From the Dean’s Office:
It Takes a Community

The column’s title refers to the interface between the Perdue School and the business community. As a professional school, it is vital that we interact with our professional community in order to stay abreast of developing trends and to keep our programs grounded in practice. It is remarkable just how many ways that the PSB achieves this interaction with business and the general community.

Annually our two outreach organizations (BEACON and SBDC) interface and work with hundreds of organizations. For example, the SBDC consults with 450 businesses and provides training to over 900 individuals. Some 60 students benefit by working on SBDC consulting projects with businesses. Similarly, BEACON provides some 40 students direct experience on projects, and students who work part time gain valuable skills in project management. Overall, it is estimated that the activities of these two entities alone contributes $15 million annually in value added to our region.

Every Perdue School major must complete an internship experience. Each year, over 250 students are placed in different organizations. Students acquire valuable business experience and develop professional work habits and often receive job offers after graduation. Some of our major intern employers include: Aflac, American Diabetes Association, Clear Channel, Enterprise, Ernst & Young, Merrill Lynch and Perdue Farms. Businesses that have started as internship employers also have expanded their interaction with the Perdue School. For example, Trinity Transport now offers scholarships and opportunities for students to spend a half day shadowing a manager. Many of our intern organizations also participate in annual job fairs.

The Perdue School receives counsel of business persons who serve on the school's advisory groups. The Perdue School Advisory Council advises the dean on the school's strategy and programs. Council members also assist in fundraising for our new building, serving as business plan judges, serving on search committees and occasionally teaching classes. The Accounting and Legal Studies Department's group advises the department on changes in the profession and in program design. The Economics and Finance Department’s Advisory Council serve as judges for the student managed investment portfolio among other activities. The Information and Decision Sciences Department’s INFO Forum provides advice and maintains a dialog online with the faculty and students on IT issues. These groups all give freely of their time and expertise to guide us in our programs and work with our students.

The Perdue School hosts conferences that provide additional opportunities for students and faculty to interact with the professional community. For example, this month the Shore Fraud Conference brings professionals from business and local government to campus. Students attend the conference and even help organize it. The Economics and Finance Department hosts programs that are qualified for continued education credits for certified financial planners. Every year the PSB is co-sponsor of the Annual Lower Shore Economic Forecast. These and other venues permit faculty and students to interact with business professionals.

Finally, members of the faculty and staff at the Perdue School interact with the business community on an informal basis.

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M.B.A. Student Highlight: Sarah Bunch

To say that Sarah Bunch has made the most out her experience in the Perdue School of Business would be a complete understatement. The Mayo, MD, native is currently working toward earning her Master of Business Administration in the one-year accelerated M.B.A. Program. In her five years at Salisbury, Sarah has managed to complete her undergraduate degree with a double major in marketing and management and a minor in finance, serve as one of the five original student business leaders, take three trips abroad with the Perdue School, and serve as a senior practice manager for BEACON. As if that were not enough, she tutors a local middle school student in her "free time."

In addition to the rigorous course load of the M.B.A. program, Sarah is currently logging 40 hours a week working as a graduate assistant with BEACON. Her typical projects include business and market analyses, gap analysis, and work with various community outreach initiatives. Sarah is adamant about the academic benefits of working at BEACON: "Most of what I learn here would never be found in a textbook or a classroom; it is all about recognizing the ins and outs of current business issues and taking an in-depth look at business strategy."

Admittedly, she also is excited about the additional benefits to her career: "The networking that takes place here is amazing, and I will surely maintain these connections throughout my career."

Although BEACON is a current focus, Sarah's initial leadership role in the Perdue School came in her junior year as she was selected as one of the inaugural student business leaders. For nearly a year and a half, Sarah took on the role as a SBL for the purpose of serving as a conduit between Perdue School students and faculty. Along with the other student business leaders, Sarah helped support Junior Orientation, group advising, student workshops, tutoring and answered many online questions from fellow undergraduates.

While her leadership is evident, some of the most rewarding experiences for Sarah came as she began to explore the world through SU's study abroad programs. In her final year of college, Sarah took advantage of the many programs offered for Perdue School students to study abroad. Just last year, she visited Grenoble, France, during winter session and Tartu, Estonia, in the summer session. She will take her final trip this coming January as she travels to Berlin, Germany. "Academically, I have gained so much from studying abroad. There is nothing that can compare to experiencing firsthand the business scenarios that you learn about in class," said Bunch.

"My personal growth has come through a better appreciation of foreign cultures and a greater understanding of what visitors to the U.S. are experiencing."

After completing her M.B.A., Sarah plans to return home and begin her career in the Annapolis area, but she currently is leaving her options open. Until then, she will continue to make the most out of her collegiate experience by devoting her time to her school work, her job and her community. Surely, it will be her unwavering drive and determination that will serve as the catalyst for both her professional and personal success. The Perdue School of Business and the M.B.A. Program will be honored to call Sarah an alumna.

Faculty Advising Tips 2, 3 & 4

Tip 2
The winter term credit limit is set at 6 credits. This will allow a student to take two 3-credit classes but only 1 four-credit class. Any requests for additional credits for the winter term will have to be approved through the regular overload credit process.

Tip 3
BUAD 300 must be taken by all students that have not completed the professional development points as of June 1, 2008. Please advise your students that they must take this course if they have not previously turned in their point form.

Tip 4
It is recommended that students complete ABLE before their final semester at SU. This allows students to learn about the industry they will be working in as well as make connections. In addition, it will help them obtain references from their internship to use during their job search.

Attendees at the first meeting of the student chapter of the Institute of Management Accountants (IMA) held on October 2, 2008, in Caruthers Hall Room 122 with Dr. Doug Marshall as the advisor.
Job Shadowing at Trinity Transport

The job shadowing I recently had at Trinity Transport was a great experience! Job shadowing is a wonderful opportunity to really gain an understanding of what a particular job is like. At Trinity Transport we were able to gain insight into several different positions, and it helped me to realize some different job opportunities that I might enjoy but had not previously considered.

While at Trinity Transport we were able to sit down with employees in four different roles and see first-hand part of what their jobs entail. We were able to listen in on phone conversations with clients and customers, and we were able to see how the computer systems worked to link everyone in the office. It was interesting to see how the teams worked together so cohesively, and the way in which the office itself was centered around teams.

It also was very interesting to learn about their corporate culture and see the way in which it shapes the organization. Visitors can tell from just walking around the office and talking to the employees how much everyone supports one another and how focused the business is on giving back to the community. The company is one that really cares about their employees and it is place where the employees enjoy their job and like going to work every day.

In addition to observing the way in which Trinity Transport operates, this experience also gave us valuable insight into what employers are looking for from perspective employees. Some of the employees talked about what they believe helped them get to where they are in the company and what employers look for during interviews and the hiring process. All students, particularly those who will soon be entering the job market, should take advantage of any opportunity such as this when they are given the chance.

Get Active Kids Day 2008

My Promotional Marketing class, taught by Professor Paula Morris, gave us an assignment to do a fundraiser type of event. We could form our own groups, and my group came together with a common interest in health, wellness and an overall active lifestyle.

We saw a need in the youth communities to create an event to promote having an active and healthy lifestyle. This small vision soon turned into a huge and possible fantastic event! Get Active Kids Day is 10 a.m.-1 p.m. Saturday, November 8, at Crown Sports Centre. This event is targeted toward Wicomico County Elementary School children.

To raise money we are selling ad space to businesses in the Salisbury area to go in our programs. We also will be charging a $1 admission fee, with all proceeds going to Kids of Honor and Maryland PTA. We hope to raise over $1,000.

At the event we will have information booths, games and activities for the children such as inflatable obstacle course, dance lessons, hula hoop, etc. Healthy snacks will be available such as vegetables, fruit, baked chips and more.

The group members include Steffan Webster, Matt Radford, Ryan Eversman, Brett Spivey, Marissa Manzo, Monica Merkel, Mark Correal, Kyle Esche and myself. I am the coordinator for this group and really have made this a high priority. I have a lot of pride in what we have accomplished and really hope to turn this small vision into a grand event—an event that will not only be beneficial for our class (hopeful A+) and beneficial for ourselves (resume builder!), but also for the parents and children of this community. We hope to see you there.

Contributed by Sarah Bunch, Graduate Student

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community through memberships on a variety of civic and professional organizations, including the Chamber of Commerce, Rotary, MACPA, Mayor’s Breakfast, Society for Human Resource Management among others. These venues provide contacts for obtaining class speakers, job fair employers and scholarships (e.g., Sunrise Rotary) all of which benefit PSB students.

From this brief overview, it does indeed take a “community” of dedicated business and professional stakeholders to help us fulfill our mission. The PSB is indebted to these stakeholders for their support. We look forward to maintaining and developing these relationships into the future.
Dr. Howard Dover presented “A Multiple Service Lifetime Value Model,” a paper with co-authors B.P.S. Murthi and Katherine Lemon, at the INFORMS Annual Meeting in Washington, DC, on Tuesday, October 14.

Dr. Jim Quan presented “Service Capabilities of IT Infrastructure in Chinese Manufacturing Firms” at the Second International Conference on Management of e-Commerce and e-Government (ICMeCG08), Nanchang, China, October 17-19 (with Zhang & Zheng).

John Hickman and Dr. Arvi Arunachalam were on the financial experts panel on WBOC TV’s Money Matters program answering financial queries live from the public on October 12. The video clip is available at: http://faculty.salisbury.edu/~axarunachalam

Dr. Kashi Khazeh’s paper (co-authored with Bob Winder) “Transaction Exposure and Value at Risk: A Practical Application for MNCs” was presented at the Finance Track of the Annual Meeting of the Southeast Institute for Operations Research and the Management Sciences (SE INFORMS) in Myrtle Beach, SC (October 2008). (Published in Conference Proceedings).

Dr. Arvi Arunachalam was interviewed by Don Elkins of WBOC TV on October 14 on the U.S. government’s investment in nine major banks and its impact.


SU’s Center for Conflict Resolution has been awarded a $460,000 research grant from the Transportation Security Administration to conduct a nationwide evaluation of its (Model Workplace Program Integrated Conflict Management System (ICMS). The co-leaders of the project are Dr. Brian Polkinghorn of the Center of Conflict Resolution and Dr. Pat McDermott of the Perdue School. The grant is renewable for up to four years.

Dr. Arvi Arunachalam presented “Managerial Sentiment and Value of the Firm” on October 17 at the Economics/Finance Brown Bag Seminar.

Dr. Memo Diriker (BEACON) and Dr. Mike Scott (ESRGC) have been awarded a $160,000 grant by the Maryland Department of Commerce, Economic Development (DBED) and the U.S. Department of Commerce, Economic Development Administration (EDA) to develop GIS/dashboard applications for business and economic Development on the Eastern Shore. An official press release will be issued by the offices of Senators Mikulski and Cardin.

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Gow-Cheng Huang, Kartono Liano, Herman Manakyan, Ming-Shium Pan published “The Information Content of Multiple Stock Splits” in The Financial Review.

Dr. Oliver Roche presented his paper “The Corporatization of the Chinese Oil and Petrochemical Industries: Evolution Without Revolution” at the China Goes Global conference sponsored by the Ash Institute for Democratic Governance and Innovation October 8 -10.