

CoB Achieves AACSB Extension of Accreditation

The FSU College of Business recently received a five-year extension of accreditation for its business degree programs by AACSB International. Less than five percent of the world's business schools have earned this distinctive accreditation.

AACSB accreditation standards require excellence in areas relating to strategic management and innovation; active student, faculty and staff participation; learning and teaching; and academic and professional engagement. This extension of accreditation supports the College's efforts to ensure its programs align with the very best practices in business education.

"AACSB congratulates each institution on their achievement," said Stephanie M. Bryant, Executive Vice President and Chief Accreditation Officer of AACSB. "Every AACSB-accredited school has demonstrated a focus on excellence in all areas, including teaching, research, curricula development, and student learning. The intense peer-review process exemplifies their commitment to quality business education."

Distinctive "assets" and features of the College were lauded by the visiting peer review team,

principally: (1) a highly engaged Advisory Board that is devoted to student success; (2) the College's intentional investment in experiential learning both within the classroom and without; (3) a high-touch, collegial, and familial working environment between faculty, staff, and students, and the College's extended stakeholder group; and (4) support for international students and the attendant benefits to diversity and global awareness.

"I am proud that our College of Business is continuing to prepare the workforce and provide such a high-quality education to our students," said FSU President Ronald Nowaczyk. "I congratulate the College on this significant achievement."

Since its original accreditation in 2005, the College of Business is committed to preparing its diverse students for a lifetime of professional success through a caring approach to individual development that emphasizes critical thinking, experiential learning, social consciousness, and a global perspective. Underpinning the College's efforts is the quality of the educational experience it offers its students and its pledge to continuous improvement.

Established in 1916, AACSB is the world's largest business education alliance, connecting educators, learners and business to create the next generation of great leaders. With a presence in more than 100 countries and territories, AACSB fosters engagement, accelerates innovation and amplifies impact in business education. Learn more about AACSB at <http://www.aacsb.edu>.

Discover program offerings and more at <http://www.frostburg.edu/academics/colleges-and-departments/college-of-business>.

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WORDS *from* the DEAN

We are delighted to present the Spring/Summer 2021 Newsletter from the College of Business!

This edition is set within the milieu of yet another extraordinary academic year! For the College, the year has been a story of adaptability, resilience, validation, and triumph as it joined with the University community to respond to the challenges of the pandemic and emerge stronger on the other side.

The accompanying pages in this newsletter offer a full account of the achievements of the College community, some of which are highlighted below.

First, College of Business programs were reaffirmed for extension of accreditation through 2025-26 by the preeminent accrediting organization, AACSB International. This achievement is a tribute to the collective accomplishments and dedication of the faculty, staff, students, alumni, and members of the Advisory Board of the College of Business over the past five years.

Also, for the first time in its history, College of Business faculty were honored with the prestigious 2021 University-level Faculty Achievement Awards in all three categories of achievement as follows: (1) Dr. Ali Ashraf, Associate Professor of Finance, in the area of Teaching; (2) Dr. Evan Offstein, Professor of Management, in the area of Academic Achievement; and (3) Dr. Lei (Lilly) Ye, Professor of Marketing, in the area of University and Community Service.

Programmatically, the College's drive toward crafting relevant programs to meet the needs of significant populations of working adults has resulted in the development of four, first-of-their-kind, stackable

certificate programs in the areas of Manufacturing Leadership, Retail Management, Nonprofit Management, and Small Business Management. New programs continue to be developed in service of the workforce development needs of the region and the State of Maryland.

Internationally, the partnership with Hunan University of Technology and Business (HUTB) in China continues to flourish with now two cohorts of students – Classes of 2002 and 2021 - having graduated from FSU with impressive levels of placement success and enrollment in prestigious educational institutions across the globe.

We enter the fall 2021 semester on an optimistic note, resolute in our preparation and ability to meet new challenges, even as COVID-related vulnerabilities persist on a global level. Meanwhile, we will continue to draw on the encouragement and guidance of the top leadership at Frostburg and the support of our friends. Please continue to offer your ideas and suggestions on how we can continue to enhance the College's narrative as it endeavors to meet its vision.

With Warmest Regards,

Dr. Sudhir Singh
Dean, College of Business

ASHRAF, OFFSTEIN, AND YE RECEIVE FACULTY ACHIEVEMENT AWARDS



Dr. Ali Ashraf (MKFI)



Dr. Evan Offstein (MGMT)



Dr. Lilly Ye (MKFI)

Frostburg State University announced the recipients of the 2021 Faculty Achievement Awards in early June 2021. Three of the six recipients are from the College of Business, one in each category of achievement.

This year's awardees are Dr. Ali Ashraf, Department of Marketing and Finance, and Dr. Molly S. Hartzog, Department of English and Foreign Languages, for teaching; Dr. Justin Dunmyre, Department of Mathematics, and Dr. Evan H. Offstein, Department of Management, for academic achievement; and Dr. Michael B. Flinn, Department of Computer Science and Information Technologies, and Dr. Lei "Lilly" Ye, Department of Marketing and Finance, for university and community service.

Dr. Ashraf is recognized for his dedication to student success. During his eight years at Frostburg, Ashraf has taught courses in all modalities, from in-person to online, always enriching instruction with experiential activities and exercises. He serves students in the Department of Marketing and Finance on the main campus in Frostburg and with FSU's educational partner campus, Hunan University of Technology and Business in Changsha, China. Students praise him for his sincerity, knowledge and unique ability to create a safe, positive learning environment while maintaining high expectations and passion for the field.

Dr. Offstein has been a prolific publisher in his three primary areas of research: ethical/honorable leadership, along with moral reasoning and judgment; instructional design and techniques, pedagogy and elements related to management learning; and executive coaching and its functionality. Many of his publications have appeared in elite journals in the field of management, he has won three "Best Paper" awards in the past six years and was recently honored with the highly prestigious "Best Field Report Paper" at the 2020 Academy of Management Annual Conference in the Management Consulting Division. In the words of his department chair, "His work brings much praise and esteem to FSU, in general, and to our AACSB accredited College, in particular."

A longtime member of the Faculty Promotion and Tenure Subcommittee, **Dr. Ye** advocates for faculty colleagues across all disciplines and works passionately to curtail campus bullying; in her words, "A fair and respectful working environment is what we all ask for." Countless students have benefited from her work as Marketing Club advisor; she has led field trips to Chicago, Philadelphia, and Baltimore and fielded a team that won awards in the New York City competition against Yale and NYU. As coordinator of the University's partnership with Hunan University of Technology and Business, she was instrumental in securing Hunan's Middle States accreditation. As incoming vice president of the Association of Collegiate Marketing Educators, she helped organize the group's historic virtual conference in March 2021. Ye lives by the credo she expresses in her self-statement: "One's value lies in serving others well."

Congratulations to all three of our faculty colleagues!

HR MANAGEMENT CONCENTRATION GETS ALIGNED

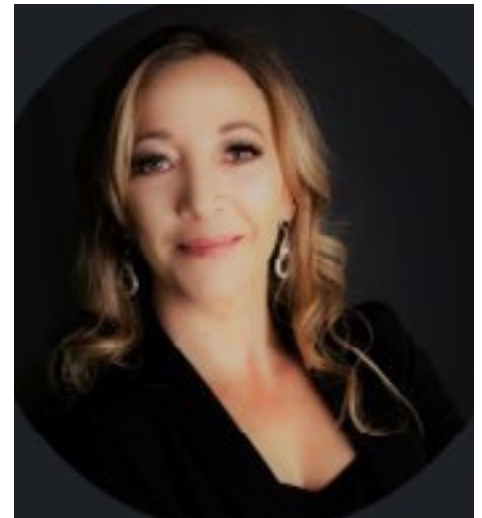


The Society for Human Resource Management (SHRM) student organization at FSU is proud to announce that, as of March 6, 2021, FSU CoB aligned its Bachelor of Science in Business Administration with concentration in Human Resource Management program with the SHRM Human Resources Curriculum Guidebook and Templates. Throughout the world, over 500 programs in approximately 425 educational institutions have been acknowledged by SHRM as being in alignment with these guidelines, which were developed by SHRM to define the minimum HR content areas that should be studied by HR students at the undergraduate and graduate levels. The guidelines -- created in 2006 and revalidated in 2010, 2013 and 2017 -- are part of SHRM's Academic Initiative to define HR education standards taught in university business schools and help universities develop degree programs that follow these standards.

The alignment will not only help with curriculum development tools to prepare HR students to meet the needs of today's challenging business landscape by bridging the gap between academic excellence and business readiness, but will also provide HR students with needed support. The guidelines provide instructions on how to apply for SHRM Certification, how to get the most out of internships, and how to connect to scholarship opportunities through the SHRM Foundation or a SHRM local Chapter or State Council.

FSU's chapter of SHRM would like to express huge thanks to Mandy Adkins, Treasurer, for spearheading this push for the alignment. "As I started looking into sitting for SHRM Certification, I noticed a tab that read, 'Student Eligibility,' which stated that a student taking a SHRM-aligned program would be required a minimum number of 500 hours in experience vs. the standard 1000 hours," Adkins said. Learning that FSU was not on the list of aligned schools, she decided to look at FSU's program, compared it to the criteria of SHRM, and learned the HR program met eligibility criteria. She then sent in the application. "I'm thankful that I participated in achieving this prestigious credentialing for all the current and future students at FSU," she said.

Advisors Dr. Ken Levitt and Dr. Stacy Wassell were impressed with Adkins' initiative, communications, and follow-through on behalf of the organization to reach this accomplishment. Post-COVID, the organization is looking forward to coming back face-to-face in the fall semester much stronger under the guidance of President, Shianne Bush.



Ms. Mandy Adkins (BUAD)

**GREAT VISION
WITHOUT GREAT**

PEOPLE

IS IRRELEVANT

-JIM COLLINS

FSU LAUNCHES WORKING PROFESSIONALS CERTIFICATE PROGRAM

by Elizabeth Stinnette for Frostburg State University

Millions of working adults lack a full college degree or, if they have some college, perhaps they need real-world training to make them competitive in today's ever-evolving market. In an effort to provide this kind of practical, high-quality training, FSU has launched the Working Professional Certificates program, enrolling immediately for fall 2021.

"We are leading workforce development in Maryland by launching these certificates at the undergraduate level," said Dr. Sudhir Singh, Dean of the College of Business.

The program is designed to take one year of part-time study, or 12-18 credits. Coursework will be entirely online, with accessible scheduling for working adults. Since courses are offered for undergraduate credit, students can take the certification or apply the courses toward a bachelor's degree in the future.

Dr. Marty Mattare (MGMT) helped design the program along with Content Developer Wayne Keefer. Mattare earned her Ph.D. after rising through the ranks in a business career and she believes strongly in giving working professionals coursework with real-world applications. "This program is for that person who needs a jump start in their career. They don't have the time to finish that degree right now, but they can do something for a relatively short period of time that will get



"These certificate offerings represent a real innovation from the College of Business in its service to the community," Singh said.

them another few steps up the ladder," Mattare said.

While developing the program, Mattare and Keefer surveyed local working professionals to find out which concentrations would be most useful. They settled on Manufacturing Leadership, Retail Management, Small Business Management, and Nonprofit Management.

A major component of every certificate will be the newly created capstone seminar. Discussions with practicing business professionals will provide insights that students can use on the job. For the Manufacturing Leadership certificate, for example, managers will give video tours of their facilities and share how they overcame challenges. Assignments will directly apply to professionals' careers. For instance, Manufacturing Leadership students will learn how to prepare for supply chain disruptions, such as those that happened during the pandemic. Nonprofit Management students will learn

how to design a funding campaign and Small Business Management students will write a business plan they can take straight to the bank. Finally, Retail Management students will plan the transition of a business from brick-and-mortar to click-and-mortar. Throughout the program, classes will consider the latest business innovations and challenges, including the impact of the COVID-19 pandemic.

"I think this is a very timely program in today's environment," Mattare said. "We're seeing a lot of people leave their current jobs and search for newer, better opportunities. They need to have the skill set to compete for those better positions, and we feel that the certificate program is perfectly poised to be one of those stepping-stones."

Whether they're pursuing a bachelor's degree, promotion in their current career, or switching to a new field, graduates of the Working Professional Certificates Program will be equipped to succeed.

FACULTY MEMBERS MAKE COLLEGE OF BUSINESS PROUD



Dr. Suranjana Nabar-Bhaduri (ECON)

Dr. Suranjana Nabar-Bhaduri (ECON) presented her recently published paper, "The Economic Consequences of COVID-19: The Great Shutdown and the Rethinking of Economic Policy," at a global academic webinar co-hosted by the *International Journal of Political Economy* and *The Review of Political Economy* on March 9, 2021.

This timely and globally relevant paper (co-authored with Dr. Matías Vernengo, an economics professor at Bucknell University in Lewisburg, PA) was published in a special issue of the *International Journal of Political Economy* devoted to the COVID-19 crisis (Vol. 49, Issue 4, Winter 2020).

It examines the implications of COVID-19 for economic policy and the role of the state and the Federal Reserve in the U.S. economy. It argues that the main effect will be the reinforcement of trends with respect to counter-cyclical fiscal and monetary policies that had begun during the 2007-2009 Great Recession. The scale of fiscal policy responses needed will have significant implications for the size of the federal debt and are, therefore, likely to face political resistance and calls for fiscal austerity. Geopolitical concerns, aggravated by the pandemic, will be another significant factor contributing to the growing role of the state.

In March 2021, **Dr. Yiming Zhuang** (MGMT) presented to the Marketing Club



Dr. Yiming Zhuang (MGMT)

about the role of blockchain technology/Bitcoin in marketing areas. Blockchain technology has been grabbing the attention of researchers, investors, and managers over the years and is a distributed, immutable, transparent, and trustworthy database shared by a community. In this talk, Dr. Zhuang introduced what blockchain technology is and how market practitioners could benefit from this new technology in multiple ways. The event was open to all students, and it was well received as an "interesting and thought provoking" learning experience.

In February 2021, The College of Business Executive Council unanimously agreed to convey the "2021 College of Business Excellence Award" in Service to **Dr. Ali Ashraf** (MKFI).

MKFI Chair, Dr. Carol Gaumer, cited Dr. Ashraf's extensive and inspiring service at all levels of the institution.

DEPARTMENTAL CONTRIBUTIONS

- Finance Club Advisor
- Lead on FINA concentration redesign
- Chair, FINA position search
- Consistent support for the HUTB China program by teaching an overload a course in Spring 2021 to serve students who didn't pass FINA 370: Corporate Finance
- Picked up the FINA 477: International Finance course at HUTB in the middle of Fall 2020 upon the



Dr. Ali Ashraf (MKFI)

untimely death of the instructor of record (Professor Asif Rehman)

- Chair, Departmental TRPS Committee
- Mentor to Dr. Zifeng Feng (FINA faculty colleague)
- Reworked his own teaching schedule following Dr. Allen Shin's retirement at short notice in late summer 2020 to accommodate departmental needs for Fall

COLLEGE-LEVEL CONTRIBUTIONS

- Delta Sigma Pi Professional Business Fraternity Advisor
- Chair, Faculty Development Committee
- Enduring service to the HUTB China program
- Collaborating with Ms. Tammy Shockey on 2+2 Program in FINA with National United University, Taiwan, a new international partner institution
- Consistent and reliable willingness to volunteer in support of the assorted needs of the CoB

UNIVERSITY-LEVEL CONTRIBUTIONS

- Faculty Senator
- Member of the Council on Diversity, Equity, and Inclusion

Congratulations Ali! Everyone in the College appreciates the always pleasant and professional manner in which you take on so much!

BETA GAMMA SIGMA INDUCTEES - SPRING 2021

Juniors

Elisa Baroudi
Mia Hirshman
Yuxuan Liu
Siwen Liu
Gabriel Love

Masters

Logan Bramhall
Tyler Cage
Diane Kissoon
William Wall
Phillip Watt
Brian Yellin

"MR. FIRESTONE, WHAT ARE YOU UP TO?"

On April 9-10, 2021, administrators, students and faculty from the College of Business (CoB) and the College of Liberal Arts and Sciences (CLAS) met virtually to discuss this very question with respect to the massive investment the Firestone Tire & Rubber Company made in the West African country of Liberia in 1926.

The participants assumed historic roles including Harvey Firestone, Jr, Winston Churchill, W.E.B. DuBois, Marcus Garvey and various other Liberian, US, and British politicians, leaders, and journalists to see this debate about corporate social responsibility from the "inside" by playing an extended role-playing game.

Multiple sessions were run using the software, "Gathertown," to allow participants to hold speeches and engage with others in breakout rooms to discuss strategies, upcoming votes, and so on. The ultimate goal of the meetings was nothing less than to

decide the Firestone Company's fate in Liberia.

This event was organized by Dr. Suzanne McCoskey (ECON), who is writing this role-playing game for the pedagogy movement, *Reacting to the Past (RTTP)*. In addition to the game itself, RTTP Administrative Director, Dr. Jennifer Worth, spoke with the participants over Zoom about how role-playing games can address issues of Diversity, Equity, and Inclusion and allow students to "take over" the classroom to enhance the learning experience.

Dr. Guedeyi Hayatou from Iowa State University also joined the game, playing the role of a former Liberian President, in order to help students understand issues of US engagement in Africa. This Firestone game has been played multiple times in classrooms at Frostburg as well as by professors across the US and in Canada.

College of Business participants for this event were Dr. Sudhir Singh (Dean), Dr. Thomas

Sigerstad (Associate Dean), Dr. Yiming Zhuang (MGMT), Dr. Oleg Kucher (ECON), Dr. Evan Offstein (MGMT), and Dr. Ali Ashraf (MKFI). This event was sponsored by the FSU University Council on Diversity, Equity, and Inclusion, the College of Business Dean's Office, the FSU Center for Teaching & Excellence, and the International Studies Program.

More information about Reacting to the Past can be found here: <https://reacting.barnard.edu/>.



Dr. Suzanne McCoskey (ECON)

FSU-HUTB JOINT PROGRAM GRADUATE SUCCESSES

Notwithstanding the anxieties induced by the pandemic, the joint FSU-HUTB (China) program in Economics and Finance celebrated the graduation of its second cohort this past summer. Following the success of the 2020 cohort, in which 78 students were awarded the FSU degree, the 2021 cohort produced 85 students who were eligible to earn the FSU degree. Both cohorts boast of 100% placement success and many 2021 graduates will be employed in the financial sector encompassing large national banks, insurance companies, securities firms, and investment companies. Over 20 students passed the certification exam in Finance and Banking in China before graduation and about 30% of the cohort was accepted at Master's-level programs within China or internationally. Such graduate program destinations include, but are not limited to New York University, Boston University, Hong Kong Baptist University, Sydney and Queensland (AUS) Universities, King's College (London), and Hunan University. Both students and their parents attribute their success to having the best blend of both Eastern and Western educational experiences afforded by the FSU-HUTB joint program. Students expressed particular appreciation for the value of global diversity, along with prized access to new portals of educational and career opportunities worldwide.

Featured HUTB Graduate: Michael Hu



Above: Michael Hu (ECON) has fun on FSU's Clock Tower Quad in Fall 2018

Right: Michael (top row, center) celebrates with his fellow FSU 2021 graduates at HUTB in Changsha, China. The students graduated with a B.S. in Economics with a minor in Finance.

Michael is a top graduate of the 2021 cohort in the FSU-HUTB joint program and was actively engaged in many extracurricular experiences during his educational experience.

A leader in his class, he organized many learning activities for the entire cohort and believes in leading by example. He was one of the first students to take advantage of the opportunity to come to Frostburg in 2018-2019 as part of his education in the program. Looking back on his experience, Michael says, "I feel really happy and honored that I had this opportunity to experience both Chinese and American higher education. After I got the offer to join this program, my family and I set the goal that I would attend classes in Frostburg during my sophomore year and I made that dream come true! As one of the first in my cohort to travel to Frostburg, I feel I made a wise and significant decision. I made many American friends and, as the leader of our HUTB student group, I took care of everyone and helped them solve their problems and issues. This study abroad program really helped me become more independent, more responsible, and I now have a clearer blueprint for my future."

Michael is currently pursuing a Master's degree in Business Management at Hong Kong Baptist University, and plans to work in the field of International Finance in Hong Kong upon completion.



New Finance Faculty Hired for Fall 2021



Dr. Thuong Harvison (FINA)



Dr. Dung "Vin" Nguyen (FINA)

Two new faculty members were hired after national searches held in Spring 2021 to fill vacant positions in the Department of Marketing in Finance starting in Fall 2021. Dr. Thuong Harvison joins the CoB from The University of Arizona, where she received her Ph.D. in Finance in 2020. She also holds an MS from Colorado State University and BAs from Colorado State and Foreign Trade Universities. Dr. Dung "Vin" Nguyen received his Ph.D. in Finance from Florida International University in June 2021. He also holds an MS from University of Houston-Clear Lake and a BA from Bach Khoa University in Vietnam. Welcome to Frostburg, Thuong and Vin!

COB SPRING '21 GRADUATION SPEAKER

Julia Marie Hershman, of Oakland, Md., was unanimously elected to represent the College of Business as its commencement speaker for Spring 2021. She graduated with a bachelor's in business administration and economics and concentrations in general management and business. A Dean's List student, Hershman was actively involved in leadership roles on campus in a variety of organizations. She served as president of the Beta Gamma Sigma International Business Honor Society, was a participant in the Sloop Institute for Excellence in Leadership and a member of the National Society of Leadership and Success. She also served as a senator and member of the finance committee for the Student Government Association, public relations officer of the Debate Club and a member of the Economics Club. She worked as a student instructor for Developmental Mathematics and a student success mentor for FSU's Introduction to Higher Education class. In the summer of 2019, Hershman studied at the Rennes School of Business in France. She plans to pursue her master's.



Ms. Julia Hershman (BUAD/ECON)

Fall 2021 Events

Labor Day

Sept. 6th - University Closed

Career & Internship Fairs

Oct. 13 (ARMAH) & Oct. 20 (Handshake)

Thanksgiving Break

Nov. 24-28

CoB Advisory Board Meeting

Sept. 17

Homecoming

Oct. 14-17

Fall Commencement

Dec. 18