 6% of all scholarship published in the top advertising journals and in the top 9% of all advertising scholarship over the last 10 years. This is a significant accomplishment, especially when one considers that when comparable studies were done in prior decades, the College was not a major player in this arena.

British Scholars Deliver Guest Lectures to PhD Students, Faculty

In November, two British scholars visited the CPBA to deliver guest lectures to PhD students and faculty. The scholars are academic colleagues of marketing professor **Dr. John Ford**, Professor of Marketing, who arranged for their visits.

Dr. Douglas West is Editor of *International Journal of Advertising*. Dr. West is one of the top six advertising scholars in the world and has a professorship in Marketing Communications at the prestigious Birmingham Business School in Birmingham, UK.

Dr. Adrian Sargeant, the Robert F. Hartsook Professor of Philanthropy from the Center for Philanthropy at Indiana University-Purdue University in Indianapolis, discussed the status of research in the area of Nonprofit Marketing Strategy. Dr. Sargeant is Editor of the *International Journal of Nonprofit and Voluntary Sector Marketing* and is one of the three most published scholars in the world on nonprofit strategic issues.

Faculty Awards

Dr. Anusorn Singhapakdi, Professor of Marketing, was presented a Certification of Recognition for significant contributions to the 2007 International Society for Quality of Life Studies Conference. The December 2007 conference was held in San Diego, California.

Faculty Publications, Presentations

- **Dr. Ali Ardalani**, Associate Dean; **Dr. Roya Ardalani**, Lecturer of Information Technology/Decision Sciences; **Dr. Samuel Coppage**, Associate Professor of Information Technology/Decisions Sciences; and **Dr. William Crouch**, Associate Professor Emeritus of Information Technology/Decision Sciences, “A comparison of student feedback obtained through paper-based and web-based surveys of faculty teaching,” *British Journal of Educational Technology*, Vol. 38, No. 6, 2007, pp. 1085-1101, doi:10.1111/j.1467-8535.2007.00694.x.
- **Dr. John Ford**, Professor of Marketing and Altat Merchant, doctoral candidate in marketing, “A Ten Year Retrospective of Advertising Research Productivity: 1997-2006,” accepted for publication in the *Journal of Advertising*.
- **Dr. Pamela Gibson**, Assistant Professor of Urban Studies and Public Administration, “Teaching Ethical Decision-Making: Designing a Personal Value Portrait to Ignite Creativity and Promote Personal Engagement in Case Method Analysis,” *Ethics & Behavior*. (Forthcoming: 18(1): March 2008).
- **Dr. Pamela Gibson**, “Evaluative Criteria to Create and Assess Case Studies for use in Ethical Decision Making Analysis,” *Journal of Public Affairs Education*, Fall 2007.
- **Dr. William Judge**, Professor of Management and EV Williams Chair of Strategic Leadership, “Antecedents of Learning Outcomes in a Strategic Management Course: An Empirical Study.” *International Journal of Business Research*, 7:80-86 (2007). (with D. Elenkov)
- **Dr. William 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. (with A. Kutan and T. Douglas)
- **Dr. Yuping Liu**, Assistant Professor of Marketing, “The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty,” *Journal of Marketing*, Vol. 71 (October 2007).
- **Dr. Yuping Liu**, “Online Interaction Readiness: Conceptualisation and Measurement,” *Journal of Consumer Behaviour*, Vol. 6 (Winter 2007).
- **Dr. John Morris**, Associate Professor of Urban Studies and Public Administration, “Building the Local Economy: Cases in Economic Development,” a book co-edited with Dr. Douglas J. Watson. Accepted for publication with the Carl Vinson Institute of Government at the University of Georgia. The book is scheduled for printing in March 2008. Drs. Morris and Watson also authored the book’s lead chapter, “Introduction: Competition, Coordination, or Coopertition?”

- **Dr. John Morris**, “Reaching for the Philosopher’s Stone: Contingent Coordination and the Military’s Response to Hurricane Katrina.” Forthcoming in *Public Administration Review* (December 2007). (with E.D. Morris and D.M. Jones)
- **Dr. John Morris** and **Dr. Pamela Gibson**, Assistant Professor of Urban Studies and Public Administration, “Identifying Organizational Culture.” Forthcoming in the *Dirasat Journal* (December 2007). (with A.F. Yaghi)
- **Dr. John Morris**, **Dr. Pamela Gibson**, Assistant Professor of Urban Studies and Public Administration; **Dr. John Lombard**, Associate Professor of Urban Studies and Public Administration; and **Dr. William Leavitt**, Associate Professor of Public Administration, “Acknowledging the “Professional” in Professional Degree Programs: Waiving the Standardized Test in MPA Admissions Applications, *College Student Journal*, 41, 4:872-885 (2007).
- **Dr. John Morris**, “Explaining Welfare Sanctions and Benefits in the South: A Regional Analysis,” *American Review of Politics*, 28, 1: 1-18 (2007). (with D.A. Breaux and R. Travis)
- **Dr. John Morris** and **Dr. William Leavitt**, “Public Works Service Arrangements in the 21st Century: The Multiple Sector Partnership as an Alternative to Privatization,” *Public Works Management and Policy*, 12, 1: 325-330 (2007).
- **Dr. John Morris**, “Walking the High Wire: A Practical Guide for Balancing Accountability and Competition in Privatized Arrangements.” Accepted for publication in *Public Works Management and Policy*. (with M.W. McNamara)
- **Dr. Anusorn Singhapakdi**, Professor of Marketing, “Further Validation of Need-Based Quality of Work Life (QWL) Measure: Preliminary Results from Marketing Practitioners.” Presented at the *9th International Conference of the International Society for Quality of Life Studies* in San Diego, CA, December 2007. (Co-authors: Dong-Jin Lee and Joseph M. Sirgy)
- **Dr. Harry Zhu**, Assistant Professor Information Technology and Decision Sciences, “A Curriculum for a Master’s of Science in Information Technology.” In *Journal of Information Systems Education*, 2007, 18 (2), pp. 233-242. (with Y. Lee, E. Pierce, J. Talburt, and R. Wang)
- **Dr. Michael Zugelder**, Associate Professor of Finance; **Dr. Paul Champagne**, Professor of Management; and **Dr. Steven Maurer**, Professor of Management; “Dealing With Harassment In All Of Its Forms,” *Journal of Individual Employment Rights*, Vol. 12(3), 223-238, 2007.

Dr. Shaomin Li Concludes Semester in Taiwan

Dr. Shaomin Li, Professor of Management and International Business, recently concluded a semester as Visiting Professor at National Sun Yat-sen University in Kaohsiung, Taiwan (NSYSU). In addition to lectures and other special activities at NSYSU, Dr. Li visited several other academic institutions. Among these was Fu Jen Catholic University’s College of Management, where Dr. Li met with Dean Ming-Hsien Yang and other colleagues. Additionally, Dr. Li visited Vietnam National University in Ho Chi Minh City, where he met with Dr. Gruong Thi Kim Chuyen, Vice Rector of the University of Social Sciences and Humanities.



Dr. Shaomin Li is welcomed to Fu Jen Catholic University’s College of Management by Dean Ming-Hsien Yang.

Classified Staff Honored at Annual Recognition Program

Three CBPA classified staff members were honored at the annual Department of Human Resources Annual Recognition Program in December.

F. John Barker III, Technology Manager, and **Katherine Heins**, Administrative Assistant for Marketing and Management, were among eighteen University employees honored for being nominated as Customer Relations Employee of the Year. (The award was presented to Frankie Lopez, Facilities Management.)

Sandra L. Phillips, Assistant Program Manager for the MBA Program, was honored for ten years of service to the University.

New Staff in Undergraduate Advising Office

The Undergraduate Advising Office welcomes two new staff members this semester. **Saysha Lewis** is the new Offices Services Assistant. A native of North Carolina, Saysha has previously worked for the United States Coast Guard, Harrellsville Metal Works, and Caliper. She is ISO 9001 certified, which requires substantial training in quality management and customer service. She plans to continue pursuing her educational goals here at the University.

Adrienne Giles will have responsibility for providing admission information, registration, and transcript evaluation to students entering the CBPA undergraduate programs. Adrienne is an Old Dominion University alumna and current student, working on a Master’s degree in Higher Education. She previously worked in the Office of Graduate Studies.

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Program/Center News

E. V. Williams Center for Real Estate and Economic Development

The E.V. Williams Center for Real Estate and Economic Development (CREED) will sponsor the 2008 Hampton Roads Real Estate Market Review and Forecast on Wednesday, March 5 from 3-5 p.m. at the Ted Constant Convocation Center. The program will be followed by a Networking Reception from 5-6:30 p.m. in the Center’s Multi-Purpose Room. On-line, mail-in, and fax registration will be available. Last year’s Market Review had over 800 registrants and further growth is expected this year.

On November 15, the Center was a program sponsor for the Urban Land Institute’s “Development 101.” The program was designed for

elected and appointed public sector officials who interact with private sector real estate decision makers. The short course covered topics such as understanding how private sector real estate decisions are made and how government policies and tools influence private sector decisions. Guest lecturers were from Virginia Commonwealth University, the City of Richmond, First Potomac Realty, Concord Eastridge, and the Charlotte-Mecklenberg Planning Commission.

David Chapman, a USPA PhD student who has been working in the Center for the last few years, successfully defended his dissertation on December 7.

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Upcoming Events

Economics Club – Paul Sarbanes

The Economics Club of Hampton Roads is pleased to announce that it will award its first “Economic Impact Award” on February 13, 2008 to Senator Paul Sarbanes. Mr. Sarbanes is the former Senator from the state of Maryland and is best known for his co-sponsorship of the Sarbanes Oxley Act of 2002. This act, sometimes affectionately and sometimes not-so-fondly known as “SOX,” has been called the most sweeping piece of financial legislation since the SEC Acts of 1933 and ’34. Senator Sarbanes will deliver a speech and be honored at the Norfolk Half Moone Cruise and Celebration Center from 5:00 – 8:00 p.m. The event includes a reception. It is complimentary for Economics Club members and \$60 for non-members. Table sponsorships are available for \$750 each. Lead sponsors of the event are Cherry, Bekaert & Holland, Kaufman & Canoles, KPMG, and Williams Mullen.

Executive-in-Residence Series Welcomes Author David Callahan

Author David Callahan will speak Thursday, February 21 as part of the 2007/2008 Landmark Executive-in-Residence Speaker Series.

Mr. Callahan has written extensively about American history, business, and public policy. He is author of *The Cheating Culture: Why More Americans Are Doing Wrong to Get Ahead* (Harcourt, Jan. 2004), as well as five other books. His numerous articles have been published in *The New York Times*, *The Washington Post*, *USA Today*, and *The American Prospect*. He has been a frequent commentator on television programs on CNN, CBS, PBS, MSNBC, and Fox News, and has been a regular guest on radio talk shows across the United States. He lectures frequently about issues of ethics and integrity to universities, associations, and businesses.

In 1999, Mr. Callahan co-founded a new think tank, Demos, a public policy center based in New York City. Demos combines research and advocacy, working to strengthen democracy and expand economic opportunity within the United States. Prior to co-founding Demos, Callahan was a Fellow at the Century Foundation from 1994 to 1999, where he engaged in wide-ranging public policy research and analysis. He received his BA at Hampshire College and his PhD in politics at Princeton University.

The program will be held in Constant Hall Room 1005 from 12:30-1:15 p.m. Pizza and softdrinks will be provided. Mr. Callahan’s book *The Cheating Culture: Why More Americans Are Doing Wrong to Get Ahead* will be available at the University Book Store (University Village) for those who would like to purchase a copy prior to the program.

Economics Club of Hampton Roads Speaker Schedule for 2007/2008

The Economics Club of Hampton Roads has announced the speaker schedule for 2007/2008. Unless noted, programs are held at the Norfolk Marriott Waterside at 235 East Main Street, Norfolk from 12 noon – 1:30 p.m. unless noted. Upcoming speakers include:

- **January 23, 2008 - Annual Economic Outlook Conference.** Featuring **Mark Zandi**, PhD, Chief Economist and co-founder of MoodysEconomy.com. Zandi is responsible for the firm’s forecasts, model development, and consulting practice. The luncheon presentation will be preceded by the Old Dominion University Forecast Team: Professors **Vinod Agarwal**, **Mohammad Najand** and **Gil Yochum** presenting their regional economic forecast at **10:45 a.m.**
- **February 13, 2008 – Paul Sarbanes. (Special evening event, 5:30-9 p.m., Half Moone Cruise and Celebration Center).** Paul Sarbanes served five terms in the United States Senate, one in the United States House of Representatives, and four years as a Maryland state legislator in Annapolis. He is best known for his sponsorship of “The Public Company Accounting Reform and Investor Protection Act,” named the Sarbanes Oxley Act of 2002 in honor of the Senator and his co-sponsor, Representative Michael Oxley of Ohio. This Act, the most significant piece of financial legislation since the SEC Acts of 1933 and 1934, restored public confidence in the financial markets in a time of crisis stemming from corporate scandals. Senator Sarbanes was born in Salisbury, Maryland. He earned his undergraduate degree from Princeton University; was a Rhodes Scholar at Balliol College, Oxford, England; and graduated from Harvard Law School in 1960. Prior to beginning his career in public service, he practiced law in Baltimore, Maryland.
- **February 22, 2008 - David Callahan, PhD.** Callahan is author of *The Cheating Culture: Why More Americans Are Doing Wrong to Get Ahead* and *Kindred Spirits: Harvard Business School’s Extraordinary Class of 1949 and How They Transformed American Business*. He has been published in the *New York Times*, the *Washington Post*, *USA Today*, and *The American Prospect*. He has appeared on CNN, CBS, PBS, MSNBC, and Fox News, and has been a guest on radio talk shows, including appearances on NPR programs Morning Edition, The Connection, and the Tavis Smiley Show. Callahan lectures frequently about issues of ethics and integrity to universities, associations, and businesses.
- **April 2, 2008 - Dee W. Edington, PhD**, Director University of Michigan, Health Management Research Center. The Center studies health risks and behaviors in relation to individual and corporate health and productive outcomes. Their original work (pre-1980) centered on the value that health and wellness programs had on disease and job and life satisfaction, has been expanded to include financial outcomes that include the impact of health risks and behaviors on the total value of health and productivity: i.e. “what is the total value of health to an individual, an organization, a community, etc.” The program is presented jointly with The Virginia Business Coalition.

CBPA Dean’s Research Seminar

The CBPA seminar series has several outstanding presenters scheduled for spring 2008, including CBPA faculty and PhD students, as well as faculty members from other Universities. All seminars are held from 12-1:30 p.m. in Constant Hall Room 2099; refreshments are provided. Dates are as noted below.

Programs scheduled for spring 2008 include:

- Friday, January 18 – **Dr. Charlie G. Turner**, Associate Professor of Economics. Topic: “Social Responsibility-Happiness Mutual

Funds: Doing Well While Doing Good.”

- Friday, Feb. 1 – **Dr. Denise A. Jones**, Associate Professor of Accounting at the College of William & Mary Mason School of Business. Topic: TBA.
- Friday, Feb. 15 – **Dr. Sidika Nihal Colakoglu**, Norfolk State University . Topic: “The impact of career boundarylessness on subjective career success: A contingency approach.”
- Friday, Feb. 29 – **Dr. Wayne Talley**, Beazeley Professor of Economics. Topic: Maritime 101.
- Friday, March 21 – **Rebecca Hochradel** and **Dr. Mahesh Gopinath**, Associate Professor of Marketing. Topic: “Impact of Nutrition Information and Social Setting on Consumer Decision Making when Eating Food Away from Home.”
- Friday, April 4 – **Dr. John B. Ford**, Professor of Marketing. Topic: “Sex Role Portrayals and Arousal in International Advertising: When is the Line Crossed between Sexy and Sexist?”
- Friday, April 18 - **Dr. D. Brian McNatt**, Assistant Professor of Management. Topic: Self-fulfilling prophecy within socio-economic status levels: An experimental simulation.”

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.

Currently, all time slots for spring 2008 have been filled and presentations are being scheduled for summer 2008 and fall 2008. Anyone interested in making a presentation should e-mail mgopinat@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 online at http://bpa.odu.edu/bpa/news_events/deans_seminar/.

CBPA, Wiley-Blackwell to Co-Sponsor Research Symposium – Corporate Governance in China and India

The College of Business and Public Administration and publisher Wiley-Blackwell are co-sponsoring the first annual “Research Symposium on Corporate Governance in China and India .” The symposium will be held October 24-25, 2008 at the Sheraton Hotel Oceanfront in Virginia Beach . The symposium was developed by Dr. William Judge, CBPA E. V. Williams Chair of Strategic Leadership and editor of the Wiley-Blackwell journal *Corporate Governance: An International Review*.

The goal of the Symposium is to encourage research on corporate governance issues relating to China and India . China and India are rapidly ascending as economic powers and are playing important roles in international trade and investment. Increasingly, international investors are entering these markets, and Chinese and India firms are raising capital globally. As these countries’ interactions with the global economy increase, knowledge of corporate governance in China and India is becoming more critical for business executives, policy makers, and academic researchers.

The keynote speaker on China is **Dr. Minxin Pei**, senior associate and director of the China Program at the Carnegie Endowment for International Peace. His research focuses on democratization in developing countries, economic reform and governance in China , and U.S.-China relations. Dr. Pei is the author of *From Reform to Revolution: The Demise of Communism in China and the Soviet Union* (Harvard University Press, 1994) and *China’s Trapped Transition: The Limits of Developmental Autocracy* (Harvard University Press, 2006).

The keynote speaker on India is **Dr. Anil K. Gupta**, Ralph J. Tyser Professor of Strategy and Organization at the Robert H. Smith School of Business, The University of Maryland-College Park. Dr. Gupta is also Research Director for the University’s Dingman Center for Entrepreneurship and the Center for International Business Education & Research. During 2000-01, he also served as a Visiting Professor at Stanford University . Dr. Gupta specializes in the field of strategy, globalization, innovation & entrepreneurship, and organization design. In 1997, one of his papers was recognized as “one of the ten most-often cited articles” in the entire 40-year history of the prestigious *Academy of Management Journal* . In 1994, he was ranked by *Management International Review* as one of the “Top 20 North American Superstars” for research in strategy and organization.

Additional information on the Symposium is available at <http://cgirconf.com>

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Student News

Internet Marketing Class Website “Protocol Analysis” for Sentara Healthcare

Dr. Yuping Liu’s fall 2007 “Marketing on the Internet” class conducted an in-depth assessment of Sentara Healthcare’s website. The project requested by Sentara through a CBPA graduate now working as a consultant for the healthcare provider.

Students used a process called “protocol analysis” to identify flaws in the website design and determine if any aspects of the website cause users to become confused and frustrated. The students identified three potential user scenarios for Sentara’s website – a cancer patient, a new resident with heart health problems, and an individual seeking assistance for an elderly parent. Teams of students created “Internet task lists” for each of the scenarios, itemizing the tasks that individuals in each group were likely to attempt when using the website.

Volunteers were recruited to assume the user roles and try to complete the tasks on one of the lists, using the existing Sentara website. A total of 31 sessions was conducted over a two-day period, with students present to observe participant reactions. In addition, the sessions were taped by a videographer provided by Sentara. Participants were asked to speak aloud while working on the task list, voicing positive and negative impressions as they navigated the site.

The students then analyzed the observations and video tapes, creating a final report that detailed problem areas and provided suggestions for addressing those problems. Representatives from Sentara were very pleased with the report, noting that the students’ work will help them proceed with a total re-design of the website. Additionally, because the website project will take several months to complete, the students’ findings will help designers prioritize the content that should be addressed.

Student Awards, Presentations, Publications

- **Brandi Blessett**, PhD student in Public Administration and Urban Policy (PAUP), has been chosen to represent ODU at the Virginia Council of Graduate Schools' *Graduate Research Forum* in Richmond on Feb 5. Her presentation is entitled "Assessing Community Needs to Coordinate Neighborhood Revitalization Initiatives."
- **Altaf Merchant** (doctoral candidate in marketing) was featured in the FISO Factor (Fit In - Stand Out) Newsletter issued by the Leadership for International Finance LLC and Blythe McGarive. The article spoke of the work done by Altaf on analysing the FISO model. The newsletter is available online at (http://www.fisofactor.com/free_newsletter/html_v4/FISO_newsletter_v4_i1.htm)

Darius Malinowski Named Outstanding University Scholar

Darius Malinowski, a December 2007 graduate with a BSBA in Management and a minor in Psychology, was named Outstanding University Scholar at the December 15, 2007 commencement ceremony. The University Scholar is selected from the Outstanding Scholars representing the six colleges within the University.

Outstanding Scholar Awards, presented by the Alumni Association, are given to the student with the highest grade point average in each college. Each Outstanding Scholar names their Most Inspirational Faculty member to also be honored. Darius named Dr. Samuel F. Coppage, Associate Professor of Information Technology/Decision Sciences.

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Alumni, Advisors, and Friends

Executive Advisory Council Welcomes Six New Members

The Dean's Executive Advisory Council (EAC) at the Old Dominion University College of Business and Public Administration welcomes six new members, each beginning three-year terms this month. The new members are:

Jerry A. Bridges, Executive Director of the Virginia Port Authority (VPA). An agency of the Commonwealth of Virginia, the VPA owns and operates four general cargo facilities on the behalf of the Commonwealth: Norfolk International Terminals, Portsmouth Marine Terminal, Newport News Marine Terminal, and the Virginia Inland Port in Warren County.

Steve Fredrickson, President and CEO of Portfolio Recovery Associates, a full-service provider of outsourced receivables management based in Norfolk.

Brian Holland, President of Atlantic Bay Mortgage Group. The Virginia Beach-based company operates 15 offices in Virginia and the Carolinas. In 2003, INC 500 named Atlantic Bay Mortgage Group one of the fastest-growing companies in the United States.

Paul Michels, CEO of Costal Training Technologies, an international concern producing DVD, video, and web-based employee training programs on a wide-range of topics, including diversity, sexual harassment, customer service, team work, safety, health care, and industrial skills. The company is headquartered in Virginia Beach.

Malcolm Mitchell, Manager of QVC's Chesapeake phone center/order processing facility. An electronic retailer, QVC (Quality, Value, Convenience) is also known as the Home Shopping Network.

Murry Pitts, President & CEO of Pell Paper and Carded Graphics, a packaging products and commercial printing manufacturer headquartered in Staunton, VA.

The EAC, established to help promote and improve the College, is comprised of accomplished professionals from throughout Hampton Roads who donate their time, talents, and resources to support the Dean in her efforts to enhance the substance and image of the College of Business .

Obituary

Dr. Anne S. Daughtrey, Eminent Professor Emeritus of Management

Dr. Anne McConnell Scott Daughtrey, Eminent Professor Emeritus of Management, philanthropist and community leader, died December 16, 2007.

Dr. Daughtrey's academic career began at South Norfolk High School in 1941 followed by Maury High School in 1946 where she taught for 13 years. In 1948, she was selected by the Virginia Department of Education to design and implement their first work experience program, which she taught and coordinated with the business community for 11 year. She also began her professional writing career during those year and joined the Old Dominion University faculty in 1959.

In the summers from 1954-1966, Anne earned her master's with honors from University of South Dakota (USD) while her husband, also an educator, served as a guest lecturer in the USD Graduate School . She completed her grad course work at VPI. In 1967, she completed her dissertation, an analysis of the economic literacy of high school seniors, and was awarded her doctorate with honors from USD. Dr. Daughtrey was a "pioneer" for women earning her Ph.D in Business Administration - a male dominated field at that time.

As a teacher, author, lecturer, and seminar conductor, Dr. Daughtrey was widely recognized as a leader in business and economics education. She authored or co-authored over 75 publications, articles, chapters, and position papers in professional journals, as well as several textbooks. Her first book, published in 1965, was cited by a national economics education journal as the standard in its field. In 1985, Dr. Daughtrey received the publisher's Gold Book Award when her textbook passed its first million copies in sales. Two of her co-authored texts are published in international editions and sold in countries across four continents.

Dr. Daughtrey was a member of the faculty of the CBPA for 29 years. At her retirement in 1988, she was elected to the ODU Faculty Emeriti, and served on the ODU Board of Directors. Her commitment to excellence was visible in her personal, social, and civic activities. She served as a Director for Epworth Church Foundation and the College of William and Mary Foundation and was a member of the World Affairs Council of Greater Hampton Roads, Norfolk Sister City Association, Norfolk-Virginia Beach Executives Club, Town-N-Gown, Starbase Atlantis of Hampton Roads, and the Virginia Council for Economic Education.

Dr. Daughtrey, the widow of Greyson Daughtrey, is survived by a sister, D. Scotty Fonza and many nieces, nephews, great-nieces, and

great-nephews.

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