

The Business Page

GEORGE DEAN JOHNSON, JR. COLLEGE OF BUSINESS AND ECONOMICS

THE UNIVERSITY OF SOUTH CAROLINA UPSTATE

Student-Led Investment Society Fund Launched

The George Dean Johnson, Jr. College of Business and Economics at the University of South Carolina Upstate announces the formation of the Jesse Bridges Investment Society Fund, a student-led investment fund that will start with a portfolio of \$100,000 in the fall semester of 2011.

“Student investment funds are increasingly popular on college campuses,” says Dr. Darrell Parker, dean of the Johnson College. He adds, “We are now fortunate and excited to offer this real-world and real-time investment practice to our students, which adds a dimension of practical experience to their overall business education.”

Chuck Reback, assistant professor of economics and finance, will advise the group in its first year. Reback says that the juniors and seniors in the society will receive academic credit for their work in managing and growing the funds.

“Ultimately, they’re running this,” says Reback of the students. He will ask questions and provide guidance, but Reback plans to give them as much flexibility as possible, while ensuring they operate within certain rules for portfolio diversification.

The inaugural student group will consist of 10-15 students who will be selected from an applicant pool. Finance and investment classes are prerequisites to membership in the society.

The seed money for this investment society fund came from George Dean Johnson, Jr., namesake of the Johnson College and Spartanburg business icon, and his wife Susu Johnson. His business mentor was Jesse Bridges, who founded Security Finance in 1955. Now under the leadership of his daughter Susan Bridges, the Spartanburg-based company has more than 900 offices across the country. Jesse Bridges passed away in 1989, but was known for his interest in and support of the economic development of downtown Spartanburg.

“The reason I suggested naming the fund for Mr. Bridges is that his business is one of the outstanding enterprises in our community...it has been built on excellent conservative management,” says Johnson. He adds, “Jesse Bridges was a creative entrepreneur, a successful investor and a major supporter of our community. I can think of no more appropriate person to name this society for than Jesse Bridges.”



This student group developed the fund proposal in the fall 2010 semester, continued their research during the spring 2011 semester and prepared the initial investment portfolio. The group will do presentations in classes to explain the project and recruit next year's participants. From left to right, Instructor of Management Jeff Smith, Andrew Ullery, Matthew Squires, David White, Brittany Parkhurst, Daniel Andrew, Michael Depp, Johanna Ebenhag, Arlin Ashemore.

“My family is very honored — and my father would be too — at this sort of recognition,” says Susan Bridges.

“George and my father had a love of Spartanburg going back through the years.” Bridges says that either she or a family member will be involved with the society in a consulting role as it becomes established.

All profits will be reinvested into the fund until the portfolio reaches \$1 million in value. At that point, five percent of the earnings will be distributed to the Johnson College for scholarships and other programs. Johnson says that he knows students will be motivated by knowing that the money will be invested for the school based on their recommendations.

“Students will develop the mindset of a fund owner,” says Reback. “They will each do individual analysis, present their recommendations to the class, and make important decisions that will have consequences. This gives these students hands-on experience managing money and it will give them a leg up in today’s job market,” he adds.

The society’s member-students will:

- Make securities selections
- Gain real-world experience in portfolio management
- Make buy and sell decisions with faculty guidance
- Provide monthly and annual reports

Chinese Students Tackle Business and Language

Six Chinese students are finishing their undergraduate business degrees at USC Upstate, as part of a business school exchange agreement between USC Upstate and Zhejiang Forestry University. ZFU is located in Zhejiang Province, southwest of China’s major port city of Shanghai. They are Yuping Du (Wendy), Jiaxin Li (Cherry), Zuodong Qiu (Zale), Beibei Sun, Zhuojun Wang (June), and Yueshu Wu (Shirley).

Most of the students plan to pursue master’s degrees upon completion of their undergraduate degrees. All six mention the challenges of learning and keeping up with English in their classes, a problem, says Yuping, which “can be overcome by working hard.”

(cont’d on page 2)

The Johnson College of Business and Economics is accredited by AACSB International, The Association to Advance Collegiate Schools of Business. AACSB International accreditation assures quality and promotes excellence and continuous improvement in undergraduate and graduate education for business administration and accounting. USC Upstate is one of 53 institutions worldwide with undergraduate only programs that are accredited. More details can be found at www.aacsb.edu.



Meeting Our Goals **Dashboard**

Undergraduate Excellence

- Major Field Test..... ●
- Student Diversity..... ●
- Ethics..... ●
- Intellectual Contributions... ●
- Partnerships..... ●
- Professional Excellence..... ●

● meets or exceeds requirement
 ● needs improvement

Survey

Please take a moment to complete a short online survey that will help us plan and prioritize the mission and goals of the JCBE over the next academic year. Your feedback as alumni is very important to us as you know our mission and capabilities best! We look forward to hearing from you. The survey is online at :

www.uscupstate.edu/johnsoncollege/survey

Marketing Club Attends AMA Conference

Fifteen students traveled to Atlanta in February to attend the annual American Marketing Association meeting. USC



Upstate's group attended the collegiate portion of the conference, joining other students from colleges and universities throughout Georgia, Florida and South Carolina. The conference speakers focused on best practices for utilizing social media, as well as advice for students entering the job market or considering MBA programs.

Heather Saxon said that her favorite speaker was the president of Global Marcoms, Kelly Quattlebaum, who is a specialist in social networking and social media.

"Mrs. Quattlebaum provided insightful information pertaining to LinkedIn and its members, such as the pros and cons of LinkedIn, as well as the correct composition and the standard structure of a professional networking profile. LinkedIn is a networking tool that allows its members to create a professional business profile for free while also providing them with a connection to other experts and professionals worldwide," says Saxon.



Saxon also noted that each speaker conveyed a unique perspective on their own career. "Everybody encounters twists and turns throughout their career," she says, "but what matters is the magnitude of persistence and the daily effort put forth in planning and continuously developing good strategies."

Students who attended:

Francis Lauren Brady, Heather Paulet Decrescenzio, Tavares Banard Durrah, Lakeisha Denae Golden, Alexey Goretoy, Mary Kather Grindstaff, Eric Edward Jackson, Jennifer Ann Lake, Devaris Anthon Marable, Terri Alicia Mayers, Ana Maria Osuna, Rendell Alexan Stokes, Jasmine Paulin White, Tiffany Sholan Williams, Vakos Kurt, Heather Saxon.

Chinese Students

(cont'd from page 1)

Yueshu Wu says that the most fun thing about America is that we celebrate more holidays here than in China. Zhuojun Wang and Zuodong Qiu have been able to travel around the area and have enjoyed getting to know local culture. The American lifestyle is totally different, says Yueshu Wu, a thought echoed by Yuping Du, who says, "We have totally different culture and different background." Yuping Du says, "The most fun thing about studying in America is that I have an opportunity to realize the ideas that come from American students."

According to the academic exchange agreement, these students must take two years of business study in China, and then finish here at USC Upstate. Upon completion, their business degree will be issued by USC Upstate.

LinkedIn: Turning Virtual Connections into Real Opportunities

Does LinkedIn leave you feeling left out, because you're not quite sure what it is and how to use it? It shouldn't be that way, according to Stephen Harvey '11, who delivered a guest lecture to business students in April. Harvey owns Harvester Solutions, a technology consulting firm specializing in helping small businesses leverage social media to advance their business. He's passionate about social media, especially LinkedIn.

"Social media has the power to link people together, or to play a part in revolutions," said Harvey, referencing the recent uprisings in the Arab world.



While most think of LinkedIn as a networking tool for business professionals, Harvey says that students can also utilize the popular networking site, especially as they are entering the job market.

"LinkedIn is much more than a billboard for your resume," says Harvey. "Eighty percent of jobs are gotten by who you know." And judging by the number of people with LinkedIn profiles, now over 100 million, there are many connections to be made, he says.

"LinkedIn lets you define your 'brand' online, and manage your online presence," he told the students. But he cautioned the students on how much to reveal in their online profiles. "Phillips Staffing," he says, "has an employee whose full-time job is to do background checks of applicants using online social media."

Pointers for using LinkedIn:

- Post status updates on your LinkedIn profile as you would your Facebook profile
- Join groups, ask questions, suggest answers to others' questions
- Display an appropriate, professional photo
- Fill your "specialties" section with keywords
- Collect diverse recommendations and endorsements
- Share your work, direct people to your blog, website, twitter feed or other URLs

FACULTY ACCOMPLISHMENTS

Cole, Elizabeth and Depp, M. "Market Valuation of Booked Assets under the use of IFRS and GAAP," South Carolina Research Foundation (SCRF), Grant, \$2,500.

Cole, Elizabeth, Mason, A., and **Routman, Rob**. "Effects of 1983 Revisions to the Social Security Act," In Proceedings of the Sixth Annual SC Upstate Research Symposium, 123-127, Hosted by Milliken & Company, Spartanburg, South Carolina, March 26, 2010.

Cardis, Adriana. "Judicial Checks on Corruption," in Edward J. Lopez (Ed.) The Pursuit of Justice: Law and Economics of Legal Institutions, Palgrave Macmillan, 2010.

Lancaster, Lilly and **Rook, Sarah**. "Beyond Greening the Business School Curriculum," Metropolitan Universities, 21(1), 117-138, 2010.

Paige, Rosalind. "Moral philosophies: A framework for guiding undergraduate decision-making in business ethics education," Palmetto Business Review, 13, 20-16, 2010.

Barbara, F., Spears, M., and **Parker, Darrell**. "Entrepreneurial Tendencies: Evidence from China and India," International Journal of Management and Marketing Research, 3(3), 2010.

Giacomin, O., Janssen, F., **Pruett, Mark**, Shinnar R.S., Llopis, F. and Toney, B. "Impact of sex and self-efficacy on the entrepreneurial intentions of students: An international comparison," International French-Speaking Congress on Entrepreneurship and SMEs, Bordeaux, October 27-29, 2010.

Giacomin, O., Janssen, F., **Pruett, Mark**, Shinnar, R.S., Llopis, F. and Toney, B. "Entrepreneurial intentions, motivations, and barriers: Differences between American, Asian and European students," International Entrepreneurship & Management Journal, Special Issue on Entrepreneurship Education, 2010.

Reback, Chuck. "Unnatural Experiments: The Case of Television Game Shows," Applied Economics Letters, 2010.

Reback, Chuck and **Canaday, Neil** "Race, Literacy, and Real Estate Transactions in the Postbellum South," The Journal of Economic History, 70(2), 428-445, 2010.

Reback, Chuck. "The Southern Homestead Act in Louisiana: A Quantitative Analysis," Agricultural History Society Conference, Winter Park, Florida, June 2010.

Bhatt, G., Emdad, A., **Roberts, Nicholas**, and Grover, V. "Building and Leveraging Information in Dynamic Markets: The Role of IT Infrastructure Flexibility as Enabler of Organizational Responsiveness and Competitive Advantage," Information & Management, 47(7-8), 341-349, 2010.

Roberts, Nicholas, Thatcher, J., and Grover, V. "Advancing Operations Management Theory Using Exploratory Structural Equation Modelling Techniques," International Journal of Production Research, 48(15), 4329-4353, 2010.

Roberts, Nicholas, Gerow, J., and Roberts, S. "A Meta-Analytic Review and Extension of the Organizational IT Assimilation Literature," in Proceedings of the Diffusion Interest Group in Information Technology (DIGIT) Workshop at the International Conference on Information Systems, St. Louis, Missouri, 2010.

Cole, E., Mason, A., and **Routman, Rob**. "Effects of 1983 Revisions to the Social Security Act," In Proceedings of the Sixth Annual SC Upstate Research Symposium, 123-127, Hosted by Milliken & Company, Spartanburg, South Carolina, March 26, 2010.

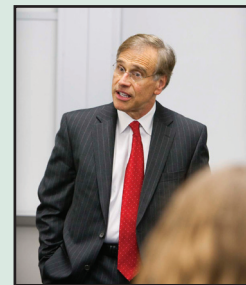
Rudisill, Frank. "ASP, The Art and Science of Practice: In Search of the $\sqrt{N} + 1$ Rule," Interfaces, 40(2), 154-158, March-April 2010.

VISITING EXECUTIVE SERIES

What does Nelson Marchioli — former CEO of Denny's Restaurants, Bruegger's Bagels and El Pollo Loco, an executive with more than 25 years experience in opening and managing restaurants — say about his start in the restaurant business?

"I got lucky."

Marchioli spoke to Organizational and Behavioral Management classes, at the request of the University Business Society, to share his reflections on a long career in the restaurant management business. His academic career, he said, was less than impressive with attendance at three colleges and stints on academic probation. But, he said that once he settled on a major and graduated, he was persistent with his job search and interviews.



"The degree," he told students, "will get the door open for you but you'll have to convince the interviewer why they should interview you — and hire you."

With 15 years experience opening restaurants for General Mills, and another 10 years as supply chain manager for Burger King, Marchioli has made many personal and professional observations about managing people and being a leader in the field.

"You have to have a passion for what you're doing. You can't act like an hourly employee. You have to be a leader and differentiate yourself," he said. He added that supervisors will take notice when an employee treats the business with the care and concern as if it was their own. Marchioli advised students to ask themselves, no matter what position they are in as an employee, "How am I contributing to the bottom line?"

EXECUTIVE EDUCATION

Spinx Company Managers Earn Retail Management Certificates

The Johnson College hosted the graduation of its Retail Management Certificate Program class on May 5 in the McAlister Square Auditorium at the University Center of Greenville. Fifteen Spinx Company managers completed the year-long program formed as a partnership between the Johnson College and the Spinx Company, the largest locally owned gasoline-convenience retailer in South Carolina.

Receiving Retail Management Certificates were:

Dennis K. Bailey Gen. Mgr. store 163 in Spartanburg	Andrea D. Masker Gen. Mgr. store 201 in Simpsonville
Anna M. Barker Gen. Mgr. store 256 in Anderson	Steven G. Nicholls Gen. Mgr. store 243 in Spartanburg
Gary M. Bryant Gen. Mgr. store 128 in Greer	Sherri R. Putman Gen. Mgr. store 126 in Greer
Randy Cox Gen. Mgr. store 166 in Greer	Gerald D. Reynolds Gen. Mgr. store 169 in Spartanburg
Diana E. Gomez Gen. Mgr. store 114 in Greenville	Bobbie Jo Skipper Gen. Mgr. store 146 in Greenville
Robert L. Hall Territory Mgr.	Anita D. Styles Gen. Mgr. store 112 in Greenville
Charmon D. Hawkins Quality Control Mgr.	William S. Youngblood Gen. Mgr. store 179 in Greenville.
Daniel K. Lewis Gen. Mgr. store 120 in Mauldin	

Retail management, communicative Spanish for retail personnel, accounting/financial analysis, and communication theory and practice, were the four core areas of the executive level education program.

FUTURE LEADERS

Berrian Attends Leadership Conference

This past February, Allison Berrian '11, an accounting major from Columbia, attended the annual Beta Gamma Sigma leadership conference in Tampa, Fla. It was the first time USC Upstate was represented at the conference since the university's chapter was chartered in December 2010.



Allison Berrian

Primarily a networking event, Berrian was excited to attend sessions where she could ask business school alumni for advice, learn about master's degree programs, hear motivational speakers share their business success stories, and receive guidance for her own career path.

Berrian has recently accepted a position in the internal audit department of American Credit Acceptance in Spartanburg. She served at the Student Government Association president in the 2010-2011 academic year, taking on a very public role at the Johnson College grand opening gala and ribbon cutting in May 2010.

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Oct. 7 - 9, 2011

Join other USC Upstate families for athletic events, information sessions, and other fun activities. For more information, contact the Office of Student Life at 864-503-5122 or visit www.uscupstate.edu/familyweekend.

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