

December 2016

### **CSULB Honored in Vietnam**

On November 11, 2016, in Hanoi, Vietnam, Dean Michael Solt was presented the Commemorative Medal "For the Cause of Education" by the Ministry of Education and Training (MOET) of Vietnam at the 60th Anniversary Celebration of the National Economic University, Hanoi (NEUH). This is the highest honor awarded by MOET to recognize individuals who have made important contributions to the country's education. Jeet Joshee, CSULB Associate Vice President for International Education and Dean of the College of Continuing and Professional Education, also received the Commemorative Medal.



*From left: Dean Solt, Provost Jersky and AVP Joshee*

In the accompanying picture, Dean Solt and AVP Joshee are shown holding the plaques memorializing their awards. They are joined in the picture by Brian Jersky, CSULB Provost & Senior Vice President. Provost Jersky attended the anniversary celebration and signed a Memorandum of Understanding with NEUH to create a

“2+2” program. In this program, NEUH students will take their first two years of study at NEUH before transferring to CSULB to complete their degrees in CBA.



*NEUH's 60th Anniversary Celebration*

NEUH celebrated its 60th anniversary (1956 - 2016) with an excellent and well-attended ceremony that featured many prominent government and education figures. At this ceremony, NEUH received the First-class Labour Order from the Vietnamese government for the second time. This marked a milestone in the path of development for the university and was recognition of NEU's superb achievements in providing talented and high qualified graduates to the Vietnamese economy.

It was our pleasure to welcome you to visit the National Economics University on that special event. We do hope that you were satisfied with our reception those days.

For the past decade, CBA has worked with NEUH on Advanced Programs in Finance and Accounting. At the 60th Anniversary Celebration Professor Dr. Tran Tho Dat, President of NEUH, said, “On behalf of the National Economics University,

I would like to extend a sincere thank for taking time to attend the NEU 60th anniversary ceremony.... I would like to express our appreciation for your support and collaboration over the past years. We strongly believe that our partnership will reach fruitful results in the coming years.”

## DEAN'S UPDATE

### CBA Staff Recognition: Ali Chu



*Ali receiving her retirement gift from Dean Solt at the CBA Holiday Luncheon*

After serving the University for 30 years, Ali Chu is retiring at the end of this semester.

Ali joined the University in 1986 as a Grants and Contracts Administrator in the CSULB Research Foundation. In 1998, she moved stateside and joined General Accounting, followed by the Provost's Office in 1999. Ali joined the CBA family in 2008 and has proudly served as ASM for the past eight years.

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“It has been a great pleasure working with Ali all these years,” said Dean Solt.

“When she came to CBA in September 2008, shortly after I arrived in June of that year, she immediately provided the stability and accountability in college budgeting that improved operations in every department and office in the college. Without Ali’s management, it would have been very difficult, if not impossible, to get through the very difficult 2008-2012 period of financial crisis that engulfed the university.”

During the course of her career, Ali has given her best to both CBA and the University. “She has the trust of each and every person in the college, and has great respect among all administrators across campus,” adds Dean Solt. “She is a person of great integrity and runs CBA budgets in an ethical and responsible manner. There is only one way that Ali does things, and that is the ‘right’ way. I am pleased to have been able to work with her and I wish her all the best in the next chapter of life. She deserves the best!”

Ali has been married to her husband, Bill, for 31 years, and has two children, Denysia and Nathan. Nathan, a CBA alumnus, received his MBA in 2016. A seasoned world traveler, Ali plans to spend her retirement circling the globe. She is currently planning an upcoming trip to the South Pacific this March. Ali’s last day is on December 23, 2016. Be sure to stop by and wish her Bon Voyage!

## **CBA Student Organizations Update**

### **ABSOC's Honda Awareness Day**

The executive board of the Associated Business Student Organization Council (ABSOC) and all presidents of student organizations within CBA have agreed to partner with American Honda Motor Co., Inc. to assist in a current crisis to identify Honda and Acura vehicles affected by the Takata Airbag Inflator Recall. American Honda Motor will give the campus organizations a \$25 contribution for every affected vehicle that is successfully repaired.

The goal of the campaign is to engage with affected drivers and encourage them to complete their recall to minimize the risk of a fatal accident due to a manufacturing error, while providing students with an opportunity to receive real world experience with a reputable company. ABSOC President Jorge Guevara, Vice President Luis Carcano, and Vice President of Student Services Nataly Valerio have accepted the challenge to push this project forward.

Many vehicles may be subject to the Takata Airbag Inflator Recall, specifically various Honda and Acura models ranging from the year 2001-2016. The Takata Airbag Inflators can produce excess pressure upon deployment, causing the inflator to rupture. Fragments from ruptured inflators may injure the driver or other passengers in the vehicle resulting in serious injuries or possible death.

On Wednesday, November 16th, the Associated Business Students Organization Council hosted an event in collaboration with American Honda to generate brand awareness with their new car models and encourage traffic safety with their older models through its mission of repairing vehicles affected by the Takata Airbag Inflator recall. American Honda showcased three of its most popular vehicles to CSULB students: the Civic Hatchback, Civic Coupe, and the Acura NSX supercar. Students were invited to observe the cars up close, take pictures, and ask questions relevant to the Honda or Acura brand.

During the event, student leaders from ABSOC organizations such as Nathan Ho and Ginny Kosalaskasam from the International Business Association, along with Honda representatives, collected the information of current loyal Honda and Acura drivers in an effort to identify and begin the repair process of affected vehicles. Honda sponsored a raffle for these student drivers that included the top prize of two Kanye West concert tickets, a smart-watch, and a wireless Bluetooth speaker. ABSOC will receive a \$25 donation for every vehicle repaired through the council's referrals. To learn if your vehicle may be affected please visit [Hondaoutreach.com](http://Hondaoutreach.com).

*Submitted by Nataly Valerio, ABSOC VP of Student Services*

### **American Marketing Association Updates**



*2016-2017 ABSOC Officers*

This past semester, the American Marketing Association (AMA) focused on providing members with a mixture of experiences that provide professional and personal growth through the use of CBA's student-run marketing agency, professional speakers, workshops, and networking opportunities. These experiences complement the university's academic curriculum and enhance in class lessons by providing real life activities.

The new and improved theme for the year is "Discover Your Brand." This theme is the basis for AMA's goal of helping members define themselves as the professionals

they want to be before entering the workforce. AMA also encourages members to discover their brand by finding their passions, then finding jobs for them that integrate these passions. As of today, AMA pledges to fulfill these aspirations throughout the year to prepare our members for the ever-changing world of business. Some of the activities that AMA has conducted to reach these goals are:

- **Annual AMA Western Regional Conference**

- AMA annually hosts a conference in collaboration with other western chapters where members network and learn about specific marketing topics. All those in the western region are invited to the conference and the average attendance is 100+ students.

- **Community Service Activities**

- AMA has participated in a number of walks and marathons in support of non-profits such as Megan's Wings, Be The Match, Walk to End Alzheimer's, Pet Literacy etc.

- **Professional Development**

- This past semester AMA hosted 8 speaker events, 3 workshops, 4 marketing agency firm tours, and 2 alumni panels for members to learn more about getting jobs after college as well as what skills are essential for the most sought after marketing jobs.



*AMA students participate in the Annual AMA Western Regional Conference*



*AMA students participating in the 2016 Be The Match Walk+Run on November 19*

*Submitted by Crystal Sida, AMA President*

### **Information Systems Student Association Updates**

This Fall semester was a test of impromptu leadership capabilities for the ISSA executive board. With the counsel of former President James Lam, ISSA was able to grow from 10 to 26 paid members, compared to last year. Despite the rush and crisis in leadership, the current e-board came together as a unit and offered the best experience possible for club members. ISSA accomplished this feat by implementing a reward system that acknowledged participating member's dedication to the organization, recognizing its e-board strengths despite titles, and redefining its club culture.

Furthermore, ISSA successfully partnered with ABSOC groups and ASI representatives for hiking events and Honda Recall volunteer work. Hiking events have been the organization's primary hub of networking with numerous student leaders. ISSA also participated in numerous ABSOC group fundraisers and extended its hand to the College of Engineering by partnering with the Association for Computer Machinery (ACM), a computer science club with likeminded STEM Majors.

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As a result of all the hard work from the executive board members (James, Rafael, Max, Van) and Faculty advisors Spiro Samonas, and Michael H. Michael. Chung, ISSA successfully merged with AIS (Association for Information Systems) as an international organization. This makes ISSA the 2nd CSU organization to be initiated as a fully-fledged student chapter. ISSA will be rebranding its name to suit the AIS merger. To top it all off, the organization has added four new board members for the oncoming spring semester with young talented and qualified IS students



*ISSA students participating in a hiking networking event*

*Submitted by Rafael Vasquez Jr., ISSA Co-President*

## **Linda J. and Kenneth J. Cordle Scholarship**



Linda and Ken Cordle recently made a seven figure bequest gift to create an endowed scholarship to support accounting students. Linda is an alumna of the CBA (class of 1977) and holds a BS in accountancy. Her husband, Ken, is an alumnus of San Diego State University and also holds a degree in accountancy. Together they run their accounting firm, Cordle & Associates in Huntington Beach.

The Cordle's feel a strong connection to CSULB and want to give back by supporting its students. They want to provide assistance to future generations of students by making a direct impact of reducing student loans. They feel that providing scholarship support will help reduce the amount of debt a student carries after graduation. Because they believe so strongly in supporting students, the Cordle's will begin funding the endowment next year with annual support. This will allow them to see the impact their gift will have firsthand. Ryan McKinney, Director of Development for the CBA, assisted Linda and Ken with making their wish of supporting students come true and is excited to introduce them to their first scholarship recipient in the next academic cycle. While working with Linda and Ken on the gift, Dean Solt was able to thank them directly and express how much this gift

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will transform a student's life. The Dean expresses his gratitude on behalf of all students and is looking forward to a lasting relationship.

## Second Annual Graduate Alumni Mixer



*Alaine Weiss, MBA Advisory Board member and former Assistant Director of Graduate Business Programs, poses with Evening MBA alumni and current students*



*AMBA 9 alumni pose for a photo booth picture*

On Saturday, November 12, **CBA Graduate Programs** welcomed over 100 alumni to its second annual alumni mixer. The CBA courtyard was lit up with music, lights, and lots of alumni and current graduate students representing all of CBA's graduate

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programs including those from the MAGL program. The evening started out with lots of greetings, hugs, and old friends catching up. Attendees included Karl Strandberg who graduated in 1968 as well as alumni from the 1980's and 1990's.

The mixer included the introduction of the new MBA Advisory Board, which will have its inaugural meeting on January 24, 2017. The board includes Ben Arnold (class of 2013), Barbara Barcon (class of 1984), Jim Eaton (class of 1987), Sharon Eshett (class of 1992), Jason Martinez (class of 2013), Brett Rohring (Director of Sustainability at Disney), and Alaine Weiss (former Assistant Career Director for graduate programs).

The mixer also honored Barbara Barcon as the 2016 Honored Graduate Alumnus. Barbara was the CFO at Hughes Electronics and PG&E. She continues to be actively involved with CSULB through the Innovation Challenge, the International Collegiate Business Strategy Competition, and as a board member of the new MBA Advisory Board.

Attendees had the opportunity to enter their names in a raffle for prizes as well as sign up to be involved in graduate programs through activities such as guest speaking in classes, mentoring a student, contributing to networking events, and much more. The feedback from current students was very positive; they appreciated the opportunity to connect with the CBA Graduate Alumni network.

## SCPD Updates



SCPD opened the 2016-2017 academic year with a new staff member. Shayleen Fay replaced long-time Program Coordinator Eve Espindola who left in May after receiving her MBA. The Corporate Mentoring Program kicked off in September with 70 students and 70 mentors. Sixty-four students were able to go to the Leadership retreat and were accompanied by eight alumni, five mentors and, of course, Howard and Shayleen. No one would have ever guessed that it was Shayleen's first retreat as it was superbly organized and went off without a hitch, except for both buses being late for the return trip to campus (one broke down and one got lost).

The Junior Mentoring Program kicked off in October with a record 45 students and 45 mentors. JMP is seeing benefits from the JMP to CMP pipeline as 27 of the 45 mentors are alumni of one or both mentoring programs.

Community Scholars kicked off on November 19th with its first 3-hour training session. A second 3-hour training is planned for December 9th. This year the program has expanded to a second inner-city high school, Long Beach Polytechnic. Group mentoring at the schools will begin in January and will continue through April, culminating in a visit to the CSULB campus and attendance at the SCPD Awards Banquet.

This semester SCPD reduced the number of professional development workshops it offered in order to focus on those the students rated most highly. Total attendance at the workshops will be down significantly from prior periods due to the campus-wide adoption of the EAB advising system which replaced the Simplicity system SCPD

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used previously. Not only were databases lost, but communicating workshop information using EAB was difficult and ineffective. To overcome this, SCPD joined BeachSync and solicits new members weekly to join the org. This provides SCPD with a much better vehicle for communicating workshops and other information to SCPD members.

Behind the scenes, SCPD has embarked on a strategy to grow its programs and make them available to more students. This month it did its first workshop video shoot. It is hoped that the edited version will be of sufficient quality to post on YouTube. SCPD is accelerating and simplifying the application process for JMP and CMP making it possible for participants in JMP to move smoothly into CMP without having to file another application or go through another interview. With the help of our program alumni SCPD is stepping up its recruiting efforts to get more students to participate in its programs. And SCPD is creating what it hopes will be a self-sustaining continuity whereby pre-business students join SCPD to attend the workshops, become Community Scholars as juniors or seniors, join the Junior Mentoring Program, transition smoothly into the Corporate Mentoring Program, graduate and become Junior Mentors and after five years become Corporate Mentors. Not everyone will want to follow that path, but it doesn't take many to create a cycle that promotes continuous growth. Stay tuned.



### **Ethics Across the Curriculum and Research Stipend Recipients Announced**

Through its annual Ethics Across the Curriculum program, the Ukleja Center for Ethical Leadership grants \$3,000 stipends to faculty members who integrate a 3-hour ethics module into their courses. The review committee, chaired by Kathleen Lacey, Faculty Director of the Ukleja Center, selected the following 14 faculty stipend recipients for 2016-2017:

- Rachel Blaine – Ethical Considerations for Future Registered Dietitian Nutritionists (Family and Consumer Sciences – Nutrition and Dietetics)
- Maria Claver – Ethical Considerations Regarding End-of-Life Issues (Family and Consumer Sciences – Gerontology)
- Nat Hansuvadha – Shaping Special Education Teachers' Mindsets: Ethical Decision-Making for Students with Disabilities (Advanced Studies in Education and Counseling)
- Heloiza Herscovitz – Ethics in Literary Journalism (Journalism and Mass Communication)
- Pei-Fang Hung – The Ethical Decision-Making Process in Speech-Language Pathology in Health Care Settings (Speech-Language Pathology)
- Andrea Johnson – Students Creating an Ethical Learning Environment in a Mathematics Classroom (Mathematics and Statistics)
- Jeff Kress – Ethical Issues in Sports (Kinesiology)
- Jung Mee Mun – Ethics in Fashion Product Development: Socially Responsible Design (Family and Consumer Sciences – Fashion Merchandising and Design)

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- Danny Paskin – Ethics in Social Media: An Online Primer for Students (Journalism and Mass Communication)
- Amy Cabrera Rasmussen – Putting Your Knowledge to Work: Ethics, Research, and Political Science Careers (Political Science)
- Cheryl Rock – Ethical Ramifications of Counterfeit Food and Food Fraud (Family and Consumer Sciences – Food Science)
- E. Gerrie Schipske – Ethical Dilemmas of Human Resources Management Relative to the Process of Recruiting, Selecting, Training, and Retaining Employees (Health Care Administration)
- Cory Wright – Ethical Reasoning in Philosophy and Film (Philosophy)
- Yun Yin (Susan) Zhong – Human Exploitation: Ethical Dilemmas in the Hospitality and Tourism Industry (Family and Consumer Sciences – Hospitality Management)

To augment its research pillar, the Ukleja Center is also offering \$5,000 stipends to faculty to support original ethics research and contribute to the body of knowledge in disciplinary and interdisciplinary ethics. The review committee, chaired by Brenda Freshman, Research Director of the Ukleja Center, is pleased to announce the following 2016-2017 stipend recipients:

- Niloofar Bavarian: Pharmacological Cognitive Enhancement: Examining the Ethical Principles Guiding College Students' Abstention (Health Science)
- Gwen Shaffer: How Mobile Phone Surveillance Contributes to Digital Inequalities for Disadvantaged Urban Residents (Journalism and Mass Communication)

All of the above award recipients will be honored at a luncheon in the spring at which they will have an opportunity to share how their modules and research are infusing ethics across the campus. Ukleja Center advisory council members, deans of the awardees' colleges, and the review committees will also be invited to attend the celebration.

## Ethics at The Beach Workshop for Students

The Ukleja Center for Ethical Leadership, Associated Business Students Organization Council, and Student Center for Professional Development are partnering to offer the 11th annual Ethics at The Beach workshop for students on March 3.

Focusing on a theme of "Having the Courage to Do the Right Thing," the event will be held from 8:30 a.m.-12 p.m. in the USU Ballrooms. All academic majors are welcome to attend!

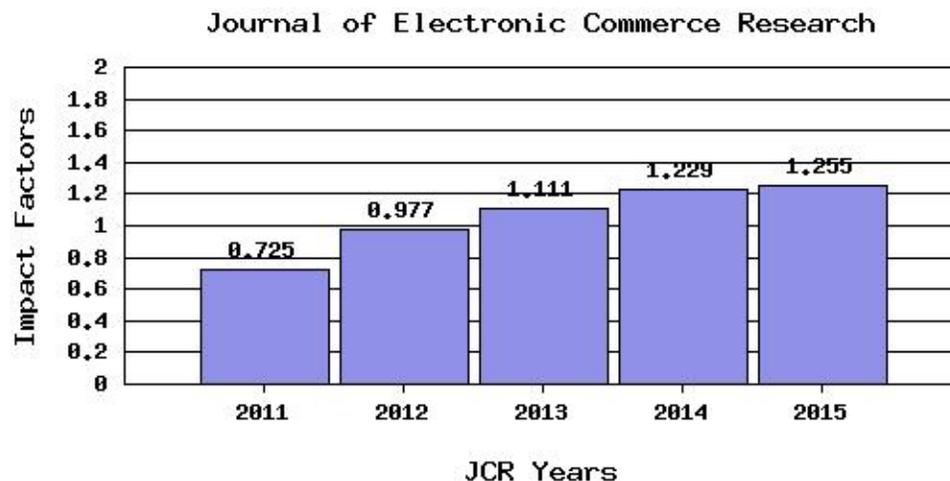
The workshop will feature two outstanding presenters:

- Dr. Kathleen Lacey – Faculty Director of the Ukleja Center and CSULB business ethics professor sharing a framework for ethical decision-making; and
- Alexandra Billings-Blankenship – Actress playing Davina on Amazon's award-winning Transparent series (among many other acting credits), singer, CSULB theatre arts professor, and second openly trans woman to have played a transgender character on television
- Thanks to the support of our event sponsors – Boeing, KIND, Target, ASI, and 49er Shops – students can attend the workshop and enjoy continental breakfast for only \$5. **Online registration will open on February 1.**

## Get Involved with the Journal of Electronic Commerce Research (JECR)

The [Journal of Electronic Commerce Research \(JECR\)](#) is a quarterly peer-reviewed (double blind) journal with both paper and electronic publication. It provides an international forum for researchers and professionals to share their knowledge and report new advances on all topics related to electronic commerce theories and applications. The journal focuses on electronic commerce including their theoretical foundations, infrastructure, and enabling technologies.

In 2011, JECR was selected for coverage in the Current Contents/Social and Behavioral Sciences (CC/S&BS) and Social Sciences Citation Index (SSCI) by Thomson Reuters, and in Scopus by Elsevier. JECR has been continuously seeing an upward trend on the SSCI impact factor of the journal since its inclusion in 2011 (see chart below). The current Impact Factor is 1.255. Also, the journals that cited JECR the most are elite and high quality journals such as Journal of Marketing, Journal of Consumer Research, and MIS Quarter, to name the top three. The hosting of a well-recognized SSCI indexed journal by CBA will certainly enhance the recognition and impact of the college.



The Journal strongly encourages electronic submissions to expedite processing and to advise authors of their paper status. The target turnaround time is 4 months from submission. Please contact Dr. Melody Kiang, Editor-in-Chief at [Melody.Kiang@csulb.edu](mailto:Melody.Kiang@csulb.edu) for more information.

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*Happy Holidays*

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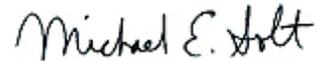


Greetings from the College of Business Administration

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We hope you have enjoyed this look back at the gatherings and events from different areas of the College of Business Administration. As this year comes to a close,  
we wish you and your family a very Happy Holiday Season.

*Please visit our [new website!](#)*

A handwritten signature in black ink that reads "Michael E. Solt". The signature is written in a cursive style with a large initial 'M'.

**Michael E. Solt**

Dean, College of Business Administration