Welcome

In the not too distant past there was a Department of Economics and Business on our campus that became the Division of Economics and Business about a decade and a half ago. Now we are proud to say that we are the School of Economics and Business (SEB). Since 2011, we are also proud to have accreditation from the Association to Advance Collegiate Schools of Business (AACSB), placing the SEB among the less than 5% of the world’s educational institutions to have achieved this status, one of the most prestigious indicators of academic excellence that can be achieved by any college or university’s business school.

To achieve this level of excellence, we have a faculty highly respected in their fields and offer a range of traditional but extremely desirable courses with opportunities for each student to receive individualized support and attention. Extracurricular student organizations of distinction present additional opportunities for all students to be involved with faculty members.

The School of Economics and Business at SUNY Oneonta will continue to grow along its path of excellence. Along with strengthening our core subjects, we will offer new courses and programs as opportunities allow. We would welcome any opportunity to discuss our current status and our hopes for the future with you. The future looks bright indeed for the new School of Economics and Business at SUNY Oneonta!

David C. Yen, Professor
Dean of School of Economics and Business
**STUDENT HIGHLIGHTS**

**Student Advisory Council**

In Fall 2013 the School of Economics and Business restructured its Student Advisory Council consisting of 14 students from within the college. The council was involved in its first t-shirt sale fundraiser promoting the school itself. The Student Advisory Council will continue other fundraising ventures into the spring semester along with events and community service projects. Recently, seven members have joined SAC to take the place of those who have graduated. These new members are Ryan Dragunat, Marlaena LeMaitre, Abigail Renneman, Jennifer Rushlow, Erin Ruth, Kyle Sisco, and Kelly Van Deusen.

**Julia Fremante Wins NYSEA**

Award for Best Student Paper Fall graduate and business economics major, Julia Fremante, presented her senior thesis titled, “The Effects of the 2007-2009 Financial Crisis on the Cointegration Relationship between Stock Markets” at the New York State Economics Association Annual Meeting in October. Her paper examined the cointegration of major stock markets around the world before, during, and after the financial crisis. Her mentors were Dr. Dona Siregar and Dr. Paul Bauer. For her work, she received the NYSEA’s Outstanding Student Paper award.

**Fed Challenge Team Receives Honorable Mention**

The College Fed Challenge team received an honorable mention in the semi-final round of the competition held in New York City on November 18. The team received a score of 18 out of 20, and will receive a glass trophy with the College’s name engraved on it. The team will make its presentation before the Business Advisory Council on December 7. Other schools earning an honorable mention include Siena College, SUNY Genesee, and Baruch College. Iona College and Pace University advanced to the final round.

**Beta Gamma Sigma**

Several students were inducted into the Beta Gamma Sigma International Honor Society this semester. Business Economics Majors: Daniel Adler, Angelica Aldana, Jordana Alhante, Anthony Carlson, Phil Chieco, Julia Fremante, Rachel Kowalski, John Perruna, Lindsay Rose, Daniel Snyder, David Stanton, Adam Szelkowski, Katherine, Tighe, Kelly Van Deusen, Jennifer Volpe. Professional Accounting Majors: Ryan Dragunat, Brandon List, Daniel Lounsbury, Charlene Nelson, Natalia Poljak, Bryan Schlesier, Michelle Rosenberg, Marena Vigilante. These students received recognition and an invitation by ranking in the top 10 percent of the baccalaureate programs at AACSB-accredited schools.

**Chi Alpha Sigma**

Four students from the School of Economics and Business were inducted into this year’s class of Chi Alpha Sigma, a national honor society recognizing student athletes with high academic performances. Inductees must have achieved junior or senior standing with a GPA of 3.4 or higher while completing at least two years as a varsity athlete. The following athletes maintain outstanding academic achievement and portray moral character, good citizenship, and leadership to other athletes: Mariel Doyle, Cross Country and Track & Field; Matthew Knapp, Lacrosse; Marlaena LeMaitre, Cross Country and Track & Field; Sarah Longto, Basketball.

**Student Research & Creative Activity Day**

BGS Student Leadership Forum

Jessica Silsbe, a Business Economics major with a minor in Economics and concentration in Marketing, was asked by Dr. Yen and Dr. Buchan to be the first member of our Beta Gamma Sigma chapter to represent SUNY Oneonta in the semiannual Student Leadership Forum in San Antonio, Texas. This opportunity gave her a clearer insight regarding her personal and professional plans for the future.

VITA

Throughout the course of this semester, over two dozen SUNY Oneonta students have volunteered their time to the community of Oneonta by participating in the Volunteer Income Tax Assistance (VITA) Program. After they passed a rigorous IRS certification, students filled out tax returns for lower income community members. Thanks to the dedication and leadership of SUNY Oneonta Professor William “Jeff” Weinell, alongside students Lourdes Paulino and Renee Greenspan, the program flourished and will continue to benefit the community for years to come.

OnMark Students Place in Top 10 at Conference

SUNY Oneonta’s chapter for the American Marketing Association (AMA), OnMark, recently traveled to New Orleans, Louisiana for the AMA’s 36th Annual International Collegiate Conference. The conference, held April 10th-12th, was filled with valuable information for members of the club with majors such as fashion merchandising, communications, business economics, economics, music industry, and more. OnMark moved up this year in placement, ranking in the top ten among the silver chapters instead of the bronze chapters as in the year prior. OnMark is seeking to coordinate future events with the SAC for semesters to come.

Dr. Stephen Walsh and students at AMA Conference

Eight SEB Students Awarded “Best & Brightest” Distinction

A reception was held on Tuesday, April 27th in the Hunt Union Ballroom to recognize the winners of this spring’s Best & Brightest Awards. Eight students from the School of Economics and Business were recognized: Angelica Aldana (Business Economics), Michael Coleman (Economics), Mariel Doyle (Economics and Mathematics), Sarah Longto (Business Economics), Daniel Lounsbury (Professional Accounting), Natalia Poljak (Professional Accounting), Jennifer Rushlow (Economics and Environmental Science), and Jessica Silsbe (Business Economics).

Student Recognitions

Jessica Silsbe — The Outstanding Senior in the School of Economics and Business AND the Outstanding Senior in the Management, Marketing and Information Systems Department

Mariel Doyle — Carson Award (The Robert B. Carson award is given to the student who submits the best thesis in the Senior Seminar in Economics)

David Stanton — The Outstanding Major in Business Economics.

Christopher Rollo — The Outstanding Senior in the Economics, Finance and Accounting Department AND the Outstanding Senior in the Professional Accounting major

Students in portfolio management class (FINC 333) presented their investment research report in front of the Board of the SUNY Oneonta College Foundation on April 17, 2014. Students provided both qualitative and quantitative analysis and made investment recommendations. Students are: Aldana Angelica, Coleman Michael, DeMarco Cristina, Malik Narainman, Rehm Trevor, Christopher Rollo, Ariel Rosero, and Daniel Worden.

Students Present Investment Report to College Foundation Board
Dr. William O’Dea, EFA Chair

Dr. O’Dea envisions many new goals for SEB to ensure continued success. The first project he would like to complete is the establishment of a finance major, which he believes will attract more students interested in the field. Second, he would like to strengthen the economics major by adding resource economics as an elective, which would focus on nonrenewable resources and become a continuation of our newly formed environmental economics course. Lastly, he wanted to be able to offer a concentration in operations research to expand the opportunities for the students within the SEB.

Dr. Izabella Lokshina, MMI Chair

Dr. Lokshina enjoys participating on close-knit teams which is one of the reasons she enjoys working at SUNY Oneonta. Dr. Lokshina believes the SEB is off to an extremely successful start. The organic and dynamic culture has proved that the SEB is moving into a positive future state. She wants to maintain the high status of the school’s accreditation, while continuing to expand and grow through additional majors and concentrations. She is looking forward to cultivating the new opportunities on the horizon and to teaching all her “wonderful students.”

Dr. Jing Yang, Our Newest Member

Why did you choose to teach at SUNY Oneonta? One of the things that stood out to me was the nice campus and friendly environment that SUNY Oneonta has to offer. What is your favorite general experience at Oneonta? It gives me great joy to be able to communicate with all the students. I like how involved and motivated they are to succeed. Where do you see The School of Economics and Business heading in the near future? Definitely growing, even though I haven’t been here very long I can see the effort that students and faculty put into this college.

Life of the Mind

Four faculty members from the School of Economics and Business gave poster presentations at The Life of the Mind Faculty Showcase on November 7th. The event showcased 65 projects representing the work of over 100 authors and co-authors. Paul Bauer & Geoffrey Gerdes “Network Economies and Innovation: Lessons from the Transition to Check 21”; Barbara Durkin “Gigonomics and the New World of Employment – Strategies for Success”; Tran Tran “National Brands or Private Brands? A Regulatory Focus Perspective”; and Stephen Walsh “Implementing the Organizational Sales Plan”.

Retirement

On May 30th, Ms. Barbara Sobers, Secretary for the Departments of EFA, and MMI retired. Ms. Sobers has worked at the College for 33 years and has been our department secretary for the last nine. Running an academic department has been compared to herding cats, a comparison that cats probably don’t appreciate. Without Ms. Sobers’ many contributions our departments would not have functioned anywhere nearly as well as they have. She has always been willing to go beyond the strict requirements of her job to help students and faculty. She will be greatly missed.

Highlighted Publications


Dr. David C. Yen co-authored 17 articles which have appeared in print in 2013 and early 2014. Dr. Yen has an active research agenda and his recent publications appear in a number of journals including Information & Management, International Journal of Information Management, Total Quality Management & Business Excellence, among others.
SUNY Oneonta began the academic year with three new deans—and a mission-critical restructuring from two large academic divisions to five schools: Economics and Business, Arts and Humanities, Social Science, Natural and Mathematical Sciences, and Education and Human Ecology.

Three founding deans joined the college over the summer. Dr. Venkat Sharma, dean of the School of Natural and Mathematical Sciences, came from the University of West Alabama, where he was the dean of the College of Natural Sciences and Mathematics. Dr. Susan Turell, dean of the School of Social Science, came from Clarion University of Pennsylvania, where she was the associate provost. Dr. David Yen, dean of the School of Economics and Business, came from the Farmer School of Business at Miami University of Ohio, where he was the Raymond E. Glos Professor in Business and director of the China Business Program.

College Provost Maria Thompson, who has guided discussions resulting in the reorganization since joining the college in 2011, said the rapid restructuring is testament to the faculty’s commitment to creating a student-centered learning community. “If we can bring into being five schools in two years, there’s absolutely nothing we cannot accomplish together.”

**SUNY Oneonta Among 25 Best Value Colleges**

Kiplinger’s Personal Finance magazine has named SUNY Oneonta to its 2014 list of “25 Best College Values Under $30,000 a Year.” The 2014 rankings, released March 3, recognize four-year schools across the country that deliver academic quality and affordability. SUNY Oneonta sits at No. 19 on the list. “This is good news not just for the college, but also for our students and their parents. In the last few years, we’ve implemented a strategic plan around teaching and learning, increased undergraduate internship opportunities, and emphasized the transformative role of philanthropy in the success of our students,” said Director of Communications Hal Legg. “Gaining recognition from Kiplinger’s as a ‘Best College Value’ validates efforts like these to ensure that SUNY Oneonta remains a college of first choice.”

To assess quality, Kiplinger’s uses a number of measurable standards, including the admissions rate, the percentage of students who return for sophomore year, the student-faculty ratio and the four-year graduation rate. Cost criteria include low tuition, abundant financial aid and low average debt at graduation. SUNY Oneonta is consistently recognized for providing an excellent education at an affordable cost. The college has been named to the Kiplinger’s list of “100 Best Values in Public Colleges” for eight consecutive years, was
ranked No. 2 on the 2014 Kiplinger’s list of “10 Best Public Colleges With Lowest Debt at Graduation” and sits at No. 16 on the 2014 U.S. News and World Report list of the best public institutions in the region.

SUNY Oneonta’s 125th Commencement

The Class of 2014 was honored at SUNY Oneonta’s 125th commencement on Saturday, May 17. A total of 1,513 students were expected to be awarded degrees. More than 1,000 participated in the annual ceremony, which include graduates who completed the requirements for bachelor’s degrees, master’s degrees and certificates of advanced study in the summer or fall of 2013 or the spring of 2014.

The number of students graduated in Spring 2014 with Professional Accounting, Business Economics, and Economics major from SEB was 20, 114, and 3, respectively. The number graduated in Fall 2013 with Professional Accounting, and Business Economics was 5, and 31, respectively.

Course Development

Undergraduate programs proposed are Finance Major, Marketing Major, Supply Chain Management Concentration, MIS concentration, and Entrepreneurship concentrations.

Graduate programs proposed are Master of Business Administration in Leadership, Master of Science in Business Analytics, Master of Science in Accounting, Master of Science in Financial Planning and Services, and Master of Science in Environmental and Natural Resource Economics

These programs were developed by faculty members in the School of Economics and Business to meet the changing needs of our students and the business community. They were submitted to the Provost as part of the college-wide academic program demand analysis performed by Noel-Levitz, a higher education consulting firm. Although these programs and courses have been proposed, they are not officially offerings of the college and still need to go through a process of review and approval before students can be enrolled in them.

Employment Facts and Figures

Brief information about employment collected from SUNY Oneonta’s alumni is presented in the following charts. Data are collected from “Alumni’s Current Salary in Fall 2013 Survey”

Initial Employment by Field

Current Employment Income

Donation

If you would like to make a gift to the SEB, please do so online at http://www.oneonta.edu/seb/gift.asp
BUSINESS ADVISORY COUNCIL HIGHLIGHTS

By Jamie Reynolds

As a member of the Business Advisory Council to the School of Economics and Business, I see our role being instrumental in helping forge and develop these initiatives. Members provide real world experience that can help guide the college with current trends in employment, recruitment and desired skills. Members provide access to a diversity of industries, and many are alumni, providing a unique connection to the college and its students.

As the market place remains ever competitive, utilizing strategic partnerships by industry with BAC members and alumni will be a unique advantage for SEB students. And with the college participating in the renewed business development efforts underway, new partnerships can be forged that will not only benefit students, but will provide new connections with the college that can only grow into mutually beneficial relationships.

Jamie Reynolds is a 1986 graduate of Cornell University and is a SVP and Regional Executive for NBT Bank. He is the president of the Oneonta City School Board, the secretary of the Otsego County Development Corporation and a member of the Business Advisory Council of the School of Economics and Business at SUNY-Oneonta. He resides in Oneonta with his wife and two daughters.

By Scott Salmirs

Although it appears that the economic climate is improving, the job market remains tight. Graduates must have every advantage in order to secure a good job. And although the SEB and its alumni have to do their part in preparing students, the students must take responsibility as well. There is a direct relationship between the overall college experience and the effort and interest level of the student. In preparing this piece, I was asked to give advice to today’s SEB students. My advice is simple and straightforward. Don’t be passive. Make your own opportunities. The SEB and SUNY Oneonta as a whole are rich in resources. In addition to all of the programs and clubs, there are professors willing to give time and guidance and a strong alumni network that can be accessed.

Embrace what is right in front of you. There is plenty of room for having a good time and also being forward focused. You will never regret having this view. I am excited to see the School of Economics and Business continue to take shape and hope to be a part of it for as long as the school will have me.

Scott Salmirs is currently an Executive Vice President at ABM Industries. Prior to joining ABM Industries, Scott held leadership positions in real estate groups at Goldman Sachs, Lehman Brothers and CBRE. Scott holds an MBA in Finance from the State University of New York at Binghamton and a BS in Business-Economics from SUNY Oneonta. He has been married for 27 years to Marcy Salmirs and has two children.

BAC Members on Campus for Meeting

Members of the Business Advisory Council were on campus for a day-long meeting with Dean Yen, College representatives, SEB faculty and students twice a year, one in fall 2013 and the other in spring 2014. Provost Thompson opened the meeting by discussing the College’s mission and current and future plans, and Dean Yen outlined the same for the School of Economics and Business. Other topics discussed at the meeting included new curriculum development at both the undergraduate and graduate levels, faculty research initiatives, and internship experiences and opportunities. We in the SEB extend a sincere thank you to all BAC members who came to campus to contribute in this important meeting. Our initiatives and programs will surely improve as a result of the valuable input received.

BAC Members and faculty gathered in Fall 2013