

UNIVERSITY OF NEBRASKA-LINCOLN COLLEGE OF BUSINESS

2015 NEBRASKA
BUSINESS



*Shawn Eichorst,
Director of Athletics*

*Donde Plowman,
James Jr. and
Susan Stuart
Endowed Dean*

A WINNING PARTNERSHIP



College of Business Administration

BY THE NUMBERS

**FIRST-TIME FRESHMEN
ENROLLMENT CLIMBS**

58%

in five years and college's
current enrollment tops

4,000+ STUDENTS

**\$84
MILLION**

240,000-square-foot
CBA building to be
completed in 2017

50

faculty hired in

5 YEARS

to better serve students
and increase the college's
enrollment capacity

More than

1,000

non-business majors
earning their

BUSINESS MINOR

1 **MASTER OF ARTS**
in
**INTERCOLLEGIATE
ATHLETIC
ADMINISTRATION**
program

LANDMARK DONATION OF

**\$30
MILLION**

establishes the

**DON CLIFTON
STRENGTHS INSTITUTE**

with the world's largest
strengths lab

ONLINE MBA PROGRAM
ranked

6TH

in the nation by
Financial Times

121

students including

42 FRESHMEN

in the CBA Honors
Academy



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BUSINESS ADMINISTRATION**

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MESSAGE *from the* DEAN

When I came to the UNL College of Business Administration in the summer of 2010, I was excited about the new challenges and opportunities in Nebraska. Our move to the Big Ten in 2011 had just been announced and I knew I was about to embark on something special.

As I look back over those five years, the time has flown by. The most visible sign of our accomplishments is currently being built on the corner of 14th and Vine streets. The new \$84 million, 240,000-square-foot College of Business Administration building has passed its 200th day of construction and the reality of our new home is beginning to take shape. We have a live camera setup on the site so people can follow along no matter where they live.

The real impact of our new building will be found in the people inside. We have hired over 50 new faculty the past five years to better serve our growing student community and provide the attention our students deserve to help them succeed. Each faculty member brings excellent research and exceptional teaching abilities.

We have also added staff to create many new programs including the CBA Honors Academy, Career Services at CBA, DREAM BIG and Executive Education. Each of these services further our overarching goal of educating the next generation of ethical business leaders for Nebraska and the world.

We expanded our majors to include supply chain management and entrepreneurship to help our students grow with the present workforce. We instituted a new business minor for non-business majors to emphasize the importance of a business education for every UNL student. We now offer a Master of Arts in Business with a specialization in Intercollegiate Athletics Administration. In 2014, the Center for Sales Excellence opened and recently was recognized as a “Top University Professional Sales Education” by the Sales Education Foundation. We also announced the addition of the Don Clifton Strengths Institute provided through a landmark donation from Gallup and the Clifton Foundation. The institute will support the early identification and accelerated development of future high-achieving leaders, business builders and gifted entrepreneurs.

The greatest thrill for me has been getting to know hundreds of our alumni, whose increased involvement in our college is helping us achieve all sorts of new heights. They all share the same love of this university and pride in CBA and what we are building. I am proud to be their dean as well as dean to our 4,054 students.

Enjoy reading what has been happening at CBA. The theme is collaboration, as we are partnering with many people to build this world-class college.



Donde Plowman
James Jr. and Susan Stuart
Endowed Dean





CBA ENROLLMENT CLIMBS TO 4,000-PLUS

In five years, the College of Business Administration increased its first-time freshmen enrollment by 58 percent, the highest of any college at the university. More than 4,000 undergraduate and graduate business students now attend CBA and are part of the largest student body in the history of the university.

Dean Donde Plowman said, “There has been extraordinary efforts across campus to raise enrollment at UNL to 30,000 students. I am excited our college is leading UNL to reach this goal. This energetic atmosphere of growth and change speaks to the college’s positive trajectory and our need for the new CBA building to house our community and programs.”

Many factors led to this enrollment growth including offering new programs like the CBA Honors Academy and professional selling certificate through the college’s Center for Sales Excellence. New graduate programs influenced enrollment including the master of arts in business administration with a specialization in intercollegiate athletic administration (MAIAA) and graduate certificates in business analytics and supply chain management. The non-major business minor program is also widely popular with more than 1,000 UNL students receiving a strong foundation in business.

“We believe the world needs leaders who will step up, be courageous, and Start Something – whether it is a new way of thinking, a new business, an innovation or simply a new way of relating to someone else,” said Plowman. “The world is starting to notice what we are doing together with our community of students, faculty, alumni and business partners.”

Overall, an increased enrollment at CBA is also an economic driver for the state. The enrollment increases over the past five years in CBA will add \$12 million to the 2015-16 state economy with an additional 95 jobs worth \$6 million in employee compensation. Nebraska will also see an extra \$500,000 in tax revenues. Economists projected that by the 2021-22 academic year the state will benefit from an additional \$32 million annually to the economy and \$1.2 million in tax revenues. The new CBA building will have a one-time impact on the state economy with the addition of 702 jobs and a \$125.2 million boost to the state economy.



MAIAA students and friends

Athletics and CBA Collaborate for Stronger Future

The University of Nebraska–Lincoln has a long-standing tradition of producing some of the top student-athletes in the country, including a nation-leading total of 320 Academic All-Americans. A new collaboration between the College of Business Administration and Nebraska Department of Athletics seeks to raise the bar even higher.

The two departments began extensive collaboration when Shawn Eichorst took the reins of the Nebraska Department of Athletics in January 2013. He understood the importance of a strong college of business in recruiting the best student-athletes to Nebraska.

“CBA is a dynamic, innovative and fast growing college,” said Eichorst. “This is readily evident when you look at the leadership of Dean Donde Plowman, the tremendous faculty and staff along with the progressive new building being erected east of Memorial Stadium. We have a number of common interests especially when you take into consideration the large number of student-athletes interested in pursuing a business degree.”

One of the most significant collaborations is the new master of arts in intercollegiate athletic administration (MAIAA) program. The MAIAA includes MBA courses and a unique guaranteed paid internship in the Department of Athletics.

“There are a number of schools that have developed similar programs but we deliver ours in a unique way to reinforce the practical side of intercollegiate athletics through the internship,” Eichorst said. “When I

Continued on page 11

OUR STUDENTS

Aakriti, Drew, Alex & Skylar

AGRAWALS REUNITED IN NEBRASKA

The journey from Pune, India to the University of Nebraska–Lincoln became a family affair for senior actuarial science major Aakriti Agrawal. Her parents, Arvind and Sushma, moved to Lincoln in the fall of 2013, so her dad could pursue a doctorate in marketing at CBA.

“Our family has been scattered across the globe for many years. When my parents moved to Nebraska, it was the first time we were all on the same side of the planet,” Agrawal said. Her brother, Akshay, lives in Plano, Texas.

Aakriti’s process for selecting an actuarial science program was detailed since she was doing it from India. She started by researching all the schools listed as Centers of Actuarial Excellence and applied to several schools in the U.S. and U.K.

“The UNL program interested me because it was very strong with well-known faculty and just the right number of students to balance the classroom with collaboration,” she explained. “I

eventually chose Nebraska because of the faculty and how they interacted with my family and me throughout the process. I knew if they cared about me while I was making my decision, they would care about me as a student.”

Making the most of her CBA experience, she found being involved with student organizations and activities is a great way to meet people and feel like a part of a community. While at UNL, she competed in the Ethics Bowl, served as a cultural ambassador and was a New Student Enrollment orientation leader. She also had the privilege of mentoring DREAM BIG Academy students last summer, which she said changed her life.

“I realized I could make a difference at the university through my involvement,” she said. “That is what made DREAM BIG a special experience. Along with nine other mentors, I was able to make an impact and guide these students through the collegiate experience. It was amazing to watch them grow and be a part of it.”

Looking toward the future as an actuary after she graduates in May 2016, Agrawal can honestly say there is no place in the world like Nebraska to Start Something. ■

CONNECTIONS LEAD STUDENTS TO THE BIG APPLE

Drew Nelson and Alex Kindopp took advantage of resources available to them in CBA to land top financial internships last summer in New York City. As roommates, they both discovered a passion for finance that would not have happened without the help of CBA faculty, staff and alumni.

“I met Ben Neumann, a member of the Dean’s Young Alumni Advisory Board, when the Big Red Investment Club (BRIC) visited SumRidge Partners during a spring break trip. He introduced me to the owners which led to an internship offer on the spot,” said Nelson, a senior finance major from Omaha, Nebraska.

Kindopp, a finance and actuarial science major from Watertown, South Dakota, interned at Citigroup which differed from his past experience in the rural market. UNL alumnus Preston Mesick, a connection he made through Beta Theta Pi, arranged his interview with Citigroup.



Aakriti Agrawal and her family (upper left) and with friends at the Pinnacle Bank Arena (right).



Drew Nelson and Alex Kindopp

“Without Preston’s help, I don’t know if I would have gotten the job,” Kindopp said. “It’s important to keep your eyes open to all the opportunities available to you through your connections and resources.”

Both Kindopp and Nelson credit Dr. Stas Nikolova, assistant professor of finance, for expanding their horizons in finance. Her enthusiasm for the daily market activity in New York City was contagious and ultimately inspired them to step outside their comfort zone to explore internships.

“We learned a lot from each other,” Nelson said. “I worked in a bond-centered, fixed income background while Alex was on the stock market and equity side of things. At the end of each day, we would compare notes.”

Both students regularly worked 12 hour days or longer.

“If you’re willing to go the extra mile and make connections, you can pursue your dreams. My professors at CBA ingrained that in me,” Kindopp said. ■

ROLF USES NONPROFIT BACKGROUND TO ENHANCE RESEARCH

A desire to make a difference led Skylar Rolf to the Institute for International Medicine, a nonprofit in Kansas City, where he was the chief operations officer for nearly six years. Now in the CBA management Ph.D. program, the Missouri native wants to make a difference through research and teaching.

He and Dr. Dennis Duchon, chair and E. J. Faulkner Professor of Management, co-authored the paper, “Donor Decision Making: Do Donors Care How Much a Public Charity’s Chief Executive Officer Gets Paid?”, which Rolf presented at the Academy of Management Annual Meeting in Vancouver, Canada, in August. The paper examines how CEO compensation might affect charitable giving for 185 Nebraska nonprofit organizations.

“Charity watchdogs are constantly looking at the CEO compensation and overhead expenses regarding the overall management of nonprofit organizations,” Rolf said. “This paper focuses on nonprofits in Nebraska and examines whether there is a threshold donors use to distinguish between excessive and reasonable CEO compensation.”

The results of the study showed there is no relationship between CEO compensation and charitable giving in general. However, when a CEO’s compensation is \$161,680 or more, it appears charitable giving declines. This finding lends further support that agency theory is relevant to the donor and board of directors’ relationship for CEOs. By decreasing charitable contributions when CEOs are paid \$161,680 or more, donors are exercising their role as principal over the board of directors.

“From my own experience working for a nonprofit, this research is important in terms of corporate responsibility for the Board of Directors and how it influences the views of the organization overall,” he said. Rolf would like to expand his research and look at CEO compensation from the employee perspective.

“There could be more tension and lack of buy-in from the mission of the nonprofit if the CEO is highly compensated. With the number of nonprofits alone, this research is socially important,” Rolf said. ■



Skylar Rolf

Startup Studio Success: GUS GEHLEN

When the Center for Entrepreneurship opened the Startup Studio, Gus Gehlen jumped at the chance to set-up shop in the new space. The former Husker high jumper from Eagan, Minnesota, graduated in May with a business administration degree and seed money to start his company, Groove Watersports. All he needed was a place for his business to call home.

“Being able to work in the Startup Studio has a ton of benefits. The studio is a fully functioning, furnished office space equipped with high-speed internet, printers, scanners and copiers,” Gehlen explained. “We have utilized the space for day-to-day business operations, meeting with investors, legal consultations and early stage development for our

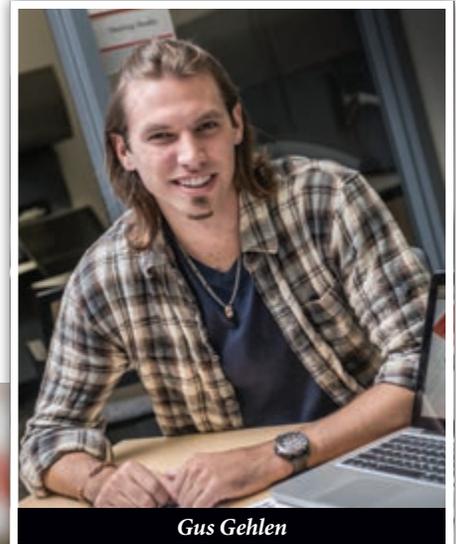
prototype. Before we had a space in the studio, most of our meetings were taking place in coffee shops. It is great to have a physical space to call your own.”

As a student, Gehlen used resources and connections to put him ahead of the competition. He initially enrolled at St. Louis University to play basketball for legendary coach Rick Majerus. After two seasons, he transferred to UNL where he walked-on the track team as a high jumper. Once at Nebraska, he connected with Dr. Sam Nelson, associate professor of practice in management and interim director of the Center for Entrepreneurship, and immersed himself in the entrepreneurship scene.

Gehlen ultimately pitched a business plan for a company to enhance the music

listening experience for watersport enthusiasts at EntrepreneurDays@UNL last April. Impressing a panel of entrepreneurs with a prototype for a life jacket with built-in speakers, he won the undergraduate division in both the UNL New Venture and Global New Venture competitions. He walked away with \$6,000 and invaluable feedback to start his company.

“The center has a great network of people who can guide you through the early stages of business,” he said. “I have gained real-life business experiences working with them I will carry with me forever. I am thankful for all they have done for me as I start this new venture.”



Gus Gehlen



Gus Gehlen's personal best in the high jump was 7 feet

CHARLING'S STARTUP WOWS IN NATIONAL COMPETITIONS

Kurtis Charling graduates in December with an MBA from the College of Business Administration and a budding career with the Lindsay Corporation in Omaha, Nebraska, after strong performances in two national startup competitions.

The staff in the Center for Entrepreneurship encouraged him to enter his Strategic Management of Agriculture Related Technologies (S.M.A.R.T.) business in contests sponsored by Forbes and Farm Bureau, to showcase his ideas which will impact the agriculture industry.

Charling has two patents including one for an irrigation technology which he entered in both competitions. Over 2,500 entrepreneurs applied for the Forbes \$1 Million Global Change the World Social Entrepreneurs

Competition which focused on entrepreneurial pursuits aiming to solve the world's most dire issues.

Charling's technology focuses on preserving water, the earth's largest natural resource. He was among the top 50 in the competition and was invited to attend the prestigious Forbes Under 30 Summit in Philadelphia in October. That month he also won \$10,000 as a semifinalist for the Farm Bureau Rural Entrepreneurship Challenge announced at the American Farm Bureau Board of Directors Meeting in Washington, D.C.

"The staff at the Center for Entrepreneurship is very supportive of young entrepreneurs and found these competitions to help with funding for my business," said Charling. "Being invited to the Forbes Under 30 Summit is a huge honor. I was able to network



Kurtis Charling

with the top entrepreneurs in the world which will help move my business forward. I am also proud to be a Farm Bureau award recipient because I see my future in agriculture and improving ways to feed the world."

ENTREPRENEURSHIP CENTER MOVES

The Center for Entrepreneurship at CBA moved to a new, larger space and has expanded its programming. Located in the former NU Tech building at 1320 Q Street, the center provides core services to the university and greater community through teaching, co-working, mentorship, competition and research.

"The best part of being a startup in Lincoln is the incredible support network. Our students are fortunate companies invest the time to help develop those who take an interest in the startup community," said Dr. Sam Nelson, assistant professor of practice in management and interim director of the Center for Entrepreneurship. "There is a tremendous sense of community where people understand the benefit of helping others."

The center's newest program is the Startup Studio, a pre-accelerator providing UNL students coworking and meeting space to encourage collaboration with other students as they move forward with their business. Students using the studio will also have access to local business partners, entrepreneurs and faculty.

"We currently have two tenants, Gus Gehlen and Kurtis Charling," Nelson said. "Both companies have taken advantage of the resources available to them."

The center also hosts three business plan competitions each year, giving students the opportunity to pitch their ideas to the business community and compete for cash prizes. The competitions connect students to local business leaders, startup founders and investors.



As a student, Bill Champion won a new venture competition. Now 25 years later, he is president and founder of the business he created. As a member of the Center's Advisory Board, he pays it forward by sharing his experiences.

"The Center for Entrepreneurship provided me with resources that were unavailable elsewhere," Champion said. "I had access to the experts who helped me craft a plan and garner financing in what I thought was a long shot. I want to provide similar support to future UNL entrepreneurs."

PROFESSIONAL HOCKEY PLAYER SCORES GOAL IN UNL MBA PROGRAM

Born into a hockey family outside of Chicago in Lombard, Illinois, Bill Sweatt's dream was to play professionally. In 2010, after signing a contract with the Vancouver Canucks organization, he not only accomplished his goal but also was able to play with his older brother, Lee. He eventually played in the National Hockey League for Vancouver and his hometown Chicago Wolves, a minor league team. Throughout his hockey career though, he was also working toward another goal – completing his MBA degree online at the University of Nebraska–Lincoln.

“My parents taught me school is equally as important as athletics,” Sweatt said. “I heeded their consistent warning that hockey cannot last forever and someday I would have to find a job. After I turned pro, I decided to take a year off from school. The following summer, I studied for the GMAT exam and decided to earn my MBA,” he said.

Sweatt has found the UNL online MBA program to be the perfect complement to his hockey lifestyle.

“Playing professional hockey is demanding for a couple of hours each day, but there is a lot of free time too. I

used to think I was too busy but I fought through that negativity. I have chosen to take one class at a time and found it to be no problem,” he said.

He currently plays professional hockey in Sweden's top tier league for the Brynäs IF team, which makes the flexibility of the UNL MBA program even more important.

“My biggest thing is being able to work ahead and some classes are setup so it is easy to do. I had classes where the teacher laid out all the course documents and syllabus and said, “This is what needs to be done in eight weeks.





Have at it.' Those are the classes that are easiest for me with my lifestyle."

Regardless of where Sweatt moved to play hockey, the ability to work on his MBA at his own pace to fit his schedule has been helpful.

"Practice days are where I have the most time. I get to the rink at about 8:30 a.m. and go through a workout that takes about an hour. Then we get dressed to practice on the ice. Early in the season, practices run at least an hour and then I work on personal things after practice. I get home around 2 p.m. and the rest of the day is mine," he said.

Sweatt, who played collegiately at Colorado College and also won a gold medal as part of the United States U-18 team at the world championships, is planning on taking the Chartered Financial Analyst (CFA) exams to go along with his MBA degree.

"I am going to take the first of three CFA tests next June. To study for them, I am going to hold off on taking my final two MBA classes until I complete the first CFA exam," said Sweatt who plans to graduate in the fall of 2016.

Dr. Richard DeFusco, professor of finance and director of the MBA program said, "Our online MBA students have varied professional backgrounds though Bill is our first professional hockey player. The quality and flexibility of our UNL MBA program makes it a first choice for many students. I'm glad we are able to help Bill with his professional goal of working in finance after he retires from hockey."

PETERSON COMBINES SPORTS, SALES TO INTERN FOR THE LINCOLN STARS

When deciding on a major, CBA junior Samantha Peterson from Omaha, Nebraska wanted to utilize her athletic experience and her outgoing personality. Marketing became her obvious choice and an internship with the Lincoln Stars, a minor hockey league located in Lincoln, Nebraska, provided the opportunity to further develop her skills learned in class.

"Choosing to major in marketing gave me a way to continue to be part of the athletic community and help market a business. I had been on or around sports teams for as long as I can remember," Peterson said.

Rob Simon, associate professor of practice in marketing said, "Samantha came to class curious and wanting to learn about different opportunities in sales and marketing. She has a passion for learning and understanding customers, and is great to have in class because by asking questions, she helps everyone around her learn more."

Peterson credits her strong sales skills to the new CBA Center for Sales Excellence, where she is taking courses to earn a certificate in sales. The center, open to any student at UNL, was made possible through a \$1.5 million gift from National Research Corporation and recently was named a 2015 "Top University for Professional Sales Education" by the Sales Education Foundation.

"I wanted to be part of the sales program, because I knew sales will be a part of any job throughout my career. I am an extrovert and enjoy talking to people. The sales program encourages us to work in groups and do role playing activities that helped me when I started working at the Lincoln Stars," Peterson said.

Peterson's internship with the Stars started in sales last September. She contacted companies and encouraged them to promote their business at the hockey games or asked them to rent the ice box for company retreats. A month later, she was promoted to game night promotions.

"Having a strong sales skill set definitely got my foot in the door with the Stars. With the promotion, I get to plan the intermission game activities, work with sponsors and tailor the experience to meet sponsor needs. It is fun to get the crowd involved while promoting a business in the community," she said.

Peterson, who said her internship with the Stars doesn't have a scheduled ending date, previously interned for Hudl, a sports software company in Lincoln, and marketed for the Adidas Street Team. She is also a member of Alpha Phi sorority.



Samantha Peterson

OUR ALUMNI

Jake Daberkow



Rocky and Deb Daberkow, Dr. Martin Holmes and Jake Daberkow

Someone meeting Jake Daberkow of Manchester, England, would never guess this confident, international traveler had a completely different view of the world when he came to CBA. Growing up in Madison, Nebraska, he assumed he would work at a small town business, but a study abroad experience in the prestigious Nebraska at Oxford Program transformed his life and altered his career compass.

“When I decided to come to CBA, I was a small town kid with goals that never ventured outside Nebraska or my comfort zone,” Daberkow said. “I thought I would fly under the radar through my college career and work any job I could get in Nebraska.”

A talk with one of his friends opened the business administration major’s eyes to other opportunities.

“Charlie Lainson was working as a study abroad ambassador for the Italy CIMBA program,” he said. “He told me how

the study abroad experience opened his eyes to a new world of international opportunities.”

Daberkow started looking at study abroad options knowing there were challenges standing in his way.

“Studying abroad meant I would be delaying my graduation and taking on an additional expense,” he said. “Before applying, I spoke to my parents to make sure they understood I would take on all the costs associated with my decision. I also explained how the prestige of the Nebraska at Oxford Program would be worth it.”

Though his parents were uneasy, they supported his decision to go on this once-in-a-lifetime adventure.

His summer at Oxford opened his eyes both academically and culturally. He wrote a blog (found at: cba.unl.edu/jakeoxford) capturing his experiences, which included attending the 2012 summer Olympics in London.

Daberkow returned to Nebraska with a new world view and a better understanding of future careers. This led him to an internship with Sandhills Publishing in Lincoln.

“I wanted an internship experience in many areas of business while also being forced outside my comfort zone,” Daberkow said. “Sandhills offered opportunities to work in different areas of the company and travel both domestically and internationally.”

After graduation, Daberkow was hired full-time at Sandhills. He made it known that his time at Oxford would benefit the company and they created a position for him in Manchester. After a year in England, he has spent over 140 days traveling the world.

“I work at tradeshow in Denmark, Dubai, France, Ireland, Italy and the UK. Every audience requires a different style of communication, and I love learning to communicate effectively,” Daberkow said.

This summer, his parents recently traveled to England to visit him and the place that changed his life. It was with great pride he showed them Oxford and introduced them to Professors Martin Holmes and Nick Horsewood.

“After saying farewell to my professors at Oxford, my mother pulled me aside and said, ‘I’m sorry I ever doubted your decision to come to Oxford. After seeing this with my own eyes, I have never been more proud of you.’”

Daberkow, who has over 100 stamps in his passport from his travels, said, “The sky is the limit when you are a part of CBA. If you make the most of your time there, you will benefit from it the rest of your life.”



Jake Daberkow and Charlie Lainson



Warren Buffett and finance students and his gift

FINANCE STUDENTS MEET THE ORACLE OF OMAHA



One of the most anticipated courses at the College of Business Administration is Finance 463: Security Analysis and Warren Buffett Business Valuation Techniques. The course offers some fortunate business students the opportunity to not only complete projects that attempt to simulate Buffett's valuation techniques but also to meet and have lunch with the most famous CBA alumnus – Warren Buffett '50.

Each year students from the undergraduate and graduate classes are selected by merit to go see Buffett at the Berkshire Hathaway headquarters in Omaha, Nebraska, visit his local businesses and dine with him at Piccolo Pete's.

Students also compete to present Buffett with the class's thank you gift, an honor for the student who comes up with the most compelling gift idea. This year, Preston Afrank, an MBA student from Lincoln, Nebraska, presented the Oracle of Omaha with a framed stock certificate of the first stock he ever purchased.

"Being able to meet him was a great privilege in itself. What do you get a man who can buy virtually anything? This particular stock certificate carries significant sentimental value as he purchased the Cities Service stock when he was just 11 years old and sold it at a small profit. Though he is quick to point out the value of the stock increased

significantly after he sold it," Afrank said.

Although getting to meet one of the world's most prominent financiers is certainly a key draw for students to take the course, there are other reasons students clamor to take the class.

"What they really want to know is how he invests, so they can invest on their own. They learn his respected valuation principles in this course," said Dr. Donna Dudney, associate dean for undergraduate programs and student engagement and associate professor of finance.

Collaboration Between Athletics and CBA *Continued from page 3*

was coming up through the ranks, I was looking for ways to learn about being a better athletic administrator and there wasn't much out there. The goal here is to train that next administrator."

Eichorst also sees the new CBA building as important to athletics.

"When you think about it academically, having a new business school will be a game changer for us athletically as we look to recruit the best and the brightest," Eichorst said. "Collaborating with one of the finest business colleges in the Big Ten and taking a leadership role in helping prepare the next wave of intercollegiate athletic administrators is central to our mission."

In July, Plowman and Eichorst spoke on "Cooperation and Collaboration Between Academics and Athletics," to Big Ten Development officers. The two shared their insight on collaboration in the areas of academics, co-sponsoring events and joint fundraising opportunities. Their talk was considered by many to be the highlight of the conference.

"At most universities the academic side of the house and the athletic side of the house don't have much to do with each other," said Plowman. "As Shawn told the audience, we are one house. We embrace the opportunity to collaborate with the Nebraska Department of



Shawn Eichorst and Donde Plowman

Athletics, because we ultimately want the same thing – a vibrant community of students, alumni, business partners and donors who take pride in what we are doing and want to be a part of something special. It makes sense for us to work together to achieve our goals."

A Conversation with the **DEAN'S ADVISORY BOARD CHAIR**

Jeff Noordhoek '88, is the CEO of Nelnet in Lincoln, Nebraska, and one of four founders of the company. A finance major, he worked 30 hours a week to put himself through college.

Why did you choose to get your undergraduate degree at UNL?

I went to UNL with the idea of becoming a pharmacist. After Chemistry 101 class freshman year, I knew I should find something different. I had a friend in CBA who worked at a bank. He convinced me finance was the way to go. My dream was to work on Wall Street. I fell in love with investments in Dr. Richard DeFusco's class and I wanted one of those large new cellular phones that Michael Douglas used in the movie, *Wall Street*.

What are some fond memories at CBA?

I started a job at Union Bank while at CBA. Most of my friends through my life came from the bank and all were CBA students. We took classes together, worked together and forged life-long friendships.

Is there one thing you wish you could do again as a new freshman now?

The new building is going to be the biggest thing to hit the campus since the stadium expansion. Everyone is going to want to take classes there and be part of it. I would immerse myself in the ever-growing culture of CBA. If I could do it now, with the new building, I would participate in as many extra-curricular options possible.

What do you think this new building will bring?

The next generation of leaders in Nebraska will come through that building. It is a game changer for CBA, the university and the state. It is going to help attract and

retain top faculty as well as the best and brightest students and engage the Nebraska business community.

Where did you work after graduating?

I moved to Boston and worked at State Street Capital (the investment banking arm of State Street Bank) for seven years with a one-year stint in Luxembourg. A significant amount of my time with State Street was spent commuting between New York and Boston. I left in 1996 to help start Nelnet.

Why have you been involved with CBA?

Since graduation, I had not been involved with CBA. Dean Plowman recruited me to be on the advisory board, and I said yes because of her lofty goals, her energy and the feeling I had that she was going to do great things with the college. Now the momentum is growing and I want to be a part of that change.

Why do you believe in giving of back?

One gets to a certain point in their career when they get the call to give back. It is my turn to use my life experiences to give back. One opportunity for me was to present to students in CBA to help them forge the future. I've always had the desire to put on a tweed jacket with elbow patches and pretend to be a professor.

Tell us about your family.

Two sons: Gunnar, 15, and Archer, 9, and my wife is Elizabeth (Liz) who is an ER doctor. We are a dual working family with active lifestyles. We are blessed with an extremely busy, active life and love the learning process along the way.

College of Business Administration EVENTS

Executive Insights, February 5

The Department of Finance and the School of Accountancy hosted its inaugural Executive Insights event at Memorial Stadium where more than 130 students learned from leaders in accounting, finance and business. The event featured panel sessions and a networking reception with alumni, CBA advisory board members and business partners. Students learned about opportunities in finance and accounting with panels discussing Main Street vs. Wall Street and the public and private accounting sectors.

Collegiate Women in Business Conference, February 27

The Undergraduate Women in Business student organization hosted the inaugural Collegiate Women in Business Conference at Innovation Campus. The one-day event featured breakout sessions and a keynote address by Diane Mendenhall, associate athletic director for development and ticket operations for the Nebraska Department of Athletics, who spoke about nurturing and maintaining connections as a resource and support system.

EntrepreneurDays@UNL, April 7-9

The Center for Entrepreneurship at the UNL College of Business Administration hosted EntrepreneurDays@UNL at the Embassy Suites. The event featured new venture competitions, the Distinguished Entrepreneur Awards Dinner, speakers and networking events connecting students with the business community. Students pitched their business ideas to a panel of professionals who served as judges and competed for \$82,000. Thomas Frederick, a Ph.D. student in mechanical engineering and applied mechanics from Omaha, Nebraska, and Brock



Thomas Frederick and Brock Smith

Smith, a 2013 MBA and JD graduate from Lincoln, Nebraska, won the UNL New Venture competition and \$50,000 for their construction site tool tracking business, T&B Innovations.

CBA Advisory Board Awards Luncheon, April 10

The Advisory Board Annual Awards Luncheon honored the outstanding accomplishments of business leaders and corporations. The 2015 honorees included BKD, LLP, Corporate Leadership Award; Wendy Birdsall, president, Lincoln Chamber of Commerce, Business Excellence Award; and Richard Callahan, founder, Callahan Advisory, LLC, Lifetime Achievement Award.



Don Hamm, Tim Wilson, Richard Callahan, Donde Plowman, Wendy Birdsall and Paul Mendlik

Faculty and Staff Awards Reception, April 30

Seven awards were presented to CBA faculty and staff recognizing excellence in the college. Honorees included: Sheri Irwin-Gish, executive director of Communications, Marketing and External Relations, Distinguished Service Award; Dr. Laurie Miller, assistant professor of practice in economics, Excellence in Teaching Award; Dr. Elina Ibrayeva, assistant professor of practice in management, Distance MBA Teaching Award; Dr. Scott Seavey, assistant professor of accountancy, Distinguished Teaching Award; Dr. John Geppert, professor of finance, Faculty Service Award; Dr. Peter Harms, assistant professor of management, Distinguished Research Award; and Dr. Jing Wang, assistant professor of finance, Best Paper Award. Four retiring faculty members were also honored. They included: Dr. Colleen Jones, associate professor of practice in management; Dr. Fred Luthans, University and George Holmes Distinguished Professor of Management; Dr. Linda Ruchala, associate professor of accountancy; and Dr. Hendrik van den Berg, professor of economics.



Jing Wang, Laurie Miller, John Geppert, Dean Plowman, Peter Harms, Sheri Irwin-Gish and Elina Ibrayeva



Jeannine Berge, Vicky Vopalensky and Rachel Larson

Employer Partners Day, May 19

Career Services at CBA welcomed more than 100 employer partners and guests to the annual Employer Partners Day at Nebraska Innovation Campus. Attendees heard about new initiatives at CBA and learned more about enhancing their presence on campus. The luncheon's keynote speaker Clint Runge presented about "The State of Youth Culture." National Research Corporation was honored with the inaugural Employer of the Year Award.

Back to School Bash, Aug. 21

The third annual Back to School Bash, sponsored by Sandhills Publishing, welcomed more than 400 new and returning students, parents, alumni, business partners, faculty, staff and administrators to a new school year. Attendees networked with the CBA community, visited booths hosted by different offices within the college, interacted with academic department staff in the "Major Row" and enjoyed Valentino's pizza and Pepsi products



The Communications, Marketing and External Relations booth and CBA Students Starting Something

while listening to the tunes of Lemon Fresh Day.

Accounting Junior Seminars, Aug. 28, Sept. 4 & 11

Junior accounting students participated in the first-ever Accounting Junior Seminars developed to prepare them for internship opportunities and their upcoming job search. Panel discussions featured School of Accountancy alumni and members of the school's advisory boards.



Jason Vines

State Farm Ethics Lecture, Sept. 16

Jason Vines, automotive public relations expert, discussed a case study with students over a luncheon and delivered his talk, "Why Do We Have Such a Hard Time Telling the Truth?" to 1,300 business students at the Lied Center for Performing Arts. The lecture was a part of the ethics series sponsored by State Farm.



High School Students Prepare for College at DREAM BIG Academy

Nebraska high school seniors gained a glimpse into college life at the fourth annual DREAM BIG Academy held July 12-15 at CBA. Sponsored by ConAgra Foods, the academy is designed to teach business, leadership and networking skills to students from Nebraska and expose them to future careers. Including this class, the academy has helped prepare 145 students representing 24 Nebraska cities and 43 high schools for the college search.

"DREAM BIG is a great opportunity for high school seniors to get exposure to UNL, college life, majors and career opportunities," said Wendy Hunt, academic advisor. "Through ConAgra's sponsorship, first generation, low income and underrepresented students from Nebraska were able to be a part of this academy free of charge."

UNL students mentored the academy students who lived in campus residence halls to get the full college experience. They also met with professors to discuss areas of business and career skills.

Students sharpened their conversation skills at a speed networking event with more than 50 business professionals. They also visited Super Target and ConAgra for hands-on learning opportunities.

Former Husker football great and Heisman Trophy winner Johnny Rodgers spoke to the students. He told them to surround themselves with people who will encourage them to make their dreams a reality.

"Good performance is about participating at a high level in whatever you desire to achieve," Rodgers explained. "Having a mentor is crucial to your success so you have someone pushing you to be your best."

The academy concluded with a graduation celebration at ConAgra Foods with more than 150 family and guests.

Clifton Foundation, Gallup Donate \$30M to UNL CBA for Strengths Institute

The Clifton Foundation and Gallup announced a \$30 million gift to the University of Nebraska–Lincoln to establish the Don Clifton Strengths Institute to further the mission of the late Donald O. Clifton through a long-term partnership with CBA.

“UNL was the birthplace for Don Clifton’s early strengths research, which later culminated into the now world-famous Clifton StrengthsFinder,” said Jim Clifton, chairman and CEO of Gallup. “We are proud to be creating this institute as a model that can be replicated at universities around the world.”

The Don Clifton Strengths Institute will accelerate development of thousands of future high-achieving leaders by focusing on individual’s strengths, a mission to which Clifton dedicated his life.

“Don Clifton believed that nothing would change human development, and subsequently the world, more than if every living person knew their strengths and maximized them,” said Connie Rath, president of the Clifton Foundation.

For two decades, Clifton was a popular instructor and researcher at UNL, where

he first began his experimentation with strengths. He was chairman of Selection Research Inc. and later chairman of Gallup. He was recognized with a Presidential Citation from the American Psychological Association as the Father of Strengths-based Psychology.

His research led to the Clifton StrengthsFinder, a powerful online assessment that has helped over 10 million people worldwide discover and maximize their talents. The

accompanying book, StrengthsFinder 2.0, was Amazon’s No. 1 bestselling book in 2013 and 2014.

“This partnership is a rare intersection of the business and academic community to create a collaborative relationship focused not only on the legacy of a great American, but a great philosophy adopted by leading companies, societies and educational institutes around the world,” said Dean Donde Plowman.



Siblings Jim Clifton (from left), Mary Reckmeyer, mother Shirley Clifton, Jane Miller and Connie Rath

The Don Clifton Strengths Institute

The Don Clifton Strengths Institute will provide:

- **The Don Clifton Strengths Lab.** Creation of the world’s largest strengths lab that will provide enhanced training, education, workshops and coaching on strengths-based leadership. The lab will also support undergraduate degree programs in management and entrepreneurship for CBA students and a proposed minor in leadership available to all UNL students.
- **Early identification and acceleration of Nebraska builders.** Enable the early identification of high-achieving students with leadership and entrepreneurial abilities and offer enhanced training and opportunities for them.
- **Research support.** Support faculty and student research in strengths, leadership, management and other areas of

business. It also makes available to faculty and students the Gallup World Poll and US Nightly tracking data for research and publication and will also make possible joint conferences on strengths leadership with UNL faculty and Gallup.

- **Survey methodology research graduate degree.**

The current degree program will continue to be supported by Gallup with the addition of Gallup World Poll access integrated into the program and will be administered through CBA.



Don Clifton at UNL

BUILDING A COLLEGE

More than 300 Attend Groundbreaking Ceremony

Construction of the new College of Business Administration Building launched with a ceremonial turning of dirt on March 4.

An estimated 350 attended the groundbreaking ceremony, which was held inside the Kauffman Academic Residential Center, the nearest neighbor to the new building which opens in fall 2017 at 14th and Vine streets.

Dean Donde Plowman, emcee for the ceremony, said, “The one thing that makes this building unique and absolutely amazing is our partners – our alumni and friends who have generously and graciously provided the funding for this magnificent project. This building is truly being built by our alumni for future alumni. I thank each and every one of you for your generosity, for your belief in us and in this dream. We will be good stewards of your gifts.”

The ceremony included remarks from the following dignitaries: Harvey Perlman, UNL chancellor; James Linder, interim president of the University of Nebraska; Ellen Weissinger, UNL senior vice chancellor of academic affairs; Howard Hawks, University of Nebraska regent; Brian Hastings, president and chief executive officer of the University of Nebraska Foundation; Tonn Ostergard, CBA capital campaign chair; and Marjory Bell, freshman management major from Oak Park, Illinois. A building video was shared and Rocktavo, a UNL student a capella group, provided entertainment. The Big Red Alumni Pep Band led the group outside for the ceremonial groundbreaking at the construction site.

The \$84-million, 240,000-square-foot CBA building is the largest academic building project in recent history at

UNL. Designed by Robert A.M. Stern Architects of New York and Alley Poyner Macchietto Architecture of Omaha, the building is funded exclusively from private donations from CBA alumni and business partners.

The new building will provide a place for innovative teaching and student technology, and offer interactive learning in state-of-the-art classrooms. It will also enable one-stop student support services and a space to host events.

“Academic buildings are only tools that help students and faculty succeed. While the building will facilitate modern teaching methodology, it will also create new and higher expectations for inspired teaching, for innovative research and for important service to Nebraska business,” said Perlman. “CBA has always made a large contribution to the business talent





Ellen Weissinger, Donde Plowman, Howard Hawks, Tonn Ostergard, Harvey Perlman, James Linder and Brian Hastings



Marjory Bell

that has driven Nebraska's economy. This building assures that our future business leaders will have the benefit of a contemporary education."

The new building will have an impact on the college's ability to recruit top students and faculty to Nebraska.

"In today's competitive educational environment – and for UNL to continue to attract, recruit and graduate the nation's top students – facilities like



these are critical," said Hawks. "With this facility, we will better serve the needs of our students – and that in turn will help us attract even more of the best and brightest young people from and to Nebraska. When they see what we have to offer, not only this building, but our faculty, they will want to be here."



**Live video available at:
cba.unl.edu/building**

The Vision BUILDING A COLLEGE



West Lobby



START SOMETHING
UNL COLLEGE OF BUSINESS ADMINISTRATION

West Lobby



South Lobby



Tiered Cluster Classroom



Trading Room



UNL COLLEGE OF BUSINESS ADMINISTRATION



Cafe



CBA Atrium

To learn more:
cba.unl.edu/building

NEW FACULTY 2015



OZGUR ARAZ

Assistant Professor of Business Analytics

Dr. Ozgur Araz joins CBA from the University of Nebraska Medical Center where he was an assistant professor in the College of Public Health. He received his Ph.D. in industrial engineering from the Ira A. Fulton Schools of Engineering at Arizona State University. He was also a postdoctoral fellow at the Center for Computational Biology and Bioinformatics at The University of Texas at Austin. His research interests include complex systems modeling and simulation, Bayesian statistics, stochastic modeling and heuristics.

Araz's published research includes "A GA Based Decision Support System for POD Allocation and Staffing Optimization" in *Production and Operations Management* and "Simulation Modeling for Pandemic Decision Making: A Case Study with Bi-criteria Analysis on School Closures" in *Decision Support Systems*.

JULIAN ATANASSOV

Assistant Professor of Finance

Dr. Julian Atanassov comes to CBA from the Lundquist College of Business at the University of Oregon where he was an assistant professor in finance. He received his Ph.D. in finance from the Stephen M. Ross School of Business at the University of Michigan. His research interest is in corporate finance and includes the areas of corporate governance, capital structure and technological innovation.

Atanassov's recent publications in the *Journal of Finance* include "Do Hostile Takeovers Stifle Innovation? Evidence from Antitakeover Legislation and Corporate Patenting" and "Labor and Corporate Governance: International Evidence from Restructuring Decisions."



CHRISTINA CARNES

Assistant Professor of Management

Dr. Christina Carnes received her Ph.D. in management from the Mays Business School at Texas A&M University in 2015. Her research interests include competitive dynamics, governance and family influence, resource-based logic, innovation, organizational decline and distress and strategic entrepreneurship.

Carnes' article "Familiness and Innovation: Resource Bundling as the Missing Link" appeared in *Entrepreneurship Theory and Practice*. She co-authored the paper "Competing from the Boardroom: How the Board Affects a Firm's Competitive Dynamics" with Dr. Christopher Tuggle, assistant professor of management at UNL, and others which was named best paper finalist in 2014 for the *Academy of Management Best Paper Proceedings*. Her dissertation is titled "Fetching Top Dollar: How a Target Firm's Competitive Action Repertoire Impacts Acquisition Premiums."

KEITH CZERNEY

Assistant Professor of Accountancy

Dr. Keith Czerney earned his Ph.D. in accountancy from the University of Illinois Urbana-Champaign in 2015. His research interests include audit reports, financial statement disclosure, initial public offerings and financial distress.

Czerney co-authored, "Does Auditor Explanatory Language in Unqualified Audit Reports Indicate Increased Financial Misstatement Risk?" in *The Accounting Review*. His dissertation is titled "Are Voluntary Internal Controls-Related Audit Report Disclosures Informative in IPOs?"





JAKE MESSERSMITH

Associate Professor of Management

Dr. Jake Messersmith comes to CBA from the University of Nebraska at Kearney where he was an associate professor of management. Prior to UNK, he was an assistant professor of management and entrepreneurship at George Washington University. He received his Ph.D. in management from the University of Kansas. His research interests include human capital utilization, firm strategy and innovation in growth-oriented new ventures.

Messersmith's research has been published in top journals including "Turnover at the Top: Top Management Team Departures and Firm Performance" in *Organization Science*, "Walking the Tight Rope: An Assessment of the Relationship Between High Performance Work Systems and Organizational Ambidexterity in High-Tech SMEs" in the *Academy of Management* and "Unlocking the Black Box: Exploring the Link Between High Performance Work Systems and Performance" in the *Journal of Applied Psychology*.

JONATHAN O'BRIEN

Associate Professor of Management

Dr. Jonathan O'Brien joins CBA from the Lally School of Management at Rensselaer Polytechnic Institute in Troy, New York, where he was an associate professor of strategic management. He previously served on the faculties at the University College of Dublin and at the University of Notre Dame. He received his Ph.D. in management from the Krannert School of Management at Purdue University. His research focuses on the governance of strategic assets.

O'Brien's research is widely published, most recently in the *Strategic Management Journal*. These articles include "How Capital Structure Influences Diversification Performance: A Transaction Cost Perspective," "Reciprocity and R&D Search: A Behavioral Theory Perspective Applied to a Communitarian Context" and "Customer Capabilities, Switching Costs and Bank Performance." He currently serves on the editorial boards of the *Strategic Management Journal* and the *Journal of Management Studies*.



JOEL OWENS

Assistant Professor of Accountancy

Dr. Joel Owens received his Ph.D. in accounting from the Darla Moore School of Business at the University of South Carolina in 2015. His research focus is on judgement and decision making related to auditing and financial reporting.

His dissertation is titled "Audit Partner Selection." In 2014, Owens was named an American Accounting Association/Deloitte/J. Michael Cook Doctoral Consortium Fellow. He was also awarded the prestigious University of South Carolina Presidential Doctoral Fellowship from 2011-15.

JENNIFER RYAN

Associate Professor of Supply Chain Management

Dr. Jennifer Ryan comes to CBA from the Rensselaer Polytechnic Institute in Troy, New York, where she was an associate professor in industrial and systems engineering. She received her Ph.D. in industrial engineering from Northwestern University. Her research interests are in the areas of inventory and supply chain management with a focus on coping with uncertainty and the role of information and information sharing in supply chains.

Ryan's research has been published in top journals including "Supply Contract Design for Competing Heterogeneous Supplies under Asymmetric Information," "Competition and Coordination in Online Marketplaces" and "Price and Service Competition in an Outsourced Supply Chain" in *Production and Operations Management*. Her industrial experience includes stints with Sears, Roebuck and Company, Tucker Alan Inc., the American Medical Association and Lewin-VHI, Inc.



LIYING WANG

Assistant Professor of Finance

Dr. Liying Wang earned her Ph.D. in finance from the Darla Moore School of Business at the University of South Carolina in 2015. Her research interests include corporate bonds, credit derivatives and corporate finance.

Her article titled “Capital Structure along the Supply Chain: How Do Customers Affect Corporate Leverage Decisions” was on the semifinal list for the Best Paper Award at the Financial Management Association International (FMA) conference in 2012. Wang’s dissertation is titled “The Impact of Unconventional Monetary Policies: Evidence from Corporate Credit Markets.”



BIYU WU

Assistant Professor of Accountancy

Dr. Biyu Wu was awarded her Ph.D. in accounting from the University of Connecticut in 2015. Her research interests include financial reporting quality, securities regulation, initial public offerings and auditing.

Wu authored “Does SOX 404 Have Teeth? Consequences of the Failure to Report Existing Internal Control Weaknesses” in *The Accounting Review*. Her dissertation is titled “Do IPOs Face Higher Accounting-Related Litigation Risk? Evidence from Restatements.” Wu was also named an American Accounting Association/Deloitte/J. Michael Cook Doctoral Consortium Fellow in 2012.

MARIJANE HANCOCK

Associate Professor of Practice in Management

Dr. Marijane Hancock earned her Ph.D. in community and human resources from the University of Nebraska–Lincoln and teaches courses in strategic management. Her research interests include business strategy, operations and supply chain management, management information systems and human resource management.

Hancock has a strong background in institutional research and planning and was associate director of science support services for the UNL Polar Ice Coring Office where she helped secure \$19.8 million in grants and contracts including from the National Science Foundation.



CHRISTOPHER MANN

Assistant Professor of Practice in Economics

Dr. Christopher Mann earned his Ph.D. in economics from the Culverhouse College of Commerce in the Manderson Graduate School of Business at the University of Alabama in 2015. His research interests include health care economics, public economics and finance, labor economics and econometrics.

Mann’s dissertation is titled “Baumol’s Disease and Health Care Inflation.”

MAJID NABAVI

Assistant Professor of Practice in Business Analytics

Dr. Majid Nabavi earned his Ph.D. from the University of Nebraska–Lincoln College of Business Administration in management. He comes to CBA from Bellevue University where he was an associate professor in the College of Business. His research interests include business logistics systems analysis, business systems and information management and logistics management.

Nabavi's dissertation is titled "Integrating Information Resources in Supply Chains: A Simulation Study of Delivery Performance and Resource Utilization."



JOHN OSIRI

Associate Professor of Practice in Management and Director of International Business

Dr. John Osiri joins CBA from Washington State University where he was a clinical assistant professor of international business and entrepreneurship as well as director of faculty-led study abroad programs in Spain and France. He received his Ph.D. in bioanalytical chemistry from Louisiana State University and post-doctorate in international business and entrepreneurship from the Warrington College of Business Administration at the University of Florida. His research interests are concerned with new venture creation, commercialization of technology and the interplay between culture and innovation.

Osiri has also been selected to participate in the 2016 Harvard Institute for Higher Education at Harvard University. He is the author of *Unleashing Your Idea: Steps to a Successful Start* and *Entrepreneurial Marketing: Creating a Customer Base*. He currently serves as membership director of the Academy of International Business-West and editor of the *International Journal of Entrepreneurship*.

ROBERTO STEIN

Assistant Professor of Practice in Finance

Dr. Roberto Stein received his Ph.D. in finance from the A.B. Freeman School of Business at Tulane University in 2012. Prior to his appointment at UNL he was a visiting assistant professor in finance at the Warrington College of Business Administration at the University of Florida. His research interests include portfolio investment strategy and performance evaluation, empirical asset pricing and behavioral finance, developing and applying novel simulation and statistical and econometric techniques.



CHARLES WATERSON

Assistant Professor of Practice in Management

Charles Waterson joined the College of Business Administration Department of Management faculty as a lecturer in 2014 and frequently teaches courses in entrepreneurship. Prior to joining CBA he was a visiting instructor in management at Marquette University. With a background in engineering, he worked in private industry for over 20 years. He earned his M.S. in electrical engineering from the University of Arizona. His research interests include technology and innovation management, development and evolution of organizational capabilities and technology-based entrepreneurship.

FRED LUTHANS BRIDGES PAST AND FUTURE AT CBA

Dr. Fred Luthans, University and George Holmes Distinguished Professor of Management, retired last spring after 48 years of service at CBA, nearly half the age the college itself has been in existence. His experiences helped him create a bridge between those who worked at CBA during its early years and those leading the college into a new era of unprecedented reputation in the Big Ten.

“One of the professors Warren Buffett always credits with teaching him accounting was Ray Dean. He was a colleague of mine, as was Campbell McConnell from the Department of Economics, who wrote the number one textbook in any field,” Luthans said.

Those early connections at CBA along with reuniting with his college mentor at the University of Iowa laid the groundwork for Luthans’ success.

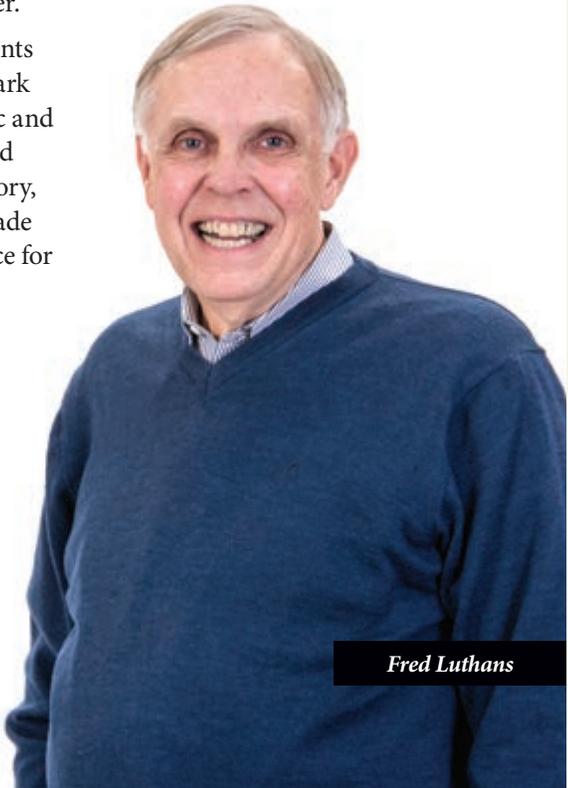
“Henry Albers came here from Iowa as the first chair in management at CBA. Albers got the Department of Management going, and I was one of his protégés so he helped my career considerably,” he said.

Perhaps Luthans most significant contribution at CBA ultimately happened through his research in the area of organizational behavior modification (O.B. Mod), the behavioral side of management. Although he deliberately followed a strategy of first developing an idea or approach on his own, he also realized most great ideas require collaboration to be accepted on a broad scale.

“Most great ideas never receive attention and become buried in the myriad of academic journals because they are not supported by theoretical understanding, sophisticated research and effective application. This is where collaboration becomes imperative.”

Luthans, who wrote the first textbook in organizational behavior, said he was fortunate to have collaborators at each phase of his career.

“My early doctoral students such as Bob Kreitner, Mark Martinko, Alex Stajkovic and Suzanne Peterson worked with me to build the theory, do basic research and made the application to practice for O.B. Mod. It is virtually impossible from a knowledge and workload perspective to do it all yourself, and it also follows one of the simple axioms from the group dynamics part of my field which states ‘we is always better than me.’”



Fred Luthans



Donde Plowman, Glenn Williams and Alok Kumar

Kumar and Williams Promoted

Dean Donde Plowman announced the promotion of two faculty members, including granting tenure to Dr. Alok Kumar, who became an associate professor of marketing, and promoting Dr. Glenn Williams to associate professor of practice in finance.

“Both Alok and Glenn have made an immediate positive impact on CBA in a short time,” said Plowman. “The rising stature of our college is directly tied to faculty members like these, who show leadership through their actions in both research and the classroom. It’s great to reward their accomplishments with these promotions.”

Kumar joined CBA in 2013 and has quickly established himself as a renowned marketing researcher through publications in top marketing journals including *Journal of Marketing*, *Journal of Marketing Research* and *Strategic Management Journal*. He received the CBA Faculty Research Award in 2014.

He has served as a reviewer for the *Journal of Marketing* and *Journal of Marketing Research*, as well as serving as track chair for American Marketing Association conferences. Kumar received his Ph.D. from the University of Wisconsin-Madison in 2008. He previously taught at the Smeal College of Business at Pennsylvania State University.

Williams came to Nebraska in 2012 and has been heavily active in student development. He served as advisor for the Big Red Investment Club and led students on a study abroad trip to China.

His practical experience as a faculty member and business consultant overseas gives him a unique ability to instruct business students on global financial markets. Williams received his Ph.D. in finance from the University of Florida in 2004. He taught at The American University in Cairo, Egypt, prior to moving to Nebraska.

CENTER FOR SALES EXCELLENCE RECOGNIZED FOR PROFESSIONAL SALES EDUCATION



Ravi Sohi and students in the sales program

The Center for Sales Excellence located at CBA was named as a 2015 “Top University for Professional Sales Education” by the Sales Education Foundation (SEF). The sales programs are recognized for preparing students for careers in professional selling and helping to elevate the sales profession. “To be named as a top university in sales education by the Sales Education Foundation is quite an honor for our new program,” said Dr. Ravi Sohi, executive director of the Center for Sales Excellence, professor of marketing and Steinhart Foundation Distinguished Professor of Business. “This ranking signifies the importance of sales education and the hard work by our faculty and students to become one of the top programs in the nation.”

The center was made possible by a major gift of \$1.5 million from National Research Corporation (NRC) in 2014. The sales program is open to both business and non-business major students. Students earn a certificate in

professional selling by completing 13 credit hours of required coursework. An advanced certificate can be earned by completing an additional three credit hours. The first group of students enrolled in the sales program during the spring semester in 2014. A small group graduated from the program with a certificate in Professional Selling in May of 2015. The center features facilities which allow students to videotape themselves doing their sales role playing assignments for instant feedback.

The SEF provides educational programming and resources to university sales programs and their students. SEF assists hiring organizations by connecting them to top sales students and forging key relationships with top sales programs.

“Sales is more than just selling a product, it’s selling an idea or achieving buy-in from people,” Sohi said. “The sales center teaches students to look at things in a broader perspective and to communicate their ideas to people.”

Honors Academy Achievements

The CBA Honors Academy is a four-year, cohort-based, enhanced business curriculum for high-ability students.

3
COHORTS | **120**
STUDENTS



31.05 Average
ACT

3.76 Average
College GPA

45 Paid Student
Internships

82 Student
Organizations

STUDY ABROAD
21 Students
9 Countries
Argentina, Brazil, China,
England, France, Ireland,
Italy, Japan, Spain

450
HOURS
served with
more than 70
organizations

18
serving on 13
non-profit
organization
boards



Givens Price
Houston, Texas

Courtney Van Hoosen
Omaha, Nebraska

Aakriti Agrawal
Unnao, India

Simran Sohi
Lincoln, Nebraska

Kaylan Maloley
Omaha, Nebraska

Jordan Westerkamp
Lombard, Illinois

Dean Donde
Plowman

Gifts given as of July 1, 2015.

The names in red have donated to the CBA Building Fund.

LIFETIME SUPPORT

\$1,000,000+

- Jim & Mary Abel**
- Duane & Phyllis Acklie**
Ameritas Life Insurance Corp.
- Ameritrade Holding Corp. dba**
TD Ameritrade, Inc.
- Assurity Life Insurance**
- Henry & Julianne Bauermeister**
- Clifton Family Foundation**
- Michael & Terri Dunlap**
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- Lienemann Charitable**
Foundation Inc.
- Delmar Lienemann Sr.**
Mutual of Omaha
- Nelnet Foundation**
Eleanor Ogle
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- Pinnacle Bancorp Inc**
- Peter & Nancy Salter**
James & Rhonda Seacrest
- Robert & Kelly Stuckey**
- Union Bank and Trust**

\$500,000 - \$999,999

- Ethel S Abbott Charitable Fdn.**
Inc.
- Cassling Family**
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- ConAgra Foods Inc.**
Carol Cope
Clifford Hayes
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Matilda McIntire
National Research Corp.
- Thomas & Lisa Smith**
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- Jim & Georgia Thompson**
- Richard Varner**

\$250,000 - \$499,999

- Abbott Foundation**
- Harold & Marian Andersen**
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- William & Rosemary Eastwood**
- Farmers Mutual Insurance**
Company of Nebraska
- Firstier Financial Inc.**
- Emmett Hanson**
- Helen Hanson**
- John Hay**
- Richard Hofmann**
- Richard & Helen Kelley**
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- Kenneth Korff**

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– *Angie Klein '01,*
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