

The Rohrer Review

A Publication of the William G. Rohrer College of Business

Students Help Nurture Incubator Startups

Innovative ideas are the lifeblood of startup businesses, and tenants of the Rohrer College of Business Incubator are tapping into a rich source by consulting Rowan professors and students.

Two teams of marketing undergraduates are competing to design a strategic marketing plan for Provonix, a company providing data-related services for pharmaceutical, biotechnology and medical device clinical trials.



Jeff Botbyl discusses a strategic marketing plan with students.

“Students will study the industry, look into potential markets for the company and develop a marketing plan as to how the company can increase its brand awareness as well as build on its current reputation in order to improve its client base,” explained Dr. Berrin Guner, professor of marketing. Students also will help the company with its Web marketing efforts.

The project will stretch students’ abilities, said Jeff Botbyl, founder and chief executive officer of the two-year-old company. “In our type of business, we don’t advertise through commercial advertisements, whether on the radio or in a magazine or newspaper,” he said. “They have to think outside the box because those really don’t work for this type of company.”

Undergraduate teams also are developing a database to capture reports for Strategic Billing Enterprise, an 18-month-old billing service for emergency medical services.

(continued on page 2)

Students Lend a Hand to Habitat for Humanity

Habitat for Humanity ReStores enable shoppers to revamp their homes on a shoestring while brightening the lives of others — a mission Rohrer College of Business M.B.A. students hope to advance at the Pennsauken ReStore.

ReStores sell donated building materials and home furnishings at deep discounts to the public, generating revenue to build new Habitat for Humanity homes. The student team, as part of the Managing Strategic Organizations course, is working to develop strategies for the recently opened store to thrive.

ReStore manager Bob Fellner welcomes their input. “A lot of times the new ideas and thoughts that students provide are absolutely outstanding, so we’re looking for some very different ideas,” he said.

Meanwhile, undergraduates are working with Metro Camden Habitat for Humanity to determine ways to garner additional funding and researching areas of potential economic growth that could benefit from Habitat for Humanity. “It’s a two-pronged approach,” said their instructor, Stephen Kozachyn III, who teaches the course Management Consulting Field Study.

“From a proactive perspective, they reach out to the community for the projects, prioritize them and determine how to do them. Then from a reactive perspective, once they have the projects, they determine how to fund them,” he said.

Through these types of projects, students learn to respond to uncertainty, said Dr. Robert LaMastro, who teaches the M.B.A. course. For example, during the recent banking crisis, students came face to face with obstacles that arose when businesses couldn’t obtain loans. “Those kinds of challenges don’t show up in a classroom,” he said. “You can learn how to write a business plan or strategic plan in a classroom, but actually having to accomplish one in the real world is where the challenge is and where the real learning opportunities are.”

Bob Fellner (right) familiarizes **Michael Dettra**, **Dr. Robert LaMastro** and **Patrick Thorn** (left to right) with the Pennsauken ReStore.



PRME Conference Promotes Responsible Management

Academic, corporate and organizational leaders and students came together at Rowan University on March 26, when the Rohrer College of Business hosted its second Principles for Responsible Management Education (PRME) Conference.

The conference featured Richard Miller, president and chief executive officer of the Virtua healthcare system, as keynote speaker, as well as executive, faculty and student presentations.

PRME promotes responsible management education, motivated by economic, social and environmental values. Many resources are allocated through managerial decisions in the private sector, so changing the way management education is implemented is a big step forward, said Dr. Dilip Mirchandani, coordinator of the event and chair of the Department of Management and Entrepreneurship. During the last 30 years, social responsibility was addressed only in a single course or textbook chapter, he continued. "I believe the effort now is to make it central to education. It's not an add-on. It should be fully integrated and be a central tenet of management education," Mirchandani said.

PRME values are taking root throughout the Rohrer College of Business. "Across our accounting and finance curriculum, faculty work to incorporate the six Principles for Responsible Management Education and engage our students in active learning and preparation to be future leaders in a sustainable and socially responsible global economy," said Dr. Carol Welsh, chair of the Department of Accounting. "Our faculty and students also currently engage in exchanges with the professional community and our stakeholders in efforts to link current and timely practices through our mentorship programs, internships, student organizations and advisory boards."

"It is important for not only the Rohrer College of Business but any business college that is striving to provide a 21st century education to its students to make them more responsible, to make them more concerned about the community around them, in addition to meeting the mission of the business they will be working for. So that becomes our charge — to make sure that the message is transmitted to the future leaders we educate," said Dr. Niranjani Pati, dean of the Rohrer College of Business.



David Stangis, Campbell Soup Company, speaks during a PRME panel discussion. Panel speakers included **Angela Ortiz** (left) of Public Service Enterprise Group (PSEG) and **Richard Dovey** of the Atlantic County Utilities Authority.

Professor Upholds Sustainability Principles

Dr. Dilip Mirchandani has been haunted by a question for roughly a decade — a question that compels him to cultivate sensitivity to sustainability issues in the next generation of business leaders.

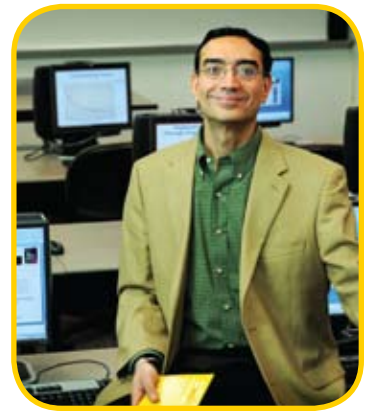
Chair of the Department of Management and Entrepreneurship and coordinator of the annual Principles for Responsible Management Education Conference at Rowan University, Mirchandani serves on many committees but focuses largely on research and initiatives promoting sustainable business practices.

Growing up in India in a closed economy, Mirchandani witnessed the country's subsequent prosperity during an open economy. Unfortunately, economic progress also brought environmental degradation.

A major insight clicked into place when he visited the Republic of Costa Rica 10 years ago. Touring the rain forests with a biologist, he learned about the intricate web of life that exists in the rain forests, a natural heritage that Costa Rican children learn to value from an early age.

"We live in this ecosystem that is so amazingly complex and fragile," Mirchandani said. "Unfortunately, we have arrived at the idea that it's okay to tear down these natural resources to build our structures, buildings, factories and so forth, and we consider that progress. So it came to me to say, what if our idea of progress is completely wrong — that in fact we're destroying something that is far more complex and important, building something that is very crude and simple that we think is useful?"

Ten years later, he is heartened to see dawning awareness of environmental responsibility in the business community, but there is much work ahead. "If you ask me what drives me, it's the gnawing question of what are we really doing when we try to make our lives better — and whether there is a better way to do that. I believe there is," he said. "Someday we'll have ecologies of completely sustainable organizations that co-exist in a network of interdependent and mutually beneficial relationships. Such ecologies will renew and regenerate natural resources and social capital at the same rate as utilized."



Dr. Dilip Mirchandani focuses on initiatives promoting sustainable business practices.

Students Help Nurture Startups *(Continued from page 1)*

Brian Ruiz, company chief executive officer and a 2008 Rowan economics graduate, looks forward to working with the students. "This is an advanced class, so I'm tapping into a resource with the latest updates on available technology and information," Ruiz said.

"Doing this project and similar projects allows students to demonstrate their skills to themselves as well as to others while building their dossier," said Dr. Daniel McFarland, professor of management information systems. "It also exposes students to the excitement and near-limitless potential of startup organizations."

Student Receives National Award

Ellen Grady, a senior human resources management major from West Milford, has been very busy in her four years on campus, and those efforts have gained national recognition.

Grady, who also is minoring in psychology, received a \$2,500 undergraduate scholarship from the Society for Human Resource Management (SHRM) Foundation.

"This is the most prestigious undergraduate award SHRM has. It gives only 10 of these scholarships, and one of our students won one," said Dr. Joel Rudin, professor of human resource management and Grady's academic advisor. Selected from a pool of 200 students who applied, Grady was the only New Jersey student to receive the award.

Grady is co-president of the Rowan chapter of SHRM and was president in her junior year. She has held numerous leadership positions in her sorority, Delta Phi Epsilon;



Students **Francesca Vena**, **Ellen Grady** and **Andrea Donatiello** (front row, left to right) earned scholarships. Back row: **Laraine Knauss**, Tri-State; **Dan Sell**, Tri-State; and **Dr. Joel Rudin** (left to right).

worked last summer for Comcast-Spectacor at the Wachovia Complex as a human resources intern; and participated in a number of other activities.

She was honored in February by the Tri-State Human Resource Management Association (Tri-State) for the scholarship, as were Francesca Vena, also SHRM co-

president, and Andrea Donatiello, SHRM treasurer, who received \$500 scholarships from the local chapter.

"I have put a lot of time and effort into my academics, internships and other activities I've been involved with during the last four years," Grady said. "It's nice to see it pay off in that someone else thought it was important, too."

Students Present at National Conferences

Last fall, second-year M.B.A. student Patrick Coyle and Dr. Harold Lucius, professor of marketing, presented their research at the International Academy of Business and Public Administration Disciplines Conference in Memphis, Tenn. Their paper, which they co-authored with Dr. Jooh Lee, professor of management, earned the Research Award for the conference and was accepted by the *Indian Journal of Economics and Business* for publication in March 2010.

Their research explored the concept of "value-added," a new performance measure derived by subtracting the cost of goods and

services from the total sales. "As we move forward into a global economy, there's really an outstanding need for better performance measures that reflect the total value and wealth of an organization," said Coyle, of Washington Township, who recently was accepted for doctoral studies at Virginia Tech in Blacksburg, Va., with a full scholarship.

These types of research are particularly important for students who are interested in pursuing studies at the doctoral level, Lucius said. "It gives them a first indication of the research rigor that is required for success in academia."

Dr. Jooh Lee, **Dr. Harold Lucius** and **student Patrick Coyle** (left to right) co-authored research presented at a national meeting.



Students also must learn to use quantitative tools, Lee said. "Not only is this valuable for students like Coyle who are pursuing advanced education, but to be good managers, students will need to know how to best use existing valuable data and other information for good decision making," he said.

College undergraduate students have been busy with their own research. Thomas Kennedy, Matthew McCue, Dillon Carney and Daniel Lombardi presented an abstract at the Society for Advancement of Management Inc. (SAM) International Business Conference in April in Arlington, Va. The abstract focuses on global agility and leadership. "The key aspects leaders need to focus on in these times include keeping up with information technology, being prepared, having people they can depend on and knowing the cultures of the countries in which they do business," explained Kennedy, a junior accounting and management major from Rockaway, who is also president of the Rowan SAM chapter.

Kennedy believes the research provided valuable insights. "It helped me to know what factors really do affect whether businesses can succeed in the current market and which factors aren't as important," he said.



Message From the Dean

As we enter spring after such a snowy winter, I hope you are enjoying a sense of renewal. In the Rohrer College of Business, spring always seems to be a time of great success for our students and faculty. I am pleased to share some of those successes.

In this issue of the *Rohrer Review*, you will read about our students' national and international honors from the Society for Human Resource Management and the International Academy of Business and Public Administration Disciplines, and you will learn how a student-authored

article was accepted by a peer-reviewed journal. You'll also see how our graduate assistants are helping our faculty in their research and, in so doing, getting a taste of the professional world.

In these pages, you will learn how our College has made great strides in project-based learning. Whether helping start-up companies in the Rohrer College of Business Incubator or assisting Habitat for Humanity or helping prepare tax forms, our students, working under the expert supervision of our faculty, are making sure they deliver value for their clients. It is gratifying to see how our students learn real-life lessons in academic settings that benefit the communities in which we live.

Our faculty efforts of injecting "responsibility" into our curricula have made us a national leader in the Principles for Responsible Management Education (PRME) movement in business schools worldwide. You will read about this year's PRME conference, attended by scholars and corporate leaders, which had the objectives of making our business education a contributor to building sustainable societies.

It is a pleasure to showcase an alumnus who has made his mark in the business

world in defining the *Rules of Attraction*.

All the stories affirm that the Rohrer College of Business continues to develop as a premier school in the region. None of the successes we report would be possible without our students, faculty, staff, alumni, friends and supporters. My special appreciation goes to the Rohrer College of Business Advisory Board and the Alumni Advisory Council for their guidance in helping us achieve our goals. I hope you can join our supporters by filling out the contribution card below. Every gift matters in building a top-notch business college.

Cordially,

Niranjan Pati, Ph.D.
Dean and Professor

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Graduate Assistants Hone Professional Skills

Lauren Benyola and Nicole Fasolino, first-year M.B.A. students, have chosen similar paths in pursuing graduate assistantships in the Rohrer College of Business, which sharpen professional skills in a variety of areas while providing a tuition waiver and yearly stipend.

Benyola, one of nine College of Business graduate assistants, has rolled up her sleeves at the Center for Innovation and Entrepreneurship (CIE), coordinating the logistics of the annual Business Plan Competition and helping students review competition requirements, detailing the basics of writing a feasibility study and business plan. The Tinton Falls resident also performs a variety of other tasks for the CIE.

In addition to developing networking and communication skills through this position, Benyola enjoys giving back to the University. “When it comes to planning a program for students or young entrepreneurs, I have a fresh perspective as a student, and I feel like I’m able to provide input to make the event that much better,” she said.

Working in the M.B.A. Office, Fasolino organizes activities such as the M.B.A. Networking Event and student orientation. In addition, the Pitman native writes articles for *M.B.A. Briefs*, a department newsletter; helps promote the M.B.A. program at information sessions; and performs many other support tasks.

Fasolino hopes to work in a university in the future in an administrative position or as a professor. “So this is great because it sets up a lot of contacts for me,” she said. “It keeps me in the academic world.”

In addition, graduate assistants provide essential support to the faculty and student body, said James Jordan, director of the M.B.A. program. “It really does help us to multiply our efforts in getting our job done,” he said.



Lauren Benyola and Nicole Fasolino hone professional skills through graduate assistantships.

Alum Sets New Rules for Business

It’s been more than 30 years since Mark Deo enjoyed concerts in Bunce Hall as a Glassboro State College business student. Although his career has taken him almost 3,000 miles away to Torrance, Calif., his campus memories are ever near.

One influential mentor he recalled is the late Leo Beebe, former dean of the College of Business.

“I still quote many of the things that Leo said,” Deo noted. “He fought in the war with Henry Ford II — he was in a foxhole with him in fact — and he would often give us leadership and management insights that he gained from Henry, who gained them from his father, Henry Ford.”



Mark Deo, '78, redefined the rules for success in his recent book.

“It’s sustaining our vision and our hearts that allows us to have the persistence, the stick-to-itiveness, to actually achieve our goal.”

Graduating from college in 1978, Deo channeled his energies and newly minted wisdom into his father’s business, a large high-end audio manufacturer. In the ensuing years, he earned his M.B.A., served as a senior executive for Fortune 500 companies, hosted CBS Radio’s *Small Business Hour* and is now executive director of the Small Business Advisory Network in Torrance. In addition, he hosts the *Cbeyond Small Business Hour* internet radio program.

As an instructor for Dale Carnegie Worldwide, he made an observation that led him to write the *Rules of Attraction*, published last year. “We try to sell our services or convince people that we’re better in some way, and that just seems to push people away,” he said. However, he found when companies try to attract customers instead, they are much more successful. “We sometimes do that by taking a step back,” he said. “If we do it in a way that focuses on their problem, people often will follow us.”

A key requirement of attraction-based marketing is social networking, which was once scorned, he said, illustrating a critical lesson to everyone in business. “These folks continued to pursue their vision,” he said. “It’s sustaining our vision and our hearts that allows us to have the persistence, the stick-to-itiveness, to actually achieve our goal.”



Under the direction of **Assistant Dean Margaret Van Brunt** (standing), certified student volunteers provided income tax preparation assistance as part of the Rowan Volunteer Income Tax Assistance Program (VITA). They worked with hundreds of senior citizens, people with disabilities, people with low incomes and fellow students this year, earning valuable experience while helping members of the community.



Students Get the Scoop on Success

Rita's Water Ice is not only synonymous with good taste — it exemplifies good business.

Last fall Jim Rudolph, chief executive officer of Rita's Water Ice, shared his secrets for success during the Rohrer College of Business Entrepreneurial Lecture. "He provided tips on how he's arrived at success — focusing on people, innovation and passion," said Kimble Byrd, professor of entrepreneurship. "He shared the idea that it's important to be passionate about what you do and that you're willing to work beyond the standard 9 to 5 to pursue that passion, that your enthusiasm really engages other people."

Rudolph was the fourth in a sequence of business leaders who have spoken to College of Business audiences in the Entrepreneurial Lecture Series, conveying wisdom they gained during their climb to the top. Others were Katherine O'Neill, executive director of Jumpstart New Jersey Angel Network; Dr. Stephen Spinelli Jr., co-founder of Jiffy Lube International and president of Philadelphia University; and Alisa Morkides, founder of the Brew Ha Ha! chain of coffeehouses. The lectures, which are open to the public, include a brief overview, followed by a detailed question-and-answer session. Another lecture is planned for the spring.

"The lectures bring to campus accomplished entrepreneurs who engage students in a dialogue — not a pure lecture — regarding their principles, best practices and the history and evolution of their entrepreneurial careers," Byrd said. "It's really building a bridge between the entrepreneurial community and our students by having them share their stories."



Jim Rudolph shares secrets to success at a recent lecture.

The Rohrer Review Volume 5, Issue 2, Spring 2010

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The Rohrer Review is published twice a year by the Rohrer College of Business to highlight the achievements of its faculty, staff, students and alumni. We welcome comments and suggestions. Send correspondence to:

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