



2014

Annual Report



J. Whitney Bunting
College of Business

Letter from the Dean

As the new Dean of the J. Whitney Bunting College of Business, I wish to thank the faculty, staff, students, and advisory board members for providing a seamless transition to the university and college. As Georgia College continues to elevate itself among premier public liberal arts university in the country, the J. Whitney Bunting College of Business has led the way in its vision of being the best business school grounded within a strong liberal arts tradition.

As you will see in the following pages of the annual report, the cornerstone of our success is the personal attention our faculty and staff provide our students in helping them fulfill their dreams and aspirations. Not only are the faculty exemplary teachers in the classroom, but also engage students beyond the walls of Atkinson Hall with experiential learning opportunities in the community.

The College of Business continues to build our national identity with our academic programs. Our undergraduate business program received national recognition by the *U.S. News & World Report*. The Georgia WebMBA® at Georgia College was ranked among the top 25 online MBA programs in the country along with a Best Buy designation by *GetEducated.com* and a top 10 national ranking by *Affordable Colleges on Online*. We successfully launched our fully online Master of Logistics and Supply Chain Management this past fall and it recently ranked among the top 10 by *TheBestSchools.org* based on academic excellence, course offerings, faculty strengths, and reputation for online degree programs.

As you read the annual report, you will discover that our students continue to excel at state, regional, and national competitions and professional conferences along with our faculty being recognized for their outreach and scholarly efforts by professional organizations.

I wish to thank our alumni, donors, and advisory board members for their financial support of the College of Business to ensure the continued success of our students and the on-going efforts of our faculty and staff. A special thank you goes to Rhonda Wood, Melvin and Eleyce Ard Usery, Drs. Ken and Jo Ann Jones, and Amber Bennet for establishing scholarship endowments for our students during fall 2014. With the continued support of so many, the J. Whitney Bunting College of Business can achieve its vision of becoming the best business school among public liberal arts universities in the country!

Though the College of Business has accomplished a great deal the past year, the upcoming year will provide opportunities for further distinction as our computer science program will seek ABET accreditation, our preparation for reaffirmation of AACSB accreditation of our business programs, and the start of the strategic planning process for the College of Business. As the annual report provides a snapshot into the activities of the College of Business, you can quickly see how much we value student-centered learning. Indeed, The J. Whitney Bunting College of Business is on the move and I welcome all to join the ride!

Sincerely,



James E. Payne, Ph.D.

Dean, J. Whitney Bunting College of Business





- 5 Engaged Learning
- 11 Professional Development
- 18 Community Engagement

What's Inside

- 26 Cultivation
- 30 Awards & Recognition
- 36 Execution of Strategy

The J. Whitney Bunting C

1300

Undergraduate
students

250

Graduate
students

17-1

Student-Faculty
Ratio

54

Full Time
Faculty

90%

Faculty hold
terminal
degrees

Who we are:

The mission of the J. Whitney Bunting College of Business is to foster the development of capable business professionals who are responsible citizens grounded in a liberal arts education.

The J. Whitney Bunting College of Business will be among the best business schools in the country by delivering programs of excellence that are built on a public liberal arts foundation.

Programs we offer:

Undergraduate Degree Programs:

- BBA Accounting
- BBA Management
- BBA Management Information Systems
- BBA Marketing
- BA/BS Economics
- BS Computer Science

Undergraduate Minors:

- Business Administration
- Computer Science
- Economics
- Finance
- Management
- Management Information Systems
- Marketing

Graduate Degree

Programs:

- Master of Accountancy
- Master of Management Information Systems
- Part-Time MBA
- Master of Logistics and Supply Chain Management – fully online
- The Georgia WebMBA® at Georgia College - fully online

College of Business

Looking to the future:

The J. Whitney Bunting College of Business constantly re-evaluates the service delivery of programs to ensure that students are receiving a top tier education.

Georgia College is home to the State of Georgia's oldest logistics program (40+ years) and has recently updated the curriculum and expanded the flexibility of this program to meet the increased demand for logistics education in the state by introducing the program fully online.

The J. Whitney Bunting College of Business has completed its application and preparing its report for the AACSB continuous improvement review visit scheduled for fall 2016. A new strategic plan is currently under development through the Strategic Management Committee.

The computer science program has spent the last several years aligning their curriculum with ABET standards in order to prepare for accreditation. ABET is the accrediting body for programs in engineering and technology. ABET accreditation ensures employers that they are hiring graduates who have been educated to the standards necessary for success.

Three members from the Computing Accreditation Commission of ABET will visit Georgia College on Sept. 20-22, 2015. During their time on campus, they will meet with various administrators and departments throughout the campus along with faculty, students, and advisory board members from computer science. In July 2016, the CS program will find out if it has received ABET accreditation.



Where We Stand

- AACSB Accredited
- Ranked **Best Undergraduate Business Programs 2015** by US News & World Report
 - The Georgia WebMBA® at Georgia College ranked **25th Nationally** 2015 by US News & World Report
 - The Georgia WebMBA® at Georgia College ranked in the **Top 10** nationally by Affordable Colleges Online
 - The Georgia WebMBA® at Georgia College received a **Best Buy Designation** by GetEducated.com
- Master of Logistics and Supply Chain Management ranked **10th Nationally** by BestSchools.org



Engaged Learning

Faculty and students at the J. Whitney Bunting College of Business extend learning beyond the classroom, by engaging with the communities that surround them.

Strategic Marketing helps local businesses

Dr. Renee Fontenot oversaw twelve student teams who worked competitively with two clients during the spring semester. Five of the clients were from Eatonton and Putnam County: Cashmere Restaurant & Lounge, ViziTech USA, Eatonton-Putnam Chamber of Commerce, Artisans Village, and Eatonton-Putnam Tourism, Arts & Heritage Committee.

Students provided in excess of
\$60,000 *of economic value*

Across these five clients, the students provided \$28,500 of economic value through their research and marketing plans for Putnam County. Stewart Rodeheaver, ViziTech USA President, gave each student, on both teams (10), a smart tablet for their efforts in developing a marketing plan tailored to the needs

of the company. Some students, working with the Eatonton-Putnam Tourism, Arts & Heritage Committee, were featured in the Eatonton Messenger for their efforts working with the group during their research.

Milledgeville clients included: Summit Communiversity, Need-a Nerd, Milledgeville Country Club, and AJ's Hot Wings. Other clients included: Butler VW of Macon, GA; Oasis Management Systems, Inc. headquartered in Cummings, GA; and the Georgia Local Government Personnel Association. Students worked with clients from across the state of Georgia including representatives from the Georgia Local Government Personnel Association who traveled from Tybee Island, Savannah, Covington, Newton, and Cherokee County as well as various representatives from the Butler Group across the state. Joey Evancho and Beth Kennedy, both GC marketing graduates, returned as the client representing Oasis Management Systems, Inc.

In total, the students provided in excess of \$60,000 of economic value to clients this semester.

Marketing students raise awareness for campus non-profit, Helping Hands

Dr. Janna Parker and her non-profit marketing class spent the 2014 Spring Semester raising awareness and money for Georgia College's Helping Hands program. Helping Hands offers support and assistance to Georgia College students in times of need. The class raised a total of \$1,037 for the semester through activities like a concert at Buffington's, a softball tournament, a basketball tournament, and a spirit night at Sonic.

This philanthropic work gave the students an opportunity to give back and help others in the GC community while learning skills and techniques that will help them grow as professionals. The semester ended with a celebration and a check presentation to the Georgia College Foundation Helping Hands organization.

Bunting College Students
completed over
9,000
hours of Service Learning in
2014

Study abroad trip focuses on international business

Traveling abroad can bring an understanding and appreciation for different cultures and ways of life.

A group of Master of Business Administration (MBA) students recently visited Australia to learn about international business firsthand.

The group visited several key locations in the country including Cairn, the Gold Coast, Canberra and Sydney. At each location they were exposed to different facets of business.

Other learning experiences included visiting the Reserve Bank of Australia, Macquarie Bank, and a local accounting firm.

“This study abroad allows students to be submersed in the culture to gain a better understanding of how business is conducted,” said Dr. Catherine Whelan, Chair of the Department of Accounting and trip coordinator. “From this experience, we want students to be able to understand and appreciate the differences in business practices and use that knowledge in the future.”

The experience did offer students a new perspective that furthered their awareness of how business works in an international setting.

“To be able to expand our mindset and learn about other methods of business was very beneficial,” said O’Brien. “If I hadn’t had this experience, I don’t think I would accurately be able to assess dealing with other cultures in my future endeavors.”

The Georgia College full-time MBA is a program of study designed for students with an earned baccalaureate degree in a non-business discipline. The program aims to provide students with an analytical tool kit for management, including concepts and principles from the fundamental business disciplines. Students develop skills in using these tools in an entrepreneurial, problem-solving environment to enhance their ability to make and carry out managerial decisions.

The program requires 15 months of full-time study to complete the 16 required courses. The courses are offered in a lock-step sequence with all students in the cohort taking the same courses.

“Having this experience with my cohort was very beneficial as we already knew each other and our strengths and weaknesses,” said Cole. “Traveling with people you work so closely with allowed us to focus on our specialized interests during the trip.”



Computer Science students participate in National Science Foundation program

Two computer science majors, Delaney Rhodes and Kevin Kulp, spent 10 weeks at East Carolina University for a National Science Foundation (NSF) Research Experience for Undergraduates (REU). Kulp's research project investigated Structured Query Language (SQL) injections, which are attacks on websites that can bypass security applications and gain access to sensitive information.

"I worked to classify the vulnerability and find ways to prevent such attacks," said Kulp. In her research, Rhodes performed data analysis on social media usage. "I broke it down by demographics gender, race, etc.," said Rhodes. "This allows businesses to use the information to target their specific audiences."

Undergraduate students develop surveys for organizations

Dr. Sams' marketing research class chose to help different local organizations gather data to support their missions. One group worked with the Central State Hospital Redevelopment Authority and more specifically with Central State's kitchen facility, one of the largest in the world. Students developed a reliable and valid survey to gauge whether or not a market exists for flash frozen food suppliers in the middle Georgia region. The second group of students helped the Milledgeville-Baldwin County Chamber of Commerce and the Development Authority of Milledgeville - Baldwin County develop a reliable survey instrument to determine whether or not a market exists for a winery in Baldwin County.

Their research also included a great deal of secondary data on such things as geographical locations best for wine production, soil type and much more to determine the feasibility of wine production. Both groups collected, analyzed, and drew conclusions from the data collected before presenting their findings to their respective clients.

Medical bar-code scanning software

As part of a software engineering course taught by Dr. Gita Phelps, computer science students, Kevin Ozeryansky and Ja'Nicecia Nobles, worked to develop a new software program for the GC School of Nursing. The software allows nursing students to simulate real-world scenarios.

"In this course, students meet with real-world clients to find out what they need. Their goal is to develop software that is fault-free, delivered on time, within budget and is easy to modify."
- Gita Phelps

Nursing students will use the program to scan both the patient and medication barcodes to make sure they have the correct information. The software also simulates patient profiles where information can be modified and allows for printing unique barcodes for both patients and medication.

Two other student groups also presented their projects. Phillip Vinson, Joshua Shadwick and William Smith developed a software program for Lockerly Arboretum that stores and finds the location of trees donated, areas of interest, trails and other information. Rob Grimes and Thomas Hughey worked with Chard Wray Food Pantry to develop a database on patron information.

Students Hear from the Experts



Marketing Professional Speaks to Students

Jeff Bartholomew, Chair of the Marketing Advisory Board, spoke to students in the professional selling course on his 25 years of experience in sales in the office furniture industry.

He discussed topics such as: why learn about personal selling, what salespeople do, types of salespeople, characteristics of successful salespeople, rewards in selling, building partnerships, the evolution of personal selling, and managing relationships and partnering.



HR Manager Speaks to Students

Jeremiah Sheppard, HR Manager for Terrapin Brewing Co. and Georgia College alumnus, spoke to the new Society of Human Resource Management student group to discuss how he came into the HR field.

Sheppard also spoke with students on building an HR department from the ground up, as he has done with Terrapin and encourage students to take advantage of opportunities presented to them such as internships or shadow days to discover where their interests lie.



What to Expect After Graduation

Matthew Clark, Director of Team Development at Reynolds & Reynolds Financial Partners and Georgia College alumnus, spoke to students on what they can expect after graduation.

Clark spoke of his personal learning experiences and opportunities he wished he had taken advantage of while still in school. He also spoke to students on experiences and skills that he and his team expect to see from graduates, as recruiters.

Economics and political science major interns at U.S. Embassy in Croatia



Sophomore Kevin Morris poses with the President of Croatia, Ivo Josipovic.

Kevin Morris, economics and political science major, who had rarely traveled outside the southern U.S., arrived in Zagreb, Croatia on May 13, 2014 to begin his three-month-long internship with the International Trade Administration (ITA) branch of the U.S. Department of Commerce.

A typical day for Morris included performing market research on sectors of the Croatian economy for analysis reports, acting as liaison for foreign companies wishing to purchase U.S. products and for U.S. companies wishing to enter the Croatian market, meeting with industry representatives and traveling to different cities in Croatia for trade conventions.

“Not only has this internship allowed me to apply what I’ve learned in my economics and political science classes, but I’ve also gained knowledge that comes only with experience working in this field,” Morris said. “I’ve been able to see first hand how the Embassy deals with new developments in the political environment here in Croatia and around the world.”



Service-learning from Milledgeville to Costa Rica

Georgis College service-learning projects, during a study abroad class in Costa Rica, will help school children in the Central American country.

“In the fall of 2013, I was in Dr. Cynthia Orm's Business Ethics class. Around that time is when I found out that there was going to be a study abroad trip to Costa Rica,” said senior Julie Coppedge. “The company who is going to be helping us with our journey, Led2Serve, came to speak to our class about the trip. That is where we were given the idea about having a school supplies drive to raise supplies for students in the Costa Rican schools.”

The focus of the drive was to provide notebooks, paper, pencils and more to students in the schools of northern Costa Rica.

“We learned that the government does not have a lot of money to provide supplies for the education system,” said Coppedge. “Immediately, we thought

that Georgia College would be the perfect place to raise school supplies [donated].”

The support was so great that she was able to collect enough supplies for two grade schools for an entire school year.

Students also focused on the local community and environmental sustainability resulting in 50 or more hours of service during the month-long trip.

“I think it's important for students to understand the role they play as global citizens and the responsibility we have outside the U.S.,” said Dr. Cynthia Orms, assistant professor of accounting. “Many study abroad experiences focus on the tourist things to do in a country, but the students here are immersed into the Costa Rican culture, living in a small community, eating local cuisine every meal and working with the community to look at environmental sustainability, ethics and business practices.”





Professional Development

Business knowledge and skills are developed through both academic and professional engagement.

College of Business partners with the Georgia College Career Center

The J. Whitney Bunting College of Business in collaboration with the Georgia College Career Center increased overall student participation by College of Business students in Career Development programs by 63.6% within the past academic year.

Participation in Professional Development increased

63.6% in 2014.

The Career Center created a Backpack-to-Briefcase program that featured a track for business students. This program included participation in the advisory board mock interviews, networking events, resume review, participation in a career fair, LinkedIn work-

shop, LinkedIn profile, Career Connection account and resume upload, professionalism/dress for success workshop, and strategic career planning.

Of the 161 business majors that participated in this rigorous program, 21 completed all parts of the program and were recognized at Atkinson Honors.

Another example of a Career Development program is the Intern Ready program. It included an internship search workshop, Intern 101 orientation, resume review, Career Connection account and resume upload, career fair, and mock interview.

The collaboration continued with the creation of additional programs for business students and the College of Business and the Career Center anticipate continued growth in student participation for these programs.

College of Business Introduces Business Week

The College of Business and GC Career Center introduced a new series of workshops entitled: Business Week that included lunch and learns and evening workshops with networking receptions that cover various topics with business professionals. Examples of workshops and companies that participated in Business Week included:

- Grace Dyson, Director of Business Excellence for Turner, a TimeWarner Company: How to Present Yourself to Major Companies and How Your Talents Translate into the Workforce
- Shannon Wiley, Director of Selection, Northwestern Mutual: Salary Negotiation and How to Negotiate for Yourself
- Young Alumni Career Panel: What We Wish We Knew about the Transition from College to Career
- The Job Hunt: Panel Discussion with HR Professionals from Terrapin Beer, GEICO, Thiele Kaolin Company, and Geotechnical & Environmental Consultants



Students had over **2,400** interactions with the Career Center for the 2014 Academic Year

Top Internships for GC Business Students:

- Adcap Networking Systems
- AT&T
- Central State Hospital Redevelopment Authority
- CompliancePoint
- Dixon, Hughes, Goodman
- Eatonton Putnam Chamber of Commerce
- Force Marketing
- General Electric
- Georgia Aquarium
- Infinity Network Solutions
- Lightfoot, Franklin, & White, LLC
- Lockheed Martin
- Thiele Kaolin
- WalMart Logistics
- Walt Disney World

Information gathered from Career Center survey to sophomores and juniors in AY2014 and career outcomes survey data collected by Alumni Relations for the Class of 2013 and Class of 2014.



The Pitches are flying

The J. Whitney Bunting College of Business hosts a bi-annual Elevator Pitch Competition sponsored by Northwestern Mutual. An elevator pitch is designed as a brief recitation that concisely and persuasively sells a person, their company, services or products.

The process required students to complete a resume review, attend an elevator pitch and preparation for success workshop, and complete an online mock interview before they could be videotaped giving their one minute elevator pitch. Preliminary rounds of contestants' videos were evaluated by 24 business professionals.

The top contestants are placed on stage with a guest executive to whom they must give their pitch, in front of a live audience. The elevator pitches are judged by representatives from Northwestern Mutual and the Top Five finishers are awarded cash prizes ranging from \$100 to \$500.

Contestants are also able to sign up for interviews and discussions with Northwestern Mutual on their internship program and paths to a career with the company.

Students Present at Society of Business, Industry, and Economics Conference

At the Society of Business, Industry, and Economics conference, Brennen Sowell and Ivan Manoylov presented the findings of their research study titled "A Qualitative Study Conducted through In-Depth Interviews with Small Business Owners and Managers (as members of the value chain) as to their Perceptions of the Role of Small Business Sustainable Behavior and the Triple Bottom Line."

For Sowell, this study was part of Dr. Parker's marketing research class and his first conference presentation. For Manoylov, it was an extension of a research study in sustainability started in Dr. Sams's marketing research class in 2013. He presented his 2013 study in Kos, Greece at the Wessex Institute.

The Students are in it to Win It

National Collegiate Sales Competition



Eight business students attended the National Collegiate Sales Competition (NCSC) on March 28 – 31, 2014 in Atlanta. The mission of the NCSC is to promote the sales profession as an honorable and viable career option for college graduates. In recent years, over 60 universities have attended this sales competition. Through NSCS, students exhibit and enhance their selling skills on a national stage. NSCS also provides a venue for students, professors, and sales executives to share sales philosophies, techniques, and educational methods. This year, two of our MBA graduate students, Ashley Lollar and Rebecca Thuns, competed in the graduate division. The eight students attending the conference were interviewed by 46 firms. Five of them have accepted sales positions following those interviews.

Programming Contest



Two Georgia College computer science programming teams went to the College of Charleston to compete at the programming contest involving algorithm design, teamwork, and coding efficiency held by the Consortium for Computing Science in Colleges Southeastern Regional on November 8, 2014. The Georgia College senior team (James Branan, Kevin Kulp, Jonathan Self and Brent Zucker) finished fifth overall out of 31 teams from 20 schools across five states (Georgia, South Carolina, North Carolina, Tennessee, and Virginia). The Georgia College junior team (Brian Minter, David Teston, Benjamin Thurston and Jackson Whitley) included three sophomores and one junior, finished 16th overall.

Next Big Idea Competition



Dr. Renée Fontenot took two teams of Georgia College students who were awarded a total of \$5,000 at the first ever Next Big Idea Competition. The competition is intended to spur entrepreneurship among young people. Nadia Osman, Director of Revitalization & Business Initiatives for the College Hill Alliance, said she was impressed with the wide range of ideas proposed and the research the students put into it. The competition included 12 teams representing six Middle Georgia institutions pitching their business plans to three judges.



The second-place winner was Sarah Watters, a Georgia College student who proposed a mobile business that would print photographs. She wants to get a vintage Volkswagen bus to draw attention, equip it with a \$2,500 photo printer, and go to various events where people could print photos directly from their smartphones. She believed people would want the service for the convenience and immediacy rather than going to stores that do printing. Her prize was \$3,000.

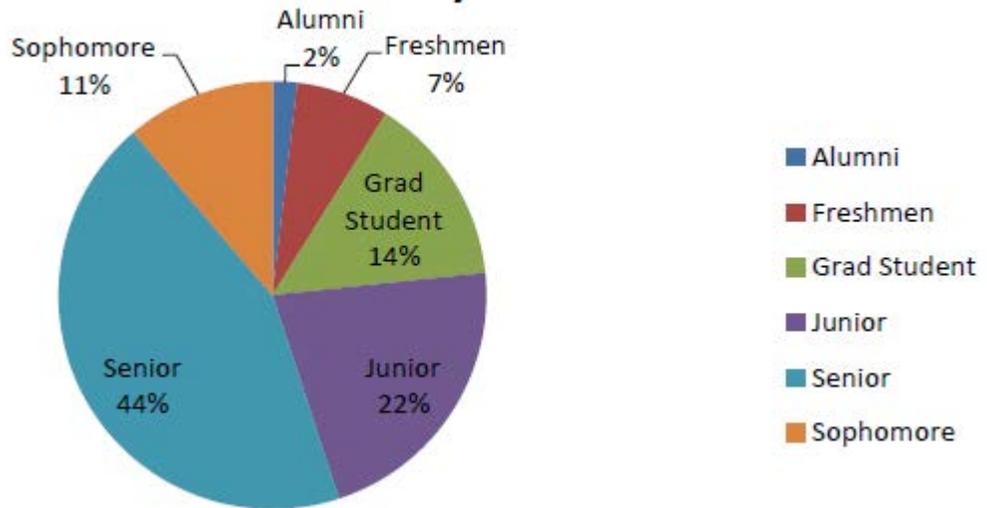
Taking the third place prize of \$2,000 was another Georgia College team, Adrienne Warren and Mark Lichtenwalner. They proposed starting a store in downtown Milledgeville that would feature locally grown food items and specialty international foods not found in the typical grocery store.

Top Companies Recruiting GC Business Graduates:

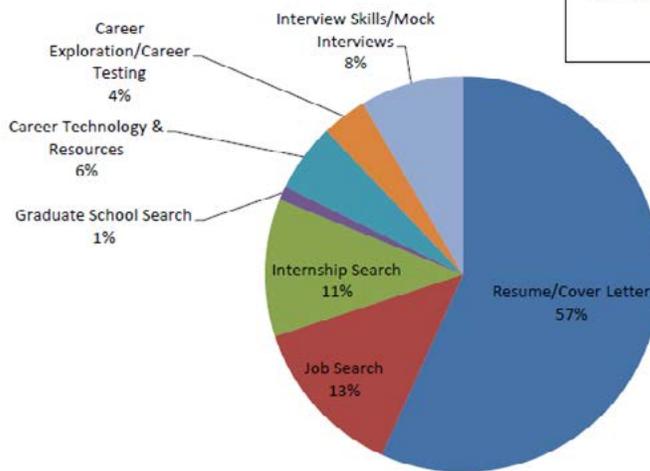
Putting the pieces

- ADP
- Assurant Specialty Property
- Chick-fil-A
- Dixon Hughes Goodman
- Echo Global Logistics
- Enterprise Rent-A-Car
- FedEx
- GEICO
- GovStrive
- Howard, Moore, & McDuffie, P.C.
- Infinity Network Solutions
- Kimberly Clark
- Large & Gilbert
- Locum Tenens
- Ricoh USA
- Robins Air Force Base
- State Farm Insurance Company
- SunTrust Bank
- UPS
- Walt Disney World

Career Center Use by Classification

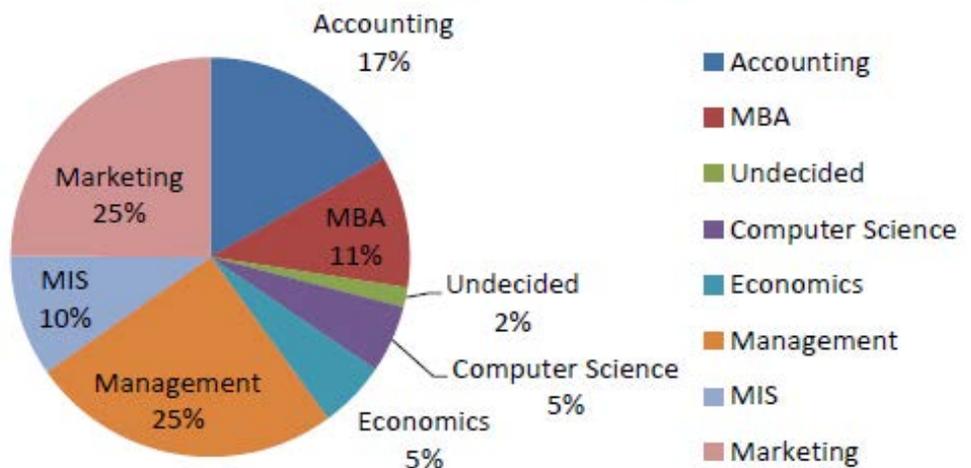


COB Common Appointment Topics for Business Majors



The values attached to each topic show frequency that staff documented topics covered during an appointment. Graduate school planning was the least used topic for COB.

Career Center Use by COB Major



Information gathered from career outcomes survey data collected by Alumni Relations for the Class of 2013 and Class of 2014.

for success together . . .



Building a Network

The J. Whitney Bunting College of Business provides students multiple opportunities to build their networks by engaging with alumni, board members and executives.

A mixture of over 70 alumni, students, and faculty, gathered at The 5 Seasons Westside in Atlanta, in March. The alumni were able to reconnect with each other and with faculty members, while current GC students were able to hone their networking skills and hear from alumni about their career fields.

The Information Technology Advisory Board held its third annual IT Networking event in April. Students majoring or minoring in management information systems and computer science were invited to network one-on-one with the members of the Information Technology Advisory Board and alumni. The board also conducted a panel session to provide job hunting tips and other advice to the students.

Grace Hopper Celebration of Women in Computing

Dr. Gita Phelps and Delaney Rhodes, a senior computer science major, attended the Grace Hopper Celebration of Women in Computing which is the world's largest gathering of women technologists.

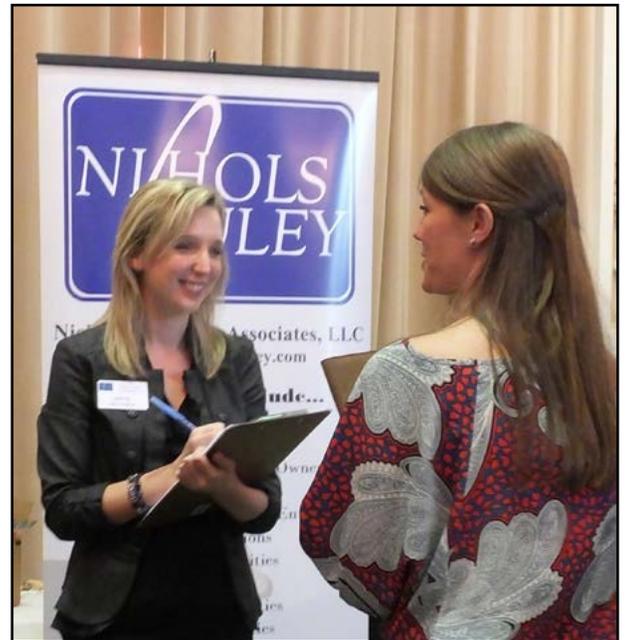
The event named in honor of Rear Admiral Grace Murray Hopper, a computer scientist who invented the first compiler for a computer programming language, celebrates and encourages women in the computing field. They attended numerous workshops and presentations in areas ranging from career planning to research in various areas of computer science as well as opportunities to learn a new language or software.

Rhodes said: "I think this experience was wonderful. I achieved my personal objective of narrowing down the vast field that I want to go into with my computer science degree and I learned many things I will keep with me as I go to the business world. I really appreciate the opportunity that the IT Advisory Board gave me to attend this conference. "

Connecting with Employers

Over 550 College of Business students participated in the 11 regularly scheduled employer networking and career fair opportunities offered by the GC Career Center. These events included on campus career fairs, the senior picnic and statewide career fairs in the Atlanta area.

In addition to campus career fairs, the Accounting and IT departments host their own major specific fairs. In 2014, over 100 Accounting majors and over 90 Computer Science and Management Information Systems majors participated in the Career Fairs, with top companies recruiting Georgia College students.





Students go inside Corporate Headquarters

J. Whitney Bunting College of Business students received a unique opportunity to go behind the scenes at both an international and private domestic companies, during a site visit to YKK Corporation of America and Chick-fil-A.

At the YKK headquarters, President and CEO of YKK Corporation of America, Alex Gregory, took time to mentor GC students on leadership, life balance and corporate cultures. Students also had an opportunity to hear from and speak with not only the President and COO but also, key members of the leadership team including head of Legal Affairs, Human Resources, and Risk Management. Each department head discussed what roles their departments play within an international company and the importance of finding the right company that mirrors a person's own belief and values.

"No one prospers without rendering benefit to others." -the cycle of goodness and corporate philosophy of YKK.

Students then traveled to the Chick-fil-A headquarters where they learned about internship programs within the company, and were exposed to a different corporate envi-



ronment within a privately held and rapidly growing company. Students were able to tour the campus with College of Business Advisory Board member and Senior Manager for Restaurant Development, Getra Sanders. The group was even given an inside look at the late Truit Cathy's office suite.

The students were able to take away the importance of finding the right company fit for them after graduating and how small events even on the other side of the world can greatly impact the operations of a truly global company



Economics majors Kevin Morris, Kelly Lee, Brian Mills, Alaina Totten, Miles Mashburn, Cullen Wallace and Nick Hanchey represented the J. Whitney Bunting College of Business at the Academy of Economics and Finance conference in Jacksonville.



Community Engagement

Responsible citizenship requires a global perspective, an appreciation of diversity and an awareness of ethical issues and obligations. Responsible citizens contribute to their community.

Students provide Internet safety sessions for local community

GC students teamed up to provide internet safety sessions to elementary students and local foster parents.

Dr. Joy Godin's information systems students and the student group, Association for Information Systems (AIS), teamed up with Communities' in School to bring informational sessions on computer safety and cyber bullying to 4th and 5th-graders at Eagle Ridge Elementary School.

Women in Computing at Georgia College worked with local foster parents on internet safety.

Computer science students Virginia Vandyck, Alexandria Valentine, and Samantha Carlile researched parental software and shared their findings with the Baldwin County Foster Parent Association.

They discussed using the parental control software available by internet service providers, subscribing to one of the top ten parental control software, Net Nanny, disabling Safari and installing safe web browser apps such as Mobicip on mobile devices and setting the restrictions available on iPhones and iPads.



Above: GC students with Eagle Ridge Elementary students
Below: Women in Computing with foster parents group



Accounting Instructor receives Journeyman Grant



Accounting instructor, Heather Gangi, received one of the 2014 Journeyman Grants from ENGAGE to support her work on financial literacy programs for community groups and high school students. Projects selected demonstrated a unique way to unite community engagement and academic work through community-based engaged learning.

McKenzie Fisher Named November Service Leader of the Month

The Leadership Managers would like to recognize McKenzie Fisher as the November Service Leader of the Month! McKenzie Fisher is a junior, marketing major from Snellville, Ga.

Upon arriving at Georgia College, she challenged herself to participate in a wide variety of organizations. McKenzie became a member of the Kappa Delta Sorority where she currently works with new members.

McKenzie went on to graduate from the Leadership Certificate Program where she learned the principles and practices of effective leadership while implementing her own leadership development. After recognizing the hunger issue in the Milled-



geville-Baldwin area, McKenzie took the initiative to create and establish Bobcats Against Hunger. This registered student organization is responsible for raising donations in order to provide healthy meals to local children in our county's school system.

Re-Developing the Central State Hospital Campus



As the state of Georgia's oldest and largest psychiatric hospital, located in Milledgeville, continues to downsize, the community is left with nearly 2,000 acres and 200 vacant buildings.

The Central State Hospital Redevelopment Authority, was created in the state legislature in 2012 and chartered with bringing life back to the Campus through an array of economic development initiatives while establishing strategic partnerships at the local, state and national level.

The J. Whitney Bunting College of Business has met with representatives from the CSH Redevelopment Authority to discuss ways in which to leverage faculty expertise with economic development for the Central State campus and the Milledgeville community.

To date, faculty members have volunteered their time with multiple projects and opportunities with the CSH Redevelopment Authority. The College of Business is currently consulting with the Redevelopment Authority on a grant proposal to the EDA.

Faculty in Residence Program with Triumph Aerostructures - Vought Aircraft Division - Milledgeville

Triumph Aerostructures - Vought Aircraft Division - Milledgeville was opened in 1975 by the Grumman Aerospace Corporation. The company's initial focus and purpose was on the manufacture of composite parts.

Over the years, the company has produced structures for everything from the F-14 Tomcat to the Space Shuttle, to numerous commercial and business jets. Today, the line is even broader with products on the newest commercial airliners, unmanned aerial vehicles, and leading-edge military platforms.

The company has grown over time from a small building that once housed a dress factory, to a state-of-the-art manufacturing complex with 650,000 square feet. Along with growth and industry consolidation, the site's name has changed several times. The latest being in 2001 when Triumph Group purchased Vought and renamed this site to Triumph Aerostructures - Vought Aircraft Division - Milledgeville.

The J. Whitney Bunting College of Business has partnered with Triumph Aerostructures - Vought Aircraft Division - Milledgeville to create a new Faculty in Residence program. Currently, the goal is to identify where they are having success with SAP to highlight it in our SAP courses as a successful case study.

At the same time, the program will try to identify where they can still use assistance in the conversion process through faculty consulting and expertise.

There is also an opportunity for student internships or class projects.

The first faculty member to participate in the Faculty in Residence Program will be Dr. Kevin Elder, Associate Professor in the Department of Information Systems & Computer Science.



Bringing Experts to the Through the Executives Forum &



JOHN H. EAVES , Ph.D.
Chairman
District 1, At-Large Fulton County,
Ga

John H. Eaves, Ph.D. is in his second term as Chairman of the Fulton County Commission, representing District 1.



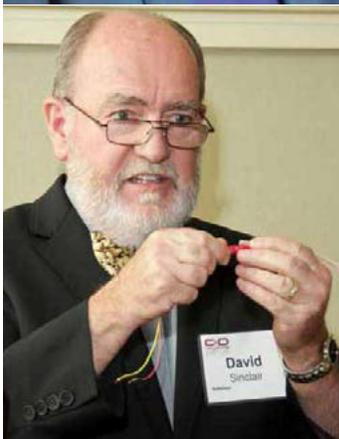
CHERYL THOMAS STRICKLAND
First Vice-President
Public Finance, Stifel, Nicklaus &
Company, Inc.

Cheryl Thomas Strickland works with public clients, developers and issuers of bonds to facilitate a broad range of municipal banking needs including underwriting bonds for redevelopment and public infrastructure projects.



AARON WILLIAMS
Founder and CEO. Atlanta Bitcoin

Aaron Williams is an entrepreneur and business consultant with 12 years of experience in the payment processing industry. In October 2013, he founded Atlanta Bitcoin to bring his expertise in payment processing to the burgeoning field of digital currencies.



DAVID P. SINCLAIR

Entrepreneur and demolition engineer, David P. Sinclair, with more than 40 years experience in the demolition, dismantling and recycling business. David Sinclair is now in semi-retirement, but very active in the Milledgeville community.



ANN HANLON
Chief Operating Officer - North
Fulton Community Improvement
District (CID)

Ann Hanlon is in charge of the organization's daily operations, as well as its investment in transportation infrastructure.



KARL MANRODT
Director, Logistics and Supply
Chain Management program
Georgia College

In his role as Director of the Logistics and Supply Chain Management program, Manrodt aspires to meet the needs of students and organizations in this dynamic environment.



CHERYL A. SWANIER , Ph.D.
Associate Professor, Fort Valley
State University Mathematics and
Computer Science

Swanier is also the recipient of the 2013 Champion of Change for Tech Inclusion Award given by the White House.



HELEN KIM HO
Founding Executive Director,
Asian American Legal Advocacy
Center

Helen Kim Ho leads AALAC's public policy, legal education, and community organizing work to further its goal of increasing the civic participation of Asian Americans in the South.

Georgia College Campus

Women's Leadership Forum Series



MARILYN MEYERS
Executive Director, Trustee of Preservation America and Curator of Glen Mary Plantation

She has been responsible for numerous projects including the restoration of the Abel Woods House, Sharon, CT (National Register Historic District) and has dedicated herself to the complete restoration of Glen Mary and the related projects.



SUSAN DANIELS
Assistant Director of Grounds, Georgia College

Susan Daniels has over 20 years experience in the horticulture industry and in leadership positions during her career.



DR. JUANITA JOHNSON-BAILEY
Director of the Institute for Women's Studies and Professor of Adult Education, University of Georgia

Dr. Juanita Johnson-Bailey holds the Josiah Meigs Distinguished Teaching Professorship. She specializes in researching race and gender in educational and workplace settings. She has made significant contributions to the literature in adult education and women's studies with over 100 publications.



DR. KELLI BROWN
Provost And Vice President Of Academic Affairs, Georgia College

Dr. Kelli Brown, the university's Provost and Vice President of Academic Affairs, joined Georgia College in June 1, 2013. She has provided leadership for the employees and students at both undergraduate and graduate levels throughout her career.



ERIN BICKLEY AND JENNY GREER
Co-Founders of Hold Your Haunches

Macon entrepreneurs and businesswomen, Erin Bickley and Jenny Greer, started Hold Your Haunches back in 2010. They created fashionable pants lined in shaping compression designed to smooth and tighten the body.



VYANN HOWELL
Program Consultant at the Centers for Disease Control and Prevention in the Division of HIV/AIDS Prevention.

Vyann Howell has been working in the fight to stop the spread of HIV infection for the past twenty-eight years from New York to Alabama to Georgia.



GAY SMITH
Contract Manager with Accenture

Gay Smith has more than 23 years of experience in purchasing, construction, marketing, real estate acquisition and development. Her speciality lies in Supply Chain, Utility Industry Operations Management, Financial Services, Contract and Real Property Law, as well as Residential and Commercial Planning.



KAREN HANDEL
President, The Handel Strategy Group

Karen Handel has had a career in government service and the private sector. Handel is the first Republican woman to run for a Georgia U.S. Senate seat and is Georgia's former Secretary of State. Karen has her own consulting firm and focuses on elections integrity initiatives and policy and communications projects.

College of Business supports student from Nepal

Saturday, April 25, 2015, started as a normal day, but took a turn toward for the worse when MBA student, Anshika Rimal, learned that a 7.8 magnitude earthquake hit her home in Nepal.

“At first I was thinking there’s no way this could have happened. Nepal is located on a fault line, it’s common to have minor earthquakes, so I figured it was just another small quake,” said Rimal. “But then I started realizing that something major had happened and I immediately thought of my family and was worried that I hadn’t heard anything from them.”

Fortunately, Anshika learned that her family members were unharmed. While her family was safe, family resources were needed to address their immediate needs for survival, making it difficult for Anshika to complete her studies at Georgia College.

After learning of Anshika’s situation, the College of Business faculty and staff along with a dear friend and donor of the college decided to intervene. In only two days, more than 60 percent of the faculty and staff contributed nearly \$4,000 to support her tuition as well as some of her living expenses as she works toward completing her degree.

“The heartfelt concerns shared by the faculty and staff for the well-being of Anshika during this difficult time for her speaks volumes about the generosity and humanity of our faculty and staff” said Dean of the College of Business, Jim Payne.

Anshika’s ultimate goal upon graduation is to go back to Nepal and build an affordable preventative care hospital. For now, she’s taking it day-by-day as she watches her country recover and rebuild from this terrible disaster.

Accounting students teach seventh graders about financial literacy

Georgia College business students spent time this semester not only learning the basic principles of accounting, but also how to teach some of those concepts to others.

The students in Heather Gangi’s accounting course spent four days at GMC Prep helping middle school students learn the importance of planning for their future, through the Junior Achievement Program that serves K-12 students.

The Junior Achievement Program helps prepare young people for the real world by showing them how to generate wealth and effectively manage it, how to create jobs and how to apply entrepreneurial thinking to the workplace.

As they asked the middle schoolers about their career goals and what steps they need to take to accomplish those goals, many GC students agree imparting knowledge to future generations is key.

The four-day program was taught over a two-week period to the seventh grade students, and it’s something the middle school teachers see

continuing to offer GMC students in the future.

This project received a Journeyman Grant through the Georgia College Department of ENGAGE. This is one of four grants funded this year, and each project demonstrates a unique way to unite community engagement and academic work through community-based engaged learning.





- Theme
- Quality Rooms
- Room Service
- Gift Shop
- Location



Minority Youth and Business Program Encourages Entrepreneurship in Local Youth

The week long Minority Youth and Business (MYB) Program at Georgia College, sponsored by the College of Business, Center for Economic Education and the Office of Institutional Equity and Diversity, has been encouraging entrepreneurship in local high school juniors and seniors since 1985.

“The main objective is to empower students and show them how to start a business,” said Emmanuel Little, Diversity Coordinator. “We want to encourage the spirit of entrepreneurship in these students, but there’s also a significant aspect of college prep that goes into the program.”

Students in the MYB Program get a glimpse of the college experience by living in residence halls, attending classes taught by faculty, staff and student volunteers and eating at the university dining hall. The program also hosts a campus tour day, which allows students to visit Mercer University, Fort Valley State University and Georgia College.

In tracking the participants in the MYB Program, the GC Center for Economic Education conducted a study to find that just over 84 percent of the students went on to college. That’s nearly 20 percent higher than the 2013 national average of high school graduates who were enrolled in colleges and universities, according to the U.S. Bureau of Labor Statistics.

Dr. John Swinton, Professor of Economics, has been involved in the program for more than a decade. Swinton now serves as a faculty volunteer and works to raise funds to maintain program quality.

“It offers a couple things that high school students are not likely to find elsewhere,” said Swinton. “They get an introduction to what it really means to run a business while they are still young enough to make choices to better prepare themselves for their future.”

Part of that introduction to business comes in the form of classes the students will take, as well as a chance to sit in on a local business owner’s panel. Natacha Knox, owner of the Market Basket, was one of three panelists who participated this year. The panelists offered everything from insight to guidance, and even the possible pitfalls of owning a business.

“I feel this is something that is much-needed in our community today, especially for students of this age,” said Knox. “We need to change their mindset when it comes to thinking they only have the option of working for someone else. They need to know that it’s possible to work for themselves.”

The Future of Information Technology

Students, faculty, staff and community members packed the Magnolia Ballroom to engage in a conversation about the future of Information Technology with James Robertson, Chief Technology Architect & Vice President of Broadcast Transport Services, Enterprise Infrastructure Services at Time Warner.

Robertson has been with Turner Broadcasting and Time Warner for over 15 years and has helped the company stay ahead of trends in technology. He is always looking for what's next in technology, media and the way it interacts with users.

He discussed moving a global company like Time Warner to a cloud based technology system that allows employees to authenticate access information no matter their location and the need for less physical space to house servers and other technology equipment. In a field as ever changing as technology, students and professionals should stay connected to those individuals and organizations, within their fields that are innovative and push boundaries, to stay up to date on current trends.



Constitution Week 2014

The J. Whitney Bunting College of Business celebrated Constitution Week this year with a variety of programs involving students, faculty and staff. During the Constitution Week, schools nationwide are encouraged to study the U.S. Constitution and its role in modern society.

Matt Roessing, Assistant Professor of Business Law & Ethics, organized several programs on behalf of the J. Whitney Bunting College of Business. On September 17, 2014, Roessing, along with Dietrah Taylor from the Georgia College Cultural Center, held a discussion entitled "Immigration Discrimination: The Chinese Exclusion Case and 125 years of Plenary Power" leading to other discussions related to issues of diversity in American law and business practices.

On September 18th, Roessing, along with Melissa Gerrior from the Georgia College Women's Center and Hillary Hunnings delivered a radio program about recent Supreme Court cases, with a focus on the Hobby Lobby case and its potential effect on women's rights in the workplace.

Then, on Sept. 22, 2014, Roessing was joined on a panel by Georgia College business law professors Tom Moore and Jehan El-Jourbagy, constitutional law professor Jennifer Hammack, business student Robert Evans, and Armstrong State University health care law professor Charles Roessing. The panel discussion was titled "The Constitution and the Court: A Review of U.S. Supreme Court Cases from the 2013-14 Term."

Marketing Major Makes a Difference

The Georgia College GIVE Center presented its highest honor, The Giving Tree, to Barrett Roell, a senior marketing and management major. Roell is the 18th person to receive this award and was presented with the award for his success in tripling the size of Georgia College's blood drives.

Roell was able to use the skills that he developed as a marketing major to bring more awareness to the drives and bring participation levels up. He also created the "employee only" line that provided shorter wait times and allowed more of the faculty and staff to participate.

Roell was also recognized at the President's Volunteer Service Award Banquet along with several other business students for his volunteer work.





Cultivation

A liberal arts education helps develop an inquisitive mind, analytical reasoning, effective communication skills, and community involvement.

New Opportunities thro



Dr. Ken Jones, former Dean of the Graduate School at Georgia College, and Dr. Jo Ann Jones, former Dean of the J. Whitney Bunting College of Business, have established the Dr. Ken Jones Endowed Scholarship to support students pursuing a major in management information systems.



Melvin Usery and Eleyce Ard Usery (BS '72) have established two scholarships to support students in the College of Business. The Gussie Smith Usery Endowed Scholarship was established in memory of the mother of Melvin Usery and will support students with financial need from Baldwin and surrounding counties. The Katherine Inmon Ard Endowed Scholarship was established in memory of the mother of Eleyce Ard Usery and will support students studying abroad.



Rhonda Wood (BBA '84, MMIS '89) has established the Rhonda P. Wood Endowed Scholarship to support students enrolled in the Masters of Management Information Systems degree program. Rhonda currently serves on the College of Business Advisory Board, as well as the Information Technology Advisory Board.



James (BBA '81) and Kim Wall (BS '81) have recently established an endowed scholarship to support Georgia College students. Both James and Kim serve on the College of Business Advisory Board, and their daughter Katherine graduated from Georgia College in 2008 with a Bachelors and in 2010 with an MBA.

Charles Koch Supports Minority Youth and Business Program

The J. Whitney Bunting College of Business, the Georgia College Center for Economic Education, and the Office of Institutional Equity and Diversity are proud to announce a new partnership with the Charles Koch Foundation to assist in funding the Georgia College Minority Youth and Business Program (MYB).

The MYB Program is a week long summer residential education program for area minority high school students that introduces participants to the principles of entrepreneurship. The program has been part of

Georgia College's community outreach for nearly 30 years.

The partnership will ensure continued financial support for the program and allow for expanded outreach in the future. The support of the Minority Youth and Business Program aligns with the recent \$25 million support by the Charles Koch Foundation to the United Negro College Fund to provide scholarships to underserved minority students.

ough Gifts to the College



Larry and Sharon Edwards have established the Larry and Sharon Edwards Endowed Scholarship to support a junior or senior student within the J. Whitney Bunting College of Business. Larry currently serves on the College of Business Advisory Board. He is a National Accounts Manager for Sigma Plastics. Sharon has spent over 20 years in the banking and financial services industry and actively volunteers in the Milledgeville community.



Richard and Wendy (MBA '13) Lenz have established a new endowed scholarship to support students at Georgia College. Wendy is currently a healthcare consultant in the Greater Atlanta area. Richard is the President and Founder of Lenz, Inc., a marketing and advertising company based in Decatur, GA.



Rob Betzel (BBA '98) has made a significant gift to the College of Business to support the renovation of the management information systems labs in Atkinson Hall. Rob is a co-owner of Infinity Network Solutions in Macon, GA. He currently serves on the Information Technology Advisory Board and the College of Business Advisory Board.

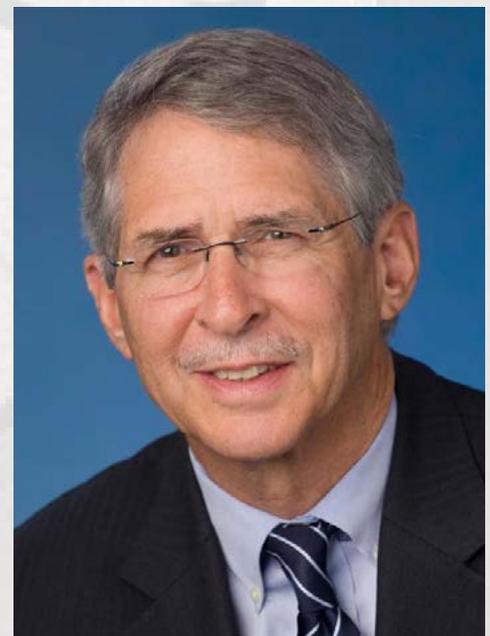
The J. Whitney Bunting College of Business would like to thank the generous donors who enable the college to continue its tradition of excellence and pursue new and innovative ways to serve students.

Anyone interested in assisting the J. Whitney Bunting College of Business with its mission through financial support can contact Senior Director of Development Matthew Mize at 478-445-8129 or matthew.mize@gcsu.edu

Alex Gregory speaks to Students

Mr. Alex Gregory (MBA '78, MSA '79), CEO and President of YKK Corporation of America, came to the Georgia College campus on November 4, 2014 to meet with students. Gregory spoke in the strategic management and the human environment of organizations classes.

He emphasized the need for students to have a clear understanding of all the functional components of an organization and the importance of servant leadership in corporations to show responsibility for their employees in addition to their customers and shareholders. He reinforced this message through personal stories and the YKK "Cycle of Goodness" corporate philosophy.



J. Whitney Bunting College of Business

Donor Honor Roll

Chappell Circle

Charles G. Koch Charitable Foundation
Mr. and Mrs. Melvin J. Usery
Drs. Kenneth and Jo Ann Jones

Parks Circle

Anonymous

Beeson Circle

Ms. Whitney Bunting Pickett
Ernst and Young Foundation
Habif, Arogeti & Wynne, LLP
Middle Georgia Chapter of GSCPA'S

Wells Circle

Mrs. Rhonda Purser Wood
Larry Edwards
Mr. and Mrs. Charles K. Tarbutton
Dennis Beresford
Century Bank and Trust
Northwestern Mutual Financial Network
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Dr. James E. Payne
Ms. Amber M. Bennett
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Secure Health Plans of Georgia, LLC
Thiele Kaolin Company

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Mary J. Purser
Susan G. Richardson

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Dr. Joy J. Godin
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Jeff Lacksen
Sam E. Massey, Sr.
Andy W. Watson, Jr. & Associates, LLC



Awards & Recognition

Capable business professionals possess knowledge and skills within the core business disciplines and have a specialized understanding of their chosen field.



Tillirson Named New President of Thiele Kaolin Company

Thiele Kaolin Company's Board of Directors recently announced that Paul Kirschling will retire as the president effective February 1, 2015. Eric Tillirson (MBA '04), Senior Vice President and Director of Sales Development for the company, has been named as Kirschling's successor. Kirschling stated, "Succession planning has always been important for Thiele, and I am very pleased that the Board has selected Eric Tillirson to be President. He has been a great asset to the company in his prior roles and will do an even better job as President. Thiele Kaolin Company is in great hands." Tillirson earned his B.S. degree in Chemistry from Presbyterian College and MBA from Georgia College. He joined Thiele in 1999 as Marketing Manager and was promoted as Director of Marketing in 2002. In 2004, Tillirson was appointed Vice President of Sales, Marketing and Technical Service. Since 2013, Tillirson has served as Senior Vice President and Director of Sales Development.

Over 100 students were honored at the annual J. Whitney Bunting College of Business Atkinson Honors Ceremony, sponsored by the Dean's Student Advisory Board, on April 17, 2014.

At the ceremony, J. Whitney Bunting College of Business students were presented with scholarships, leadership awards, professional development awards, honor society memberships and awards for outstanding major in each department.

In addition to the College specific awards, students continue to be honored throughout the campus with service awards and university leadership awards.

Faculty Awards



Dr. Joy GODIN, Lecturer with Information Systems and Computer Science received the Georgia WebMBA® Outstanding Faculty of the Year Award



Matt Roessing, Assistant Professor of Business Law and Ethics received the 2014 Students' Choice Award at the annual Atkinson Honors ceremony



Dr. Charles Ryan, Professor of Management received the Franklin Award of Excellence in Research



While in Washington, D.C., College of Business alumnus Alexander Gregory prepares to greet American Ambassador to Japan Caroline Kennedy during a SelectUSA Summit taken at the Japanese Embassy.

"What a treat, and what an honor!" says Gregory of his encounter with Kennedy. Gregory is President, CEO and Chairman of the Board with YKK Corporation of America.

Senior combines two passions, is honored with the Giving Tree Award

Senior David Dietz views service to others in a way different from most students. The computer science and criminal justice double major has spent his college career combining his passion for volunteerism with his love of technology.

Since arriving at Georgia College four years ago, Dietz has used what he has learned in the classroom and applied them to his volunteer efforts through the GIVE Center. Among his many contributions to the Office of Student Life and the GIVE Center, Dietz has been key in GC Miracle – specifically in planning the annual Dance Marathon fundraiser, which recently raised more than \$70,000 for the Children’s Hospital at Navicent Health.

The Giving Tree Award, which is given by the GIVE Center each year to only one student, is an honor presented on

Earth Day for a student who has left an impact on campus. The GIVE Center plants a tree dedicated to the person, which leaves a lasting legacy. This year, Dietz has been honored with this award.

Dietz has also spent time writing software to make tracking volunteer hours easier and more efficient. One of the ways that’s being done is through a new system called GivePulse. Dietz has taken the lead on the project ensuring a seamless transition from their previous process.

Dietz is continuing his education at Georgia College in fall 2015 by entering in the Master of Management Information Systems program. He says it’s an opportunity to continue the work he’s started as an undergraduate.

Intellectual Contributions

Published Refereed Journal Articles

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- Agarwal, V., Gay, G., **Ling, L.**, (2014), “Window Dressing in Mutual Funds”, *Review of Financial Studies*, 27(11), 3133-3170.
- Dyer, J. N., MacKinnon, R. J., **Elder, K. L.**, (2014), “A Survey and Discussion of Competing Mean-Variance Statistics in Portfolio Analysis”, *Journal of Financial Education*, 40(3/4), 22-55.
- **Liu, Y., Williams Phelps, G., Yao, J.-F.**, (2014), “Design and Benefits of an On-Site Tutoring Program for the First Programming Class”, *Journal of Computing Sciences in Colleges*, 29(5), 42-49.
- Cardon, P. W., **Marshall, B.**, (2014), “The Impacts of Team Listening and Unscheduled Meetings on Team Coordination”, *Studies in Media and Communication*, 2(2), 107-117.
- **Duesing, R.**, White, M. A., (2014), “Building Understanding and Knowledge: A Case Study in Stakeholder Orientation”, *Journal of Managerial Issues*, 25(4), 401-415.
- Holcomb, M. C., **Liao-Troth, U. I. S., Manrodt, K. B.**, (2014), “A Shift in Fundamentals: The Changing Direction in Logistics and Transportation Management”, *Transportation Journal*, 53(4), 516-532.
- Webb, G. Scott, Thomas, S. P., **Liao-Troth, U. I. S.**, (2014), “Teaching Supply Chain Management Complexities: The SCOR Model Supply Chain Game”, *Decision Sciences Journal of Innovative Education*, 12(3), 181-198.
- Eastman, J. K., Iyer, R., **Liao-Troth, U. I. S.**, Williams, D. F., Griffin, M., (2014), “The Role of Involvement of Millennials’ Mobile Technology Behaviors: The Moderating Impact of Status Consumption, Innovation, and Opinion Leadership”, *Journal of Marketing Theory and Practice*, 22(4), 455-470.
- **Yang, J.**, Bai, Y., Yan, M., **Ling, J.**, (2014), “The Impact of the Number of Suppliers on Firm Performance”, *International Journal of Management Theory and Practices*, 15(1), 27-46.
- **Miller, W., Lowery, C.**, Sumner, A. T., Deane, R. H., (2014), “Universal versus Contingent Models of Quality Management in Acute Care Hospitals”, *Conflict Resolution & Negotiation Journal*, 2014, 1, 65-85.
- Stephens, J., **Manrodt, K. B.**, Ledlow, G., Wilding, R., Boone, C., (2014), “A Twist on Oliver: Ten Lessons to Transform Healthcare Performance” *Journal of Global Business & Technology*, 10(1), 47-68.
- Zhang, L., **Yang, J.**, Wei, J., (2014), “A Cross-Nation Comparative Study of Mobile Learning”, *International Journal of Mobile Communications*, 12(5), 431-448.
- Bai, Y., **Yang, J.**, Yan, M. (Graduate), Yu, F. (Graduate), (2014), “Does Market Mechanism Promote Online/Mobile Information Disclosure? Evidence from A-Share Companies on Shenzhen Exchange Market”, *International Journal of Mobile Communications*, 12(4), 380-396.
- Apergis, N., **Payne, J.E.** (2014), “The Causal Dynamics between Renewable Energy, Real GDP, Emissions, and Oil Prices: Evidence from OECD Countries”, *Applied Economics*, 46(36), 4519-4525.
- Apergis, N., **Payne, J.E.** (2014), “The Oil Curse, Institutional Quality, and Growth in MENA Countries: Evidence from Time-Varying Cointegration”, *Energy Economics*, 46, 1-9.
- **Marshall, B.**, Cardon, P., **Godin, J. J.**, (2014), “A Study of Project-Based Learning in an Introductory MIS Course”, *Issues of Information Systems*, 15(II), 24-30.

Published Scholarly Book Chapters

- **Woodard, H.**, Orr, R. L., (2014), “Green Technology for Green Schools”, *Marketing the Green School: Form, Function, and the Future*, IGI Global, Hershey, PA, United States, 348, Chan, T. C., Mense, E.G., Lane, K.E. and Richardson. M.D., 106-117.
- Lemoine, P. A., **Woodard, H.**, Richardson, M. D., (2014), “Return on Investment: Are Green Schools Worth the Cost?”, *Marketing the Green School: Form, Function, and the Future*, IGI Global, Hershey, PA, United States, 348, Chan, T. C., Mense, E.G., Lane, K.E. and Richardson. M.D., 302-308.

Published Non-Refereed Journal Articles

- Holcomb, M. C., **Manrodt, K. B.**, (2014), “Transportation’s Tug of War: Lessons from the Front Line”, *Logistics Management*, 53(9), 24-28.

by the Faculty in 2014

Published Conference Proceedings

- **McIntyre, D.D.**, Agoons, A.O. (Graduate), (2014), "The Use of Mentoring in the University System of Georgia's Minority Advising Program", *7th Annual Mentoring Conference Proceedings*.
- MacKinnon, R. J., **Elder, K. L.**, Dyer, J. N., (2014), "ABET Accreditation of IS and IT Programs In 2013", *Society of Business, Industry, and Economics Proceedings of Annual Meetings 2014*, 241-249.
- Dyer, J. N., **Elder, K. L.**, MacKinnon, R. J., (2014), "In-Memory Databases & Complex Event Processing: The Rise of Real-Time Computing with Predictive Analytics", *Society of Business, Industry, and Economics Proceedings of Annual Meetings 2014*, 250-259.
- **Elder, K. L.**, MacKinnon, R. J., Dyer, J. N., (2014), "Using the Cloud to Teach ERP", *Society of Business, Industry, and Economics Proceedings of Annual Meetings 2014*, 277-287.
- **Ling, J.**, Mehra, A., Brass, D., Liu, D., Borgatti, S., (2014), "Coalitions of the Mind: Gender, Social Networks and Knowledge Production", *Southern Management Association*, 477-531.
- Moss, S., **Ryan, C.**, Moss, J., (2014), "Quality in the Airline Industry", *Annual Meeting of SE Informs*, Myrtle Beach, SC, 2014,
- **Fontenot, R.**, Mathisen, R., (2014), "Communiversities: A Unique Outreach Opportunity for Business Schools", *Association of Marketing Theory & Practice*.
- Chastain, A.A., **Sams, D.** (2014), "Qualitative Study in Intercultural Communication Exchange Competency: Bridging the Cultural Divide," *IALIC 14th International Association of Language and Intercultural Communications Conference*, 73.
- **Sams, D.** (2014), "Undergraduate Research and Institutional Boards: Facilitators or Hindrance," *Special Session Panelist, 19th Annual Marketing Management Association Fall Educators' Conference*, 90-91.
- **Sams, D.** (2014), "Assignment of Value Chain Environmental Responsibility: Small Retailers' Perspective," In *Proceedings of the 30th Annual Industrial, Marketing, and Purchasing (IMP) Conference, Special Track - Corporate Social Responsibility (CSR), Business Ethics, and Sustainability in Business Networks*, 72.
- **Sams, D.** Lewis, R., Richards, R. (2014), "Open Re-Sourcing: Higher Education Mentoring Handbook," *CUR: National Conference: Creating the Citizens of Tomorrow: Undergraduate Research for All*, 38.
- Sowell, B., Manoylov, I., **Parker, J., Sams, D.** (2014), "The Personal Story of Small Retailers Behind Environmental Sustainability Change: Depth Interviews," *16th Annual Society of Business, Industry, and Economics Conference*, 17.
- **Sams, D.**, Parker, J. (2014), "The Perspective of Small Retailers on Sustainability: An Exploratory Study for Scale Development," *Proceedings of AMS Conference*, 384.
- **Sams, D.**, Rollins, M. (2014), "Cross-Cultural Communication via Videoconferencing: Strategies for a Successful International Marketing Assignment," *Marketing Management Association Spring Educators Conference*.
- **Parker, J., Sams, D.** (2014), "The Role of Economics and Emotion in Adoption of Water Conservation Technology: A Between Subject Experimental Design," *Marketing Management Association Spring Educators Conference*, 126.
- Berman, K., **Sams, D.** (2014), "Economic Impact of College Theatres' Attendees through Indirect Spending in a Local Community: Pilot Study," *AABRI Conference*.

Published Monographs

- Holcomb, M. C., **Manrodt, K. B.**, Barnes, T., Clum, J., (2014), *The New Tenets of Transportation*, Con-way & Carrier Direct.
- Tillman, J., **Manrodt, K. B., Williams, D. F.**, *DC Measures 2014*, WERC Watch, April (2nd Quarter/Spring) 2014.

Published Non-Refereed Scholarly Books

- Richards, R., Powell, C., Hammack, J., McMullen, R., Bacnik, L., Lewis, R., **Sams, D.**, (2014), *Mentoring Undergraduate Research*, GC Knowledge Box (URACE) Digital Commons, Milledgeville, Georgia, United States.

Graduate student wins top award at SouthEast Decision Sciences Institute (SEDSI) Conference

Masters of Management Information Systems student Mike Madison was awarded Best Research Paper and Presentation at the Southeast Decision Sciences Institute (SEDSI) Conference in Savannah on Friday, Feb. 27. His research paper 'A Comparative Analysis of Cloud Computing Providers: Revenue, Service Models, Pricing Models, and Ownership Structure,' came out of work he did in two courses during the summer of 2014.

Under the guidance of Dr. Kevin Lee Elder, Madison proposed the design for his research and conducted a literature review identifying holes in the current research in the research in information systems course. He then refined the paper in the advanced research methods course under the continuing guidance of Elder. Mike proposed some hypotheses, collected the data from 256 cloud computing companies, analyzed the data from 179 of those companies, substantiated and proved his hypotheses and presented the results in his paper.

The finalists presentations were judged by a panel of information systems faculty from across the nation. Madison beat out finalists from North Carolina A & T University and Georgia Southern University at the master's level in earning the top award from the judges. SEDSI also awarded Mike a monetary prize to offset some of his travel expenses as a finalist.

Madison and Elder are working on refining the paper based on feedback from the reviews and will submit parts of the research to several research and teaching journals in the MIS field for future publications as the research continues.

Student awarded prestigious international scholarship

Junior Willie Ledezma recently received the competitive Benjamin A. Gilman International Scholarship, sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs, to support his upcoming study abroad experience in China.

Ledezma, management information systems major with a minor in photography, is one of the 100 U.S. undergraduate students from 69 colleges and universities across the country selected to study or intern abroad during the summer 2015 academic term.

Gilman scholars receive up to \$5,000 to apply toward their study abroad or internship program costs. The program aims to diversify the students who study and intern abroad and the countries and regions where they visit. Scholarship recipients have the opportunity to gain a better understanding of other cultures, countries, languages and economies – making them better prepared to assume leadership roles within government and the private sector.



Kelly Lee wins the best undergraduate paper award at the Academy of Economics and Finance conference.



Georgia College Master of Management Information Systems student Brad Fowler presented a paper entitled "Integrating NoSQL into the Classroom," co-authored by fellow GC Master of Management Information Systems students Heather Walker, Daniel McDonald and Jerica Williams, at the Southern Association for Information Systems (SAIS) conference. Fowler received the SAIS Best Student Paper Finalist award for his presentation.



Economics alumna Lauren Abis was named Ambassador of the Year by the Milledgeville-Baldwin Chamber for her excellence in service to the Chamber and the Milledgeville community.



Execution of Strategy

The faculty and staff of the College of Business, in partnership with constituencies such as our advisory board, alumni and university advancement, will distinguish our undergraduate and graduate business programs.

The College's Advisors

College of Business Advisory Board

The College of Business Advisory Board assists in promoting the College of Business to the business community, augmenting the College of Business' existing career counseling and placement services, providing the faculty with continuing opportunities for interaction with the business community, and sharing special insights through classroom presentations. Although fund raising is not a purpose of the board, a natural result of the advisory board has been financial support for many of the College of Business activities.

CHAIR

Getra Sanders, Real Estate Development Manager, Chick-fil-A, Inc.

VICE CHAIR

Tim Ligon, CFO, Goodwill Industries of Middle Georgia, Inc

PAST-CHAIR

Kim T. Wall, Director, Community Development Georgia, United Credit Union

REGULAR (VOTING) MEMBERS

- Jean Aycock, Oconee Regional Health Systems, Inc.
- Keith Barlow, The Union Recorder
- Jeff Bartholomew, Independent Business Consultant
- Rob Betzel, Infinity Network Solutions
- Rick Cogdell, Reynolds Plantation Property Owners

Assn.

- Reid Conklin, Charles Swchab (Retired)
- Ray Crumbley, YourEncore
- Tom Cummings, Coca-Cola Company
- Paul Dean, Windstream Communications (Retired)
- Larry Edwards, Sigma Plastics
- Merlin Fechner, Triumph Aerostructures
- Kim Gay, Medinet Systems
- Christopher Gibson, BB&T
- Jeff Lacksen, TREECO
- Lynn Lavery, Choice Group
- Robert E. Lee, Prudential Financial (Retired)
- Tim Ligon, Goodwill Industries of Middle Georgia, Inc
- Mike Madison, Altisource Labs
- Carl McDonald, Burgess Pigment Company
- Larry Moore, AT&T
- Henry Pope, Exchange Bank
- James Robertson, Turner Broadcasting, Inc.
- Getra Sanders, Chick-fil-A
- Nitin Shah, Embassy National Bank
- Clay Shomaker, GEICO
- A. Mark Smith, Smith Communications, Inc.
- Kim Wall, Georgia United Credit Union
- James L. Wall, AT&T
- Andy Watson, Jr., Andy Watson Jr. & Associates, L.L.C.
- Thomas Weber, Diversified Consulting Services, LLC
- Tom Weglewski, ALCOA (Retired)
- Rhonda Wood, U. S. Office of Personnel Management

Marketing Advisory Board

The Department Marketing formed an Advisory Board in 2014. The board has taken the year to begin the planning process, define its mission and interacting with students.

Board members:

- Jeff Bartholomew, Independent Business Consultant
- Mike Couch, Central State Hospital Local Re-Development Authority
- Elizabeth McKinley, City of Stone Mountain Downtown Development Authority
- JaLynn Hudnall, United States Air Force
- Max Pichan, Marketo

- April Bragg, Robins Regional Chamber of Commerce
- Rob Tate, PossibleNow
- Jim Stiff, Goodwill Industries
- Kyle Kirchhof, Alexander Babbage Inc.
- Alan Franks, Northwestern Mutual
- Emily Beatty, Southwest Airlines
- Lauren Bryson, Pace Setter Group
- Kimmie Wingo, Nebo Agency
- Shauna Jennings, Home Depot
- Stephanie Clark, Pace Setter Steel Services
- Sarah Clark, Clear Channel
- Madeline Sweeney, Epsilon

Accounting Advisory Board

The Department of Accounting Advisory Board, established in 2012, continued its mission to provide advice, guidance, and support for the continuing development of high-quality programs in the Department of Accounting.

The Professional Development Committee provides career development activities and services that enhance the personal and professional growth of accounting students.

The Advancement and Alumni Relations Committee supports the accounting programs through the generation of gifts to fund scholarships and to provide resources for student, faculty and alumni activities. The committee also engages in external relations activities that promote the accounting programs at Georgia College.

Board members:

- Buddy Mason, Southern Company
- Greg Peacock, Georgia Department of Revenue
- Wayne Perry, Georgia Farm Bureau
- Cal Brantley, Nichols, Cauley & Associates, LLC
- John Davis, Dixon Hughes Goodman LLP
- Ken Neil, Clifton, Lipford, Hardison & Parker, LLC
- Anissa DeRieux, Flint Electric Membership Corporation
- Brad Kuglin, Resources Global Professionals
- Denny Beresford, Ernst & Young Executive Professor of Accounting at Tull School of Accounting, University of Georgia
- Tammy Hunter, KPMG
- Nancy Geery, Habif, Arogeti & Wynne
- Stephanie Pulliam, AT&T

Information Technology Advisory Board

The IT Advisory Board was active during the 14-15 year. Many of the advisory board members hosted students from CBIS 3212 and CSCI 3342 in a job shadowing assignment. Pairs of students visited with a company for half a day to get a better understanding of the IT work environment. In conjunction with the fall board meeting, the board hosted a faculty luncheon to give department faculty and board members a chance to network. In December and January, board members reviewed student resumes to assist them in preparing for the annual IT Career Fair.

The board sponsored an etiquette dinner for the first IS/CS Professionalism class in March. Several board

members were able to interact with students at this new annual event. The spring board meeting was followed by the annual student networking event. The board tried something new this year as speed networking allowed students to find out about specific companies and careers in the industry.

Board members:

- Josh Spillers, S1 Corporation
- Randy Clark, Georgia Farm Bureau Mutual Insurance Company
- Sheri Johnson, Ellucian
- William Avenel, Navicent Health
- Bernie Lannan, Robins Air Logistics Center
- James Carlisle, Georgia College
- James Robertson, Time Warner Enterprise Infrastructure Services
- Mike Madison, SAI Global
- Rhonda Wood, U.S. Office of Personnel Management
- Rob Betzel, Infinity Network Solutions, Inc.
- Chris Brock, TeleNet Marketing Solutions
- Darnell Vickers, Norfolk Southern Company
- Donny Crume, Florida Department of Economic Opportunity
- Kenneth Trussell, Thiele Kaolin Company
- Ricardo Bartra, DHL Global Forwarding Americas
- Tom Glover, Cogentes
- Ed Robbins, Lockheed Martin Aeronautics
- Rebecca Riley, Acuity Brands
- Shannon Riley, Finch Web Studio & Freelance
- Chris Cannizzaro, UPS





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