



College of Business & Public Administration  
Old Dominion University



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# Constant Hall News

October, 2005

## Message From the Dean

Dr. Nancy Bagranoff

Greetings! Another school year is well underway. September and October are definitely the busiest in the life of a university and this year is no exception. Nine new faculty members have joined the College of Business and Public Administration this fall and we welcome them all. We also welcome our new students.

Last year we completed our strategic plan and included in our mission the words "global business" and "ethics." Since we have chosen those orientations for our programs, we have been working on our curriculum and other activities to ensure that we incorporate both wherever we can. One example is this year's Landmark Executive-in-Residence speaker series. We have scheduled four speakers this year and have titled the series "Lessons in Ethical Leadership."

Our first speaker was Bethany McLean, author of the book, *The Smartest Guys in the Room*. Bethany is the *Fortune* reporter who wrote the 2001 article that began the questioning of Enron's stock price. Bethany met with leaders in the Hampton Roads business community at a kick-off reception for our program and the next day met with faculty and students. We taped her talk and it is available in DVD or VHS format to anyone who is interested. (Contact Connie Merriman at 683-6548.) Other speakers this year will be Jack Ezzell, President and CEO of Zel Technologies; Richard Cole, Founder and CEO of Geeks on Call America; and Luke Hillier, Founder and CEO, Mythics, Inc.

In addition to our Executive-in-Residence series, we also start anew our Economics Club luncheons. This year the meetings will take place at the Norfolk Marriott Waterside. Our first speaker of the year was Glen Ayres, President of the Family Firm Institute. Our next meeting is November 16. For more information on events of the college, please see the section on Upcoming Events.

This edition of the Constant Hall News describes many accomplishments of our faculty, students, and alumni. As always, we hope you'll enjoy! If you have anything to contribute for a future issue, please contact Connie Merriman (683-6548) or send your news to [constantnews@odu.edu](mailto:constantnews@odu.edu).

## Faculty/Staff News

### *Annual Faculty/Staff Picnic*

Over 80 people attended the faculty/staff family picnic this year, including many children. The weather was warm and sunny and the food was wonderful (and plentiful).



### *John Ford Has Leadership Role in Academy of Marketing Science*

Dr. John Ford, Professor of Marketing, has a very active leadership role in the Academy of Marketing Science, including serving as coordinator for the KPMG PhD Project, which is focused on increasing the number of minority doctoral students in the field of Marketing, and coordinating the Academy's Doctoral Colloquium.

He is also responsible for developing a series of doctoral paper competitive sessions at the Academy's National Conference in May 2006, which includes awarding up to ten \$1,000 scholarships for minority doctoral students to cover their expenses for attending the Conference. As part of the Conference, Dr. Ford will arrange the annual Ph.D. Student Mentor's Breakfast, which brings doctoral students together with top marketing academics from around the world.

In June of this year, Dr. Ford served as Track Chair for Global Marketing for the Academy's World Marketing Congress in Muenster, Germany. He was Session Chair for four sessions, reviewed papers for three of the Conference Tracks, and presented a paper at the Congress.

Dr. Ford was recently re-elected Vice President for Membership - North America for the Academy's Executive Committee and, in January of 2006, will complete his sixth and final year as the Editor for the *Academy of Marketing Science Quarterly*.

#### ***Shaomin Li Participates in Ship's "Distinguished Speakers" Series***

Dr. Shaomin Li, Professor of Management, was a recent participant in the USS Bulkeley (DDG 84)'s Distinguished Speakers Program. His talk on the rise of China and India was delivered on board the Naval destroyer to 20 of the ship's officers. Dr. Li was given a tour of the ship and presented with a Captain's hat decorated with gold braid.

According to the program coordinator, Lt. Nathan Kring, the USS BULKELEY's Distinguished Speakers Series is a program developed under the premise that BULKELEY officers have an obligation to educate themselves not only about their profession, but also about the world in which they live. The program goal is to expose officers to forces and issues outside of the Navy that shape the world today.

Commander B.G. McGrath noted that a "discussion on the challenges and opportunities of economic globalization, and specifically the dramatic rise of China and India, would add invaluable experience toward Officers' development as future Naval leaders."

An additional goal of the speaker series is to reach out to non-US military speakers with diverse backgrounds in an effort to educate the public about the Navy and its roles and missions. Other speakers in the series have included representatives of business, government, entertainment, academia, and the media.

#### ***Gil Yochum Quoted in Wall Street Journal Article***

Dr. Gil Yochum, Professor of Economics, was quoted in a *Wall Street Journal* article on military base closings in Hampton Roads.

Speaking about the slated closure of Fort Monroe, Dr. Yochum noted he sees the base as a "developers' nirvana due to its rich history and stock of gracious officers' homes with waterfront views."

The article, "Blue Print/Norfolk, VA: Forced to Choose at Military Bases" by Maura Webber Sadovi, appeared in the "Property Report" section of the September 28, 2005 issue.

#### ***Dr. Chris Paparone, Adjunct Professor, Co-Authors Winning Essay, Publishes Three Articles***

Dr. Chris Paparone, adjunct assistant professor of leadership in the Department of Urban Studies and Public Administration and Colonel in the U.S. Army, co-authored the winning essay in the 2005 Principles of War Essay Contest. Paparone and co-author Dr. James A. Crupi received \$15,000 for their essay, titled "The Principles of War as Paradox."

The contest was co-sponsored by US Naval Institute, Johns Hopkins University, Royal United Services Institute, National Defense University, Army War College, Naval War College, Air Force War College, and Defense Department Office of Force Transformation. The essay will appear in a book anthology to be published by the Naval Institute.

In recent months, Dr. Paparone has also co-authored three articles selected for publication in peer-reviewed journals. They include two articles in *Acquisition Review Journal*, "Modularity: An Application of General Systems Theory to Military Force Development," with Melissa Schilling and "Rubrics Cubed: Are We Prisoners of ORSA-style Decision-Making?," with Dr. James A. Crupi.

An additional article with Dr. Crupi titled "Strategic Insights for the Senior Acquisition Leader" will be published in the journal *Defense Acquisition, Technology and Logistics*.

#### ***John Ford Visiting Professor at Australian National University***

Dr. John Ford, Professor of Marketing, was a Visiting Professor at the National Graduate School of Management at the Australian National University in Canberra, Australia in September and October. He taught an executive MBA class, gave a series of academic lectures, and worked on joint research projects with Australian academics.

#### ***Diana Deadrick Concludes Term as President of Human Resources Division of National Academy of Management***

Dr. Diana Deadrick, Associate Professor of Management, recently concluded a five-year term as President of the Human Resources (HR) Division of the National Academy of Management. During the 2004/2005 year, Dr. Deadrick was responsible for preparing and submitting the Division's comprehensive Five-Year Review, which resulted in a document that included a trend analysis and strategic planning report for the next five years. The outcome of the review was favorable, with the Division receiving approval from the Academy, along with very positive comments about the Division and its leadership.

She also developed and instituted a Dissertation Grant program for the HR Division, which resulted in the Society of HR Management (SHRM) Foundation contributing \$20,000 per year to the HR Division, to be divided equally among four students who are in the beginning stages of their dissertations.

During her term as President, Dr. Deadrick developed the Division's pre-conference program for the 2002 annual meeting, including professional development workshops to provide continuous learning for faculty; coordinated the Division's scholarly program (peer-refereed papers and symposia) at the 2003 annual meeting; and managed the Division's 2004 sponsorship program, which secured sponsorship from external, professional organizations to help fund the Division activities.

She is currently serving as Past-President and chairing the HR Division President's Council, which is the strategic planning and advisory group for the Division.

The HR Division, one of the largest divisions in the National Academy of Management, is comprised of more than 3,000 human resources academics, including primarily faculty and some human resources executives. The Academy is the primary professional group for management faculty in the U.S. and abroad. The Academy publishes two of the major scholarly journals in the Management field ( *Academy of Management Review* and *Academy of Management Journal* ), as well as two newer targeted journals, the *Academy of Management Executive* (practitioner-focused), and the *Academy of Management Learning and Education Journal* (teaching/education focused).

### ***Shaomin Li Recognized as One of "Most Prolific" IB Authors***

A report by Michigan State University, the hosting institution of the Academy of International Business, based on a study of the research output in the top-tier international business journals from 1996-2005 has identified Dr. Shaomin Li as "one of the eighty-nine most prolific authors in the field."

The study evaluated scholarship published from 1996-2005 in five international business journals: *Journal of International Business Studies* , *Management International Review* , *Journal of World Business*, *International Marketing Review* , and the *Journal of International Marketing* .

### ***New faculty***

The following full-time faculty joined the CBPA this fall:

- **Dr. Lan Cao** , Assistant Professor of Information Technology. Dr. Cao received her doctorate this year from Georgia State University.
- **Berna Demiralp** , Assistant Professor of Economics. Dr. Demiralp received her PhD this year from Johns Hopkins University; her specialty is labor economics.
- **Dr. Brian McNatt** , Assistant Professor of Management. Dr. McNatt received his doctorate from the Tippie School of Business, University of Iowa in 2000; his specialty is Organizational Behavior.
- **James H. Lant** , Instructor of Information Technology and Decision Sciences. Mr. Lant, previously an adjunct faculty in Business Administration – Management, holds both an MBA and an MPA from Old Dominion University.
- **Dr. Deepak Sethi** , Assistant Professor of Management (Business Strategy and Policy and International Business). Dr. Sethi received his doctorate from the University of Texas at Dallas in 2001.
- **Dr. Licheng Sun**, Assistant Professor of Finance . Dr. Sun received his doctorate in Business Administration from Georgia State University. This semester he is teaching Finance 431 (Investments) and Finance 432 (Intermediate Financial Management).
- **Dr. Darryl Wilson** , Associate Professor of Information Technology and Decision Sciences, received his PhD from Ohio State University (major in Operations Management, minor in Management Information Systems).
- **Dr. Harris Wu** , Assistant Professor of Information Technology. Dr. Wu recently completed his doctoral program at the University of Michigan.
- **Dr. Haiwan Zhou**, Assistant Professor of Economics. Dr. Zhou received his doctorate in Economics from the University of Maryland in 2002.

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## Upcoming Events

### ***ODU AA/MBAA Golf Tournament is October 27***

The ODU Accounting Alumni and MBA Association are sponsoring a golf tournament on Thursday, Oct. 27 at Sewell's Point Golf Course. Events begin at noon with registration and a putting contest; shot-gun start at 1 p.m. The format is Captain's Choice Best Ball, with prizes awarded for first through third places, closest-to-the-pin, most accurate drive, and longest drive. Special prizes for holes-in-one.

For additional information, please contact Dr. Douglas Ziegenfuss at 683-3514 or e-mail to [dziegenf@odu.edu](mailto:dziegenf@odu.edu).

### ***Executive-in-Residence Series Hosts Jack L. Ezzell Jr. On Nov. 1***

Jack L. Ezzell Jr., the second speaker in 2005-2006 Landmark Executive-in-Residence Speaker series, will speak Tuesday, November 1 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.

Ezzell is President and Chief Executive Officer of Zel Technologies, LLC (ZelTech), headquartered in Hampton, Va. With operations throughout the United States and internationally, ZelTech has grown from a small consulting firm into a large corporation specializing in national security matters.

Ezzell received his bachelor's degree from North Carolina A&T State University and earned an MBA from Ohio State University. He is a retired U.S. Air Force colonel who was a leader in applying advanced technology solutions to critical national defense problems.

Widely recognized for his community involvement, Ezzell was named Citizen of the Year by *The Daily Press* . He is rector of the Board of Visitors for Norfolk State University and vice chairman of the Hampton Industrial Development Authority and serves on the boards of Jamestown/Yorktown Inc., the CIVIC Leadership Institute, and WHRO public

broadcasting.

Remaining speakers in the series include:

- **Richard Cole** (February 7, 2006), CEO and chairman of Geeks on Call America Inc., a mobile on-site computer solutions and repair company with 300 franchises throughout the United States.
- **Luke Hillier** (March 14, 2006), founder and CEO of Mythics Inc., the largest Oracle software reseller in the United States, headquartered in Virginia Beach.

### ***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:

- November 16, 2005: **Laurence Kotlikoff**, Economics Professor, Boston University; Research Associate at National Bureau of Economic Research. His most recent book: *The Coming Generational Storm: What you need to know about America's Economic Future*. Professor Kotlikoff has written extensively on issues of generational accounting, deficits, tax structure, social security, Medicare, health reform, pensions, saving, insurance, and personal finance. He has been a Senior Economist – President's Council of Economic Advisers; consultant to the IMF, the World Bank, the Harvard Institute for International Development, the OECD, the U.S. Department of Education, and several international governments and corporations.
- December 8, 2005: **David Goode**, Chairman, Norfolk Southern Corporation and Chairman and CEO, Norfolk Southern. Mr. Goode joined Norfolk Southern Corporation in 1982 as assistant vice president for taxation after 17 years with the Norfolk and Western Railway. He was named president in 1991 and assumed the additional titles of chairman, chief executive officer and director in 1992. A graduate of Duke University, Mr. Goode received his law degree from Harvard Law School in 1965.
- 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***

CBPA 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 at the Norfolk Campus (Constant Hall) and on Wednesdays at the Virginia Beach Higher Education Center.

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.

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## **Student News**

### ***CMC Announces Record Number of Summer Internships/Coops***

A record 129 CBPA students, including 15 graduate students, were involved in an internship or co-op experience this summer.

Among the 79 employers participating in the program were Merrill Lynch, Chenega Advanced Solutions, Wachovia Securities, Northrop Grumman Newport News, Norfolk Southern, American Funds, the US Coast Guard, and Cox Communications. Three interns were employed here on campus.

The majority of students were the only ODU intern at their work site, with 67 companies employing only one student.

### ***ODU/AMA Students Volunteer at "Dining Out for Disaster Relief"***

ODU/AMA marketing students were volunteer ambassadors for the recent "Dining Out for Disaster Relief," sponsored by the Downtown Restaurant Coalition.

Approximately 50 food and beverage establishments in downtown Norfolk participated in the fund-raiser for the American Red Cross, with some donating 20% of their daily food sales and others displaying donation canisters throughout the weekend.

Students from Professor Ateba Crocker's Marketing 311 and Marketing 490 classes, along with members of the AMA Collegiate Network, served as greeters and on clean-up duty at the participating restaurants.

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## Other News

### ***Executive Development Center Events and Programs***

The Executive Development Center recently completed its second custom-designed program for the People's Republic of China. The program, "Advanced Public Administration and Economic Development," was attended by 20 city officials and managers from Wuhan City, Hubei Province, PRC. Dr. Leonard Ruchelman, Professor and Eminent Scholar, was the lead instructor for the six-week program, which concluded on September 30.

The Center hosted the 28th Annual Municipal Clerks Institute and Academy at the Virginia Beach Resort and Conference Center from September 25-30, with a total of 92 participants. Dr. Ali Ardalani, Associate Dean, spoke at the Awards and Recognition Banquet on September 29. The program was highly successful and evaluations by participants awarded higher scores than last year. Discussions are already underway with the Virginia Municipal Clerk's Association for next year's program.

The Professional Financial Planning Program began this year with 48 students enrolled in the **Financial Planning I** course. The program continues to experience tremendous growth and success, with this year's large number of students making it necessary to move the program to a larger classroom.

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## Alumni, Advisors, and Friends

### ***Alumnus Richard Charles Named to "Top Forty Under 40"***

Richard A. Charles (MBA, 1994) is one of six Old Dominion University alumni named to Inside Business newspaper's "Top Forty Under 40" list of the area's top business professionals.

Mr. Charles is general foreman for Labor Resource Planning and Strategy at Northrop Grumman Newport News Shipbuilding.

The annual Top Forty Under 40 list, published in the October 10 weekly issue of the newspaper, highlights forty young, rising business people who are both successful in their careers and involved in the community. The group was chosen by a panel of judges from nearly 100 nominations.

### ***Brad Bartlett, 1980 Alumnus, Named VP at Dole Food Company Inc.***

Brad C. Bartlett, who received his BS degree in Marketing Management in 1980, has been named Senior Vice President of Marketing and Sales for Dole Worldwide Packaged Foods. Mr. Bartlett joined Dole in 1989 as regional sales manager after working for eight years with the Pillsbury Company. In his new position, he will have responsibility for all Marketing and Sales teams in the United States, Canadian and Asian markets.

### ***William Drewry, 1991 Alumnus, Named to Institutional Investor Security Analyst All-American Team***

William Drewry (MBA, 1991) has been named to the 2005 Institutional Investor Security Analyst All-America Research Team, according to an article in the October issue of the magazine *Institutional Investor*. An entertainment analyst with CS First Boston, Bill has been on the list for several years; this year he is third team behind analysts from Merrill Lynch and Morgan Stanley.

To determine its 34th annual All-America Research Team rankings, *Institutional Investor* magazine compiled responses from 3,400 portfolio managers and buy-side analysts at nearly 700 investment management firms and institutions. These investors were asked to name the best analysts in ten categories and 71 investment sectors. Rankings were determined strictly by using numerical scores.

### ***MBA Alumni Association Meets Monthly***

The MBA Alumni Association meets for breakfast on the third Friday of each month. Each meeting is held at a different Hampton Roads location. This is a great opportunity to network with other alumni and learn more about new offerings for ODU's MBA alumni.

Location details and other information are available on line at [www.odu-mba.org/alumniinfo/alumni.shtml](http://www.odu-mba.org/alumniinfo/alumni.shtml).

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