A DIALOGUE ABOUT GENDER BIAS IN THE WORKPLACE

SEMINAR INSPIRES GENDER DISCOURSE  18
BACK TO (GRAD) SCHOOL  20
MARKETING IN A DIGITAL WORLD  23
In her current role as co-chair of the national effort, “Vision 2020: An American Conversation about Women and Leadership,” alumna Rosemarie Greco ’75 is focused on advancing discussion about gender equality in the workplace. Who better to spearhead such an endeavor than Rosemarie, who rose through the ranks of the banking industry from secretary to CEO?

As America tackles this conversation, Saint Joseph's University reflects on its own progress, marking its 40th anniversary of co-education. The Haub School developed the “Spirit of Women” lecture series, designed to celebrate the industry pioneers and entrepreneurs known as our alumnae. Rosemarie joined with a number of other remarkable Hawk women for the lecture series, and their recent visits sparked important discussions that continue to reverberate through the halls of Mandeville. This issue of Haub School Review celebrates the spirit of women who are making their mark on the business world.

This spirit is also reflected in the administrators and faculty of HSB who have led discussions in the classroom about gender in the workplace. It is reflected in the leadership of Associate Dean Vana Zervanos ’07 (MBA), who encouraged a group of students to resurrect Hawk Women, a group on campus dedicated to advancing women in the business world. And finally, it is reflected in our students, who have undertaken initiatives to drive change and create a better professional environment for themselves and for future generations.

I welcome your comments and suggestions about this edition of the Haub School Review which has expanded in size to include more stories about the members of our unique Saint Joseph’s community.

Joseph A. DiAngelo Jr., Ed.D. ’70
Dean, Erivan K. Haub School of Business
Saint Joseph’s University

Cover: Vana Zervanos ’07 (MBA), Associate Dean
IN THIS ISSUE

HAUB SCHOOL NEWS | 2

FACULTY COMMENTARY
Chilean Miners | 6
First Amendment and Facebook | 7
Response after Disasters | 8
Brand References and Music Videos | 9

FEATURES
A Dialogue about Gender Bias in the Workplace | 10
First Year Seminar Inspires Gender Discourse | 16
Back to (Grad) School | 18
A Plate of Surprises | 20
Marketing in a Digital World | 21

ALUMNI | 22

OTHER
Board of Visitors | 25
Faculty Scholarly Achievement | 26
In the News | 27
Student Essay | 28

EDITOR
Carolyn A. Steigleman ’10 (M.A.)

CONTRIBUTING EDITOR
Vana Zervanos ’07 (MBA)

CREATIVE DIRECTOR
Daniel Walsh

DESIGN
Helene Krasney

IMAGE EDITOR
James Brack

PHOTOGRAPHY
Melissa Kelly
**HAUB SCHOOL NEWS**

**GRADUATE BUSINESS TEAM WINS ACG CUP**

**A TWO-PERSON TEAM** from Saint Joseph’s University’s graduate business program won this year’s ACG Philadelphia Cup, a business case competition presented by the Philadelphia Chapter of the Association for Corporate Growth (ACG) and sponsored by KPMG, LLP. The team, mentored by professors Bob Dean and Rajnesh Sharma, Ph.D., of the finance department, won $10,000 for their success.

Each team analyzed and presented their solutions and recommendations to a complex business case that required a combination of corporate strategy, finance and valuation skills. The case presented by the SJU team focused on private equity investment within the communications industry.

Chris Frystock, a graduate finance student, and Jan Bartczak, an MBA and graduate finance student, competed against six area graduate business programs to earn this distinction.

The Haub School of Business’ Finance Department sponsored Frystock and Bartczak through the ACG Cup competition.

“Over the past few years, the ACG Cup has established itself as a leading business case competition focused entirely on the financial investment/corporate development market,” says Karen Hogan, Ph.D., professor of finance. “The Philadelphia Cup’ provides a unique opportunity for the students to challenge themselves in tackling a real-world business problem in what continues to be one of the most dynamic and sought-after market segments.”

**HAUB INTRODUCES ONLINE MBA**

**THE MBA PROGRAM** at Saint Joseph’s University just got a lot more convenient. Beginning January 2011, the Haub School of Business began offering students an online MBA.

“Students will have the option of pursuing the degree completely online or through a hybrid of in-classroom and online instruction,” says Adele Foley ’61 (B.A.) ’82 (MBA), associate dean and director of the MBA program. “Unlike other schools, students aren’t required to complete the MBA in a single cohort. This offers increased flexibility for our students.”

The online MBA was developed in response to student demand. A competitive job market coupled with the downturn of the economy has led many executives back to school to earn their graduate degree. In 2009-10, the number of students enrolled in Saint Joseph’s MBA program with a full-time course load doubled over the previous year’s figures. The Haub School has also seen a significant increase in the number of students enrolled in the dual DO/MBA program offered in partnership with the Philadelphia College of Osteopathic Medicine. The number of international students enrolled in the program has increased 30 percent from 2009 to 2010.

“The addition of the online MBA enhanced the flexibility of this program,” says Associate Dean Stephen Porth, Ph.D. ’80, executive director of graduate programs at the Haub School. “This format will better meet the needs of our student population as they juggle work, family life and education.”

Applications are currently being accepted for enrollment. Contact sjumba@sju.edu for more information.
MARKETING STUDENTS EARN TOP SPOT IN PRODUCT (RED) COMPETITION

A TEAM of Haub School of Business students recently clinched the top spot in a nationwide marketing competition benefiting Product (RED).

Sponsored by the AIDS charity in conjunction with the publisher, Pearson, the Product (RED) Challenge encouraged students to put their studies to good use by developing a marketing campaign for a challenge that could be sold to help raise money in the fight against AIDS. Each team submitted their video clips on the contest’s Facebook site where the public voted the Saint Joseph’s group the winner.

For the challenge, the student group developed a marketing campaign to promote Vitamin Water as a potential product to partner with the Product (RED) campaign. The team developed a comprehensive marketing strategy which included a 90-second video clip submitted to the Challenge Facebook page.

James Kelley, Ph.D., the assistant professor of marketing at SJU who advised the students, said the Challenge has been a tremendous learning experience for the students involved.

“This project was a great way to watch the students connect with how their education could be put into practice,” says Kelley. “I also found that due to the social cause that Product (RED) exemplifies, students were even more enthusiastic and willing to dive in to the project.”

Michael Solomon, Ph.D., professor of marketing, worked with Pearson to develop the concept behind the Pearson Product (RED) Challenge. Solomon’s text, Marketing: Real People, Real Choices, was published by Pearson and encourages students to apply textbook theory using real-world concepts.

“Our textbook strives to teach students about marketing by anchoring concepts in real-world applications,” says Solomon. “One of these important concepts is social marketing, which emphasizes that financial profit and social profit can go hand-in-hand. The efforts of Product (RED) to combat AIDS in Africa epitomize this focus.”

The Saint Joseph’s team competed against 50 teams nationwide to earn this distinction. They will travel to New York this spring to present their idea to representatives with Product (RED).

SAP RECOGNIZES HAUB SCHOOL ACCOUNTING PROGRAM

THE ACCOUNTING DEPARTMENT at the Haub School earned accolades from enterprise software leader SAP in a recent issue of the organization’s University Alliances magazine. Accounting was lauded for its pedagogical integration of SAP in the classroom.

“The SAP University Alliance has enabled SJU’s accounting department to differentiate itself as a high-quality and distinctive program stressing technology applications and business problem solving,” explains Accounting Chair Joseph Ragan ’69. “Our program is cutting-edge and our students are aggressively recruited for their SAP skills and their ability to understand how to work in today’s interconnected business environments.”

The article praised the department’s STAR Scholars program, which exposes students to high-level system applications while they are engaged in a series of research activities with accounting faculty. Leaders within this STAR Scholars program oversee the rollout of SAP along with several upper level accounting courses. The article also called attention to the placement rate of accounting graduates in industry and “Big Four” firms.

According to respondents to a 2009 University survey, 90 percent of accounting graduates reported being employed full time. Close to 70 percent of graduates working in the accounting industry reported their employment with a “Big Four” firm.

For more information on Saint Joseph’s partnership with SAP, visit www.sju.edu/academics/hsb/accounting.
ARRUPE CENTER DIRECTOR NAMED McSHAIN CHAIR IN ETHICS

JOHN MCCALL, Ph.D., director of the Pedro Arrupe Center for Business Ethics and professor of management and philosophy, holds the new John McShain Chair in Ethics at Saint Joseph’s University.

“I am honored to hold a chair named after a great Philadelphian and Saint Joseph’s benefactor,” says McCall of the appointment. “I am also thankful to teach at a university where instruction in ethics is truly valued. The university has for years paid significant attention to hiring faculty who are committed to its Jesuit mission. As a result, the concern for ethics is palpable in so many classrooms today.”

Over recent years, McCall’s research on business ethics has earned national attention. He is the author of *Contemporary Issues in Business Ethics*, now in its fifth edition, and has published articles about employee rights, executive compensation and business education at Catholic universities. Most recently, McCall was awarded Saint Joseph’s Lindback Award for Distinguished Teaching and the Faculty Merit Award for Service.

“We are confident that this appointment will allow John to excel even further in bringing ethical concerns to bear in both theory and practice,” says Provost Brice Wachterhauser, Ph.D., of McCall’s new role.

McCall says he’s looking forward to contributing to the long tradition of the teaching of ethics at Saint Joseph’s.

The John McShain Chair in Ethics is open to tenured faculty at the University whose teaching and research have involved a substantial contribution to some field of ethics. The chair was created to support the teaching of ethics in both the Haub School of Business and the College of Arts and Sciences by Sister Pauline McShain, daughter of John McShain, a renowned Philadelphia architect and benefactor of Saint Joseph’s University.

HSB DEAN TO LEAD AACSB INTERNATIONAL

JOSEPH A. DIANGELO JR., Ed.D. ’70, dean of the Haub School of Business, was elected vice chair-chair elect of AACSB International — The Association to Advance Collegiate Schools of Business based in Tampa, Fla.

AACSB International is the premier accreditation body for business schools throughout the world; presently there are 607 accredited institutions in 38 countries.

As vice chair-chair elect effective July 1, 2011, DiAngelo will carry out the policies of AACSB’s board of directors and support the chair. He succeeds Jan R. Williams, dean of the College of Business Administration at the University of Tennessee at Knoxville.

“Being elected to this position is a true privilege,” says DiAngelo. “AACSB is the international gold standard for business school accreditation. I plan to continue the momentum gained by my colleagues at AACSB to positively impact business education on a global scale.”

DiAngelo was first elected an AACSB board member in 2003 and then secretary-treasurer in 2005. As one of the longest-serving business school deans in the U.S., DiAngelo has been active in several AACSB committees, including the Business Accreditation Committee, Candidacy Committee and the Accreditation Quality Committee.

Since his arrival in 2000, Saint Joseph’s University’s Haub School of Business has achieved unprecedented growth. Over the past decade, the student population has increased 83 percent; the Haub School of Business is currently the largest Jesuit business school in the country. The school is consistently recognized by *U.S. News & World Report*, *The Princeton Review*, The Aspen Institute, *BusinessWeek*, and Beta Gamma Sigma.
NEW COURSE IN BUSINESS JOURNALISM

AT A TIME when the newspaper industry is suffering significant losses and the financial industry is redefining itself, a new undergraduate course combines the two areas. Adjunct professor and veteran business writer at The Philadelphia Inquirer Joseph N. DiStefano has developed such a course at Saint Joseph’s University.

Students enrolled in DiStefano’s course, “Business Research and Reporting,” have learned about the precarious financial state of the news media and how hyperlocal business reporting is fueling the engines of newspapers and local companies.

DiStefano says the fallout from the 2008 financial crisis has shifted the type of stories business writers explore in their reporting. When stocks were doing well, reporters wrote “cheerleader stories,” he says. “Now, we’re responding to reader concerns about the economy and writing stories focused on the job market, loans and foreclosures, and other vulnerabilities within the industry.”

At the conclusion of the course, DiStefano said students had a stronger idea of what kind of news becomes news. “For business students, this course familiarized them with data and information commonly reported by the media. It was important for these students to learn how to evaluate this information and share it with others.”

Despite the challenges within the newspaper industry, DiStefano says business research and reporting is of more value today than ever before.

“Business reporting gives people a reality check,” he says. “We live in a world defined by our surroundings. Citizens have a right to know who the players are in their area or what their taxes are paying for or what companies are pumping toxins into the local atmosphere and why.”

Thomas Jefferson once said, “Information is the currency to democracy.” DiStefano views newspapers and, more specifically the business section of your local paper, as a credible, independent source of information for citizens. “The companies won’t tell you, the government won’t tell you…citizens rely on us [newspapers] to inform them of what is happening in their backyards.”

DiStefano’s class was offered for the first time this fall semester and is open to undergraduates of all majors.
Leadership is everywhere. Nowhere was this more evident than in the belly of the Chilean mine in the weeks and months following the August 5, 2010 collapse.

“Corporate America has a lot to learn from the Chilean miners,” says Ron Dufresne, Ph.D., assistant professor of management, who studies leadership. “One critical takeaway from this experience is the power of vulnerability,” he explains. “Leadership happens because of vulnerability.”

The 33 miners, rescued after more than two months underground, relied on food rationing and other survival strategies to endure their time entombed in the mine. Most important, according to Dufresne, they relied on democratic leadership within their community.

During their time underground, the men divided themselves into groups. Each group had an appointed leader who communicated with relief efforts above ground. The men depended on each other’s strengths for additional leadership. One miner offered spiritual support, another coordinated work schedules, one rationed food supplies, and another managed communications.

Dufresne says the miners have offered corporate America very clear lessons on leadership:

1. We are all capable of contributing to leadership.
2. Good companies prepare in advance for a crisis.
3. Recognize that the senior leadership team is not omnipotent.
4. Learn from others in your company.
5. Listen to those closest to the work, including your customers.
Employers are tripping over legal hurdles as more companies and their workers use social media tools like Twitter and Facebook.

The National Labor Relations Board (NLRB) is considering a case that explores whether a medical transportation company illegally fired an employee after she criticized her boss on Facebook.

“The general rule is that social media is no different than print or oral communications when it comes to employee issues,” explains employment law expert Regina Robson, J.D., assistant professor of management. “The same rules for libel, slander or invasion of privacy apply.”

Robson says this case is particularly interesting because it’s been positioned as an event involving concerted activity — defined as communication among employees seeking to improve work conditions. Concerted activity is protected under the National Labor Relations Act.

“To qualify as concerted activity, the employee must prove that the communications were to other employees and related to working conditions,” says Robson. “For example, the NLRB wouldn’t protect a statement that only involved an ‘insulting, obscene or personal attack on a supervisor without any connection to larger working conditions."

Robson says an employer’s best defense to protect itself against this kind of case is to draft a responsible social media policy that recognizes legitimate rights of employees, and then to train all employees about the policy. Her advice to employees is to familiarize themselves with their company’s social media policy, and to stick to working conditions when discussing work issues with colleagues in person or online.

“Personal attacks are far more likely to lead to termination than discussions of wages and working conditions,” she says.
Over a year after a catastrophic earthquake shook Haiti, humanitarian aid has been slow in minimizing the loss and working to develop and rebuild the infrastructure of the island nation. Similarly, actions were slow in developing after the disaster left in the wake of Hurricane Katrina in New Orleans. Noting these events, Steven Miller, Ph.D., assistant professor of finance specializing in risk management and insurance, is calling for governments to strengthen the role of the risk management function to effectively respond to natural disasters and reduce loss.

“Natural disasters such as the earthquake in Haiti or Hurricane Katrina highlight the importance of risk management as a critical government function,” says Miller. “The formation and execution of prioritized disaster response plans are critical to both minimizing the loss and speeding the recovery from such events.”

For years, corporations have effectively utilized the risk management process to identify and address risks that potentially threaten their immediate survival. However, according to Miller, the slow recovery from natural disasters suggests the need for greater emphasis on the risk management function in governments. “The evidence suggests that their disaster recovery plans are either poor or being implemented inefficiently,” he says.

Miller hopes to change this inefficiency by encouraging legislators to apply the risk management process utilized by corporations.

“While the specific risk management strategies typically employed by firms may not apply to a government’s plan to recover from a natural disaster, much can be learned from businesses’ risk management process,” he explains. “Assuring that risks have been identified, evaluated and tested is something that every government should be doing. And as recent history has shown, should be doing much better.”
In recent years, marketers have begun to integrate product placement into popular TV shows, video games, movies and music. While many of these subtle advertising opportunities are the collaborative work of producers and marketers, it is sometimes the work of the artists themselves.

Janée Burkhalter, Ph.D., assistant professor of marketing, says for popular musicians, the use of branded products is more often a means of connecting with their audience than it is a deliberate marketing technique.

“People believe that music is truth,” says Burkhalter. “So when an artist uses a branded product in their lyrics or music video, their fans think the artist is sharing a part of themselves or their culture with the audience. It’s assumed that artists use these products in their everyday lives.”

Research has shown what sets this apart from product placement in TV shows and video games is that people can be introduced to new brands through lyrics and music videos, where in other media, the products advertised are usually well-known and recognizable.

“Most research focuses on products that are already out there,” Burkhalter says. “What we’ve seen with our research is that people who like a certain artist come to trust him or her, and they’re likely to try new products that the artist recommends through their music.”

While this theory suggests that marketers for new products may be wise to explore product placement in the music industry, Burkhalter stresses the importance of authentic use.

“If people start to believe that the artist is using brand names in order to get accommodations from companies, it could turn them away from both the artist and the brand,” she says.
“Women still face stereotypes...I wouldn’t say that we’ve arrived. There is still so much to be done to get women where we need to be in political and corporate America.”

A dialogue about GEND
THE AMERICAN ASSOCIATION OF UNIVERSITY WOMEN recently compared women and men with the same education, grades, job responsibilities, and who had made the same life choices — and found that women earn five percent less in their first year out of school. Ten years later, even if they haven’t had children, they earn 12 percent less.

To celebrate 40 years of co-education at Saint Joseph’s, the Haub School of Business developed the speaker series, “The Spirit of Women.” As part of that effort, HSB Dean Joseph DiAngelo, Ed.D. ’70, invited Rosemarie Greco ‘75, Adele Cirone Oliva ’87, Mary Lou (Finlayson) Quinlan ’75, and Gerianne Tringali DiPiano ’92, back to campus for this celebratory series aimed at offering students an opportunity to engage with these alumnae who have achieved success in their respective industries. As a result of these events, members of the Saint Joseph’s community have engaged in dialogue and open discussion about gender in the workplace.

It was 1970 when women first took their seats as undergraduate day students at Saint Joseph’s College. Today, members of that first groundbreaking class, and those who followed, are recognized leaders in their fields. But that success didn’t happen overnight.

These women, and many others, while rising to unprecedented career heights, have hurdled many obstacles and faced overt and subtle discrimination in the workplace. In a male-dominated industry, Greco climbed the ranks from secretary to president and chief executive officer of The Fidelity Bank in 1991. Two years later, she was named president and chief executive officer of CoreStates Financial Corporation. At the time, she was regarded as the highest-ranking woman in banking in the country. Greco credits her determinative spirit, cultivated by her strong support network of family and friends, for her success.

“Women need to leave their comfort zones,” advises Greco. “It’s important to network, and share your accomplishments. It’s the respect you earn from mentors and colleagues that lifts you up the corporate ladder.” In her current role as co-chair of “Vision 2020: An American Conversation about Women and Leadership,” a national project focused on advancing gender equality by energizing the dialogue about women and leadership, Greco hopes to accelerate women’s issues over the next decade.
The United States lags far behind virtually all wealthy countries with regard to family-oriented workplace policies such as maternity leave, paid sick days and support for breast-feeding, according to a new study by Harvard and McGill University researchers.

“Women still face stereotypes,” says Greco. “I wouldn’t say that we’ve arrived. There is still so much to be done to get women where we need to be in political and corporate America.” Greco points to disparities in pay to illustrate her point. In the 47 years since the Equal Pay Act was first adopted, the income gap has decreased from only 40 cents to just under 25. The numbers further decrease for black and Latina women, explains Greco.

But the concerns at hand for gender issues in the workplace extend beyond inequalities in compensation. Family leave, access to healthcare, networking opportunities, and absenteeism — all influenced by the biological fact that women have babies — are topical issues for gender in the workplace.

Eric Patton, Ph.D., assistant professor of management at HSB, says making assumptions about women and absenteeism is detrimental to the advancement of women in the workplace. As part of his research, published by Human Relations in 2007, Patton studied how workplace absence is perceived. He studied a century’s worth of New York Times articles that dealt with the issue and found 3,000 articles on the topic.

“Whenever there was an article about women’s absenteeism, it was about gender. If it was about men and absenteeism, gender was not brought up,” he says. That focus on gender, he adds, has created a situation where co-workers and managers expect women to be absent more often, and that, in turn, can create an air of unreliability around female employees.

The biological fact that women carry children cannot be disputed; however, policies related to family-leave have plenty of room for debate. The United States lags far behind virtually all wealthy countries with regard to family-oriented workplace policies such as maternity leave, paid sick days and support for breast-feeding, according to a new study by Harvard and McGill University researchers.

This was the case for Oliva when she was pregnant with her first child in 2001. During her pregnancy, she had the opportunity to draft her firm’s first maternity policy for investment professionals. “As a venture capitalist, I’m not in a field burgeoning with women,” she explained during a presentation on campus last fall: “Venture Capital and Networking — Opportunities for Women.” Oliva used the occasion to create a policy for her firm that other firms also benchmarked. Oliva is currently a partner at Quaker BioVentures.

During her presentation, Oliva discussed some of the different ways women are challenged in a corporate environment. In anticipation of these challenges, she stressed the importance of networking for aspirant females in business. “Lunch at your desk is a wasted opportunity,” she says. “Networking creates so many opportunities — it’s a chance for women to come together and support each other.”

Oliva’s advice for female students anticipating careers in business is similar to the advice she says she offers any student:

- Be more prepared than anyone else.
- Use your network before you interview.
- Follow up. Send personalized thank-you notes to everyone with whom you meet.
- Be tenacious and try harder than your competition.
- Push yourself to be your best.
Quinlan, the founder and CEO of Just Ask a Woman, the country’s leading women’s marketing company, has listened to the 3,000 women she has interviewed over the years and has developed a professional philosophy around their behavior.

“I’ve changed my game from Mad Men to happy women” says Quinlan, formerly the CEO of N.W. Ayer, the nation’s first advertising agency. From the advice she offers clients, to the culture within her own company, Quinlan espouses the values she has heard women emphasize over and over again. In her own company, Quinlan has created an environment that is flexible, human, healthy and women-centered. “We’ve never missed a beat or a burp or a new business op,” she adds.

Family-friendly workplace policies are becoming more common, drawing more attention and support because companies that do this well are thriving. According to a recent survey from the National Families and Work Institute, these companies are thriving because they have lower employee turnover, enhanced productivity and job commitment from employees, and consequently lower recruiting and retraining costs.

Ron Dufresne, Ph.D., an assistant professor of management, says that corporate America has a lot to learn from Quinlan’s leadership style. “Mary Lou has practiced what we, as scholars of leadership, find in our research. Specifically, she recognizes the importance of listening. Attending to your constituents gives leaders an opportunity to learn from the customers and others within their own companies. If companies are really committed to achieving gender equality in the workplace specifically and the marketplace more broadly, they have to be willing to challenge their own assumptions by listening to and learning what motivates their women customers and employees,” he says.

The good news is there are plenty of workplace success stories, and we can learn from these successes. This year’s Hall of Fame recipient, DiPiano, has worked extensively in the women’s health area in sales, marketing, medical affairs and new product development.
In 1996, DiPiano founded FemmePharma Global Healthcare, Inc., to fill a void in what she recognized was an industry that fell short on women’s issues. Fifteen years later, FemmePharma Global Healthcare has developed treatment options for women suffering from diseases and disorders such as endometriosis, urinary incontinence, fibrocystic breast disease, HIV, dysfunctional uterine bleeding, and other conditions.

The Eastern Technology Council has saluted FemmePharma as a “Company to Watch” through its annual Enterprise Awards. DiPiano was also named by the Philadelphia Business Journal as one of the “Top 50 People to Watch in Pennsylvania.” She was recognized by Governor Ed Rendell in 2007 as one of Pennsylvania’s “51 Best Women In Business.” Recently, DiPiano was named one of the “100 Most Inspiring Individuals” in the United States pharmaceutical industry and one of the top 12 entrepreneurs by PharmaVoice.

In addition to her professional accomplishments, DiPiano is a strong advocate of sharing knowledge with young women in support of their career advancement. Vana Zervanos ’07 (MBA), associate dean of the Haub School and advisor for the student organization Hawk Women, says this collective group of women alumnae has energized students on campus.

“When we developed this series, The Spirit of Women, it was our hope to celebrate the 40 years of co-education at Saint Joseph’s. In celebrating these women, Rosemarie, Adele, Mary Lou and Gerianne have in turn ignited dialogue throughout the business school,” says...
LAST YEAR, Vana Zervanos ’07 (MBA), associate dean of the Haub School of Business, contacted Meghan Bucci ’12, an accounting major, to see if she had interest in revitalizing Hawk Women, a student group on campus dedicated to advancing women in the business world. The group existed in previous years but lacked direction and a solid organizational structure; as a result, interest in the group slowly waned. Zervanos, understanding the importance of a student women’s organization, hoped that Bucci would succeed as the group’s new president. And she has. In the first year of its reorganization, Hawk Women has hosted lectures given by women like Rosemarie Greco ’75, co-chair of “Vision 2020: An American Conversation about Women and Leadership” and the highest ranking woman in American banking, and Mary Lou Quinlan ’75, founder and CEO of Just Ask A Woman, the leading women’s marketing company in the United States. The student group has 40 active members on average, and are supported by and co-host events with the Women’s Leadership Council, an alumni organization with the mission of providing advice, mentorship and programming to female undergraduates as they prepare to transition from university life to their careers.

“The women have encouraged students to reflect on their own experiences and consider how gender issues affect employment.”

Some students were surprised to hear that gender discrimination is still an obstacle in corporate America.

Recently, the U.S. Senate failed to end debate on the Paycheck Fairness Act, which would have updated the Equal Pay Act of 1963. This bill would have strengthened anti-discriminatory laws, protected employees from being fired for asking about their colleagues’ compensation, and created negotiation-skills training programs for girls and women.

“We know that our graduates will have the ethical and academic training to succeed in their chosen careers,” explains Zervanos. “It’s our hope that the women who graduate from the Haub School will also have the motivation, confidence and spirit to leave their mark on policies aimed at the advancement of women in all areas of employment.”

“The fact is that women are still underrepresented in many areas of business, and where they are represented, don’t often hold leadership positions,” says Bucci. “We want both men and women to recognize that so changes can be made.”

Most important, says Bucci, is that Hawk Women stay open and persistent.

“Sponsoring events and hosting lectures, rather than holding weekly members-only meetings, benefits us by getting our name out there, and benefits the University by preparing more students to succeed after graduation,” she says. “Everything we plan is always open, so that the maximum number of people can learn from our events.”

According to Zervanos, Hawk Women has become an important vehicle for young women to promote programming on campus and to engage both women and men in dialogue about the concerns and opportunities they face as young adults.

“Our lecture series speakers have been valuable in framing what the workforce will look like by the time our students graduate, what gender implications may still be barriers to achievement, and how women can be successful as both mothers and careerists if they so choose,” she says.

Hawk Women has supported students to attend conferences for and about women college students, as well as meeting with some successful alumnae crossing a variety of industries. For Zervanos, the hope is that Hawk Women will continue to provide valuable and meaningful experiences for female students.

“I hope that they will feel empowered to ask important and challenging questions, and to seek opportunities — whether it be networking with an executive or a lighthearted social event with their peers — to reach their full potential,” she says.
FIRST-YEAR SEMINAR INSPIRES

Gender Discourse

MBA student Dina Alongi ’09
NEW CLASS CHALLENGES STUDENTS TO CONSIDER HOW GENDER IMPACTS ACADEMIC AND BUSINESS WORLD

Nicole Katze ‘10 (M.A.)

EQUAL PAY. Glass ceilings. Sexual harassment. Often the first words that come to mind when discussing gender in the workplace, these terms don’t illustrate the complexity of the issue. Over the past few decades women have moved from domestic occupations to careers outside of the home, altering the way gender is perceived in America; yet it still impacts the working world.

A new class at Saint Joseph’s, Gender in the Workplace, strives to approach the intricate gender issues faced in the workforce today. Co-taught by Catherine Murray, Ph.D., associate professor of psychology and director of gender studies and graduate gerontology, and Eric Patton, Ph.D., assistant professor of management, the course examines gender’s impact on leadership, manager-subordinate relationships, the balance of work and family life, sexual harassment and occupational segregation.

“Gender is such an important variable in the workplace that students – especially business students – should be aware of the issues and their effects,” says Murray.

Taking advantage of the University’s new curriculum, in which all freshmen must take a first-year seminar, Murray asked Patton to develop and teach the course with her because she felt it was a “great opportunity to address gender with students from both the College of Arts and Sciences and the Haub School of Business.” In total, 38 students enrolled in the two course sections in the fall semester, and Murray and Patton currently have 40 in the spring. The students are almost evenly split between SJU’s two schools and between genders, giving the class an atmosphere of equal representation.

“We thought the course would be best served to have both a male and female professor develop and teach the course together,” says Patton. “It was important that the course be relevant to both men and women, and we felt that totally independent courses would defeat the purpose.”

Patton and Murray alternate teaching the two sections of the course, and on occasion, they teach together.

Students are asked to spend a large amount of time reflecting on their own experiences with gender issues and to consider how their gender may be influencing their academic and career decisions.

In addition, the professors required their students to attend visiting speaker events such as social geographer Audrey Kobayashi, Ph.D., president-elect of the Association of American Geographers, who spoke on immigrant women in the global economy, and Janet Hyde, Ph.D., who addressed gender in science and math success as the speaker for this year’s Ralph I. Hyatt Lecture. Hyde specializes in the psychology of women and gender-role development, and her research has been funded by the National Science Foundation.

So far, the course has been met with enthusiasm.

“There was concern that students might write off gender issues as a problem of the past, of their parents’ generation,” says Patton. “But I get the sense that our students are now very aware of not only how gender shapes workplace interactions, but also how they themselves interact with gender norms.”

As a first-year seminar, Gender in the Workplace is available for students to take as either a management or psychology credit and wholly represents an interdisciplinary approach to a social concern encountered on a daily basis.

“This is a great example of the new curriculum,” says Murray. “It’s sparking an interest in an issue central to the American labor landscape and encouraging first-year students to engage with and discuss a difficult topic openly. It has been a great experience.”
Standing Out in this competitive job market is difficult. Enrolling in graduate business programs is becoming an option for those seeking to advance in their careers or even get a foothold in their industry of choice, and it is proving to open up a world of opportunities.

The Haub School of Business’ largest graduate program, the Professional MBA, saw an 11 percent increase in enrollment over last year. “The primary reason people go for MBAs is career advancement,” says Adele Foley ’61 (B.A.), ’82 (MBA), associate dean and director of the MBA program. “According to entry and exit surveys from the MBA program, about 28 percent of entering students make more than $65,000 a year, and by the time they graduate, 56 percent make more than $65,000 a year.” Additionally, the latest exit survey shows that 33 percent of students change positions during the MBA, and 45 percent of those changes are promotions.

The Haub School of Business is also actively taking steps to improve and add depth to the education it provides; a task force was recently established to propose a new MBA curriculum. A component of the proposed curriculum, which is currently under review by HSB faculty, is the implementation of a “gateway” course.

“The gateway course, if approved, will be an integrative business course that will cut across all areas and incorporate a cross-functional approach to business,” explains Stephen Porth, Ph.D. ’80, associate dean and executive director of graduate education. “Each gateway course will have common elements but also include different content. In addition to the advantage of integration, the gateway concept will add flexibility and timeliness to the curriculum by encouraging new course innovation. Faculty will be able to design a new course to address their own interests and emerging issues in business.”

The University launched the online MBA in January to allow students from different geographic locations to reap the benefits of a Saint Joseph’s University education. “If students move because of their job or personal reasons, they can now finish their degrees with the same curriculum and the same faculty, just a different delivery channel,” says Janine Guerra ’04, assistant director of the MBA program.

Another program that is growing in popularity and attracting interest is the M.S. in Business Intelligence. Due to a rise in demand for expertise in the field, enrollment in the program increased by 41 percent since the last academic year. “Students may have a background in I.T. or marketing, some have a sales background or consulting background and some don’t have a background at all in that area but they see it as a growth opportunity that can complement what they are already doing,” explains Patricia Rafferty, director of the M.S. in Business Intelligence and M.S. in Human Resource Management. “The main contributors to the growth and interest in business intelligence are the technological advances and the very competitive global marketplace; organizations have to know how to use data in order to be more competitive,” she says.
“I enrolled in the program to expand my technological and analytical skill set so by the time the recession ends, I will be in a better position to get a job,” says Joseph Davis, a second-year M.S. in Business Intelligence student. Davis will graduate in May and has received offers from both Ernst & Young and Bloomberg and will start his career with Bloomberg as a data analyst this summer.

The Haub School of Business offers other specialized programs such as Food Marketing, Pharmaceutical Marketing, Financial Services, International Marketing and Human Resource Management. “These are all niche degrees for people who have very specific needs which allows us to be focused and to customize our curriculum as well as address the specific needs of that target market,” says Porth.

The Executive MBA (EMBA) is another option provided by the Haub School which includes a one-year program and a 20-month program. U.S. News & World Report, in its 2011 edition of America’s Best Graduate Schools, ranked the EMBA program No. 20 in the nation. The one-year option was designed for professionals with an undergraduate business degree and at least five years of work experience, and the 20-month option caters to professionals who did not study business as undergraduates. The EMBA features an international residency, which can take place in either emerging or established markets such as Shanghai, Tokyo, Athens or Paris, among others.

In addition to the EMBA, the school offers an Executive M.S. and an MBA in Food Marketing and a Pharmaceutical and Healthcare Marketing MBA for executives. The Executive Food Marketing MBA was created in order to prepare industry professionals for senior management positions. Through the Pharmaceutical and Healthcare Marketing MBA for executives, industry professionals acquire the skills and knowledge that are relevant and immediately beneficial to their organizations.

While the knowledge provided in the classroom will lead to intellectual growth and new professional opportunities, enrolling in graduate business school also provides other intangible benefits. “One of the most important things I am developing through the Saint Joseph’s MBA is my network,” says Michael Ranalli, a second-year MBA student. “I have met and befriended many like-minded individuals with similar aspirations to my own and these connections will, in my opinion, be the most important factor to my success in the future.”
FOR MANY PEOPLE, eating organic food is more than a culinary preference — it’s a carefully calculated lifestyle choice. Organic products typically cost 10 to 40 percent more than similar conventionally produced products, making this lifestyle choice expensive.

But how organic is this food?

A research team from the Haub School of Business says consumers are often duped into purchasing foods they believe are organic, when in reality, only a percentage of the ingredients are organically produced.

With support from a U.S. Department of Agriculture (USDA) grant, graduate food marketing student Debra Van Camp ’11 partnered with C.J. McNutt Chair of Food Marketing Neal Hooker, Ph.D., to research how federal regulations affect food labeling of processed organic foods. Their research paper, “The Paradox of Organic Ingredients,” was published in the Fall 2010 issue of Food Technology.

Van Camp and Hooker’s research centers around the debate about the National List of Certified Organic Ingredients developed by the USDA’s National Organic Program in 2002. The final section of this list outlines “nonorganically produced agricultural products allowed as ingredients in or on processed products labeled as ‘organic.’” This section is the subject of the pair’s research.

“The original thinking behind the establishment of the USDA’s National List was that it would allow for a wide range of USDA certified organic foods to come to market without being restricted by scarcity of minor ingredients,” explains Hooker. “However, this has not been the case.”

Hooker and Van Camp found that the National List stifles innovation in organic supply.

“The central reason for including an ingredient in the National List is that the ingredient is commercially unavailable in organic form,” explains Van Camp. “So while there are viable organic alternatives for many of these products – like corn starch - the burden is on the farmer or producer of these products to prove the ingredients are commercially available.”

She says manufacturers of organic foods aren’t pressing the issue, because consumer purchasing behavior shows that people aren’t concerned with just how organic their product is…only that it’s labeled “organic.”

Hooker and Van Camp blame inaccurate food marketing for misleading consumers. They offer the following advice:

LOOK FOR THE USDA ORGANIC LABEL. Products certified 95 percent or more organic use this seal.

CLARIFY THE LABEL’S CLAIM. When a manufacturer displays “made with organic ingredients,” what they are saying is that their product contains 70 percent or more organic ingredients.

“NATURAL” IS NOT ORGANIC. This label can be misleading; only foods with the USDA Organic seal are certified as organic.

READ THE INGREDIENTS. Ingredients are listed according to quantity used.

Van Camp is the first graduate student to enroll in a new option within the Haub School’s M.S. in Food Marketing Program. It offers students a research-focused curriculum compared to the Food Marketing MBA or EMBA degrees which prepare students with an industry-focused curriculum. Van Camp has accepted a job as a Senior Research Analyst at Nielsen BASES, Pharmaceutical Practice, after graduation.
There’s no denying that successful marketers are those who reach their consumers best. With the growth of social media and online technologies, it’s important that business leaders and students understand the changing marketing landscape.

In Marketing in a Digital World, a new class taught by Natalie Wood, Ph.D., associate professor of marketing, students in the Haub School of Business learn through practice how to apply a variety of marketing theories to digital media in order to integrate social media into marketing strategy.

While most students have a basic understanding of social media and its uses, Wood says their knowledge is often limited to the user perspective.

“Digital and social media follow the iceberg principle – what you know as a casual user is only a small part of what it can be used for,” she says. “The goal of the course is to teach students how to look at these platforms from the perspective of a marketer.”

Because new media is constantly evolving, students were given a variety of reading assignments that included blog posts, white papers and online best practices articles so that the information they received was as up-to-date as possible.

“It’s important to emphasize to students that they can never stop learning, in digital or traditional marketing,” says Wood. “With digital it’s especially important, because it’s a moving target. What we know today may be partially outdated tomorrow.”

The 15 junior and senior marketing majors enrolled last fall investigated what exemplifies the best practices of social media use: what makes a good Facebook page, a successful blog or an effective Tweet, among other platforms.

In addition, they worked to identify which platforms to use for specific marketing campaign goals, because, says Wood, a successful strategy does not mean using all platforms but those that will best reach the intended consumer audience.

For the first three months of the course, the class studied and discussed digital marketing strategy and learned through demonstrations and examples. In November, students took on their first “Challenge Project,” a real-world application of what they’d learned in the first weeks. Divided into teams, the students had 10 days to create a digital marketing strategy for Smarter Agent, a GPS-enabled real estate search engine for mobile phones. Modeled to reflect the immediacy of designing strategies in the business world, the project gave hands-on experience while providing volunteer clients with suggestions for improving their marketing campaigns.

“Our Challenge Projects bring in real businesses with a real need to improve their online presence,” says Wood. “So it’s beneficial to both them and the students.”

The second Challenge Project went a step further by requiring the teams to first analyze the business’s existing social media presence and to make specific suggestions for improvement. Then they planned a 12-month social media campaign for the clients — this time, two musicians — to follow. Wood says that the experience of working with the musicians and Smarter Agent stressed that students must always be ready for the next development in strategy and technology.

“The most important thing for students to take away from this class is the awareness that the platforms are going to evolve quickly and sometimes unexpectedly,” she says. “What we are providing are the nuts and bolts of how this kind of marketing works, but they will have to watch what’s going on in the industry and anticipate those developments.”

Marketing in a Digital World was offered to junior and senior marketing majors with the completed prerequisites of Consumer and Buyer Behavior and Marketing Communications. It will be taught by Michael Solomon, Ph.D., professor of marketing, in the graduate MBA program in the spring of 2011 and again in the undergraduate program in the fall.

Nicole Katze ’10 (M.A.)
The Haub School of Business alumni recently hosted alumni and friends of Saint Joseph’s University for Hawk2Hawk: Cocktails and Conversation. This event was an opportunity for members of the Haub School of Business community to socialize and expand their professional and personal networks.

The first Hawk2Hawk event was held on October 14, in the Campion Banquet Hall. Attendees engaged in conversations and joined an informal roundtable discussion led by a fellow alumna, Patricia (McElwee) Mahoney ’76, chair of the alumni chapter, who described the evening as “a unique opportunity to socialize and do business with fellow Hawks.”

Phil Marchese ’00, second vice president at Morgan Stanley Smith Barney, recently attended a Haub School Alumni Chapter event and developed a professional partnership with alum and now colleague Gerry McConnell ’83. “Who better to do business with than a fellow Hawk?” asks Marchese. Since the pair began working together, their combined revenue has increased 68 percent for their organization.

Hawk2Hawk: Cocktails and Conversation is a free event open to all alumni and friends of the University. For more information on future events, contact Megan Famular ’06, senior associate director of alumni relations, at mfamular@sju.edu.
THE EXECUTIVE MBA (EMBA) program celebrated its 20th anniversary and concurrent ranking as No. 20 in the nation by U.S. News & World Report with a festive event on November 12 in Mandeville Hall. Over 200 alumni and friends of the Haub School of Business gathered for the occasion which featured a panel discussion, a corporate-sponsored cocktail reception and men’s basketball game.

“Our SJU family-centered Top 20 Celebration is truly a reflection of our past 20 years, our present, and our potential as a top-ranked school,” shared Nicholas Rashford, S.J., professor of management and president emeritus, who welcomed attendees and facilitated the executive forum. “Moreover, our collective presence here tonight is a testament to our commitment to celebrate our success and to reassert our pledge to be men and women for others using our world-changing talents.”

The event was also an opportunity to recognize the corporate sponsors who have relied on Saint Joseph’s to train and develop their associates over the past 20 years, noted Terese Waldron, director of the EMBA program. In keeping with the evening’s theme, 20 organizations were recognized with Corporate Sponsor Awards.

A celebration video was produced to highlight the program’s evolution and success. Visit www.sju.edu/emba and hit the Top20 Celebration button to review.
The Haub School of Business (HSB) will recognize pharmaceutical leader Gerianne Tringali DiPiano ’92 (MBA), president, CEO and founder of FemmePharma Global Healthcare, Inc., with the 21st Annual Hall of Fame Award during a dinner and award presentation on April 7. DiPiano is the first woman to receive the award.

“The Haub School is encouraged that DiPiano’s Hall of Fame award will inspire the members of our community to pioneer their own path in business,” says HSB Dean Joseph A. DiAngelo Jr., Ed.D. ’70. “We are excited to honor Gerianne for both her professional achievements and her leadership in advancing women’s health issues within the pharmaceutical industry.”

In 1996, DiPiano founded FemmePharma to fill a void in what she recognized was an industry that fell short on women’s issues. Fifteen years later, FemmePharma Global Healthcare has developed treatment options for women suffering from diseases and disorders such as endometriosis, urinary incontinence, fibrocystic breast disease, HIV, dysfunctional uterine bleeding, and other conditions.

The Eastern Technology Council has saluted FemmePharma as a “Company to Watch” through its annual Enterprise Awards. DiPiano was also named by the Philadelphia Business Journal as one of the “Top 50 People to Watch in Pennsylvania.” She was recognized by Governor Ed Rendell in 2007 as one of Pennsylvania’s “51 Best Women In Business.” Recently, DiPiano was named one the “100 Most Inspiring Individuals” in the United States Pharmaceutical Industry and one of the top 12 entrepreneurs by PharmaVoice.

“I would like to thank God for giving me the opportunity to receive this award and share my experience with Saint Joseph’s students, faculty and administrators,” says DiPiano. “I believe His mission for me is to help women in many different ways. The disparities between men and women extend past healthcare; I feel it’s important for me, and for my company, to advance women’s issues for a better future for our daughters.”

DiPiano currently serves on Saint Joseph’s University’s Board of Trustees, Drexel University’s Board of Trustees, the Corporate Advisory Board of the Society for Gynecologic Investigation, and the Editorial Advisory Board of Biotechnology Healthcare.

The Hall of Fame Award dinner will take place at the Ritz Carlton Philadelphia on Wednesday, April 7, 2011, at 6 p.m. For additional information, contact Mary Finelli at 610-660-1645 or mfinelli@sju.edu.
ADMINISTRATION AND BOARDS

SAINT JOSEPH’S UNIVERSITY ERIVAN K. HAUB SCHOOL OF BUSINESS DIRECTORS

Joseph A. DiAngelo Jr. ’70, Ed.D.
Dean

Stephen Porth ’80, Ph.D.
Associate Dean, Graduate Education

Patrick O’Brien
Associate Dean

Vana Zervanos ’07 (MBA)
Associate Dean, External Affairs

Joseph Ragan ’69
Accounting, Chair

Richard Herschel, Ph.D.
Decision and Systems Sciences, Chair

Morris Danielson, Ph.D.
Finance, Chair

John Stanton, Ph.D.
Food Marketing, Chair

Claire Simmers, Ph.D.
Management, Chair

John Lord, Ph.D. ’71
Marketing, Chair

George Sillup, Ph.D.
Pharmaceutical and Healthcare Marketing, Chair

John McCall, Ph.D.
Pedro Arrupe Center for Business Ethics, Director

Bruce Biderger, S.J.
Advising Center, Director

Todd Krug, Ph.D.
Cooperative Education, Director

Adele Foley ’61 (B.A.) ’82 (MBA)
MBA Program Director

Terese Waldron
Executive MBA, Pharmaceutical MBA, Director

Patricia Rafferty
Business Intelligence M.S., Human Resources M.S., Director

David Bengilian ’92 (MBA)
Academy of Risk Management and Insurance, Finance M.S., Director

Christine Hartman
Food Marketing M.S., Director

Christine Kaczmar-Russo ’83
International Marketing, Director

Robert Higgins
Academy of Food Marketing, Executive Director

SAINT JOSEPH’S UNIVERSITY ERIVAN K. HAUB SCHOOL OF BUSINESS BOARD OF VISITORS 2010-2011

Joseph Mahoney ’76
Chairman
Executive Vice President
Greater Philadelphia Chamber of Commerce

Mark Casale
President and CEO
Essent US Holdings, Inc.

Robert Bowman ’81
Regional Managing Director
Merrill Lynch

Patrick Burke ’92
Principal
Vanguard Group

Anthony Carfagno ’60
President
Pharmaceutical Quality Institute

Kathie Carr
Director of Healthcare Higher Education
A. Pomerantz & Co.

Vincent J. Costantini ’78
Managing Partner
The Roseview Group

Richard J. Devine ’82
Chief Operating Officer
Smart Devine & Company, LLC

GeriAnne Tringali DiPiano ’92 (MBA)
President and Chief Executive Officer
FemmePharma Global Healthcare, Inc.

Robert Falese ’69
President
CBA&G, LLC

Sharon Gallagher ’85
Director
IBM Regulatory Compliance

John Griffin ’78
President
Zeke Capital Advisors, LLC

Jerry J. Maginnis ’77
Office Managing Partner
KPMG LLP

Timothy J. Maguire ’88
Co-President and Managing Partner
Karr Barth Associates

Joseph J. McLaughlin ’81
Chairman and Chief Executive Officer
The Haverford Trust Company

Hank Mullany
CEO
ServiceMaster

Joseph Oakes, III
President
Acorin Financial Services

Adele Oliva ’87
Partner
Quaker Bio Ventures

Albert G. Pastino ’64
Managing Director
Kildare Capital

Sean Sweeney ’94 (MBA)
President and Chief Marketing Officer
Philadelphia Insurance Companies

David Tierno ’63
Managing Director (retired)
Ernst & Young Worldwide

David L. Toner, Jr. ’83
Senior Vice President and Controller
Carver Federal Savings Bank

*The Haub School dean, associate deans, faculty chairs, and directors listed above are also members of the Haub School of Business Board of Visitors ex officio.
John Haverty, Ph.D. associate professor of accounting
Accounting Instructor’s Report

Neal Hooker, Ph.D., CJ McNutt chair of food marketing
Journal of Food Science
British Food Journal
Journal of School Health
Agricultural and Resource Economics Review
Review of Agricultural Economics
International Journal of Retail and Distribution Management

Thani Jambulingam, Ph.D., associate professor of pharmaceutical marketing
Journal of Commercial Biotechnology
Pharmaceutical Executive
Journal of Medical Marketing

Ron Klimberg, Ph.D., professor of decision and system sciences
Advances in Business and Management Forecasting
Handbook of Quantitative Finance
International Journal of Business Intelligence Research

Jing Lin, Ph.D., assistant professor of accounting
Advances in Accounting

Amy Lipton, Ph.D., assistant professor of finance
Journal of Business Ethics Education
Financial Decisions
Quarterly Review of Economics and Finance

Ginette McManus, Ph.D., associate professor of finance
Journal of Financial Service Professionals

Ruben Mendoza, Ph.D., assistant professor of decision and system sciences
Journal of Internet Commerce
International Journal of Business Information Systems
International Journal of Business Intelligence Research
International Journal of Enterprise Information Systems

Joao Neiva de Figueiredo (John Neiva), Ph.D.,
assistant professor of management
Journal of International Business and Economics
Management Society
International Transactions in Operational Research

Virginia Miori, Ph.D.
associate professor of decision and system sciences
Advances in Business and Management Forecasting

Stephen Porth, Ph.D. ’80, associate dean/executive director of graduate programs
Journal of Jesuit Business Education
International Journal of Operations and Production Management
Journal of Catholic Higher Education
Pharmaceutical Executive

Joseph Ragan ’69, chair and professor of accounting
American Journal of Business Education

Patrick Saparito, Ph.D., assistant professor of management
International Journal of Entrepreneurship and Innovation
International Journal of Entrepreneurial Venturing

Rajneesh Sharma, Ph.D., assistant professor of finance
International Journal of Pharmaceutical and Healthcare Marketing
Journal of International Finance and Economics

Rick Sherman, Ph.D., associate professor of accounting
American Journal of Business Education
Journal of Business & Economics Research

Michael Solomon, Ph.D., professor of marketing
Critical Studies in Fashion and Beauty

Tim Swift, Ph.D., assistant professor of management
Research Policy
Journal of Business Strategy
European Journal of Scientific Research

Natalie Wood, Ph.D., associate professor of marketing
Information Age Publishing

Ira Yermish, Ph.D., associate professor of decision and system sciences
International Journal of Business Intelligence Research
Knowledge Management and Organizational Learning
Journal of Organizational and End-User Computing
International Journal of Knowledge Management

scholarly work from all business disciplines with a focus on Jesuit and Catholic identity, ethics and social responsibility, service learning, faith and spirituality, and social justice. “For the past 13 years, Jesuit business school deans, administrators and faculty have gathered annually at the Colleagues in Jesuit Business Education Conference to network and learn from peers,” says Porth. “We’re excited to cement the distinctiveness of this commentary with the journal and share it with a broad audience.”

Please contact cjbejournal@cjbe.org for subscription information.
IN THE NEWS

Akron Beacon Journal
Philly.com
All Business
Baltimore Business Journal
B-eye: Business Intelligence Network
Bioethics International
BusinessWeek
Bright Side of News
Business News
Business Review
CBS3/KYW
Charlotte Observer
City Suburban News
CRM Buyer
Daily Times
Denver Business Journal
Detroit Free Press
Earth Times
E-Commerce Times
Food Business News
Indy Star
Journal of Medical Marketing
KSNW/5TV
Live Science
Los Angeles Daily News
MacNewsWorld
Meat & Deli Retailer
Morning News Beat
MyIDAccess “ID Report”
Nation’s Restaurant News
New York Times
Newsweek
Organic Authority
Perishable News

Pharmaceutical Executive
Philadelphia Daily News
Pixels and Pills
QSR Magazine
Reliable Plant Magazine
Retail Wire
Science Daily
Science Magazine News
Scranton Times-Tribune
Senior Solutions for South Florida
Staten Island Advance
Supermarket News
Tech News World
The Boston Globe
The Bulletin
The Columbus Dispatch
The Daily Local News
The Daily News of Sweden
The Insana Quotient
The Mercury
The Morning Call
The Philadelphia Inquirer
The Plain Dealer
The Wall Street Journal
Toronto Star
UKFast
USA Today
WCAU/NBC10
WHYY/91FM “Radio Times”
WPVI/6ABC
WTXF/29FOX
Yahoo! News

FACULTY MEMBERS

Christopher Coyne, Ph.D. ’67
Claire Simmers, Ph.D.
David Allan, Ph.D. ’98 (MBA)
Diane Phillips, Ph.D.
Eric Patton, Ph.D.
George Sillup, Ph.D.
John Lord, Ph.D. ’71
John Stanton, Ph.D.
Lucy Ford, Ph.D.
Michael Solomon, Ph.D.
Nancy Childs, Ph.D.
Richard George, Ph.D. ’67
Richard Herschel, Ph.D.
Ron Dufresne, Ph.D.
Stephen Porth ’80 Ph.D.
Thani Jambulingam, Ph.D.
William J. Byron, S.J.
William Trombetta, Ph.D. ’65
Greg Dusing ’11

I FIRST HEARD ABOUT the Volunteer Income Tax Assistance (VITA) program, a free tax filing service for underprivileged and low-income residents, during an Accounting Society meeting when Professor Dennis Raible was looking for new volunteers to participate in the upcoming tax season. I was immediately attracted to the VITA program because I had never really participated in any type of service like this before.

Every Wednesday night for ten weeks, I, along with a group of accounting students, met in a Mandeville conference room to help file taxes for West Philadelphia residents. My fondest memory from VITA is when I came face-to-face with my first real client. Miss Lily walked into our classroom juggling more paperwork than students preparing for business policy. I was more than intimidated: I was nervous. How was I going to turn this disorganized mound of paper into a cash refund?

As I fumbled through the papers, we began talking, and I got to know her better. While it was obvious that it was my first night on the job, Miss Lily showed me patience and gratitude. An hour later, when all of the forms and numbers had been accounted for, I was happy to report to Miss Lily that she would receive a substantial refund. As we walked out of the office, Miss Lily told me she was going to go home and tell all of her friends about the wonderful service Saint Joseph’s students provide to the community. Before she walked out, she turned around and surprised me with a great big hug.

If someone had told me four years ago that I would spend 50 percent of my college years engaged in service work, I wouldn’t have believed it. My experience as a Haub School student at Saint Joseph’s has transformed me, both in the classroom and out. I approached college with one set of priorities and will graduate as someone more knowledgeable, aware, compassionate, and committed to St. Ignatius’ mission to be a man for others.

Greg Dusing is a senior accounting major who will begin a career at PricewaterhouseCoopers in their Systems Process & Assurance practice after graduation this May.
CONSIDER ONE OF SAINT JOSEPH’S UNIVERSITY’S GRADUATE BUSINESS PROGRAMS.

- Professional MBA (Classroom/Online)
- Executive MBA
- M.S. in Food Marketing
- Executive MBA in Food Marketing
- Pharmaceutical and Healthcare Marketing MBA
- M.S. in Business Intelligence
- M.S. in International Marketing
- M.S. in Human Resource Management
- M.S. in Financial Services (Classroom/Online)

Expand your career options with an industry-specific degree.

www.sju.edu/haub
hen Saint Joseph’s University assesses candidates for its leading Pharmaceutical & Healthcare Marketing MBA Program, common aspirations emerge. Introducing Gerianne DiPiano. SJU alumna, entrepreneur, innovator of pharmaceutical products and therapies for women. Her drive, her vision and her contributions to the health of women worldwide have been extraordinary.

SJU’s curriculum has evolved over the past two decades to reflect the changes and challenges in the global pharmaceutical and healthcare marketplace. What has remained constant? Our faculty’s commitment to excellence and our Jesuit traditions and belief that an ethics-centered MBA makes a world of difference. What’s more, our exceptional network of students, alumni and industry peers provides ongoing value after graduation.

“SJU’s nationally ranked MBA program for executives and its commitment to spirit, intellect and purpose truly directed my career and helped me realize my God-given potential.”

Gerianne DiPiano, MBA ’92
Chairman & CEO, FemmePharma Global Healthcare, Inc.