



## Partner Institution HUTB Celebrates 70th Anniversary



*FSU Vice President for Regional Development and Engagement, Al Delia, delivers the keynote address at HUTB in November, 2019.*

College of Business international partner institution, Hunan University of Technology and Business (HUTB) in Changsha, China celebrated its 70th Anniversary on November 23, 2019.

Vice President for Regional Development and Engagement, Mr. Al Delia, attended the celebration to represent FSU President, Dr. Ronald Nowaczyk and was accompanied by CoB Dean, Dr. Sudhir Singh and Associate Professor of Marketing, Dr. Lei (Lilly) Ye. The festivities were held on the HUTB campus

in Changsha and the ceremony was attended by many important Chinese officials and academics as well as representatives from HUTB partner universities all over the world.

As HUTB's flagship partner, Frostburg State was invited to deliver the keynote speech at the ceremony. Mr. Delia delivered the address to an audience of thousands, which received significant coverage in the Chinese press. Mr. Delia's speech focused on the

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### INSIDE

#### **Hunan University of Technology and Business**

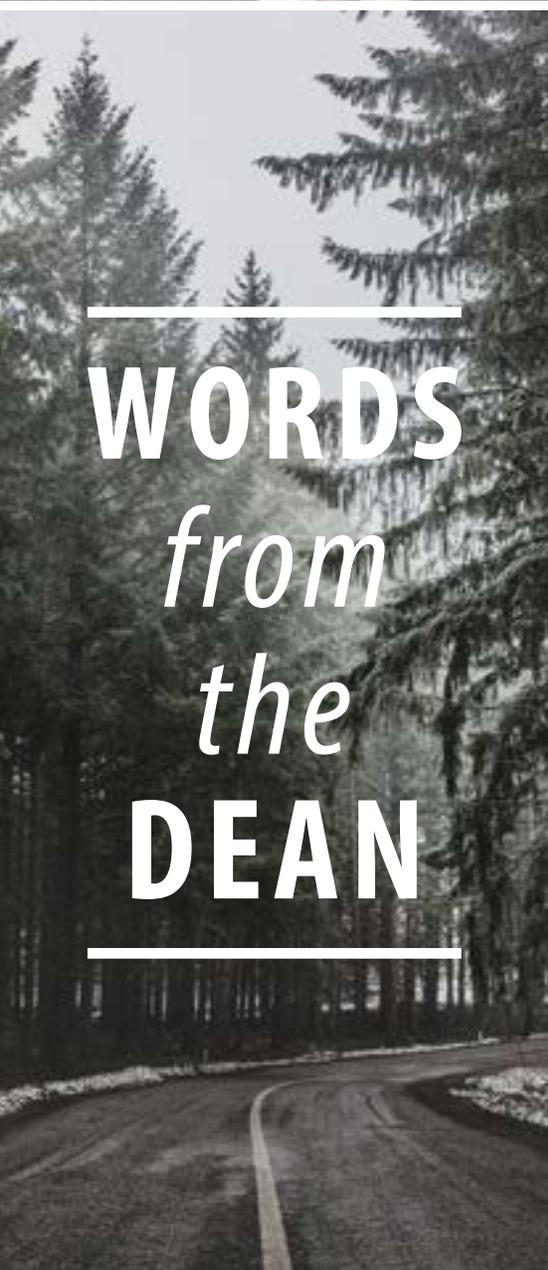
FSU's educational partner gets noted as an additional location by the Middle States Commission on Higher Education

#### **Undergraduate Career Summit**

Students from across campus visit McLean, VA in an event co-sponsored by the College of Business

#### **CoB Faculty Make an Impact**

Through publications and reaching out to the community, faculty make the college visible



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# WORDS *from the* DEAN

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**Greetings and Welcome to the Fall '19 / Winter '20 Newsletter from the College of Business!** As the accompanying pages will show, the achievements of our community are many and varied, and we are proud to highlight initiatives that reflect the College's commitment towards operational and reputational enhancement.

First, the CoB's preparation for its 5-year Continuous Improvement Review by its accrediting body, AACSB International, is progressing well. The scheduled visit is set for October 11-13, 2020. To that end, and in support of the College's preparation for this momentous visit, the Peer Review Team Chair, Dr. Avinandan (Avin) Mukherjee, Dean of the College of Business at Marshall University, undertook a pre-visit to FSU in November and met with the College's various stakeholders as well as select members of the University's leadership team. I am happy to report that feedback from the visit, on both sides, was highly favorable.

Additionally, our efforts to expand opportunities for international education for our students and faculty manifested in the following significant ways:

- The campus of Changsha, China has formally been approved as the College's – and University's – first international, additional location by the Middle States Commission for Higher Education (MSCHE), following a site visit that occurred in October. Dr. Sean McKittrick, MSCHE evaluator, offered the decisive, summary comment: "this partnership should be the envy of international partnerships in the United States". Four faculty members, Professors Asif Rehman, Cleo Kluegel, Dan Mizak, and Nicholas DeMichele, successfully delivered coursework to three cohorts of nearly 360 students, at the HUTB campus in Changsha, China, in Fall.
- Eleven students from HUTB arrived in Frostburg for a semester-long experience in Fall. Feedback was positive and HUTB leadership is working hard towards increasing student participation in the years to come.
- Two students, David Galan and Kawan Edwards, are slated to participate in an exciting, semester-long Study Abroad experience at the College's institutional partner in France: ESC Rennes.

Likewise, one student, Elmer Orellana, is undertaking a similar experience at the College's institutional partner in Germany: DHBW, Bad Mergentheim. These experiences are being partially supported via scholarships from the College's Global Education fund earmarked for students, both to defray the costs of the travel and to incentivize participation in larger numbers.

Additional innovations, each the first-of-its kind, include:

- Creation of a closed partnership with a private, government contracting firm, Heitech Services, Inc., located in Landover, Maryland, whereby full-time employees of the firm will be enrolled part-time into FSU coursework leading to a degree in one of the College programs at the undergraduate or graduate level.
- Effort, in part due to the above imperative, towards construction of an online undergraduate degree program designed to meet the educational needs of the post-traditional, working adult population.
- Submission of a proposal to offer credit-bearing, stackable certificates to align with the academic concentrations in the current MBA program repertoire.

Finally, and before this reaches "the presses", the College's MBA program -- Business Analytics concentration has been recognized by GetEducated.com as a "Best Buy"!

We enter Spring 2020 on an exciting and optimistic note and with supreme pride in the quality and commitment of our faculty, staff, students, alumni, and the Advisory Board. As always, please let us know how we can continue to improve the ways in which we can tell the "CoB story" better!

**Dr. Sudhir Singh**  
*Dean, College of Business*



*Dr. Kathie Shaffer (ACCT)*

## SHAFFER'S COURSE RECEIVES QUALITY MATTERS CERTIFICATION

Quality Matters (QM) is the global organization leading quality assurance in online and innovative digital teaching and learning environments. QM Reviews serve to determine how an online or blended course and program stack up against rigorous rubrics to measure quality. Reviews incorporate the latest research-based, best practices for online education.

The goal of the QM Quality Assurance System is to create a culture of continuous improvement so faculty deliver on their promise to keep learners engaged in online courses. Getting them past the "packaging" - the mechanics of the course - so they can focus on content and learning objectives can be a challenge. That is where research-based rubrics and standards provide objective, evidence-based ways to evaluate the components of online learning.

The QM Certification ensures stakeholders that quality is taken seriously and that stringent national and international recognized standards have been met. The program includes three levels of certification and is based on the Quality Matters Higher Education Rubric. The basic and advanced certification reviews are conducted internally at FSU by the instructional design team and trained faculty members. The highest level of certification is conducted through an external review using a blind review process.

The MBA course, ACCT 546 Managerial Accounting, developed by Dr. Kathie Shaffer, Department of Accounting Chair, was recently reviewed through the blind review process and has received the highest level of certification having met the rigorous Quality Matters standards.

## SWIFT NAMED COMMENCEMENT SPEAKER FOR FALL 2019

Mackenzie Swift, of Oakland, Md., graduated with a bachelor's degree in business administration with a concentration in human resource management. She served as the president of FSU's chapter of the Society for Human Resources Management (SHRM) and was selected to be in the President's Leadership Circle in 2018-19. She is a member of several honor societies, most notably Beta Gamma Sigma Business Honors Society. She was named the 2019 scholarship winner for the Maryland Daily Record's Top 100 Women of Maryland, chosen out of all female college students in the state. Swift has organized many successful workshops, activities and networking events and has attended multiple leadership retreats, including the Sloop Institute for Excellence in Leadership. She has interned with the Garrett County Board of Education and at First United Bank and Trust. She is very grateful for her time with the students and professors in Frostburg's College of Business, saying, "There is no student who has been more impacted, nor one who is more thankful for her time in this program."

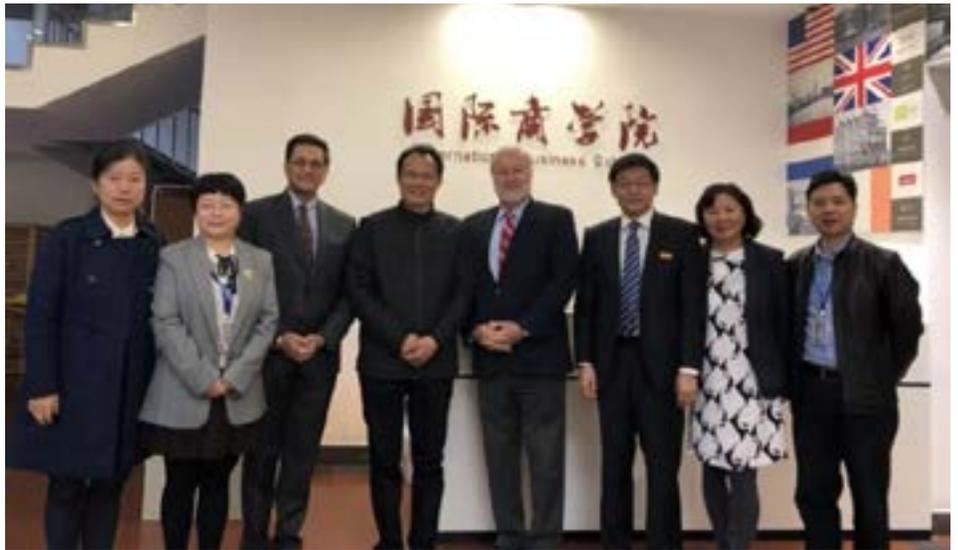


*Mackenzie Swift (BUAD)*

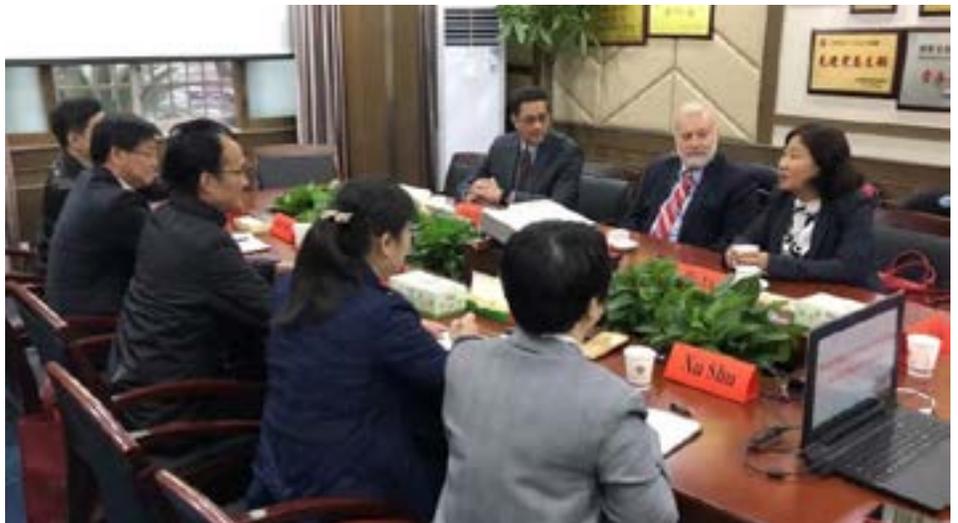
# Partner Institution

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message that global education helps to increase understanding of the many different cultural, political, economic and environmental influences that shape societies. Through global education we can develop or refine the skills; understand the values and attitudes; and recognize what links our lives with those of others across the world. This will bring diverse people together to create positive change. Mr. Delia also stressed that Frostburg State University is proud to be an international partner with HUTB. The joint partnership, while only five years old, has already resulted in nearly 480 HUTB students enrolling toward obtaining bachelors degrees from FSU. Fourteen (14) faculty members from Frostburg have traveled to Hunan to teach, resulting in approximately 360 HUTB students at various stages of earning credit towards graduation from the College of Business while studying at home in China. A number of HUTB students have also traveled to the Frostburg campus to participate in a portion of their studies as well.



*Mr. Al Delia (center) at HUTB in Changsha, China with members of the FSU Delegation as well as various academics and officials who work with FSU on the Economics/Finance degree partnership.*



During their three-day trip, Dr. Sudhir Singh, Dean of FSU College of Business, Mr. Al Delia, and Dr. Lei (Lilly) Ye, Associate Professor of Marketing and Finance, met with members of HUTB administration and staff to discuss various operational and strategic issues and details about the HUTB/FSU partnership.

The FSU Delegation also took some time to experience the various types of technology that HUTB provides its students. The university has a new technology building which includes enclosed booths where students can practice their oral language skills in English and other languages.

# THE MIDDLE STATES COMMISSION ON HIGHER EDUCATION ADMITS HUTB, CHANGSHA AS ADDITIONAL LOCATION

As part of its five-year-old partnership with HUTB to provide a joint degree in Economics and Finance, Frostburg State University was required to submit a request for HUTB, Changsha to be noted as an additional FSU location by the Middle States Commission on Higher Education (MSCHE) in Philadelphia, PA. The application was submitted in April 2019, with a site visit scheduled for October 2019.

Dr. Sudhir Singh, Dean of FSU's College of Business and Dr. Sean McKittrick, Vice President from MSCHE, traveled to HUTB's campus in Changsha, China to meet with faculty, staff, and students

from the joint program as part of the application process. Dr. Lei (Lilly) Ye, Associate Professor of Marketing and Finance, accompanied them to serve as translator. Dr. McKittrick concluded that the HUTB partnership and the establishment of HUTB as an additional FSU location supports FSU's institutional goals as well as provides opportunities for HUTB students to learn more about the complexities of operating in an increasingly globalized world. In addition, by partnering with a well-regarded educational institution in China, FSU is able to greatly benefit from its international outreach and enable students to pursue their educational and

career goals. After interviewing FSU students, faculty, staff, and administration at HUTB, Dr. McKittrick found that students are well-served and their experience at HUTB is comparable to what would be found at FSU's main campus. Additionally, he found that Frostburg provides a curriculum that is appropriately current and rigorous. Overall, he determined that the location provides opportunities for FSU to achieve its mission and a number of its institutional goals. "The partnership with HUTB seems quite admirable and has the potential for continuous improvement for both institutions."



Left: Dr. Singh, Dr. Ye, and Dr. McKittrick are pictured with administration and staff from HUTB who are involved in the partnership with FSU, which delivers a joint degree in Economics and Finance.



Above: Dr. Singh and Dr. McKittrick had some down time to visit Orange Island Park, which features a stone statue of young Mao Zedong, in Changsha, China.

Left: Dr. Ye, Dr. McKittrick, and Dr. Singh met with FSU faculty, Mr. Nicholas DeMichele and Dr. Dan Mizak, who were in Changsha to teach for Fall 2019.



# STUDENTS ATTEND FROSTBURG'S CAREER SUMMIT

BY CASSIE CONKLIN OF THE BOTTOM LINE

The Career Summit, a day-long career preparation event, was held on Friday, Oct. 25 in McLean, Virginia. Twenty-five students were chosen for the intensive and immersive learning experience, which was held at Lochlin Partners, an executive search company in the Washington D.C. metro area. The event was organized by a committee of 12 faculty, staff, and students. Primary among them was Dr. Joan Andorfer who accompanied the students to D.C. Other notable organizers include Mrs. Amy Shimko, Student Development Director, Dr. Elizabeth Throop, Provost, and Mr. Tim Magrath, Department of Political Science.

Upon arrival in McLean, students were greeted by several Frostburg alumni who spoke on a variety of topics. Mr. Joe Records, class of 2006, J.D., promoted internships as an important tool in finding a future career. Ms. Amy Kelsch Bielski, class of 1997, CEO and President

of Ripple Effect, prepared students for the workplace with helpful tips on dress and behavior. Others, including Mr. Michael Schoelen, class of 2014, and Mr. Joe Lambert, class of 1979, offered breakout sessions in particular fields, such as, "Careers in the White House," "Starting Your Own Business?," and "Careers in the Sciences." Moreover, students were afforded the opportunity to network with our alumni and get advice on resume building. Closing remarks were offered by Dr. Thomas Bowling, former Vice President for Student Affairs, Emeritus who spoke on the difference between influence and power, how to build trust, and intellectual arrogance versus intellectual humility.

The evening ended with a two-hour reception to which all alumni in the D.C. metro area were invited. The casual ambiance allowed for students to interact with potential job contacts in a stress-free and comfortable

environment. After exchanging business cards and handshakes, the students departed for Frostburg.

Senior Ricky Whitmore, a student attendee reflected on the event saying, "I feel like I accomplished months' worth of networking in the space of a day thanks to the Career Summit."

Sophomore Delanie Blubaugh felt that the inclusion of alumni was essential because "we were able to bond over our experiences at Frostburg State and that bond is something that could potentially blossom into job opportunities in the future."

Senior Emily Hoyt remarked that the Career Summit "showed me that I shouldn't narrow my sights on future jobs and should keep my mind open to new possibilities."

The Career Summit was made possible by the generous financial sponsorship of Lochlin Partners, the Frostburg Foundation, the J. Glenn Beall Institute for Public Affairs, the College of Business, the College of Liberal Arts and Sciences, and the Office of Alumni Relations.



## BGS HELPS KIDS AND COPS

Several Beta Gamma Sigma members, along with Chapter Advisor Dr. Dong Wook Huh (MGMT), participated in a local community event, "Shop with a Cop" at the Cresaptown Eagles on December 14, 2019. The event is designed to help low-income children in the surrounding area purchase Christmas gifts for both themselves and their families.

A police officer accompanies each child while he or she shops. BGS members contributed to the cause by helping wrap and distribute gifts after they were purchased by the children.

*Sarah Robertson (BUAD) prepares to wrap gifts while helping with the Shop with a Cop event in Cresaptown, MD.*





## BETA GAMMA SIGMA HOLDS FALL INDUCTION CEREMONY

*Fall 2019 Inductees:*

Bethany Bloom  
Benjamin Devore  
Madison Finnan  
Natalie Gray  
Aizsha Horne

Amaya Joye  
Benjamin Lauder  
Sarah Robertson  
Shiree Steward  
Erik Temp

Alexandra Weiman  
Sherrie-Lynn Davis  
Joshua Hook  
Sarina Smith  
Dr. Michael Monahan



## BGS MEMBERS ATTEND SUMMIT

The College of Business was proud to sponsor Seth Mannick and Julia Hershman to attend the 2019 Beta Gamma Sigma Global Leadership Summit from October 31 to November 3, 2019 in Chicago, IL. The Summit is an annual event where students from AACSB-accredited schools around the world gather to network and learn. Each year, new and insightful guest speakers travel to the event to network with Beta Gamma Sigma members and give them real-world advice. Representatives from graduate schools and talent acquisition personnel also attend the event to network with students. The Summit goes beyond the classroom and allows students to put principles that they have learned at their respective universities into practice.

*Seth Mannick (BUAD) and Julia Hershman (BUAD/ECON)*

# COLLEGE OF BUSINESS FACULTY REACH OUT

College of Business Advisory Board Member and Chair of FSU's Alumni Board, Jason VanSickle, brought a group of 30 students and advisors from the two high schools in Garrett County, MD to visit with members CoB faculty and several CoB students in November 2019. The Members of the Future Business Leaders group were given brief descriptions of each of the departments in the College of Business followed by the opportunity to ask questions during round table discussions held in Gira CCIT 397.



*Dr. Eyad Youssef (MKTG) discusses curriculum and opportunities in the College of Business with members of Future Business Leaders of Garrett County in November 2019.*



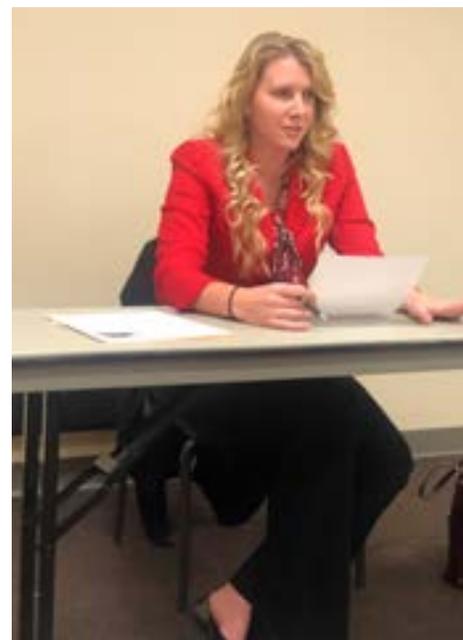
*Dr. Chelsea Schrader (ACCT) poses with members of FSU's chapter of the National Society of Black Engineers and their advisory, Dr. Mohammed Eltayeb in November 2019.*

Dr. Chelsea Schrader (ACCT) held a workshop on Financial Literacy for FSU's Chapter of the National Society of Black Engineers in November 2019. The 2.5 hour discussion/workshop covered topics of personal budgeting, credit management, retirement planning basics, income tax basics, and basics of managing wealth and debt.

Dr. Ali Ashraf (MKTG & FINA) and members of the College of Business Faculty Development Committee organized a Brown Bag event about Co-Authoring Research for CoB faculty members in November 2019. Dr. Rebecca Chory (MGMT) moderated the panel discussion, which included Dr. Michael Monahan (Chair of MGMT), Dr. Amit Shah (MGMT), Dr. Evan Offstein (MGMT), Dr. Stacy Wassel (MGMT), Dr. Chelsea Schrader (ACCT), and Dr. Chiulien Venezia (ACCT).



*Dr. Ali Ashraf (MKTG & FINA)*



*Dr. Chelsea Schrader (ACCT)*

# FACULTY AND STUDENTS ON THE MOVE



On Friday, November 8, 2019, the FSU Finance Club took a day long trip to visit the U.S. Mint Factory and surrounding landmarks of the historical city of Philadelphia. Dr. Ali Ashraf, Faculty Advisor for the FSU Finance Club, accompanied a group of seven students for the trip: Sara Aberts, Benjamin Devore, Khadija Dione, Malik Kertley, Alyanna Russell, Clara Thompson, and Arthur Wills.



*Brady Gaumer (ACCT) and Rachel McKinney (LBST) toured the White House in Washington, D.C. over winter break. Senator David Trone's office facilitated their visit.*



On October 4th, five members of the FSU student SHRM Chapter attended the Cumberland Valley SHRM Legal and Legislative conference, held in Hagerstown, Maryland.

Pictured are: Bonnie Courtney from Cumberland Valley SHRM, students Kevin Harned, Lauren Porter, Jordan Wolfe, Dominique Mackay, Arin Custer, and Advisor Kenneth Levitt (MGMT).

## FACULTY RESEARCH MAKES AN IMPACT



Dr. Rebecca Chory (MGMT)

Dr. Rebecca Chory (MGMT) was quoted in a story on *CNN Business* in September 2019. The story, titled "You Used to be Work Friends, Now You're the Boss," details the changes that happen to relationships between colleagues who used to be equal and then find themselves in a power imbalance due to promotion in the workplace.

Please read the full story here:

<https://www.cnn.com/2019/09/12/success/friends-promoted-work/index.html>



Dr. Suranjana Nabar-Bhaduri (ECON)

Dr. Suranjana Nabar-Bhaduri (ECON) was recently informed that her paper, "Not Sustainable: India's Trade and Current Account Deficits," published in Volume 49, Issue 1 of the journal *Development and Change* in January 2018 was one of the journal's top downloaded papers in the first year of its publication.

Dr. Nabar-Bhaduri came to Frostburg State in Fall 2017.

## BUSINESS ALUMNI PARTICIPATE IN CAREER EXPO

Frostburg State University held its annual Career Expo as part of the Homecoming festivities in October 2019. This year's CoB Alumni Panel was moderated by Dr. Carol Gaumer, Chair of the Marketing and Finance Department. The former students addressed a standing room only crowd of current students, faculty and staff. Thank you to the alumni who participated this year:

Brooke Iser Mullaney, IBM Lead Staffing & Resource Manager. FSU Major(s): B.S. Business Administration, concentration in Marketing, 2012 as well as MBA, 2013.

Steven Glasbrenner, Staff Accountant at Squire, Lemkin + Company, LLP. FSU Major(s): B.S. in Accounting, 2018 as well as MBA candidate in 2019.

Nicole D'Atri, Director of FinanceSky-packet Networks, Inc. FSU Major(s): B.S. Business Administration, concentration Management, Minor ECON, 2007 as well as MBA, 2008.

## RECENT COB ALUMNUS PUBLISHES PAPER



James Kirk

James Kirk, 2018 graduate of FSU, recently had his Economics seminar paper published in Volume 28, Issue 2 of the journal, *Issues in Political Economy*.

James double majored in Political Science and Economics and, since graduation, has been working as a Development Officer for the University Advancement Division.

While a student, James served in several leadership positions on the Student Government Association and was also president of the University

System of Maryland Student Council. He was a student Alumni Ambassador as well as a Bobcat Ambassador and was honored as Newman Civic Fellow in 2017 by Campus Compact.

James' paper, titled "Understanding Security: Factors Influencing National Military Expenditures," details the issues around prioritization of government defense spending relative to other expenditures such as public education and healthcare and can be found here:

<https://blogs.elon.edu/ipe/issues/volume-28-issue-2-2019/>

# COB FACULTY AND STAFF CELEBRATED AT ANNUAL SERVICE AWARDS LUNCHEON

Employees who achieved long-term milestones of employment at Frostburg State University in 2019 were honored at the Service Awards Luncheon on November 14, 2019 in the P.E. Center Hall of Fame Room.

The invited guests were faculty and staff members reaching 20, 25, 30, 35, & 40 years of service in 2019.

Chief Human Resources Officer Lisa Hersch and President Ronald Nowaczyk gave opening remarks before a delicious meal was served. The divisional Vice Presidents/representatives then said a few words about the recognized employees in attendance. Everyone also received a gift that he/she had selected.

The College of Business congratulates Ms. Misty Broadwater, Administrative Assistant for the Departments of Accounting and Marketing for her 20 years of service to FSU.

Dr. Carol Gaumer, Department Chair for Marketing and Finance and Ms. Tamera Shockey, Program Management Specialist in the CoB Advising Center have served the College and the University for 30 years and we are grateful for all they do for us each and every day!

Congratulations Misty, Carol, and Tammy!



20 Years of Service – Left to right: Alvin Beeman, Dean Bolden, Paul Smith, Misty Broadwater, Todd Burke, Liz Medcalf, Connie Capacchione, Linda Lewis, Cheryl McKenzie



30 Years of Service – Left to right: William Mandicott, Carol Gaumer, Donald Galliher, Lee Ann Nightingale, William Southerly, Robert Larvee, Tamera Shockey pictured with President Nowaczyk

*“There are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed.”*

*-- Ray Goforth*

# COMINGS AND GOINGS



The Department of Marketing and Finance welcomed Dr. Zifeng Feng as an Assistant Professor of Finance in Fall 2019. Mr. Feng came to FSU from Florida International University, where he earned his Ph.D. in Finance in Spring 2019. In addition, Zifeng has a Masters in Real Estate from Florida International University as well as an MBA from Jinan University in China.

Zifeng's research interests include: Corporate Finance, Banking, and Real Estate Finance.

Welcome to Frostburg, Zifeng!



Dr. Busra Keles Cadenazzi joined the Department of Management in Fall 2019. She earned her Ph.D. in Industrial Engineering from University of Miami in Spring 2019. Busra also holds a Masters in Industrial Engineering from TOBB University of Economics and Technology in Turkey and also completed a Post-Baccalaureate program there in Operations Research.

Busra's research interests include: Decision Analytics in Operations Reserach and Management Science, Applied Probability: Maintenance & Reliability, Optimization: Scheduling and Project Management, and Game Theory: Energy Policy Making.

Welcome to Frostburg, Busra!



Professor Randall Bandura (ACCT) retired effective Dec. 31, 2019. Since 1983, Randy has served the University, the College of Business, and the Department of Accounting with distinction. He has consistently demonstrated his commitment to teaching, service and research. Randy is well respected in the Department, the College, across the University community as well as the local professional community. He is always polite, intelligent, self-motivated, goal-oriented, willing to take on new challenges, collegial, student-focused, a tireless worker, and committed to excellence and quality in all he does. Randy will be greatly missed by all who have worked with him and by the students he has taught and mentored over his long career. He has truly made FSU and the College of Business a better place!

## Upcoming Events

**CoB Advisory Board Meeting**  
*Feb. 7 - Gira 397*

**CoB Network @ Nite**  
*Feb. 22 - Gira 397*

**Spring Break**  
*March 14-22*

**CoB Honors Reception**  
*May 8 - Gira 397*

**Finals Week**  
*May 14-20*

**Spring Commencement**  
*May 21*