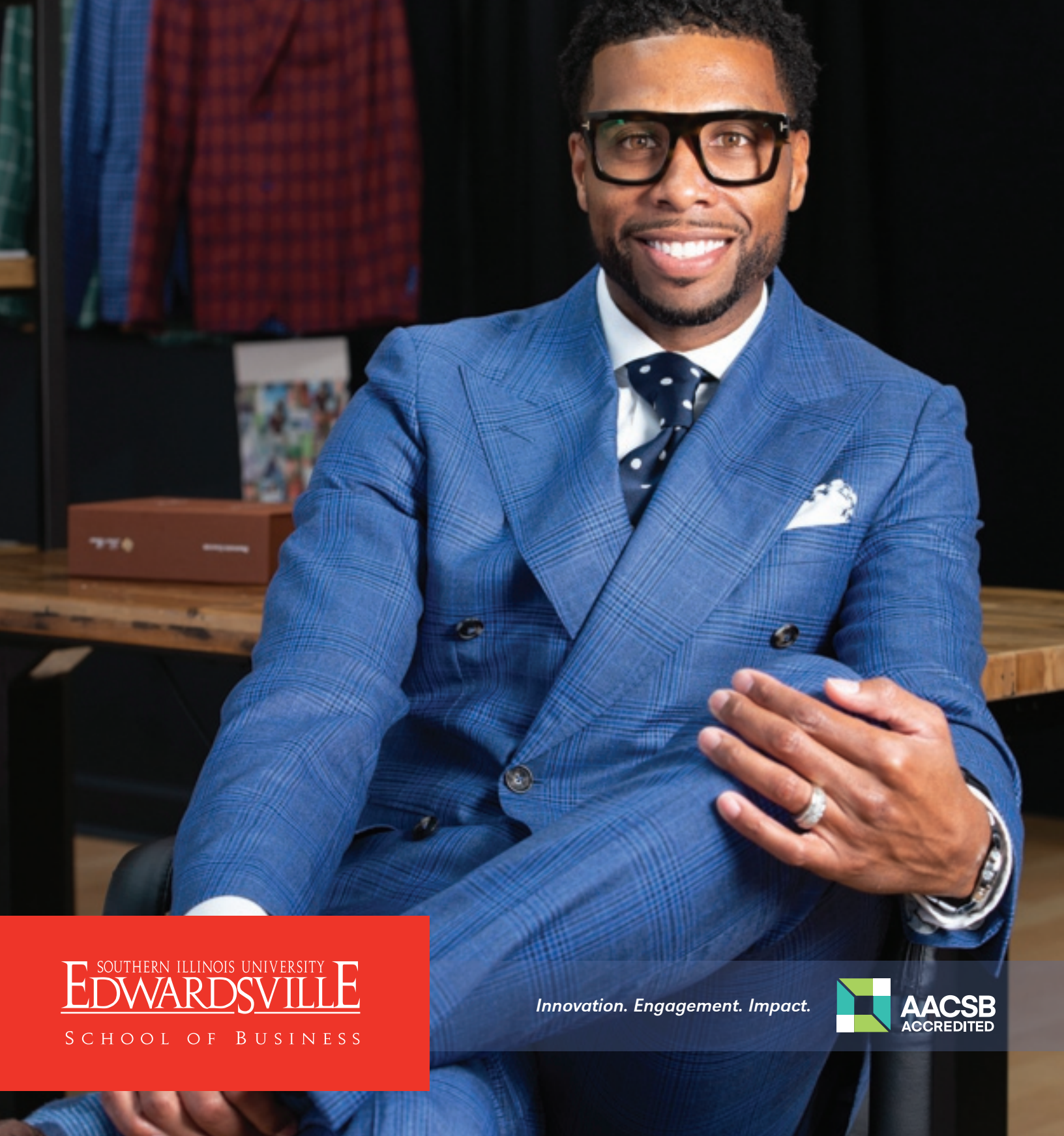


BUSINESS

THE MAGAZINE OF THE SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE SCHOOL OF BUSINESS | FALL 2020



SOUTHERN ILLINOIS UNIVERSITY
EDWARDSVILLE
SCHOOL OF BUSINESS

Innovation. Engagement. Impact.



About the SIUE School of Business

OUR VISION

The SIUE School of Business will be an internationally recognized premier business school that develops highly skilled and innovative professionals who, through achieving their full potential, enhance businesses, organizations and communities.

2 UNDERGRADUATE PROGRAMS

- BS Accountancy
- BS Business Administration

4 GRADUATE PROGRAMS

- Master of Business Administration
- Master of Marketing Research
- MS Accountancy
- MS Computer Management and Information Systems

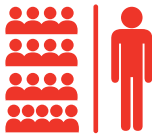
FACULTY

56

Full-time

17

Part-time



10 UNDERGRADUATE BUSINESS ADMINISTRATION SPECIALIZATIONS

- Computer Information Systems
- Cybersecurity
- Economics
- Entrepreneurship
- Finance
- General Business Administration
- Human Resource Management
- International Business
- Management
- Marketing

SIGNATURE COURSES

Business Transitions I:
Planning for Success

Business Transitions II:
Commitment Beyond College

WE ARE COMMITTED TO

- Provide a leading-edge environment for educating undergraduate, graduate and continuing education students that fosters creativity, critical thinking, ethical behavior and an appreciation of globalization and diversity.
- Develop and sustain partnerships with businesses, SIUE departments and the regional community that lead to professional opportunities for students, alumni, faculty and regional constituents.
- Offer programs responsive to the needs of our key stakeholders.
- Foster a vibrant regional economy through the exchange of ideas and knowledge.
- Maintain a highly competent administrative and support staff.
- Develop and retain a high-quality faculty whose members strive for excellence, are current in their fields, and make scholarly contributions through discipline-based, applied and pedagogical research.

These efforts add value: for students, by facilitating and enhancing their career prospects; for organizations, by developing business professionals who meet their needs and stimulate innovation; for the University, by collaborating across the community; and for business disciplines, by producing and disseminating timely and relevant scholarship.



TOP 5% INTERNATIONAL RECOGNITION

Only 5% of business schools worldwide are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. Even fewer have earned dual AACSB accreditation in business and accounting, placing the SIUE School of Business among the elite 2% of business schools around the world to have earned this dual distinction.

SIUE IS AMONG AN ELITE FEW:

Less than 2% of business schools worldwide are AACSB-accredited in both business and accounting.

GRADUATE SPECIALIZATIONS

Master of Marketing Research

- Business Analytics

MS Accountancy

- Business Analytics
- Taxation

MBA

- Business Analytics
- Healthcare Administration
- Management
- Management Information Systems
- Project Management

MS CMIS

- Business Analytics
- Project Management



12 STUDENT ORGANIZATIONS
Including two national honor societies



NEARLY 300
employers recruited SIUE business students through on-campus career fairs last year



For the 14th consecutive year, the School of Business is named an outstanding business school by *The Princeton Review*. "The Best 248 Business Schools: 2020 Edition" by *The Princeton Review* recommends the School as one of the best institutions in the U.S. from which students can earn an MBA.

OUR MISSION

The SIUE School of Business engages in high-quality learning experiences, research and service to develop current and future business professionals, scholars and leaders.

Letter from the Dean

Welcome to the Fall 2020 edition of *SIUE Business*. I hope this finds all of you in good health and good spirits. While the fall semester is well underway on campus, it is unlike any other fall semester in SIUE's history. Our campus has fully reopened, but the majority of our classes are being taught either fully or partially online. Combine that with reduced classroom capacities due to COVID-19 restrictions, and the typical vibrant, busy nature of Founders Hall and our campus is absent. The atmosphere seems much more like a summer semester.

Nevertheless, our faculty and staff have worked diligently to maintain the quality of the education our students receive. Fortunately, the experience gained by our faculty as a result of our online MBA program helped us to successfully pivot toward more online teaching at all levels. Additionally, we have invested in several technology platforms to assist with online instruction, and we have hosted several career and networking events online to ensure our students continue to interact with corporate professionals. Despite this emphasis on online education, I think I speak for our faculty and staff in saying we miss the face-to-face interaction and personal relationships we have with so many of our students.

When we were compiling the stories for this edition of the magazine, we contemplated how much emphasis we should place on the topic of COVID-19 and the pandemic. We concluded it would be preferable to focus on the various activities and accomplishments of the School of Business rather than focus the edition on COVID-19 and our School's (and our alumni's) response to the pandemic. Naturally, that subject is addressed in several of the articles, but we felt that you, our alumni and stakeholders, could use a break from reading more about the pandemic.

This edition is focused on several topics: entrepreneurship, alumni accomplishments and academic improvements. All are central to the mission of SIUE and the School of Business. We are particularly excited to share information about the various ways entrepreneurship and entrepreneurial thinking are supported by the School. While academic training related to entrepreneurship and how to start a business has value, we believe co-curricular activities such as the ones described in this edition are equally important in fostering a spirit of entrepreneurship among our students. That spirit and mindset



can prove to be valuable regardless of whether one starts a business or works for a Fortune 500 corporation. It is the same spirit that will help our economy thrive once again after we emerge from this pandemic.

Finally, I'd like to express my sincere thanks to the many friends of our business school who continue to provide us with financial support. Last spring, we were able to award over \$300,000 in scholarships to business students, which is a record amount for the fifth year in a row. We also appreciate those of you who assist us by delivering a guest lecture to a class or student organization, hiring an intern/recent graduate or attending an alumni networking event.

Stay safe and be well.

Tim Schoenecker, PhD
Dean



SIUE received the 2020 Higher Education Excellence in Diversity (HEED) award from *INSIGHT Into Diversity* magazine, the oldest and largest diversity-focused publication in higher education. SIUE joins a select group of 33 institutions that have earned the distinction for at least seven consecutive years.

Fueling an Entrepreneurial Spirit

EVENTS AND ACTIVITIES BRIDGE LEARNING AND ACTION

The best way to learn entrepreneurship is to do it. And that is why the School of Business and School of Engineering are committed to bringing more entrepreneurship competitions, events and activities that provide hands-on experiences for students to SIUE's campus.

One of the newest events is 3 Day Startup (3DS), a national entrepreneurship program that brought together 32 SIUE students across a variety of majors to work in small teams to formulate business ideas. Over three days, a 3DS-certified facilitator and volunteer mentors guided the teams through early-stage company activities, including developing a concept, customer discovery, creating a viable and scalable business model, and pitching their idea.

"Having students from different majors and backgrounds collaborate is so important; this diversity leads to more creative ideas in the real world," said Yohan Choi, PhD, assistant professor in the Department of Management and Marketing, who provided support throughout the event. "One of the students' biggest highlights was receiving guidance from mentors to refine their ideas."

Several 3DS competitors are giving serious consideration to starting their own business. Ali Holsapple, a senior who is earning her BSBA in entrepreneurship, was a member of the top-ranked team that developed a lunchbox backpack concept.

"I was interested in entrepreneurship before, but I had no idea how much work was involved in getting a good idea off the ground," Holsapple said. "3DS opened my eyes to the details of that process. I'm now more enthusiastic about starting my own business someday."

3DS will be a recurring event at SIUE, funded in part by the Martinson Family Foundation. "We're continuously looking for new ways to offer students immersive experiences that can inspire their future career path," said School of Business Dean Tim Schoenecker, PhD.

Another popular on-campus event that encourages budding entrepreneurs is TheOther40 Business Plan Competition, which celebrated its 10th year in 2020. Its name connects to the success rate of startups; research shows that roughly 60% fail within the first five years. The three-month competition is open to all SIUE students, taking their business ideas through the various stages of launching a product or service.

The 2020 competition had one of the highest levels of participation yet, but the COVID-19 pandemic changed the typical process.

Instead of having the top six competitors pitch their ideas to a live audience and panel of judges at a culminating event, they submitted video pitches to judges who collaborated virtually to determine the winner. Emily Whelan, who is in her first year of the online MBA program, took home the first-place prize of \$5,000. She plans to use some of the money to advance her business, Emily's Concrete Engraving—a service that adds color, design or texture to concrete surfaces.

"I've been investing in capital purchases over the past year," Whelan said. "Now, I can move to the next phase of creating marketing materials and getting personalized training from one of the best engravers in the country."





Inspiring Future Leaders

Madison Magee, a senior double majoring in business and psychology, is spearheading the effort to pilot a new student organization on college campuses: CEOU. It is the offspring of Midland Institute for Entrepreneurship's high school program, Creating Entrepreneurial Opportunities (CEO), which has more than 40 programs across four states. CEOU provides students with project-based experiences, such as hosting TheOther40 competition, and the opportunity for professional development through speaker lectures, team-building activities and group discussions.

After completing the CEO program in high school, Magee was asked to help establish the college-based program (CEOU),

putting her newly acquired skills to the test. During her first year at SIUE, she developed a plan and identified supportive faculty and peers to help her clear the necessary paperwork and approvals to launch the organization. CEOU grew to more than 20 members in its second year. The group's first project was to plan the main event for TheOther40 competition.

"One of the best things about this program is that it forces students out of their comfort zone," Magee said. "It has been an invaluable experience that has pushed me to collaborate in new ways and test new skills. I'm grateful for how this program has accelerated the professional growth of its members, myself included."

Spreading Seeds of Entrepreneurship Off Campus

The School of Business plays an important role in creating an active entrepreneurial environment both on and off campus. SIUE's Small Business Development Center facilitates an annual business plan competition each November, with support from the School of Business and a variety of business and economic development partners throughout the region. Competitors are growth-oriented startups that plan to operate in the nine-county St. Louis Metro East region.

The competition, called the Metro East Start-Up Challenge, helps generate interest in local startups and gives competitors an opportunity to network with valuable resources to help them on their journey, from lawyers to accountants to other types of mentors. The top three winners split \$20,000, with half of the award going to the first-place winner. Tech entrepreneur Jeremy Packer took home the top prize in 2019 for his company CoverMe, an e-gaming platform that connects players and sponsors.

By supporting the SIUE School of Business, you can help us inspire future entrepreneurs. Contact Sara Colvin, director of development, at scolvin@siue.edu or 618-650-2317.

Entrepreneur-Turned-Professor Trains Students to Be Future Innovators



It seems like entrepreneurship is in the DNA of some people.

One of those individuals is Yohan Choi, PhD, assistant professor in the Department of Management and Marketing. Before pursuing his PhD in the U.S., he worked alongside his father, an inventor based in South Korea. His father's most notable invention is a magnetism controlling technology, which can replace electromagnets.

Choi and his father eventually gained the attention of NASA, signing a Space Act Agreement (SAA)—a joint research and development agreement that was publicized by South Korean news outlets, helping them land new clients across the country.

“Working with my father drove my interest in entrepreneurship education. He had a great technology, but it took him several years to figure out how to capitalize on it,” Choi said. “It would have saved us valuable time and resources if we better understood how to develop a viable business plan around the technology.”

Now Choi is bringing his experiences and training to the classroom, inspiring future entrepreneurs. He has been teaching entrepreneurship and strategic management since joining SIUE's School of Business faculty in 2019.

“Entrepreneurship will continue to grow more critical in the business world. Existing resources and capabilities become obsolete more quickly than ever, putting pressure on companies to continuously innovate,” Choi said. “Students must understand how to identify good opportunities and turn them into a profitable business, whether they're starting up their own venture or helping a large corporation like GE uncover new revenue streams.”

New Endowment for Student Entrepreneurs

A new scholarship is available to entrepreneurial-minded students. The Grady Family Foundation donated \$300,000 to create two sizable scholarships that will be awarded annually to a School of Engineering and School of Business student.

“History shows that many of the inventions and technologies we enjoy commercially today were invented or developed by people with engineering or technical training,” said Ed Grady, BS '72, a School of Engineering alumnus who sits on the SIUE Foundation Board of Directors. “However, the individual rewards vary vastly based on whether or not the person knew how to manage business activities.”

A highly accomplished business leader, Grady has served as CEO for a variety of companies including Electro Scientific Industries and Silicon Valley startup Reel Solar.

Abigail Schuneman, a senior who is earning her BSBA with a specialization in marketing, is the first scholarship recipient in the School of Business. She recently started her own freelance graphic design business after friends and family encouraged her to sell her art.

“Receiving this scholarship is such an honor, as I've put so much work into finishing school while running my business,” Schuneman said. “It will help relieve some financial stress for my final semester.”



Banker by Day, Clothier by Night (and Weekends)

HOW ONE ALUMNUS FOUND A SUCCESSFUL DUAL CAREER

Clothing designer and banker: It's not often you see someone stitch together two distinct pathways like these. But Darryl Tyler, BSBA '03, enjoys standing out from the crowd.

By day, Tyler works as a partner, vice president and commercial banking officer at Carrollton Bank, in Clayton, Mo., assisting small- and mid-sized businesses with their banking needs. During his off-hours, he focuses on his passion—Tailored Gents Custom Clothiers, a luxury men's clothing business based in Clayton, Mo.

For Tyler, fashion and banking first intertwined at a job interview for a banking teller position during his days at SIUE. He set himself apart by wearing a suit and tie to the interview. After he was hired, he continued to wear a tie to work every day.

"The way I dressed gave people the impression that I took my job seriously, even as a young teller. I believe you have to dress for the job you want," Tyler said. "But it's not enough to simply 'look the part,' you have to back it up with a strong performance."

And Tyler has a strong track record of success. When we spoke to Tyler amid the COVID-19 pandemic in May, he was working around the clock to help businesses with their questions and applications for the Small Business Administration's Paycheck Protection Program, a loan to help small businesses keep their workforce employed during the crisis.

"The pandemic has affected businesses in unimaginable ways. Running my own small business made me especially sensitive to helping people work through their concerns.

I can better relate to their struggles, and I've developed stronger customer relationships because of it," Tyler said.

Alongside his banking career, Tyler's clothing business has blossomed over the past four years. Its genesis happened organically. Tyler always had difficulty finding business attire that fit well. He tried a clothier, and soon became a regular. Eventually, he was approached about a side gig as a stylist. At first, he rejected the idea. Then, he tested the waters. A few years later, Tyler was one of the top 10 male stylists for the company, turning many of his banking peers on to the idea of a clothier. With a strong base of clientele, he grew interested in setting out on his own. After much trial and error with sourcing his own fabrics and experimenting with domestic and overseas factories, he launched his business in 2016.

Now, Tailored Gents Custom Clothiers serves roughly 175 clients, with a 1,000-square-foot showroom and two additional employees, one of whom is an SIUE alumnus.

"My knowledge and experiences in banking have helped my clothing business tremendously," Tyler said. "I'm fortunate they've blended together so nicely, giving me the chance to turn my passion into a side career."



“My knowledge and experiences in banking have helped my clothing business tremendously.”

– Darryl Tyler, BSBA '03
Partner, VP and Commercial Banking Officer,
Carrollton Bank and Owner,
Tailored Gents Custom Clothiers

How do you reach the top of your profession?

FIVE ACCOUNTING ALUMNI SHARE THEIR JOURNEYS

The strength of a university's academic programs can be measured in a variety of ways, from accreditation and national rankings to job placements. But it is the professional achievements of alumni that speak volumes.

We caught up with five School of Business alumni, all of whom graduated from the accounting program in the early 1990s and reached the top ranks of their profession. They shared pivotal moments from their careers that helped shape their success.

SUSAN EICKHOFF, BSA '93

Audit Partner, KPMG, St. Louis

Eickhoff thought she might follow in her family's footsteps with a career in public service after graduating from SIUE, working in the accounting department of Madison County, Ill. However, a chance encounter with a KPMG partner, an SIUE alumna whom she initially met as a student at an accounting club networking event, sent her on a different path.

Eickhoff reconnected with the SIUE alumna and decided to make the move to KPMG a few years later. After 10 years at KPMG, she was promoted to audit partner.

"I focused on being a leader, doing my job well, and providing value internally and to my clients," said Eickhoff. "You must have the courage to speak up when something isn't working. Finding mentors with whom I could speak candidly, while staying solutions-focused, was crucial to my success."



MICHAEL GRATTENDICK, BSA '92

CFO, Aurora Diagnostics, Palm Beach Gardens, Fla.

Grattendick chose to start his career in private accounting. After working in various industries for five years, he decided to pursue a job in healthcare, an industry that intrigued him. It was this job and a resulting move to Florida that propelled his career to new heights. After six years at Florida-based AmeriPath, Grattendick took the next gamble—establishing the accounting and finance function for a private equity (PE)-backed startup, Aurora Diagnostics. The goal was to grow it into a successful company to sell.

In 2019, Sonic Healthcare acquired Aurora Diagnostics for \$540 million.

"Moving from an established company to a startup is a huge risk, but I developed a great relationship with the founder while we were both at AmeriPath," said Grattendick. "It's so important to find mentors who can help you advance your career and open new doors."





KELLY MALSON, BSA '93

Retired CFO and Board Member, Ponte Vedra Beach, Fla.

Early in her career, Malson envisioned herself as an accounting firm partner and joined KPMG after graduation. After 11 successful years in the Big Four accounting world, Malson decided to spend more time with her mom, who had fallen ill. A year later, she joined World Acceptance, a small-loan consumer finance business. She was quickly appointed CFO, becoming the first female C-level executive. Malson also became the first female board member of retailer Conn's HomePlus. She then went on to serve as CFO of Nicholas Financial, before deciding to officially retire.

Now, Malson focuses on giving back. Among the highlights is supporting SIUE's Denise Suhrenbrock scholarship. She mentored one of its recipients.

"SIUE has always done a great job of helping students create a strong professional network, whether it's through the accounting club or encouraging scholarship recipients to reach out to the sponsors," said Malson. "Understanding how to cultivate a network is critical to career success."

TIM VALLEY, BSA '92

CFO, Stars Design Group, St. Louis



Valley started off his career at Coopers & Lybrand focused on auditing and consulting work. That experience gave him the desire to find a position where he could be more forward-looking, instead of the "looking back" nature of auditing. His next move was a controllership position with a Fortune 500 company. After several years at large corporations, he was offered a position with an internet and cable startup and found his niche in the entrepreneurial world. Now, Valley serves as the CFO of Stars Design Group, an apparel design and manufacturing business.

When asked for advice about taking a career to the next level, Valley offered, "Work hard at your craft, be a reliable resource for others, take some risks, and lead with integrity and by example. Don't simply do your job—take on responsibilities for the job you want next."



BRAD HICKS, BSA '94

CFO, Shamrock Environmental Corp, Greensboro, N.C.

From a young age, Hicks knew he wanted to be a CPA and a leader. He went to work for a telecom startup after graduation. Two years later, he took a job with KPMG where he could get better training and professional exposure to eventually become a CFO. Hicks next move was to Emerson Electric. Working for a Fortune 500 company provided invaluable opportunities. His time as Emerson's finance director in both Switzerland and Russia were among his biggest challenges; it also solidified his interest in high-risk/high-reward jobs, prompting a shift into working for PE-backed companies.

Hicks is now in his third CFO role. He was drawn to PE-backed Shamrock Environmental Corp. because of its growth potential, the track record and leadership of the PE firm, and his interest in the environmental water treatment and remediation space.

"Look for the opportunities that seem a little risky—those are often the ones with the biggest career payoff," Hicks advised.

Dion Joannou Joins SIUE's Alumni Hall of Fame

ALUMNUS REFLECTS ON CHALLENGES, INFLUENCES AND SUCCESSES

Dion Joannou, BSBA '89, recently joined the prestigious ranks of SIUE's Alumni Hall of Fame. An accomplished leader, Joannou currently serves as the CEO of Accedian, a global company focused on performance analytics. This is his third time leading a company as CEO. Joannou is an experienced board member as well, providing guidance for multiple public and private companies in the technology, software and medical industries.

We had an opportunity to talk with Joannou about his career and leadership experiences.

WHAT STANDS OUT AS YOUR BIGGEST CAREER ACHIEVEMENT?

Joannou: I worked my way from an entry-level position to being one of the top two officers of a large public company, Nortel Networks, by the time I was 39. While that was a huge accomplishment, I'm probably most proud of being asked by the founder of Accedian to be its CEO after serving as its COO for two years. Transitioning companies from a founder to another leader is often a contentious situation. It was an honor to have him approach me and shift the responsibilities in such a magnanimous fashion.

WHAT HAS BEEN YOUR BIGGEST LEADERSHIP CHALLENGE?

Joannou: I've been through some difficult times, but the global pandemic is, by far, the most challenging situation I've faced as a leader. Every day, I wake up to a new unknown. There is no experience that could adequately prepare you for this situation. Everyone faces so many uncertainties not only about their workplace, but also about the safety of their own families. I'm battling the same uncertainties. But leaders can't stop to dwell. Employees need to feel confidence in leaders' decisions and their direction. Providing inspirational leadership is critical to helping people move forward.



WHAT IS YOUR STRATEGY FOR NAVIGATING THROUGH THE UNKNOWN?

Joannou: I've embraced a five-step approach. The first, and most critical, step is to get input from other experts around you. Second, act decisively based on that knowledge. Changes are happening rapidly, so you can't waste time overanalyzing what to do. Third, quickly develop a well-informed plan. Fourth, align the management team around the plan. Finally, communicate the plan broadly. Over-communicating with everyone at a time like this is critical. People need context about why changes are being made, the reasons behind decisions, and what to anticipate next.

WHAT DO YOU THINK BEST PREPARED YOU FOR BEING A CEO?

Joannou: Working in a diverse range of roles, geographies and industries was instrumental to my success. During my 14 years at Nortel Networks, I had 10 jobs across different functional areas. Having that broad exposure made me a better general manager. I had a solid understanding of the data I was receiving from different parts of the business. Equally important—especially in a large, global enterprise—is being able to effectively manage a culturally diverse workforce and customer base.

I have worked on four continents; it gives me a deeper appreciation of cultural norms and helps put certain behaviors into context when it comes to communicating and negotiating with customers, employees or other businesses.

“ I've been through some difficult times, but the global pandemic is, by far, the most challenging situation I've faced as a leader. ”

– Dion Joannou, BSBA '89

WHAT ADVICE WOULD YOU OFFER TO SOMEONE WHO WANTS TO OBTAIN A LEADERSHIP POSITION?

Joannou: Aside from gaining a diversity of experiences, I would tell them to seek out the difficult assignments. A big reason why I climbed the corporate ranks so quickly early in my career is because I would always volunteer to take on the toughest challenges. Intentionally dropping yourself into a difficult situation is tough—the stress levels are high, but I discovered that I thrive in that environment. It positioned me as the problem-solver who people turned to when the next challenge emerged.

WHEN YOU THINK ABOUT YOUR TIME AT SIUE, WHAT HAD THE BIGGEST INFLUENCE ON WHERE YOU ARE TODAY?

Joannou: SIUE will always be a special place to me. I left my home country of South Africa to attend SIUE on a tennis scholarship. My tennis coach, Bob Meyers, and his wife Mitch, a successful business executive, had a profound influence on me. Coach Meyers instilled a strong work ethic in me for both tennis and academics, preaching the importance of balancing the two. I played on the men's tennis team all four years as an undergraduate, becoming a three-time All-American. My athletic experience taught me so much about the basics of hard work, teamwork and leadership, and the academics at SIUE gave me the grounding to be successful in the business world. Mitch was a tremendous inspiration for my career as well—her vision, guts and imagination helped her achieve great success; yet she stayed grounded and humble.

ARE YOU STILL CONNECTED TO SIUE?

Joannou: I enjoy coming back to SIUE to lecture and spend time with students. I try to impart a few key lessons—find a career or position that meshes well with your personality; feel passionate about what you do; take calculated risks in your choices; prioritize family to ensure you have a good balance; and when the time is right, give back to the community and the less fortunate.





MBA Program Enrollment Rises

FLEXIBLE OPTIONS AND NEW SPECIALIZATIONS PAY DIVIDENDS

SIUE's MBA program has experienced strong growth in the last two years, despite a decline in MBA program applications nationally. Between fall 2018 and fall 2020, the University's MBA program enrollment more than quadrupled from 93 to 392 students. This increase is due primarily to the School of Business' ability to adapt to the changing needs, demographics and life circumstances of prospective MBA students.

"Adding an accelerated online program was a major growth contributor," said Associate Dean Janice Joplin, PhD. "Other changes introduced in recent years—such as expanding specializations and adding flex options for courses—are also resonating well with students who are looking to fit an MBA into their busy lives."

Garth Reynolds, MBA '19, executive director of the Illinois Pharmacists Association (IPhA), was one of the first graduates of the accelerated online program.

"The program fit well with my hectic work schedule," Reynolds said. "All of the professors were responsive to online students and made the experience interactive, rewarding and supportive."

"It's gratifying to know that our efforts to stay relevant are succeeding," Joplin said. "We are continuously monitoring and participating in industry discussions about changing job market demands, and updating our courses and specializations accordingly."

Healthcare administration is the newest specialization available to MBA students, which was added in fall 2020. Roughly 20% of SIUE's current MBA students work in the healthcare industry. Other recent popular additions include specializations in business analytics and management.

Joseph Leonard, MBA '19, graduated from the accelerated program with a specialization in business analytics after spending more than a decade in data analysis. In 2017, he started his own online business, JoricGaming, LLC, a game streaming partner that does promotion and advertising for computer games and products. After spending long periods of time online researching how to run business operations, his wife encouraged him to pursue an advanced degree.

"I learned so much about what goes into a business' strategic decision-making process," Leonard said. "I appreciated being able to run my business day-to-day while doing coursework. I often put the knowledge to use immediately, placing my own company under the microscope in classes to identify trends and patterns as well as problem areas that I was then able to fix."

MBA DEGREE SPECIALIZATIONS

- General MBA
- Business Analytics
- Healthcare Administration
- Management
- Management Information Systems (MIS)
- Project Management

For additional details and enrollment:
online.siu.edu

CMIS Professor's Passion for Research Acknowledged with Faculty Award

EXAMINING IMPLICATIONS OF CHANGING TECHNOLOGIES AND GOVERNANCE ISSUES

This year's Lawrence B. Heitz Faculty Research Award was granted to Joseph Vithayathil, PhD, associate professor of computer management and information systems (CMIS). Heitz, SIUE's first MBA graduate, established the award in 2019 to recognize a faculty member's excellence in research and scholarship.

"To my knowledge, no faculty member in the history of the School of Business has published as many articles in premier journals in such a short time as has Joe Vithayathil," said School of Business Dean Tim Schoenecker, PhD.

Vithayathil joined SIUE in 2017 teaching undergraduate- and graduate-level information systems and business analytics courses. Prior to academia, he worked for more than 20 years in the technology industry in various professional and executive roles while leading his own entrepreneurial ventures.

"My research interests in corporate governance and information technology governance deepened while pursuing my PhD," Vithayathil said. "Research helped to explain some of the behaviors and governance failures I witnessed in my corporate life."

Corporate and IT governance is still a central theme driving Vithayathil's research, as are the implications of rapidly changing technology. His collaborations with others in academia take his research in a variety of directions.

Among Vithayathil's most frequently cited research papers from the past several years are:

- "Are CSR initiatives such as sustainable development and environmental policies value-enhancing or window dressing?" published in *Corporate Social Responsibility and Environmental Management*.
- "Will cloud computing make the information technology (IT) department obsolete?" The research, which was published in *Information Systems Journal*, explores how IT department roles will need to transform.
- "Does social media use at work lower productivity?" published in the *International Journal of Information Technology and Management* and shared at the Global Information Technology Management Association (GITMA) conference.

"Joe approaches every research project questioning how it will make a difference in the lives of practitioners in the field," said Anne Powell, professor and CMIS department chair. "He has become one of the top researchers in the field of management information systems because of his exploration of timely issues. We're fortunate to have him guiding and challenging students in the classroom."

According to Vithayathil, "Technology changes and its impact on life are only accelerating. It is raising critical new questions we must examine: Where are the jobs of the future? What skills are needed? These are the discussions happening in my classroom and with peers. We must prepare for a new era of work in the age of intelligent machines."

“Research helped to explain some of the behaviors and governance failures I witnessed in my corporate life.”

– Joseph Vithayathil, PhD
Associate Professor of Computer
Management and Information Systems



Alumna Recognized as Community Leader

KIMBERLY LUITJOHAN NAMED TO THE ST. LOUIS “40 UNDER 40” LIST

Kimberly Luitjohan, BSBA '10, is the latest School of Business alumnus to be recognized by the *St. Louis Business Journal* for her community contributions and professional achievements as a member of the 2020 class of 40 Under 40 honorees.

As vice president of finance at Poettker Construction Company and a member of its leadership team, Luitjohan helps set strategic direction for the \$178 million family-owned business, and oversees its accounting, finance, human resources and IT functions.

She attributes her rise to the top ranks of Poettker to hard work and calculated risk-taking.

Luitjohan was drawn into her family’s business at age 20, at a time when Poettker was facing serious financial challenges. She states it was one of the biggest risks of her career, but also a defining moment.

“My brothers and I jumped into helping the business with our father,” Luitjohan said. “I started to learn the intricacies of the accounting department, and found my passion. I prayed and had faith that things would work out for the best.”

Poettker has seen tremendous growth since then. Revenue has increased dramatically in recent years, thanks in part to Luitjohan’s guidance in instituting a new financial reporting system. It affects every part of the business, down to how superintendents in the field entered their time into payroll.

“Assessing everyone’s comfort levels with the changes was a priority; it gave us the confidence to keep moving forward,” Luitjohan said. “It was a major undertaking, but the payoff was worth it.”

When asked about the most challenging part of her career journey, Luitjohan pointed to earning the respect of long-time employees.

“I’m lucky to be surrounded by a great team,” Luitjohan said. “Creating an environment where everyone’s ideas were heard and acknowledged has had numerous benefits – and was crucial to earning their respect.”

Luitjohan’s financial and leadership talents extend beyond Poettker. She gives back to the community in a variety of ways, including serving on the HSHS St. Joseph’s Hospital-Breese Foundation Leadership Council, assisting with toy drives for St. Louis-area children’s hospitals, and serving on committees at her local church.

Whether it’s in the community or inside the business, Luitjohan is ready for the next challenge.

“I feel blessed to be where I am today,” Luitjohan said. “No matter where you are in your career, don’t be afraid to step in new directions or try something that sounds difficult. Trust your instincts; it usually serves you well.”



“I started to learn the intricacies of the accounting department, and found my passion. I prayed and had faith that things would work out for the best.”

– Kimberly Luitjohan, BSBA '10
VP of Finance, Poettker Construction Co.

New Partnerships Established in Japan and Peru

The School of Business established its first international partnership in South America, signing an agreement with the University of Lima in Peru. This opens a new geographic area for travel study programs that will benefit SIUE students, as well as international students interested in studying at SIUE.

“Adding a South American partner has been a goal of ours for a long time,” said Associate Dean Janice Joplin, PhD. “We’re pleased that students will now be able to explore the cultures and business practices of our neighbors to the south.”

A new partnership was also solidified with Ritsumeikan Asia Pacific University in Beppu, Japan. It is the second agreement the School of Business has signed with a Japanese university; the first agreement was with Osaka University of Commerce.

“We have been eager to expand options in Japan, as it gives students a front row seat to observe some of the premier business operations in the world,” Joplin said.

With the two latest additions, the School’s list of international partnerships and student travel opportunities now reach into China, England, France, Germany, Hungary, Italy, Japan, Peru and Spain.

Cost is one of the biggest limitations for students interested in studying abroad. Alumni can help by donating to the School of Business International Travel fund, which is used to directly reduce overall student costs for each travel study course. To learn more, contact Sara Colvin, director of development, at scolvin@siue.edu or 618-650-2317.



School of Business Earns New Designation for Auditing Education



The School of Business earned a new designation in 2020 recognizing its commitment to preparing the next generation of internal auditors.

The Institute of Internal Auditors (IIA) Academic Relations Committee (ARC) accepted the School of Business into its Internal Auditing Education Partnership (IAEP) program as an IAEP Internal Audit Foundation Program.

Less than 40 schools in the U.S. and roughly 55 schools globally are recognized as IAEP programs.

The process took years of work and collaboration between the SIUE Department of Accounting faculty and the St. Louis IIA Chapter. SIUE had to demonstrate a commitment to offering internal audit-related coursework in its curriculum by qualified faculty. Jamie Hoelscher, PhD, CIA, associate professor of accounting, led the process and will serve as SIUE’s IAEP coordinator.

“Being recognized as an IAEP program puts our program in both a national and global spotlight,” Hoelscher said. “Our students will have more direct access to the profession, with more guest speakers in the classroom, access to local and global workshops, training and networking events, as well as increased opportunities for internal auditing internships and jobs not only in the St. Louis area, but also globally.”



Adding a Dose of Reality to Mock Interviews

ST. LOUIS-AREA CORPORATIONS PROVIDE STUDENTS WITH IMMERSIVE EXPERIENCE

Exploring new ways for students to practice interviewing and networking skills before they encounter the real-life version requires continuous effort. Mock interviews and networking events have been conducted on campus for many years, but last fall was the first time the School of Business moved the experience offsite.

Edward Jones hosted an event for School of Business students at its corporate headquarters where students could practice their interviewing skills with professionals across different areas of the firm. Outside of the mock interviews, students networked with Edward Jones employees to learn more about their career paths and get a glimpse of what it's like working inside a large corporation.

School of Business Internship Coordinator Amanda Russell worked closely with Edward Jones staff to plan the details. Russell is planning to make the off-campus mock interview events a regular occurrence each semester, rotating between a variety of regional corporations including Bayer.

"It's invaluable for students to have low-pressure, immersive experiences like this to help them get ready for what lies ahead," Russell said. "And finding opportunities for them to practice networking is so critical to easing their comfort levels."

Russell encourages students to engage with professionals at career fairs and other on-campus events.

Before she graduated in May 2020 with a bachelor's in accountancy, Natalie Horstmann participated in a variety of on-campus careers fairs and, ultimately, her dedication paid off. She was able to turn a networking opportunity with St. Louis-based Anders CPA + Advisors at the annual School of Business Meet the Firms event into an internship that led to a job offer before she graduated.

"The career fairs warmed me up for real networking opportunities," Horstmann said.

Russell spent much of the spring semester helping students adapt to the changing environment created by the COVID-19 pandemic—from providing resources for video interviews to helping them navigate changing job and internship opportunities.

"I was impressed with how flexible and patient students were, given the situation. Employers with active interns were great about finding ways for students to continue to participate virtually," Russell added.



School of Business Helps Advance Important Edwardsville Community Initiatives

REAL-WORLD STUDENT PROJECTS YIELD A VARIETY OF BENEFITS

School of Business students are generating valuable insights that are shaping new initiatives and developments for the City of Edwardsville. The Department of Management and Marketing coordinated student-led market research projects that are helping city officials understand community expectations and preferences.

One of the most highly anticipated city projects has been the development of a multimillion-dollar ice rink and teen center. Katie Robberson, instructor in the Department of Management and Marketing, guided the engagement between students in her Consumer Behavior class and city officials.

Students' primary responsibility was to understand how the community, especially teens, would potentially use the facilities. They surveyed community residents about their interests in using the ice rink and teen center, and developed recommendations for city officials based on the findings. Their input influenced a change in direction for the name of the facility: The word "ice" was eliminated after discovering it presented an overly narrow view of its purpose.

"It was valuable for the city to hear from the students not only

about the survey results, but also to have a younger person's perspective in the room," Robberson said. "Students benefited immensely from the experience. They saw firsthand the different elements that work together to bring a major development to fruition—from research to marketing to financial grants to construction. It deepens their understanding of the academic material in a way that's hard to replicate."

“Giving college students a chance to contribute to real-world projects has a positive impact on everyone involved.”

— Joel Petry
Instructor in the Department
of Management and Marketing

Joel Petry, instructor in the Department of Management and Marketing, is working on a separate collaboration between students and city officials. As part of Petry's Consumer Behavior class, students are conducting research to inform the direction of Earth Edwardsville, an initiative being developed to advance local resilience and sustainability as the region grows. Their research will help city officials understand how community residents feel about sustainability and how to engage them in the effort.

"Giving college students a chance to contribute to real-world projects has a positive impact on everyone involved," Petry said. "Beyond the invaluable hands-on experience, it offers a natural networking opportunity that can help students fine-tune their professional demeanor and open the door to new internship or job opportunities."

School of Business Advisory Boards

Fiscal Year 2019-2020

The School of Business works closely with the business community to provide the very best business expertise and develop programs that provide a foundation for students to become leaders in their chosen careers. The commitment of these advisory board members to lend their expertise and to serve the School of Business as ambassadors in the business community is gratefully recognized and appreciated.

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With gratitude, Tim Schoenecker, Dean, School of Business

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