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# ENGAGE

THE NEWSLETTER OF THE STROME COLLEGE OF BUSINESS

Spring 2017

*“Strome College of Business engages participants in scholarly exploration and active learning, solving business and community challenges in a global arena to accelerate success”.*

## From the Dean:

One of the first things my wife, Karen, and I did when we arrived at the Strome College of Business almost two years ago was to establish the Karen & Jeff Tanner Endowed Scholarship. We did that for several reasons, but one of the most important was because a family named Comer established a scholarship at the University of Georgia (UGA) for entering doctoral students. You see, their gift was an important factor in my decision to enter the doctoral program there. It only seemed right that we pay that gift forward by doing the same at Strome.

Like the Comers, we established the scholarship to help attract students into the program. Using scholarships to recruit high achieving students is an important application of scholarships.

At Strome, though, we also know that many students have enough money to start college but may not have enough to finish college. In fact, money is the most frequent reason that students stop out. And sadly, the average amount they need is just a little over \$1600. Scholarships, then, can also be a useful tool to retain students.

Last semester, I taught a class for the first time at Strome. My students are all graduating this spring, save one who graduated in December, so getting a job is an urgent task for all of them. I saw firsthand, though, that our students are not able to take advantage of all of the opportunities that support them in finding that job. Nearly all of them work, some two or three jobs, and finding time to shadow someone in the job they want or taking part in activities outside of class is next to impossible. I also saw that, while they are bright and hardworking, they lose time and energy for studying to their jobs. Scholarships, then, can also be a tool for unlocking the potential of our students by freeing them so that they can maximize the myriad opportunities at Strome.

With state support dropping, tuition increases seem inevitable. But I am proud of the way Strome alumni and friends are stepping up to fill the gap. Just in the past few months, we’ve grown the number of endowed scholarships by more than 10%. For the first time, we have two full-ride scholarships, thanks to the generosity of Gary and Garnet Gilmore (profiled elsewhere). We also have an exciting announcement coming with more scholarships in Accounting. Yet, we still have only about 60 endowed scholarships for business majors while we serve nearly 3000 undergrads and 500 graduate students!

By the end of the year, my goal is to have 100 endowed scholarships. Everyone, all alumni and friends, will be able to find a way to participate, whether it is honoring a beloved faculty member, using matching funds at work while encouraging alumni co-workers to participate, or simply paying back a scholarship by adding to the one you got.

While many alumni have commented to me on how much the campus has changed since they came to ODU, one thing has not. We continue to serve students in ways that make big differences in their lives. Scholarships are just one way we can all serve together.

Dean Jeff Tanner, PhD

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# Strome Goes Pro

## THE STROME STANDARD



Hamilton Perkins

### Have You Seen Hamilton?

New York may be buzzing about Hamilton, but The Strome College of Business has its own hot ticket, Hamilton Perkins! Perkins majored in Marketing at ODU and went on to pursue his Masters of Business Administration at the College of William & Mary. He started developing his travel bag business while he was at William

& Mary and his core product was high-end leather bags. Eventually, he took his company in a more eco-friendly direction with recyclable bags. Perkins wanted to create a quality, affordable travel bag that would serve the needs of his consumers, so he conducted a focus group to determine what travelers look for in a bag. He also partnered with Thread International to make his bags out of recycled plastic bottles and used the vinyl from repurposed billboards to make the lining. His company's mission is to provide earth friendly fashion products to socially conscious consumers on the go at affordable prices while creating jobs in developing countries, reducing waste levels in the environment and conserving water. Due to its commitment to the environment, Hamilton Perkins has been recognized as a certified B corporation. The certification is reserved for companies that produce environmentally sustainable products.

Over the years, Perkins has been recognized for his unique and stylish creations. He was featured in the Virginia Pilot and on Black Entertainment Television (BET)'s Great 28, which is a Black History Month Campaign to highlight young, African-American entrepreneurs. One of his leather bags was also featured in the September 2014 issue of Harper's Bazaar UK Magazine.

And yes, Perkins has had his own show- a very successful trunk show at Bloomingdale's! We'd like to wish Perkins and his wife even more success on their new nuptials!



Richard Groover

### A Rapid Rise

Old Dominion University Strome College of Business Alumni, Richard Groover rang in the New Year with a promotion. He's served as an invaluable member of Wall, Einhorn & Chernitzer since 2007 and has received 6 promotions. Groover was recently promoted from A&A Senior Manager to Shareholder. His area of expertise at WEC includes attestation engagements and merger/acquisition consulting. He also

leads the Manufacturing and Wholesale Distribution Service Team. A significant amount of his clients are U.S. subsidiaries of foreign owned companies and they require services such as auditing and consulting. In a recent press release from WEC, Martin Einhorn, WEC's Managing Shareholder spoke very highly of Groover. Einhorn talked about how excited he was for Groover to join the Shareholder team and that he contributes an immense amount of skills that reflect the values of the company.

Richard Groover graduated from Old Dominion University with a BS in Business Administration in 2006 and an MS in Accounting in 2009. Over the years he's been involved in several professional organizations such as American Institute of Certified Public Accountants, Virginia Society of Certified Public Accountants and Tidewater Chapter of the Virginia Society of Certified Public Accountants. He also received Virginia Business Magazine's "Super CPA" award in 2011 and 2013.

In spring 2016, Groover returned to the Strome College of Business as an adjunct accounting professor. A real role model for all students, he is helping Strome rise up!

# The Semester in Review



## Declaration Day

It's the biggest day of their college careers! Prospective business students have worked hard and are now officially a part of the Strome Family! We celebrate their hard work with a day of games, food and prizes.

Newly declared student, Rahsell Owens, won a GoPro Camera



## The Accolades are Rolling in

- 13th Best degree program in finance up from 23rd
- cyber security new
- Six the best program value in finance up from seventh
- 55th US news and world report in online MBA up from 58
- Andrew Cohen university distinguished teacher
- Mohammed Najand university professor



## Landmark Executive in Residence Events

Mike Mahoney ('91 B.S Economics) of the Carolina Panthers came by to speak to students about his career in sales and marketing over the last 20 years. He shared some helpful tips on how to get into the business. Jason Wallace of ADS will be here March 30th as well as Blake Bailey of Zaxby's will be here April 6



## Marketing Rolls out the Red Carpet

The Department of Marketing in the Strome College of Business will be hosting the first Monarch for Monarchs Marketing Plan Competition. 300+ students across 10 marketing classes as well as other interested students across campus will be competing with each other by creating marketing plans for small businesses founded by either current or previous ODU students.

# Strome Spotlight



One class of Professor Wu He's summer cyber camp class

## Cyber Camp Prepares Next Generation Security

This past summer, Old Dominion University hosted a cyber security day camp for middle and high school students through the GenCyber Program, a national grant program funded by the National Security Agency (NSA) and the National Science Foundation (NSF). The program offers summer cyber security camps for elementary to high school students and their teachers. The purpose of the program is to help students understand appropriate on-line behavior, increase interest in cyber security careers and improve the nation-wide cyber security curriculum. Dr. Wu He, Assistant Professor of Information Technology & Decision Sciences, along with other faculty members from ODU's College of Education, Engineering and Arts & Letters, wrote a proposal to the NSF and NSA requesting to host two cyber security summer camps. They pursued this opportunity because they thought

it would be a useful resource for students in the Hampton Roads area. Another goal was to expose diverse populations (ethnicity, race, gender, special needs, and socio-economic status) to careers and opportunities in cyber security.

The program received a large number of applications, but they were only able to accommodate 40 students per camp. All expenses and amenities for the camps were free to all participants and included tuition, food, field trips and other program fees. Camp participants received hands-on experience by playing cyber security games, solving real-world problems and interacting with experts in the field.

After attending the camp, several students expressed interest in learning more about cybersecurity and pursuing it as a career. Parents were also enthusiastic about the program and thought it was a great opportunity for their kids. The university was very instrumental in making the program a success.

Dr. He also developed an after school program for students at Tallwood High School in Virginia Beach, VA. They wanted students to be exposed to resources and develop their skills throughout the year and not just at summer camp. GenCyber returns this summer to Strome College; and Dr. He is hoping to expand to the Peninsula next year.

# MAKE A GIFT - CHANGE A LIFE



Jessica Johnson - Tanner Fellow

Strome College of business stood out to me as a veteran, because of the success of the college. I had heard and read ODU was one of the top schools to take care of their veterans and it was my top choice for my chosen major of Supply Chain Management.

As a Tanner Fellow, a program for high achieving undergraduates, I have been given an opportunity that not many get to take advantage of. We receive the guidance from two women that have excelled in their careers. They chose to take the time to monitor motivated students and point us in the direction of success, whether it is giving us reading material as a heads up to what the next four years of college may be like; or if it's giving us the opportunity to prepare for interviews of any sort, correcting what may be a potential error.

The biggest opportunity is being invited to many of the functions that the Dean of SCB host. These opportunities put me in the position to be around business owners and higher ups in which we communicate and learn about them individually or in a group setting. This has been a priceless opportunity to be able to sit in with the CEO of the Oracle company and see what his company is all about and to hear how he got started as well as receiving words of encouragement from people who were once where we are as new college students.



Armando Russell-  
Pathway Retention Award Recipient

The Pathway Retention Award has complemented my work ethic by providing me with the support to focus solely on my studies and campus experience, rather than how I will pay for books or my next meal here on campus. Dedicating the time required to be successful while enrolled in fifteen credit hours comes with its own set of challenges that require a command of both time management and overall focus. Adding to these challenges are the petty decisions that I wrestled with on an daily basis such as: the options of driving home to eat free of cost but at the expense of gas, versus paying out of pocket to eat on campus before my next class or activity, or buying used or obsolete editions of required texts for classes in an effort to save money. The Pathway Retention Award quelled these menial problems and allowed me to centralize my efforts on doing my very best here at the Strome College of Business. The Pathway Retention Award has not only made me a better student, but also a better leader by providing me the ability to be more active on campus, do to the fact that I can now access the resources provided here on campus.

# Strome Studies

## Economics

### Larry H. Filer II, (Associate Professor)

(2017). From Filling a Local Demand to Becoming an International National Brand: An Analysis of a Water Management Cluster in Hampton Roads, VA.

### Robert M. McNab (Full Professor)

Hansen, J., McNab, R. (2017). A Dynamic Approach to Modeling Corruption: Exploring the Optimal Path of Oversight. *Public Finance and Management*, 17(1), 1-25.

Augier, M., McNab, R., Guo, J., Karber, P. (2017). Defense spending and economic growth: Evidence from China, 1952–2012. *Defence and Peace Economics*, 28(1), 65-90. doi:10.1080/10242694.2015.1099204

### Wayne K. Talley, (Full Professor)

The Blackwell Companion to Maritime Economics. Oxford, United Kingdom: Wiley-Blackwell Publishing.

## Finance

### Kenneth Yung, (Full Professor)

Yung, K., Li, D. D., Jian, Y. (2017). Managerial Decision Horizon and REITs. *Review of Behavioral Finance*, 9(1), 63-78.

Yung, K., Jian, Y. (2017). Effects of the shareholder base on firm behavior and firm value in China. *International Review of Economics and Finance*, 49(May 2017), 370-385.

Yung, K., Nafar, N. (2017). Investor attention and the expected returns of reits. *International Review of Economics and Finance*, 48, 423-439.

## Information Technology & Decision Sciences

### Lan Cao, (Associate Professor)

Ramesh, B., Cao, L., Kim, J., Mohan, K., James, T. (2017). Conflicts and Complements Between Eastern Cultures and Agile Methods: An Empirical Investigation. *European Journal of Information Systems*.

### Ling X. Li, (Full Professor)

Anwar, M., He, W., Ivan, A., Yuan, X., Li, L., Xu, L. (2017). Gender difference and employees' cybersecurity behaviors. *Computers in Human Behavior*, 69(437-443).

Xu, A., Zhang, W., Li, L. (2017). Measuring the expected locational accessibility of urban transit network for commuting trips. *Transportation Research Part D*, 51, 62–81.

### Edward P. Markowski, (Full Professor)

Rhiel, G. S., Markowski, E. P. (2017). An update on using the range to estimate sigma when determining sample sizes. *Psychological Reports*.

Park, E. H., Kim, J., Park, Y. S. (2017). The Role of Information Security Learning and Individual Factors in Disclosing Patients' Health Information. *Computers & Security*, 65(March 2017), 64-76.

### Steve Rhiel, (Associate Professor)

Rhiel, G. S., Markowski, E. P. (2017). An Update on Using the Range to Estimate Sigma when Determining Sample Sizes. *Psychological Reports*. [journals.sagepub.com/doi/10.1177/0033294116687311](http://journals.sagepub.com/doi/10.1177/0033294116687311) doi:1177/0033294116687311

### Harris Wu, (Associate Professor)

Chen, F., Lu, C., Wu, H., Li, M. (2017). A Semantic Similarity Measure Integrating Multiple Conceptual Relationships for Web Service Discovery. *Expert Systems With Applications*, 67, 19-31. doi:10.1016/j.eswa.2016.09.028

Chen, F., Li, M., Wu, H., Xie, L. (2017). Web service discovery among large service pools utilising semantic similarity and clustering. *Enterprise Information Systems*, 11(3), 452-469. doi:10.1080/17517575

# Strome Studies

## Management

### Andrew A. Bennett, (Assistant Professor)

Andrew Bennett (Assistant Professor of Management) explored how to measure and test near-continuous data (like from wearable sensors) to better understand dynamic human emotions and behaviors at work in the January 2017 issue of [Organizational Research Methods](#).

### Paul J. Champagne, (Full Professor)

Lee, S.-H., Dorman, T., Pronovost, P. J., Phan, P. H. (2017). ICU, ED, OR, MED Doctors' Perceptions of Teamwork and Patient Transfers: Evidence from HSOPS (12th ed., vol. 44, pp. 347). Critical Care Medicine.

### Shaomin Li, (Full Professor)

Li, S. (2017). Manipulation and a currency's market value (pp. A12). The Wall Street Journal.

Li, S., Alon, I., Wu, J. (2017). Corruption will be worse in Cuba, but don't lose faith in democratization. Dagens Næringsliv (DN).

## Marketing

### Yuping Liu-Thompkins, (Full Professor)

Liu-Thompkins, Y., Malthouse, E. (2017). A Primer on Using Behavioral Data for Testing Theories in Advertising Research. Journal of Advertising, 46(1), 213-225.

Mann, M., Liu-Thompkins, Y. Shopping Online? The Role of Imagination and Gender. Journal of Retailing.

### Anusorn Singhapakdi, (Full Professor)

Senasu, K., Singhapakdi, A. (2017). Determinants of Happiness in Thailand: The Moderating Role of Religiousness. Journal of Human Behavior in the Social Environment.

Senasu, K., Singhapakdi, A. (2017). Quality-of-Life Determinants of Happiness in Thailand: The Moderating Roles of Mental and Moral Capacities. Applied Research in Quality of Life.



# Strome Studies

## **John B. Ford (Full Professor)**

Ford, John B., "Amazon's Mechanical Turk: A Comment," *Journal of Advertising*, Vol. 46, No. 1, 2017, pp. 156-158.

## **Public Service**

## **John R. Lombard, (Associate Professor)**

Lombard, J. R., Stern, E., Clarke, G. (2017). *Applied Spatial Modelling and Planning*. Routledge Advances in Regional Economics, Science and Policy (pp. 362). Abingdon, Oxon; New York, NY: Routledge. <https://www.routledge.com/Applied-Spatial-Modelling-and-Planning/Lombard-Stern-Clarke/p/book/9781138925700>

## **Joshua Steinfeld, (Assistant Professor)**

Steinfeld, J. (2017). The What, Who, and How of Public Procurement: Job Functions Performed and Managed by Professionals. In Khi V. Thai (Ed.), *Global Public Procurement Theories and Practices* (pp. 311-335). New York, NY: Springer.