



The mission of the UNT College of Business is to create, extend, and transfer knowledge through bachelor's, master's, and doctoral education; research; service; and collaboration with the larger business community.

APRIL 2010

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Dean Finley Graves Receives National Award of Merit

Dr. Finley Graves, dean of the College of Business, has been selected as the recipient of the 2009 Federation of Schools of Accountancy's Joseph A. Silviso Faculty Merit Award.

The Silviso Award honors an outstanding contribution by a faculty member in a post-baccalaureate professional program of an FSA member school. Funding for the award is provided by FSA Supporting Associate KPMG LLP.

"Finley has a long and distinguished academic career in accounting. He has excelled in all three areas of the professorate: teaching, research and service. Some academics excel in one, or maybe two, of these areas, but few are recognized for excellence in all three. We are



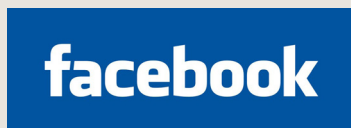
pleased to add him to the fraternity of FSA/Joseph A. Silviso Faculty Merit awardees," said Dr. Paul Shoemaker, FSA president and chair of the School of Accountancy at the University of Nebraska.

Dean Graves was presented with a plaque and a check for \$2,500 on Feb. 14 (Sunday), during the Accounting Programs Leadership Group/FSA Joint Seminar in Albuquerque, N.M. He joins an elite group of 26 others who have received the award.

Dean Graves joined the UNT faculty in 2002 and served as chair of the Department of Accounting until

January 2007, when he was appointed senior associate dean. He became dean of the college in April 2008. He earned a doctorate and a master's in accounting at the University of Alabama in 1985 and 1979, respectively.

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Become a fan of the College of Business on Facebook and be the first to know about upcoming events and programs!



Upcoming Events

April 6

Everyone is Multicultural: Bridging Cultural Differences for Leadership Success
Union, Golden Eagle Suite
7 p.m.

April 7-9

Logistics and Supply Chain Management Program
(executive program in logistics and supply chain management offers a comprehensive view of the challenges, issues, business practices, and strategies necessary for surviving in the post-recession marketplace)
Gateway Center

April 16

Distinguished Lecture Series Celebrates International Week
Honary Consul of Sweden,
Garry Johnson
Gateway Center, Ballroom 35
10 a.m.

April 28

Meet the Graduates/Networking Opportunity
Chestnut Hall
4-6 p.m.

May 6-7

Logistics Management Program
(an in-depth view of how executives can use logistics to obtain a competitive advantage for the firm)
American Airlines Conference Center

May 20

11th Annual Texas Logistics Executive Forum
(senior executives from leading-edge firms in the DFW area will share their perspectives of the emerging business environment and potential future challenges)
American Airlines Conference Center

College's Online MBA Degrees Ranked "Best Buys"

Story credit: Alyssa Aber, UNT News Service

GetEducated.com has ranked the online Master of Business Administration degrees at the UNT as a best buys among schools accredited by the Association to Advance Collegiate Schools of Business (AACSB).

UNT's programs ranked sixth in the survey. GetEducated.com provides expert reviews, rating and ranking of distance degree programs. UNT offers two online MBA degrees focusing on marketing and strategic management; both were launched in the spring of 2007. UNT is the largest provider of online credit courses among Texas public universities, with almost 300 online courses planned for the fall 2010 semester.



"It is important for UNT to provide quality online education to enhance our course offerings, to provide a convenient delivery for those who travel or live afar and to offer students an additional method of learning the material," said **Dr. Randall S. Guttery**, associate dean for graduate programs in UNT's College of Business.

Approximately 580 business schools are accredited by the AACSB. The AACSB was founded in 1916 and is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting.

To see all of the online MBA program rankings, visit GetEducated.com.

CoB Students Win Third Straight National Logistics Challenge

A team of students from the College of Business has won the National Logistics Challenge for the third consecutive year.

The students, **Jessica Harris, Jin Zhao, Chris Eanes, and Jonathan Page**, all seniors in the logistics and supply chain management program, competed in the college-bowl style competition, which was held in Pittsburgh, Pennsylvania, on March 25.

During the multi-round challenge, teams of students are asked questions about the field of logistics and awarded points for correct answers. Logistics is defined as the portion of supply chain management that plans, implements, and controls the efficient, effective flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirements.

The team was sponsored by Transplace, a leading third party logistics provider that participates on the board of directors for the logistics and supply chain management program. The students were coached by **Dr. Ila Manuj**, assistant professor in the Department of Marketing and Logistics.

The UNT team has been a top competitor

at the Logistics Challenge for the eleven years that the team has been participating. They have won the competition six times, including this year, and only finished lower than 3rd once.

The National Logistics Challenge includes teams from the top logistics programs nationally, including Michigan State University, Grand Valley State University, University of Akron, Shippensburg University, Duquesne University, and Wayne State University.

The competition is in its 20th year and is sponsored by the national professional organization for logistics and supply chain management, the Council of Supply Chain Management Professionals (CSCMP) and the Pittsburgh Roundtable of CSCMP.

The UNT Logistics and Supply Chain Management program is the seventh largest program nationally. It was ranked 18th nationally in 2005 according to the Supply Chain Management Review. In 2009, the UNT program tied for 22nd global ranking in terms of research productivity by the Transportation Journal. The program offers degrees and specialization options at the undergraduate, graduate and doctoral level.



2010 National Logistics Challenge Champions

Pictured from left to right:
Jonathan Page, Chris Eanes, Jessica Harris, Dr. Ila Manuj, Jin Zhao

CoB Alum, Steve Player, Co-authors Business Forecasting Book

College of Business alumnus, **Steve Player**, has co-authored a book focused on the need of business forecasting in our turbulent economy.

The book, **Future Ready: How to Master Business Forecasting** is published by Wiley is co-authored by Steve Morlidge.

The book focuses on several practical questions, such as:

- What makes a good forecast?
- What period should a forecast cover?
- How frequently should it be updated?
- What information should it contain?
- What detail is needed for fast, comprehensive responses?
- What is the best way to produce a



forecast?

Player, founder and managing director of The Player Group, is program director for Beyond Budgeting Round Table in North America.

He has co-authored and edited five leading cost and performance management books. He served as the Managing Partner for the Advanced Cost Management Team of a global accounting firm and is a contributing

writer to Business Finance.

Both Player and Morlidge will lead workshops at the ninth annual Beyond Budgeting Conference to be held on April 21 – 23, 2010 at Omni Dallas Hotel at Park West.

For more information and to order the book, visit www.futurereadybook.com.



Steve Player, co-author of **Future Ready: How to Master Business Forecasting**, earned his BBA in Accounting from UNT in 1980.

Save the Date for College of Business Golf Tournament

The College of Business is set to hold its first annual Golf Classic on October 4 at Brookhaven Country Club. Money raised throughout this event will benefit students and help further the vision of being the leading comprehensive college of business in the North Texas region.

Alumni and supporters of the college are invited to participate as an individual player or in teams of four in this handicap tournament. There

will also be a “Dean Finley Graves Drive” and mulligans will be sold. In addition, there will be a dinner and silent auction.

Several opportunities are still available for sponsorships. For more information, please contact College of Business Advisory Board member **Jim Mewhinney** at james.mewhinney@morganstanley.com or visit the College of Business website.



ITDS and C-DIT Partner with Industry on Social Media

The ITDS Department and the Center for Decision & Information Technology (C-DIT) partnered with Chesapeake Energy Corporation and Pioneer Natural Resources to conduct a day-long seminar entitled “Social Media Collaborative Session.”

The session, held at the Gateway Center on UNT’s campus on February 25, was a follow-up to a survey on corporate use of social and collaborative media conducted by Chesapeake and Pioneer last fall.

The overarching theme for the session was business drivers and business value from corporate use of social media tools. It was attended by over 50 people from 26 companies in Texas and Oklahoma.

The session featured speakers from IBM, Microsoft, and Deloitte. Attendees also participated in facilitated round table discussions about the use of social media to facilitate both internal and external communication.

CoB KUDOS

Dr. Divesh Ojha received a \$5,000 Junior Faculty Summer Research Fellowship for summer 2010.

UNT, represented by students in our SHRM chapter, **Chrissie Rogers, Levi Campbell,** and **Rachel Ronque** won 1st in state at the HR games. Special thanks to **April Kuykendall** for sponsoring the group during competition.

Dr. Lew Taylor was selected to receive the Beta Gamma Sigma Outstanding Professor Award, which he will receive at the induction ceremony in April.

The following faculty have changes in rank:

Dr. Steve Swartz- Associate Professor, tenured
Dr. Ted Farris- Full Professor
Dr. Audhesh Paswan- Full Professor

Dr. Peyton Foster Roden was selected as a UNT Roving Professor. In this role, Dr. Roden will teach finance to other disciplines.

Dr. G. Ganesh was nominated for a UNT Distinguished Teaching Professorship for developing a one-of-a-kind system for training marketing students on analysis of marketing decisions. He has also been recognized by the American Marketing Association for his pedagogical expertise.

The following staff were recognized for their years of service to UNT:
Linda Branson- 25 years
Julie Willems-Espinoza- 5 years

College of Business Leads the Way

Faculty, staff and students earn honors, awards

ITDS Advisory Board Member and Ph.D. Candidate, Alex Pettit, Named CIO

Alex Pettit has been named as Chief Information Officer (CIO) for the State of Oklahoma. He was appointed to the position by Oklahoma Governor Brad Henry after a nationwide search. He will be responsible for oversight of all State computer and technology-related operations.

“Our national search attracted some great people, but I felt Alex Pettit was best suited to take on this challenging and important task,” said Governor Henry. “With his experience in the

public and private sectors, I think he will be ready to hit the ground running.”

Alex is a technology consultant based in Denton and is currently working as a systems project manager for Brown University in Rhode Island. Prior to this, he served as the Chief Technology Officer for the City of Denton for 10 years. Alex is also currently completing a Ph.D. in Information Sciences at the University of North Texas.

FIREL Student, Jo Dawn Watson, Receives \$5000 Scholarship

Jo Dawn Watson, a junior Risk Management and Insurance student, is the recipient of the Spencer Educational Foundation, Inc. scholarship given by the DFW chapter of the Risk and Insurance Management Society.

The \$5,000 scholarship is given to eligible students based on academic and extracurricular accomplishments.

The Spencer Educational Foundation, Inc. stimulates,



promotes and encourages promising undergraduate and graduate students of risk

management disciplines in fulfilling their educational goals by providing scholarship awards and educational grants.

An officer in the UNT Risk Management and Insurance Club, Watson plans to continue exploring all facets of the insurance industry. She hopes to one day be an underwriter for a large insurance carrier.

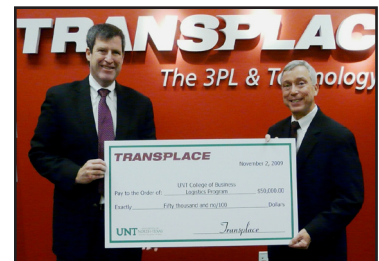
CLER Receives \$50,000 Gift from Transplace

The Center for Logistics Education and Research has received a \$50,000 funding commitment from Transplace, a leading third-party logistics provider.

The funding will be dispersed for five years at \$10,000 per year. A portion of Transplace’s annual gift will serve to sponsor the six-time National Champion UNT Logistics Team in the National Logistics Challenge.

Headquartered in Frisco, Transplace is the 3PL & Technology Company that provides comprehensive, executable logistics technology solutions with the goal of growing its customers’ businesses by optimizing the supply chain,

enhancing customer service and reducing total logistics cost.



Transplace CEO **Tom Sanderson** (left) and **Dr. Terry Pohlen**, Director, UNT Center for Logistics Education and Research (right) celebrate Transplace’s five-year commitment to support the center’s programs.

College of Business On the Scene

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At UNT, I learned how to be a change maker.



Melissa Denis created positive change. As a partner in KPMG's transition to a new management structure, she built, trained, and managed a team of 100 employees for a successful global work force. Early on at KPMG, she helped organize a highly successful KPMG advisory program that allowed clients to place more women on corporate boards and in leadership positions.

At UNT, we shape leaders who shape the future. Discover UNT.

www.unt.edu/leading

2

DENTON Business CHRONICLE
FEBRUARY 2010
www.denton.com/businesschronicle

Costly care
Strain of health care issues felt by employers, hospitals and medical centers

8 **Enterprising Voices**
A different sort of bubble

Looking for a new way to market your business?
Join other local businesses on DentonMarketplace.com

RESEARCH
SCIENCE, SCHOLARSHIP & THE ARTS AT THE UNIVERSITY OF NORTH TEXAS

3

HOW CAN WE MAKE MILITARY AIRCRAFT STRONGER?



Lawrence Chui

Lawrence Chui
Corporate Auditor

The research of Lawrence Chui, a doctoral student in accounting and a certified public accountant, may contribute to the development of tools to help auditors detect and prevent fraud in financial statement audits. His mentor is Mary Curtis, associate professor of accounting. Chui is examining the differences in misdeed between financial statement auditors and fraud and forensic specialists to identify factors that would improve an auditor's ability to address potential fraud in company financial statements.

Chui's honors include the 2009 American Accounting Association/Doctoree/J. Michael Cook Doctoral Consortium Fellow award and a 2008 Foundation for Applied Research grant from the Institute of Management Accountants.

Marilyn Wiley, senior associate dean in the College of Business and professor of finance, insurance, real estate and law, was senior associate dean and Adams Professor of Finance at Florida Atlantic University. Her research includes a widely cited study on information and volatility in futures markets in the *Journal of Finance*, the premier journal in the field.

4

SHAPING THE FUTURE OF CORPORATE FRAUD PROTECTION



A successful public accountant. Fully educated in corporate fraud protection. That's what you need to succeed in this industry. I've seen it all. Through my research at UNT, I've developed an online course that helps you understand the latest in corporate fraud protection. It's a course that will help you stay ahead of the curve. Contact me today to learn more.

Dr. Jonathan Fite, Associate Professor of Marketing, UNT

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Trucking rates poised for big increase
Rate spike would have a significant impact on North Texas' robust logistics industry

RATES ON THE RISE?

BY TERRY POHLEN WITH

Trucking rates, which are near historic lows, are heading for a big rebound. The questions are how big—and how soon?

The trucking industry has dramatically shrunk in the past two years, due to record-high fuel prices in 2008 and the recession of 2009. The number of national truckloads shipped with freight from only one customer—the biggest part of the industry—fell 5% from 2008 to 2009, according to the American Trucking Associations, a Washington, D.C.-based group.

Terrance Pohlen, an associate professor of statistics at the University of North Texas, said he believes trucking companies will not act until they know that demand has returned to a level that justifies the investment in new trucks.

Dr. Terry Pohlen, Associate Professor of Statistics, UNT

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Dallas Business Journal

GSCS Inc. gets new owner, CEO and name
Real estate developer
Stake in high tech firm

NEW LOOK

Dr. Chris Hanebeck, a faculty member in the Department of Marketing and Logistics at UNT, is the new CEO of GSCS Inc. He will be leading the company's efforts to expand its presence in the Dallas-Fort Worth area.

1. **Melisa Denis**, CoB alumnus and advisory board member, was featured in a university advertisement in the *Wall Street Journal*.
2. **Jonathan Fite**, adjunct professor in the department of Marketing, is a recurring contributor for *Enterprising Voices* in the *Denton Business Chronicle*.
3. **Dr. Marilyn Wiley**, Senior Associate Dean and **Lawrence Chui**, were featured in *UNT Research* magazine. Dr. Wiley was recognized as a new senior researcher to UNT and Mr. Chui was recognized as a top student researcher.
4. **Lawrence Chui**, Accounting doctoral student, was featured in a university advertisement in the *Journal of Higher Education*.
5. Department of Marketing and Logistics faculty members, **Dr. Terry Pohlen**, **Dr. Ila Manuj** and **Chris Hanebeck** were featured as subject matter experts in two *Dallas Business Journal* articles.

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businessCONNECTION

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Vist us online at:
<http://www.cob.unt.edu>

Have any interesting story ideas or things to share?

Please contact Christina Aguilar, Director of Marketing and Communications, at 940-369-8450 or email Christina.Aguilar@unt.edu

<p>DEAN O. Finley Graves, Ph.D.</p> <p>SENIOR ASSOCIATE DEAN Marilyn Wiley, Ph.D.</p> <p>ASSOCIATE DEAN FOR GRADUATE PROGRAMS Randall S. Guttery, Ph.D.</p> <p>ASSOCIATE DEAN FOR OPERATIONS Cengiz Capan</p> <p>ASSISTANT DEAN FOR UNDERGRADUATE PROGRAMS Desiree Robison</p> <p>DIRECTOR OF THE Ph.D. PROGRAMS & RESEARCH Niranjan Tripathy, Ph.D.</p>	<p>CHAIR, DEPARTMENT OF MANAGEMENT Vicki Goodwin, Ph.D.</p> <p>CHAIR, DEPARTMENT OF ACCOUNTING Don Finn, Ph.D.</p> <p>CHAIR, DEPARTMENT OF ITDS Mary Jones, Ph.D.</p> <p>CHAIR, DEPARTMENT OF MARKETING AND LOGISTICS Jeff Sager, Ph.D.</p> <p>CHAIR, DEPARTMENT OF FIREL Marcia Staff, J.D.</p>
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