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Dr. Doug Schneider: past, present and future

If you want to know anything about the past 30 years in the Department of Accounting, ask Dr. Doug Schneider. Thanks to then-chair Dr. Larry Hagler, Schneider joined the department in 1991. He was promoted to associate professor in 1997, became a full professor in 2003, and in 2015, he was named to the Edwin B. Jones Family Endowed Professorship in Accounting.

Schneider has seen numerous chairs and deans during his tenure. He has served alongside accounting stalwarts such as Drs. Mark McCarthy, Dan Schisler, Rick Niswander, Cal Christian and John Reisch since the 1990s.

Current associate dean and former accounting chair John Reisch recently referred to Schneider as the patriarch of the accounting department. "I believe that nearly every student who has come through the accounting department since 1991 has had to go through Doug," said Reisch.

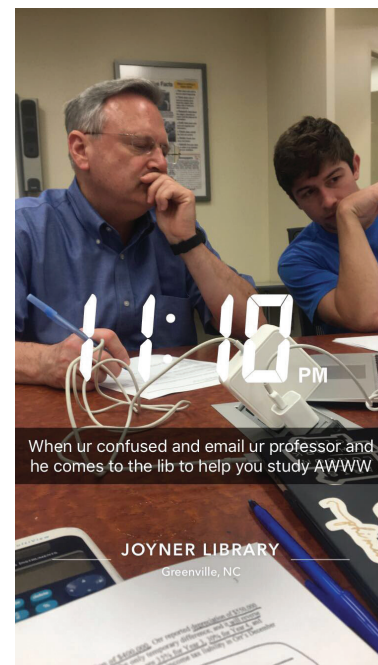
"I am not sure that every accounting major has taken a course from me during my time here, but most probably did," said Schneider. "I also have known students by serving for 25 consecutive years as a faculty advisor for Beta Alpha Psi, the national honor society for accounting majors, and serving 28 years as treasurer and faculty advisor for sorority Alpha Delta Pi."

Those who know the accounting department know that Schneider is a dedicated faculty member at the College of Business. The world found this out three years ago when Schneider's late-night Joyner Library visit to help students

was documented on Twitter. The tweet published by then student Marrisa Flood, along with a photo of Schneider stamped 11:10 p.m., read, "When UR confused and email UR professor and he comes to the lib to help you study AWWW."

The tweet went viral and got the attention of ABC news.

"When I was in the BSBA program at ECU, he (Schneider) was well known for being committed to his students," said Linda Quick, Associate Professor. "When I had the opportunity to come back to ECU as faculty, knowing that I would work with colleagues who are committed to the students was one of the most appealing things about the job. I was pleased, but not surprised, to see that he (Schneider) was just as committed to the students in class, outside of class, and through Beta Alpha Psi as he had been when I was a student."



We recently spoke with Schneider about his time at the College of Business and how he is adapting from a face-to-face approach to an online delivery method. He reflected on his many years of teaching and working with student groups.

How would you describe your approach to teaching your students?

I always felt the students at ECU are deserving of my time and best effort. I always sought to see the students as individuals who came from different backgrounds and locations but who were trying to improve their opportunities in life and pursue their career goals. I think of students from small towns who took a step forward by attending ECU. I remember the Veterans who attended college after having served their country. I recall the student athletes who represented ECU and the students who served as officers in our student organizations.

And I think about the students who worked many hours a week at part-time jobs trying to pay for school and those students who overcame obstacles to return to school later in life. Our students come from Greenville and cities like Raleigh and Charlotte. Many students come from other states such as Virginia, Maryland, New Jersey, New York and the New England area. Our international students have traveled great distances, both geographically and culturally, to add to our campus.

I tried to see the students as individual people and not just numbers in a class.

How's this term going?

Since I am teaching a graduate course during the first eight-week block, the class is meeting as a hybrid class, mostly inperson and partially online. The students prefer the in-person aspect of the class. For the online component, I have done my best to produce quality lecture videos that present the course material as close to as it would be presented inperson. In the second eight-week block I will be teaching an undergraduate accounting course that will be all online. So, the material will be presented by lecture videos I produced. I also will communicate with the students by email and perhaps a few virtual meetings. Expressing genuine interest in the students, even if virtually, is important.

Your secret of success came out a couple of years ago when your late-night library visit to help students went viral. How important has that approach been to how you teach future leaders?

It was a totally unexpected experience to be mentioned in the national media in the fall of 2017. I had been working late in the office as I frequently do, and some students studying together emailed me to ask a question.



Dr. Doug Schneider, right, recognized for his contributions to student learning (photo taken pre COVID)

I responded that if they were in Joyner Library, it would be easier for me to walk over and answer their question than trying to type up a long email response. So I was trying to respond in a convenient manner, though it seemed to touch some people that I had been willing to help late at night. It was not a hardship for me to do so. I was surprised it generated the reaction that it did. I know other faculty have the same desire to help students, and perhaps they go about it more conventionally, or at least during different hours of the day. I hope, over the years, I provided some positive encouragement to our students, and perhaps they will also look for opportunities to help other people during their careers.

What are your hopes for the accounting department moving forward?

I hope and expect that in 10 to 20 years, we are still committed to quality instruction and producing accounting research to keep our name recognized in academic accounting and the accounting profession. Also, it is my wish that the accounting faculty will maintain its high level of service to student organizations, to the department, the College of Business, ECU, the accounting profession and the larger community. It would be wonderful to see more former students who have earned doctoral degrees to return to their alma mater and become accounting faculty at ECU.



Business as usual

On East Carolina University's campus in the Rivers Building is the Golden Corral Culinary Center, a 2,300-square-foot space dedicated in 2009 thanks to a \$200,000 renovation gift from Golden Corral to the School of Hospitality Leadership (SHL).

Typically, the Golden Corral Center holds 18-20 students taking the food preparation course principles, which includes lecture and lab. The course is offered as part of the SHL's core curriculum and introduces students to cooking principles and a simulated commercial kitchen – the Golden Corral Culinary Center. Students would have access to eight six-burner gas ranges and worktables, as well as refrigeration and storage units and large sinks for ware-washing and sanitation. They would learn techniques and principles that cover proper sanitation, safety procedures, cooking and baking best practices, recipe costing and other topics.

The food preparation course is very hands-on and takes place under the watchful eyes and tutelage of instructors Dr. Jacqui de Chabert Rios and Penny Prichard and teaching assistants Taiya Griffin and Andrew Kensey. Their goal is to offer a comprehensive educational experience in a safe environment.

Today that safe environment is driven by COVID, and this fall, face-to-face courses had to be adapted for online. "At first, adjusting to the online classes was a rocky road, but as always, we attacked the situation with a great plan," said Kinsey.

Because of the new hybrid format, the instructors created and recorded video demonstrations of the cooking and culinary techniques used in a commercial kitchen. For the hands-on portion of the instruction, students relied on their own kitchens and used ingredients provided by the SHL and assembled by Kensey and Griffin. Following COVID protocols, students were assigned specific times to pick up their food.

"We distributed about 50 different items to the students so they would not need to purchase expensive one-recipe items," Prichard. "We tried to help them out as much as possible."

Equipped with video instruction, provided food and their kitchens, students prepared meals as Chabert Rios and Prichard provided coaching and assessment through a live video stream.

Krystyna Carpenter is a junior and was looking forward to getting into the Golden Corral Culinary Center and learning new techniques alongside professionals. She admits she was "bummed" to hear that the classes went online. "Though cooking in my kitchen has not been ideal for the lab, I have enjoyed learning new techniques and practicing

them in a space where I am comfortable," said Carpenter. "Chef Prichard has encouraged us throughout each video call, has answered any questions we may have had while cooking, and has shown us firsthand procedures that we were able to mimic during the lab sessions."

According to SHL director Dr. Bob O'Halloran, participating students and faculty were pleased with the results. He's not surprised by the course's success because of the planning that went into it.

"When looking at the course this past summer, Dr. Chabert Rios and Ms. Prichard considered what was really important about the class," said O'Halloran. "We looked at what we wanted the students to learn, rather than approaching it from how to pivot from a hands-on instruction to an online learning environment."

"I am thrilled with the success of this online lab experience," said Prichard. "I feel as though I have more contact with the students, rather than less. I can closely watch what they are doing as they are doing it and give correcting comments on time. When a student asks me a question, all the students learn from my answer."

According to O'Halloran, SHL had already laid the groundwork for this success three years ago.

"The summer version of the food preparation class was already online," said O'Halloran. "We have a dedicated number of undergrad students who are seeking their degrees online and this existing option gives them more flexibility around their work schedules and personal situations."

One difference with this course going online in the fall centers around the food distribution. Where this fall's class picked up ingredients in person, summer online students traditionally paid for their ingredients out of their pockets, which could change according to O'Halloran.

"We're currently working with the university to establish protocols that will allow us to reimburse out-of-pocket expenses for summer online undergrads," said O'Halloran.

Added O'Halloran, "the online student market is a huge opportunity for us. In today's environment, you have to provide options to serve the needs of our students."

And for those undergrad online students looking to continue their education, SHL offers a graduate hospitality management certificate and a Master of Science in Sustainable Tourism and Hospitality degree, both of which are 100% online.



Reisch reflects on new role

Dr. John Reisch came to ECU and the College of Business (COB) in 1999 as an assistant professor in the College's accounting department. North Carolina welcomed him in a way that he would never forget.

"I moved here from Fort Lauderdale. I always was concerned about hurricanes down there, but I never felt the effect of any storm," said Reisch. "A month after I got to Greenville, we were hit by Hurricane Floyd."

Since coming to Greenville, Reisch has picked up where he left off in Florida and continued his focus on student success and research. He has received several teaching awards at ECU and was named Scholar-Teacher in 2007. Reisch is quick to tell you that those acknowledgments reflect his dedication to accounting students succeeding academically and professionally.

"My favorite accomplishment is helping students pass the CPA exam," said Reisch. "I love receiving messages from students who share the good news of having completed the exam. They pass because of their hard work, but if I can help them understand the material, then I have succeeded in my job."

Another accomplishment Reisch likes to talk about is establishing the accounting department's annual Accounting Research Roundtable Gathering (ARRG!). For the past three years, ARRG has hosted a diverse field of doctoral students from around the country. They present their research to COB accounting students and faculty, and a question-and-answer session then ensues.

"It's a win-win for the visiting students who gain insight into improving their research methodology," said Reisch. "For our faculty, they get to keep current with the latest research trends while simultaneously getting a chance to recruit for future faculty positions."

With his commitment to student success, nationally recognized research and expanding COB's brand, Reisch became a tenured associate professor in 2005 and a full professor in 2015.

From full professor to chief operating officer

In 2020, the College welcomed Reisch to a new role: associate dean. It's a leadership role that Dean Paul Schwager refers to as the COO for the College of Business. According to Schwager, Reisch's extensive experience as a faculty member and department chair prepared him for his new leadership role. Schwager plans to lean on Reisch's accounting acumen, as well.

"His experience as an accountant enables us to better manage our budget and continue to be good stewards of our resources," said Schwager. "However, perhaps his best attribute is his level-headed leadership style. He addresses issues as they arise and always keeps the needs of students, faculty and staff at the forefront."

When you ask Reisch about his daily activities, those activities seem to line up with oversight of day-to-day operations.

"Some days it is working on curricula changes, such as adding certificates or changing degree requirements," said Reisch. "Many days, I work with faculty on a variety of items such as handling issues with students, finding resources for the classroom or research project, or answering HR questions."

"I also work to ensure the COB follows university requirements, some of which seem to change frequently. I am on many COB committees and provide insight to those committees from an administrator's view. I also am tasked with overseeing our budget process. In lean times like this, we are constantly monitoring spending and hoping for good news from the state legislature."

We all know the lean times that Reisch refers to: COVID-19. Reisch is currently overseeing how the COB supports university-wide mandates regarding COVID response. In supporting that response, Reisch leans on the COB team to help make the changes palatable for students, parents, faculty and staff.

"2020 has been interesting, to say the least, but thankfully, our COB team is second to none," said Reisch. "Once university-wide mandates came out, I worked with Len

Rhodes, the department chairs, and administrative assistants to get faculty schedules changed. Len and his team worked closely with the university to secure PPE for the College and spent many hours helping faculty prepare for classroom changes created by the COVID response."

"Also, I worked with Karen Kus and her team (especially Kevin Williams and Paul Russell) to ensure the academic advisors were available to students. The advisors not only had to communicate changes that were being made to student schedules but also worked to alleviate student concerns and answer questions from both students and parents."

"I have been awed by the response and dedication of our staff," said Reisch.

Though Reisch has less time to allocate to research, he still brainstorms with the accounting department on issues facing accounting and academia.

"I'm always generating ideas," said Reisch. "I like working with my colleagues too much to stop."

Three departments. Three new chairs.

Fall 2020 has brought the College of Business (COB) numerous changes. Included in those changes are three new department chairs. Dr. Cal Christian is the new chair for the Department of Accounting. Dr. Ravi Paul is the new chair for the Department of Management Information Systems. Dr. Brad Karl is the new chair for the Department of Finance and Insurance.



Christian came to ECU in August 2000. He received his Ph.D. from Florida State University after working 11 years as a CPA. He has had many service roles while at the COB, and since 2011, he has been the opening speaker for ECU's freshmen orientation. Plus, Christian has given 30 to 40 talks on ethical behavior to CPAs across North Carolina.

Paul joined ECU and the COB in 2003 as an assistant professor in the then Department of Decision Sciences. Subsequently, he was granted tenure and promoted to associate professor in 2009 in the Department of Management Information Systems. He has been awarded several teaching awards by the COB and ECU, including the highest award given at ECU by the UNC Board of Governors – The UNC BOG Award for Teaching Excellence. Paul also provided the commencement address at COB's fall 2012 graduation ceremonies.



Karl joined ECU and the COB fall 2013 after completing his Ph.D. at Florida State University. During his time at ECU, he has taught both finance and risk management/insurance (RMI) courses. Karl also has provided a supporting role in COB's Risk Management and Insurance program.

"We are fortunate to have innovative leaders such as Cal, Ravi, and Brad stepping up to guide our departments," said Dean Paul Schwager. "They play a critical role in developing the next generation of business leaders."

College announces new degree, concentration and certificate

New Human Resource Management Concentration

ECU and the College of Business (COB) have announced a new human resource management (HRM) concentration as part of the current Bachelor of Science in Business Administration (BSBA) management degree program.

Aligned with the Society for Human Resource Management (SHRM) competency model, the new concentration is designed to build expertise in all key HRM processes, including attracting and selecting talent, compensation and benefits, organizational change and development, leadership, training and development, employment and labor law, and human resource management information systems. Additionally, courses will integrate exploration of critical variables influencing the management of talent, such as globalization and technology. This program also provides students the opportunity to gain practical experience through internships and earn entry-level professional HRM certification through SHRM, which will prepare them for careers in a rapidly growing field.

The U.S. Bureau of Labor Statistics (BLS) reports that an average of 9% growth is expected in the United States across all reported HRM positions through 2026. BLS also reports expected growth of 13% in North Carolina.

"Organizations must have leaders and human resource practitioners that excel in attracting, developing, and retaining the best people available in a highly competitive and rapidly changing marketplace," said Dr. Lee Grubb, chair of the COB's management department. "With this new concentration, we'll continue to build leaders who can effectively evaluate and make decisions, lead employees and manage resources."



Dr. Lee Grubb

The Past Looking Forward

"I can't wait to see all the HR leaders soon to come out of this new degree program in the College of Business," said Jessica McNulty, global programs manager, SAS.

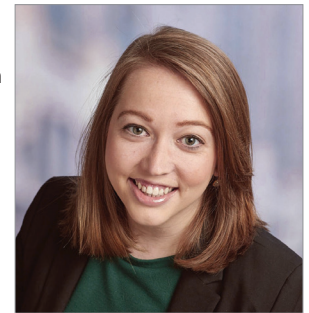
McNulty received her BSBA in management degree from the COB in 2015. With her degree, she felt she was ready to hit the market. "Exposure to the real world and learning from professors with

professional experience in the field set me apart from my peers when entering the industry."

When asked if she wished the HR management concentration was available when she was in college, she said yes. "Absolutely! As a student who was interested in a career in HR ... it was initially

challenging to find a clear path to my desired career through my course selection. It would have been beneficial to have had structured learning around each of the field areas to have a stronger foundation to start a career."

McNulty says the new concentration will be a huge asset to COB students. "The HR industry is booming, and the job market for top HR talent is becoming more competitive and more lucrative than ever."



Jessica McNulty

Ready for the Market

COB leaders say the new HRM concentration will be fully aligned with the SHRM HR Curriculum Guidelines, which play a role in defining HR education standards and helping universities develop degree programs that follow these standards. With this alignment, COB HRM students will be eligible to apply for the SHRM-Certified Professional exam if eligibility requirements are met. And, the new concentration program will be listed on SHRM's HR program directory.

"There is a growing demand for HR professionals in today's fast-changing business environment," said Grubb. "As one of the largest business schools in North Carolina, we'll be able to cultivate the talent and leadership needed to meet that demand."

"I want to thank Dr. Craig Williams for spearheading this effort, which will prove beneficial for today's and tomorrow's students," added Grubb.

"Students graduating with both HRM experience through internships and certification will have a significant advantage in the job market," said Dr. Craig Williams, teaching assistant professor in management. "Our reputation should be such that prospective students see our human resource management concentration as the 'go-to' and 'best' program in the state."

Added McNulty, "COB students with this new degree will be at such a great advantage to graduate with more foundational skills and hands-on experience on their resume than those graduates before them, and from other schools."



Dr. Craig Williams

New BSBA supply chain management degree

Starting in the fall of 2020, a new degree will help the College of Business' (COB) future leaders expand their career opportunities in sourcing, operations and logistics. The BSBA in Supply Chain Management (SCM) is the continuation and culmination of the SCM concentration that's traditionally been paired with the BSBA in Marketing for nearly 13 years. With the support of nine professors and one full-time instructor, the BSBA in SCM imbues graduates with proficiency and leadership skills in supply chain analytics, purchasing and materials management, strategic logistics management, quality management, SCM strategy and project management. The new supply chain - focused degree will be able to stand out amongst competitors in the UNC Academic Program Inventory. This searchable database includes all approved degree programs in the UNC System and their approved modes of delivery.

"Now, our SCM program will have more visibility to a much wider audience of potential students, their parents and other institutions," said Dr. Jon Kirchoff, an associate professor in the COB Department of Marketing and Supply Chain Management.

According to college officials, the BSBA in SCM also addresses concerns raised by current students, alumni and potential employers. In the past, students graduating with the SCM concentration received a BSBA-Marketing degree, which confused employers who reviewed resumes from graduates

looking for supply chain-related jobs and whose degrees said nothing of SCM.

"This was, as one employer described it, a "disadvantage" for ECU SCM students," said Kirchoff. And, in today's COVID-19 environment, the supply chain industry is under a stronger spotlight and postured for ongoing

opportunities and scrutiny as needs grow.

"Supply chains are in focus more than ever right now as the rapid movement of personal protection equipment, disinfecting goods, and food products have become paramount to safety and security," added Kirchoff. "The COB and the department will spend considerable time exploring and discussing current and future trends, which is beneficial to graduates seeking employment in today's dynamic global business environment."



Dr. John Kirchoff

New leadership in organizations certificate

The College of Business launched this term a new graduate certificate called Leadership in Organizations.

The certificate will give students the ability to identify and evaluate the role of ethics, motivation, power, and diversity in leader behaviors. Emphasis is placed on effective teamwork, interpersonal skills and the importance of trust and relationships to help facilitate critical decision making and problem solving. The certificate also will provide students with the body of knowledge needed to lead effectively in modern business environments.

"The College has placed a heavy emphasis on leadership, which is reflected in our leadership curriculum that every undergraduate has to take," said Dr. Lee Grubb, chair, department of management. "Now, with this new certification, we're extending this dedication to our graduate students and those looking to increase their knowledge set."

Grubb said the fall '20 term will focus on leadership theory, and the spring '21 term will look at ethics, change leadership and leading in different organizational environments.

The College of Business offers a total of eight stand-alone graduate certificates. Successful completion of any graduate certificate qualifies a student to bypass the entrance exam requirement for the College's MBA, MSA and MS in Sustainable Tourism and Hospitality degrees.



COB students continue to impress

For Maggie Weddle, it's all adding up

"She will undoubtedly be a success in the accounting profession. She has my highest recommendation."

Those are strong words of praise from Dr. Doug Schneider of COB's accounting department.

She is a reference to Maggie Weddle, a go-getter in the department who's currently pursuing her Master of Science in accounting degree. She also is a recent winner of a \$10,000 scholarship from the Public Company Accounting Oversight Board (PCAOB). Weddle is one of 234 students from U.S. colleges and universities that were selected to receive the scholarship for the 2020-2021 academic year.

"Our PCAOB scholars represent the future leaders of the accounting and auditing profession," said PCAOB Chairman William D. Duhnke. "We congratulate them for their academic dedication and achievements, and we wish them the best as they complete their education and begin their careers in the profession."

Looking at Weddle's resume and her ECU/College of Business (COB) accomplishments, "future leader" is an appropriate description. She was inducted into the Beta Gamma Sigma Business Honor Society and Beta Alpha Psi Accounting Honor Society. Weddle also is a member of the Student Accounting Society.

Additionally, Weddle served as vice president of risk reduction and management for ECU's Panhellenic Association and was treasurer of her sorority, Phi Mu. She used her accounting expertise to help fellow students by serving as a peer mentor and appointment tutor for economics and accounting at the Pirate Academic Success Center. Weddle also has been awarded several other scholarships and made the Dean's Lists and ECU's Chancellor's lists numerous times.

This past May, she graduated Summa Cum Laude with her BSBA in accounting and is currently a federal audit intern with KPMG.

"I feel that the College of Business and the accounting department are a part of my extended family," said Weddle, a Raleigh native. "The relationships I hold with my fellow colleagues and professors are what has made these past four years so special, (and why I am coming back for graduate school). The COB and the accounting department care so much about its students. They go above and beyond to help students reach their goals."

Added Weddle, "the accounting department also is who I have to thank for my recent scholarship and my employment endeavors with KPMG, a Big Four accounting firm. "

Those endeavors have paid off for Weddle. KPMG offered her a full-time position in the firm's federal audit practice with a start date of August 2021, once she finishes her MSA.



COB students continue to impress

RMI student wins Spencer Scholarship

The Risk Management and Insurance (RMI) program at ECU's College of Business continues to produce future leaders. Case in point is Chase Howard. The Kinston-native and rising senior recently was awarded the 2020 John T. Lockton Memorial Scholarship through the Spencer, an organization dedicated to helping fund the education of tomorrow's RMI leaders.

The scholarship has a value of \$5,000 and is awarded annually to undergraduate risk management/insurance and business administration majors.

"The Spencer Foundation generously supported me through my doctoral program, and I would not be where I am today without Spencer," said Dr. Brenda Wells, director of the College's RMI program. "It is a great honor for an ECU student to receive Spencer support for his or her educational journey. We are so proud of Chase!"

Here's a fun fact. Howard originally was an accounting major. He became intrigued with RMI after Wells visited his financial management class. Then, after meeting with Wells and Kurt Fickling, teaching instructor and industry veteran, Howard learned more about the program and "saw an area where my talents would be used to the best of their ability, and my chance for success had no ceiling," said Howard.

"I would invite anyone that isn't sure if they are in the right major to take a minute to meet with these wonderful leaders (Wells and Fickling)," added Howard. "There are endless... jobs besides being an insurance salesman in this industry."

Regarding the RMI industry, Howard is taking full advantage of the opportunities the College's RMI program provides. He's interning - remotely - this summer at an AmWINS branch in Morehead City.

Last year, Rachel Pleasants also won a Spencer Scholarship. She is currently an underwriter trainee at Beazley.

Since 1979, Spencer has awarded more than 1,127 scholarships totaling approximately \$7.4 million.



In the News

Summer Innovation Academy expands digital reach

While many Pirates continue to shelter in place during the COVID-19 pandemic, East Carolina University's Summer Innovation Academy expanded its reach, albeit virtually.

For the first time in its three-year history, the academy welcomed students from across the country – as far west as California – for a week of building their entrepreneurial skills beginning June 15. The summer academy doubled its registrations from the previous two years, welcoming potential future Pirates from Virginia, Florida and Colorado.

Those out-of-state participants made up a pool of 50 middle and high school students that learned the basics of entrepreneurship from Miller School of Entrepreneurship instructors and mentors. During the academy, the next generation of business builders was introduced to successful business startup methodology and received one-on-one feedback from local entrepreneurs and investors.

Miller School of Entrepreneurship teaching instructor Corey Pulido, who led the academy this year, said that being able to adapt to change – like moving the in-person camp to a virtual format – is a defining feature of an entrepreneur.

"This is a prime example of discovering that there's a problem and creating a solution that adds value," Pulido said. "Each year the academy has created its own theme related to how we grow as entrepreneurs. This year was no different.

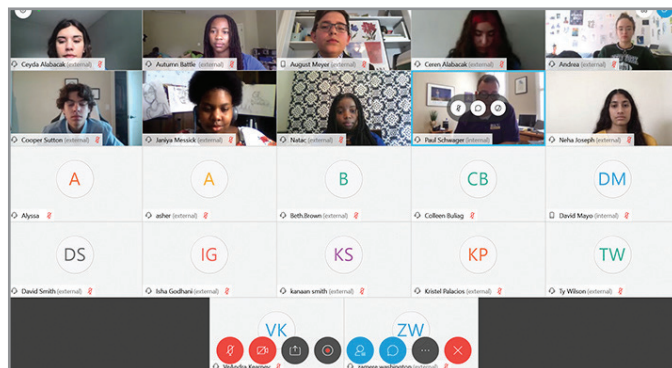
"We were able to bring in a lot more virtual mentors," he said. "It's something we couldn't have done with a face-to-face academy because of the professionals' time schedule. In the future, I think more online components are imperative."

Jimena Nunez, 15, learned about the academy from an Instagram story posted by one of her school's Future Business Leaders of America officers. Nunez, who lives in Colorado, didn't hesitate to apply to the academy.

"I saw a post about the academy the day before applications were due," Nunez said. "It was a new opportunity and I thought, 'I might as well take it.' It's not something I could have done if it wasn't online."

Nunez said she learned a lot during the week that will benefit her even if she doesn't decide to pursue a career in entrepreneurship.

"What I've learned, especially when it comes to interviewing, is something I can take back to school with me," she said. "I love public speaking, but I tend to get so excited that I run over things. This week has helped me think through what I'm doing."



A group of Summer Innovation Academy students share their business ideas during the event's final pitch competition on June 20. The third annual academy, hosted by the Miller School of Entrepreneurship, went digital this summer and hosted students from as far west as California. (Photo courtesy of MSOE)

The team of Go Green Coolers, led by teammates August Meyer, Cooper Sutton and Neha Joseph, was named the winner of the academy's end-of-week pitch competition. The trio put together the idea to develop an environmentally friendly cooler that dispenses ice.

"What I've learned is that it doesn't matter what age you are or what past experience you have," Meyer, 13, said. "It just matters if you have a really good idea, a group of people to share it with, and the right feedback to make changes. During the academy I've been able to connect with trusted mentors that can help me move this idea forward."

Zamere Washington, 15, said the experience of working with younger students helped him become more of a leader. His team's business idea revolved around shoe customization.

"There was a younger member in my group and I was able to help flow off their ideas," Washington said. "I was able to teach them about the different types of shoes, their costs and the little details that go into building a business idea."

Despite not physically being on campus, Pulido said the ECU spirit was still strong at the virtual academy.

"You can't replace the experience we've given in the past by getting students to physically walk on campus," Pulido said. "But there are still ways they can experience ECU. University alumni and stakeholders assisted with the mentoring process. Faculty and staff communicated with students, making them feel at home. This all feeds into the entrepreneurial ecosystem we're creating at ECU. We're making ECU not only a 'viable' option for their education, but a top tier university that cares about the future of its students."



Miller School wins grant to accelerate small businesses

The Crisp Small Business Resource Center in the Miller School of Entrepreneurship recently received an NC IDEA Ecosystem Grant to launch a pilot rural accelerator program starting in the fall 2020 semester. This program, called Accelerate Rural NC, is designed to increase the resiliency of rural communities in eastern North Carolina. It will focus on helping businesses gain access to global markets with innovative products. Key components of the accelerator include e-commerce development, development of high-value offerings for niche markets, export training, and creation of innovative business models based on customer discovery.

“By providing high-value offerings and broadening marketing reach globally for market niches, a business can have increased pricing flexibility and sales opportunities while reducing the risk associated with local markets,” said David Mayo, director, Crisp Center.

Accelerate Rural NC will be administered in three phases: pilot, development and expansion. Year one of the program will be a pilot focused on developing curriculum and processes for a single county with three participating communities. The development phase will last two years and focus on content collection for expansion. The expansion phase will leverage existing assets at ECU, local governments and non-profit organizations to provide programming across eastern North Carolina.

The first cohort of small-business owners started in September 2020. Participants will focus on value creation for key customer segments with a special focus on web-based channels for value delivery. New businesses will have the opportunity to move into a partnered incubator facility free of cost for 12 months while establishing a foothold in the market. After successful incubation, the business will select a storefront location from community partner inventory at a subsidized rate.

“Connecting businesses to global markets decreases reliance on local customers but better meets the needs of niche customer segments,” added Mayo.

Accelerate Rural NC joins RISE29 as two key university programs aimed at building an entrepreneurial ecosystem in eastern North Carolina.

“The Miller School is excited to be involved in both initiatives,” said Dr. Michael Harris, director, Miller School.

McMillan to lead COB diversity and inclusion activities

Dr. Amy McMillan is a professor in the College's Department of Management. Her research focuses on diversity, organizational culture and person-organization fit.

It should come as no surprise that she has been named the Copeland Director of Diversity and Inclusion in the College of Business. With this role, McMillan will serve as the College's liaison with other diversity and inclusion offices and campus activities. She also will lead the College's own efforts designed to highlight the importance and need for welcoming the many cultures and backgrounds needed to make COB students stronger in the workplace.

"Leaders today must create organizations that promote and encourage inclusion," said McMillan. "The workforce is more diverse than ever, and the ability to leverage that diversity to gain a competitive advantage is critical."

One significant initiative that McMillan will spearhead is the Copeland Diversity and Inclusion Fellowship. Thanks to a generous gift from Mark and Tracy Copeland, participants in the fellowship will immerse themselves in an extensive range of programming that includes multicultural infused experiences in the classrooms and a celebration of the diverse backgrounds that our student body brings to the College of Business.

"For the fellowship, we will begin the application process this year," said McMillan. "The fellowship will have 10 spots, so it will be competitive. Our goal is to begin the program in fall 2021."

Block scheduling and a hybrid learning environment brought on by COVID-19 is not deterring McMillan from working on a wish list of activities for the coming year. These activities could include:

- Virtual town hall with featured speakers
- Participating in the ECU virtual Emerging Scholars program

- Working with African American Studies and History to explore the possibility of an interdisciplinary undergraduate certificate
- Exploring internship opportunities related to diversity and inclusion
- Continuing work on a Faculty Mentoring Program to begin next year
- Marketing the Copeland Diversity and Inclusion Fellowship and reviewing applications

Last year, COB Dean Paul Schwager laid out four cornerstones that will help the College of Business strengthen its foundation for students, i.e., future leaders. One of those cornerstones includes diversity and inclusion. It's a task that McMillan and the College's Diversity and Inclusion Action Committee are glad to take on.

"We have opportunities ahead of us to make this College of Business the true destination for tomorrow's leaders," said McMillan. "It's those opportunities that have us excited."



For more information about the College's diversity and inclusion activities, please visit the College's diversity and inclusion webpage: <https://business.ecu.edu/diversity/>

If interested in becoming a Copeland Diversity and Inclusion Fellow, please visit this website: <https://business.ecu.edu/diversity/copeland/>





SHL professor and student submit case study, win award

School of Hospitality Leadership professor Dr. Cynthia Deale and Jennifer London, sustainable tourism and hospitality graduate student, took first place in the Johnson & Wales-sponsored Hospitality & Tourism Case Study Competition & Publication Series. It's an annual competition offered through the International Council on Hotel, Restaurant and Institutional Education (ICHRIE).

Their case study submission, titled Hatteras and Highway 12: A Chain Of Complexity, garnered a \$1,000 cash award. It explored the interconnectedness between Highway 12 and Hatteras Island, which are located on the coast of North Carolina, and the efforts implemented and proposed to preserve the highway. The dilemma presented in the case focused on the need for additional alternative approaches to ensure the highway's sustainability and the preservation of Hatteras Island for residents and tourists.



Dr. Cynthia Deale



Jennifer London

The ICHRIE Johnson & Wales Hospitality & Tourism Case Study Competition and Publication Series has existed for the past nine years and has led to the publication of nine volumes (consisting of four issues each volume) of the Journal of Hospitality & Tourism Cases.

Accounting faculty continue excellence



Dr. Denise Dickins

We bragged about Maggie Weddle, a future leader, MSA candidate and recent recipient of a \$10,000 scholarship from the Public Company Accounting Oversight Board (PCAOB).

Now, let's brag about the ECUCOB accounting department.

Demonstrating the accounting faculty's dedication to teaching and pedagogical research, Drs. John Reisch and Denise Dickins are represented on BYU's Accounting Research Rankings for publication of Educational Accounting Research. Dr. Dickins is ranked No. 10 (tied) for publication of educational accounting cases over the last six years and No. 13 (tied) for all educational accounting research over the previous six years. Dr. Reisch also is ranked No. 9 (tied) for publication of educational accounting cases over the last 20 years.

As reported in a recent article published in *Issues in Accounting Education*, ECU also is tied for eighth place in the nation for faculty publishing in accounting practitioner journals, which bridge the gap between academics and practice. Leading this achievement is accounting faculty member, Dr. Dickins, who is tied for seventh place in the nation.

That's data worth bragging about.

Alumni Spotlight

Rickie Moore

Rickie Moore II is the regional learning & development manager, Southeast Region for CEC Entertainment, Inc. As he states it, his hospitality career started when he was 15, joining Parker's BBQ as a waiter in 1995. At age 18, he became front of house manager and held that position throughout his college career.

About his college and professional career, this is what Rickie told us:

"As a senior in the School of Hospitality Leadership, Dr. Mel Weber convinced me to jump at the chance to go work for Chuck E. Cheese and promised that I could quickly advance through the ranks. Boy, was he right. I was hired as a general manager in April 2004. In 2005, I became the GM of two locations, and (after a year) I was promoted to regional learning & development manager in April 2006, where I relocated to Philadelphia after only being with the company for two years.

For the past 14 years, I've visited 42 different states. The most rewarding part of my role is that I am impacting the lives and careers of the managers in 182 locations across the Southeast Region of the United States. In my position, I have the pleasure of designing the Management Development Program, which

encompasses both MIT and ongoing development, kitchen training programs, and any rollouts within my region.

I am back home living in Goldsboro, North Carolina, with my wife of 13 years and our 10-year-old son. I've been honored to be able to give back to the students in the School of Hospitality Leadership, by being an industry mentor for their research projects in Dr. Weber's class every semester."



Reed Austin



Reed Austin is a front of house manager and bar manager for J Alexander's Redlands Grill in Memphis, Tennessee. J Alexander's Holdings is a collection of boutique restaurants based out of Nashville with 46 locations across 16 states. Austin tells us the company focuses on providing guests with the highest quality food and memorable professional service, all in an attractive ambiance.

We recently spoke with him about his experiences with the School and how he landed his job at J Alexander's.

"I graduated from East Carolina University (and the School of Hospitality Leadership) in the fall of 2016 with a Bachelor of Science degree in Hospitality Leadership, triple concentrating in Food and Beverage, Lodging and Event Management, with a minor in Business Administration.

Discovering the SHL during my first semester and ultimately changing my major to Hospitality Management was one of the best decisions I made while at ECU. The group of professors in the program not only taught through their real-life experiences in industry, but they also pushed their students to participate in groups and organizations outside of the classroom. Thanks to these pushes, I joined The Club Management Association and was inducted into the Eta Sigma Delta Hospitality Honor Society during my senior year.

I was pushed once again by professors during my final semester to attend an informational meeting about J Alexander's. After learning about the company, it sounded like an amazing opportunity for growth that I wanted to explore. After initial interviews, I visited their corporate restaurant in Nashville, where I fell in love with the culture, amazing food, and dedication to service that I had not seen anywhere else in the industry. After graduation, I accepted a position and moved to Atlanta to begin my training. A few months later, I moved to Memphis, where I have lived for three years.

The most rewarding part about my career is seeing our hard work manifest into an experience for our guests every time they dine with us. In this fast-paced environment, no two days are alike, and I am constantly learning something new every day I walk into the building."

Look to the past: How ENC businesses might recover from COVID-19

How small businesses responded to a catastrophe from 10 years ago could shed light on how today's entrepreneurs will address the challenge resulting from the COVID-19 pandemic.

In a study titled "Entrepreneurial opportunity recognition in the face of disasters," ECU management professor and study author Dr. Laura Madden and her colleagues, Dr. Furkan Gur of Northern Illinois University, Dr. Josh Bendickson of University of Louisiana at Lafayette, and Dr. William McDowell of Bradley University, looked at the Gulf Coast oil spill from 2010 and the pattern of organizational responses and regional recovery over the two years following the spill.

Madden and her co-authors did a deep dive of almost 200 disaster-related articles published during and after the oil spill. What emerged were themes that captured how the Gulf Coast-area businesses responded to the disaster.

"Our paper examines media accounts following the initial event April 20 (2010)," said Madden. "We found patterns in the way people and businesses, specifically, were responding to that tragedy of the oil spill, and you can see those behaviors represented...or echoed in the COVID-19 tragedy and response."

In a recent interview on the Talk Like a Pirate podcast, (<https://podcasts.apple.com/us/podcast/economic-recovery-covid-19-vs-bp-oil-spill/id1491028791>) Madden breaks down those themes into three categories: psychological states, recovery efforts and emerging opportunities. It's the latter category that some eastern North Carolina and Greenville-area businesses are already starting to address, which is why Dr. Madden is reassured about the recovery process.

"We're following a similar script in terms of our COVID-19 reactions compared to the oil spill," said Madden. "During the oil spill, Gulf Coast hotels pivoted in the absence of tourists to offer discount pricing to the many volunteers who came to the area to help with the cleanup. During COVID-19, we're seeing local-area businesses go through the same process of pivoting for new opportunities: distillers develop hand sanitizers and sock manufacturers sew masks. The inaugural Pirate Entrepreneurship Challenge winner, Simple and Sentimental, has even created a personalized quarantined-themed gift boxes centered around birthdays, Mother's Day and graduations."

"These are the kinds of creative entrepreneurial opportunity recognition behaviors that make organizations resilient in times of crisis," Madden added.



Laura Madden teaches a class in the College of Business. (ECU Photo by Rhett Butler)

Research continues to get recognized



Let's brag some more about the recognition the College of Business research is receiving. You may recall the accounting department and Drs. Dickins and Reisch recently were acknowledged for their output.

Switching departments, let's give a shoutout to Management Information Systems' Leah Grubb. She was co-author of a Journal of Applied Psychology paper titled, "From alpha to omega and beyond! A look at the past, present and (possible) future of psychometric soundness."

You can find the paper here: <https://doi.apa.org/doiLanding?doi=10.1037%2Fap0000815>

Why brag? According to the journal's editor, this manuscript will be published as a Monograph. It's a rare, high distinction reserved for content that provides a strong contribution to the field. And, only five manuscripts have attained this status since the early '90s.

Honor Wall

1M+	Tom Arthur	\$50K+	Lisa & Walter Benton	\$25K+	Anne & Ronald Gregg
1M+	Matt & Kimberly Crisp	\$50K+	William & Helen Boykin	\$25K+	Wade Henkel
1M+	IANC - North Carolina Association of Insurance Agents	\$50K+	David & Patsy Bradley	\$25K+	James & Deborah Hooper
1M+	Van & Jennifer Isley	\$50K+	Stan & Laurie Eakins	\$25K+	David Howell
1M+	Fielding and Kimberly Miller	\$50K+	Edward Jones	\$25K+	Hyster-Yale Group Inc.
1M+	North Carolina Surplus Lines Assoc	\$50K+	Ernst & Young (EY)	\$25K+	Hal & Debbie Johnson
\$500K+	Vince & Linda McMahon	\$50K+	The Gourley Family	\$25K+	Vincent & Joan Jones
\$500K+	NC Association of CPA's	\$50K+	Dan & Terri Guy	\$25K+	Mike & Willo Kelly
\$100K+	Aramark Corporation	\$50K+	Alvin & Joanne Hutzler	\$25K+	John & Leticia Lancaster
\$100K+	Bank of America	\$50K+	Johnson & Johnson	\$25K+	Mildred M. Lancaster
\$100K+	Bruce & Anna Biggs	\$50K+	Roddy & Eve Jones	\$25K+	Linda Vann Lassiter
\$100K+	William H. Bodenhamer	\$50K+	Kindred Healthcare Operating, Inc.	\$25K+	Guy Lucas
\$100K+	David & Pamela Bond	\$50K+	Ted & Peggy Lanier	\$25K+	Rod & Wanda Mallette
\$100K+	Bonnie Brown	\$50K+	Charles & Willa McGimsey	\$25K+	Maynard Family Foundation, Inc.
\$100K+	Archie R. Burnette	\$50K+	Albert Nahmad	\$25K+	Richard & Nancy Moldin
\$100K+	Jim & Judy Chesnutt	\$50K+	National Spinning Company	\$25K+	Harry Moser
\$100K+	Jerod and Margery Cohen	\$50K+	NC Association of CPAS Coastal Plains Chapter	\$25K+	Rick & Debi Niswander
\$100K+	Phoebe Moore Dail	\$50K+	Kel & Parker Normann	\$25K+	Peoples Bank & Trust Company
\$100K+	Darden Restaurants, Inc.	\$50K+	Planters National Bank	\$25K+	PepsiCo Foundation
\$100K+	Diversified Foods Inc.	\$50K+	PNC Bank	\$25K+	Ryan & Shana Perry
\$100K+	Dixon Hughes Goodman, LLP	\$50K+	Danny & Connie Scott	\$25K+	Edward & Mary Pupa
\$100K+	Frank Floyd	\$50K+	Allen Separk	\$25K+	R & D Development LLC
\$100K+	Glaxo Wellcome	\$50K+	Bob & Margaret Ward	\$25K+	Irwin & Lucy Roberts
\$100K+	Golden Corral Corporation	\$50K+	Weyerhaeuser Company	\$25K+	RSM US LLP
\$100K+	Thelma Roberts Hall	\$50K+	Sam & Sandy Wornom	\$25K+	Douglas Schneider
\$100K+	Charles D. Jamerson Jr.	\$50K+	Richard K. Worsley	\$25K+	Lynn Schubert
\$100K+	James Bryant Kirkland			\$25K+	Bill & Lisa Shreve
\$100K+	Donnie Lassiter	\$25K+	Paul Adkision	\$25K+	Clark & Lisa Stallings
\$100K+	James & Connie Maynard	\$25K+	Charles & Victoria Atwater	\$25K+	Robbie & Wanda Strickland
\$100K+	The North Carolina Foundation for Christian Ministries	\$25K+	Bruce & Amanda Austin	\$25K+	Robert & Rebecca Taft
\$100K+	Anthony & Phoebe Patterson	\$25K+	Ken & Dale Barlow	\$25K+	James R. Talton Jr.
\$100K+	Bob & Mary Plybon	\$25K+	Robert Barnhill	\$25K+	Luther Taylor
\$100K+	The PNC Financial Services Group	\$25K+	The Harold H. Bate Foundation Inc.	\$25K+	Phil Tetterton
\$100K+	RBC Bank	\$25K+	Don & Wilma Boldt	\$25K+	Richard C. Todd
\$100K+	Darden Foods/Red Lobster	\$25K+	Connally Branch & Svitlana Bilan	\$25K+	Adrian Turney
\$100K+	Kevin & Lori Shannon	\$25K+	Betty C Brantley	\$25K+	Unifi
\$100K+	Jim & Elaine Smith	\$25K+	Burlington Industries	\$25K+	United Energy Inc.
\$100K+	Robert Dillard Teer Sr.	\$25K+	Capital Community Foundation Inc.	\$25K+	University Book Exchange Inc.
\$100K+	Philip & Jean Waugh	\$25K+	Captive-Aire Systems	\$25K+	Verizon
\$100K+	Wells Fargo	\$25K+	Cliff Weil Inc.	\$25K+	Jim & Adria Walker
		\$25K+	Martha Coffman	\$25K+	Arnold Wallace
\$250K+	Ken and Kay Chalk	\$25K+	Neal & Karen Crawford	\$25K+	Benny Ward
\$250K+	Mark & Tracy Copeland	\$25K+	Will & Linda Creech	\$25K+	Herschel Watts
\$250K+	Steve & Ellen Cunanan	\$25K+	Scott Diggs	\$25K+	The H.O. West Foundation
\$250K+	David & Pamela Leonard	\$25K+	The Domestic Industries Foundation	\$25K+	David Jordan Whichard II
\$250K+	The J. Willard & Alice S. Marriott Foundation	\$25K+	Dennis Elwell	\$25K+	John Whichard
\$250K+	Gwen Potter	\$25K+	Empire Brushes, Inc.	\$25K+	Dr. Louis H. Zincone
\$250K+	Howard Rooks	\$25K+	Kurt Engelbert		
		\$25K+	A. E. Finley Foundation	\$10K+	AAA Insurance
\$50K+	Anonymous	\$25K+	Foundation for the Carolinas	\$10K+	AHG Associates, LLC
\$50K+	Howard & Scotty Aycock	\$25K+	Bill & Emily Furr	\$10K+	Air Purification Inc.
\$50K+	Rich & Colleen Balot	\$25K+	Robert Gluckman	\$10K+	Alamance Claims Assoc Inc.
\$50K+	Belk Tyler Stores	\$25K+	Gertrude Goble	\$10K+	Paul Alar
			Greenville-Pitt Association of Realtors Inc.	\$10K+	William & Virginia Alexander
				\$10K+	Gene & Helen Aman
				\$10K+	Mike & Page Aman

Honor Wall

\$10K+	American Society for Quality (ASQ)	\$10K+	Ken Gunn	\$10K+	Northwestern Mutual Life Insurance
\$10K+	Patricia Andrews	\$10K+	H & R Block	\$10K+	Outer Banks Community Foundation
\$10K+	Anheuser-Busch	\$10K+	Hampton Industries Inc.	\$10K+	The Pantry
\$10K+	Michael Armstrong	\$10K+	William A. Haney Jr.	\$10K+	Donald Perry
\$10K+	Arthur Andersen & Co	\$10K+	Felix Harvey	\$10K+	Piedmont Chapter of The Risk and Insurance Management Society, Inc.
\$10K+	The Ashland Inc. Foundation	\$10K+	Heilig-Meyers Furniture Company	\$10K+	Joseph & Sally Pope
\$10K+	Rose Bailey	\$10K+	Hooker and Buchanan	\$10K+	William Powell
\$10K+	Sabrina and Steve Bengel	\$10K+	John Robert Hooten	\$10K+	Professional Builders Supply
\$10K+	David Barger	\$10K+	Tom & Judith Horne	\$10K+	Terry Quinn
\$10K+	Barnhill Contracting Company	\$10K+	Elaine Howard	\$10K+	Bubba & Barbara Rawl
\$10K+	Beta Alpha Psi	\$10K+	David Hunt	\$10K+	Len & Donda Rhodes
\$10K+	William Bingham	\$10K+	Judith Hunt	\$10K+	Craig Ridenour
\$10K+	Edgar Leonard Blackley	\$10K+	I.S.S.A. Foundation	\$10K+	Edward & Phyllis Ripper
\$10K+	Jessie Blackwell	\$10K+	Edward & Ann James	\$10K+	RJR Nabisco Inc.
\$10K+	Bill & Sharon Bonney	\$10K+	The Robert Wood Johnson Foundation	\$10K+	Ryo Sasaki
\$10K+	John Bradley	\$10K+	Ray Jones	\$10K+	Charles Saunders
\$10K+	Kathleen Brady	\$10K+	Steve & Terry Jones	\$10K+	Paul & Christine Schwager
\$10K+	Lawrence F. Brewster	\$10K+	William Jordan	\$10K+	Tim Shearer
\$10K+	Charles & Wanza Broome	\$10K+	Jeff & Lee Ann Joyner	\$10K+	Ellen & David Sidbury
\$10K+	Janice Buck	\$10K+	Max Joyner	\$10K+	Ben & Kelly Singleton
\$10K+	Michael L. Bunting	\$10K+	Richard & Jena Kerns	\$10K+	Marvin Slaughter
\$10K+	Rodney Cantrell	\$10K+	Brenda Killingsworth	\$10K+	Shirley Slaughter
\$10K+	Henry & Maxine Cashwell	\$10K+	Kelly & Eva Ann King	\$10K+	George & Pamela Smith
\$10K+	Central Carolina Community Foundation	\$10K+	Michael Kowalczyk	\$10K+	Troy & Sally Smith
\$10K+	Century Business Services, Inc.	\$10K+	KPMG Foundation	\$10K+	Zachary Smith
\$10K+	Gene Chewning	\$10K+	Henry Land	\$10K+	Tom & Mary Ann Southern
\$10K+	William Cobb	\$10K+	Eric Laster	\$10K+	Southern National Bank of NC
\$10K+	Kevin & Christine Collins	\$10K+	Nancy McLawhorn Lewis	\$10K+	Damon Stafford
\$10K+	Collins, Ward & Greene LLP	\$10K+	Myrtle B. Little	\$10K+	State Farm
\$10K+	Compass Group	\$10K+	Rod Mallette and Wanda Bogue	\$10K+	Page Stephens
\$10K+	Inez M. Conley	\$10K+	Mallette	\$10K+	David B. Stevens
\$10K+	Cummins Consolidated Diesel Company	\$10K+	Christopher Mandalieris	\$10K+	Ronald & Denise Stumpo
\$10K+	The Daily Reflector	\$10K+	Charles & Joan Martin	\$10K+	Carey Swann
\$10K+	Miranda Daly	\$10K+	Sidney Mason	\$10K+	Robert Taft
\$10K+	Philip N Daly And Frances K Daly Charitable Lead Unitrust	\$10K+	Mason	\$10K+	James R. Talton Jr.
\$10K+	Johnnie & Cindy Davis	\$10K+	Gary & Linda Massie	\$10K+	Target
\$10K+	Michael Davis	\$10K+	McGladrey & Pullen	\$10K+	Roger & Gaile Taylor
\$10K+	Ellen & Cameron Dudley	\$10K+	McLane Company, Inc.	\$10K+	Jack Thompson
\$10K+	Dennis & Carolyn Duke	\$10K+	Microsoft	\$10K+	Roger Timm
\$10K+	Eastern Carolina Chapter IMA	\$10K+	Patrick Mitchell	\$10K+	Garland S. Tucker Jr.
\$10K+	David Edgell	\$10K+	Monsanto	\$10K+	Ernest Uhr
\$10K+	EDIFICE, Inc.	\$10K+	Azita & Assad Movahed	\$10K+	Vanguard Charitable Endowment Program
\$10K+	Ex-Cell Home Fashions Inc.	\$10K+	Eric & Sheri Mussler	\$10K+	Vantage South Bank
\$10K+	Kurt & Sherry Fickling	\$10K+	Nabisco Foods Group	\$10K+	Leo Venters
\$10K+	First National Bank of Pennsylvania	\$10K+	David Nance	\$10K+	Wachovia Corporation
\$10K+	Gamma Iota Sigma Theta Chapter	\$10K+	National Council on Economic Education	\$10K+	Burney & Judy Warren
\$10K+	Gannett Foundation	\$10K+	North Carolina CPA Foundation Inc. Chapter & Committee Scholarship Program	\$10K+	Gary Warren
\$10K+	Stacy Gardner	\$10K+	North Carolina Power	\$10K+	Irene & Maynard Webb
\$10K+	GlaxoSmithKline	\$10K+	North Carolina Real Estate Educational Foundation	\$10K+	Robert Weber
\$10K+	Addison Goble	\$10K+	North Carolina State Board of CPA Examiners	\$10K+	Brenda Wells
\$10K+	Goldman Sachs			\$10K+	David Whichard
\$10K+	Grady-White Boats Inc.			\$10K+	Kathy White
\$10K+	Frank & Nancy Grayiel			\$10K+	Dane Whitmoyer
				\$10K+	Esther Williams

Honor Wall

\$10K+	Glenn Williams	\$5K+	Richard & Terry Doub	\$5K+	Luther & Kathryn Leonard
\$10K+	Jeffrey Williams	\$5K+	Charles & Carter Eagle	\$5K+	James Lewis
\$10K+	Henry & Nancy Williamson	\$5K+	Norman Eaker	\$5K+	Kirk & Dasha Little
\$10K+	Tim & Sarah Willis	\$5K+	ECU Financial Management	\$5K+	Ruth Hayes Lokken
\$10K+	Donald and Ruth Witherington	\$5K+	Association	\$5K+	Rachele Manansala
\$10K+	David & Sydney Womack	\$5K+	Christopher & Barbara Edwards	\$5K+	Edmund & Shirley Mann
\$10K+	Wayne Woolard	\$5K+	Debra Elmore - A.K. Consulting	\$5K+	Marathon Petroleum Co LP
\$10K+	Dennis & Ellen Young	\$5K+	Embarq	\$5K+	Marvin Mason
		\$5K+	Kenneth Evans	\$5K+	MBM Corporation
\$5K+	Max G. Abernathy	\$5K+	Scott Evans	\$5K+	Ray & Sheila McCulloch
\$5K+	Ken & Lynn Adams	\$5K+	Farley Mizelle and Company	\$5K+	Susan McDaniel
\$5K+	John Alkire	\$5K+	Felix Harvey Foundation	\$5K+	McGladrey and Pullen
\$5K+	American Marketing Association	\$5K+	Graham Felton	\$5K+	Nathan Milian
\$5K+	Robert Anderson	\$5K+	First American Savings Bank	\$5K+	Mike & Brenda Mills
\$5K+	Bill & Betsy Baggett	\$5K+	Foundation	\$5K+	Virginia Minges
\$5K+	Earnestine Barnes	\$5K+	First Financial Savings & Loan	\$5K+	Jay Motsinger
\$5K+	BB&T Corporation	\$5K+	Association	\$5K+	NACCO Materials Handling
\$5K+	John Beard	\$5K+	David & Betty Jane Fisher	\$5K+	Group Inc.
\$5K+	Jim & Polly Bearden	\$5K+	Lisa Flanagan	\$5K+	James & Christine Nance
\$5K+	Sabrina & Steve Bengel	\$5K+	Louis & Sharon Forrest	\$5K+	Jonathan Nance
\$5K+	Samuel & Nancy Bernstein	\$5K+	Steven & Sylvia Fussell	\$5K+	Terry & Anthony Ng
\$5K+	Bettcher Industries, Inc.	\$5K+	Shanan Gibson	\$5K+	J.L. Nichols
\$5K+	John Beuerlein	\$5K+	David Giles	\$5K+	Nichols Food Service Inc.
\$5K+	Geraldine M. Beveridge	\$5K+	Harold W. Grant	\$5K+	Norfolk Southern
\$5K+	Bloomberg L.P.	\$5K+	Grant Thornton Foundation	\$5K+	North Carolina Pork Council
\$5K+	Jan & Frederick Bohmuller	\$5K+	Greenville NC ALE House LLC	\$5K+	Margaret O'Hara & Larry Dziedzic
\$5K+	Bojangles' Restaurants, Inc.	\$5K+	Steve Grice	\$5K+	Edwin & Sue Olsen
\$5K+	Boys & Girls Club of the Coastal	\$5K+	Barbara Gudoski	\$5K+	George Orphanidys
	Plain, INC.	\$5K+	Fred Hamblen	\$5K+	Mino & Rebecca Osterkamp
\$5K+	Angelena Brack & Matthew Harrell	\$5K+	Harris Supermarkets	\$5K+	Tomas Palmgren
\$5K+	Robert & Amy Brinkley	\$5K+	Donald L. and Barbara H. Hatch	\$5K+	Robin Parker
\$5K+	Buck Supply Company	\$5K+	Robert Hatch	\$5K+	Dari Payrow
\$5K+	Jerry & Bette Burgdofer	\$5K+	Hugh Haynie	\$5K+	Pelnik Insurance
\$5K+	Rocky & Ann Butler	\$5K+	Corinne Manning Heath	\$5K+	David Perry
\$5K+	Margaret Capen	\$5K+	Lenwood & Deanie Heath	\$5K+	Jason Poole
\$5K+	Jeffrey & Paige Chandler	\$5K+	Margaret Henry	\$5K+	Robin & William Porter
\$5K+	Delorene Phthisic Charest	\$5K+	William Holland	\$5K+	Charles Price
\$5K+	Jerry Chase	\$5K+	Rodger Holley	\$5K+	The T. Rowe Price Program for
\$5K+	Chip and Freda Chesson	\$5K+	Wayne & Sherry Holloman		Charitable Giving
\$5K+	Circle of Honor Society	\$5K+	Franz Foster Holscher	\$5K+	Quaker Oats
\$5K+	James Clarke	\$5K+	Mary Ferebee Howard	\$5K+	William & Constance Roberson
\$5K+	Charles Clontz	\$5K+	John M. Howell	\$5K+	Doris & George Rodormer
\$5K+	Collins & Aikman	\$5K+	Fred Hunneke	\$5K+	George Rodormer
\$5K+	Richard Cook	\$5K+	IBM Global Business Services	\$5K+	Thomas & Angela Savitski
\$5K+	Charles Costanzo	\$5K+	Sandra Jacobs	\$5K+	Robert Schellenberger
\$5K+	Stanley Cox	\$5K+	Chas. H. Jenkins & Co.	\$5K+	Dan & Debra Schisler
\$5K+	Cozart & Edwards, P.A.	\$5K+	Wesley & Darlene Johnson	\$5K+	Larry Seese
\$5K+	CPI of Eastern North Carolina	\$5K+	Alexander Jukoski	\$5K+	SEI Private Trust Company
\$5K+	Crabworks, LLC	\$5K+	Kaufman Davis Business Svcs, Inc.	\$5K+	Kirk & Tamara Shaw
\$5K+	Robert Cramer	\$5K+	Christopher Kavel	\$5K+	Frederick Simon
\$5K+	Lisa Crouse	\$5K+	Jeff Kearns	\$5K+	Marvin Sloan
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Honor Wall

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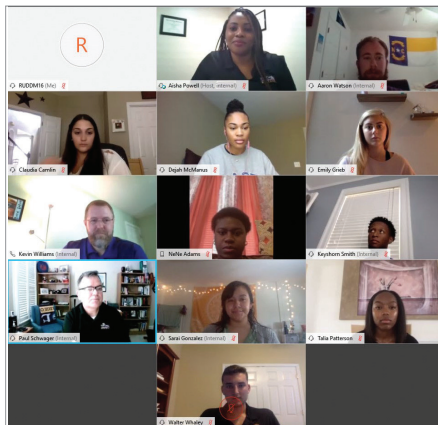
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*Thank
you!*

2020-21 Peer Mentor Group adjusts to new norm

The College's Peer Mentor Group is in its 11th year. Traditionally, Peer Mentors have assisted with recruitment events (e.g., ECU Open House), COB LLC activities, and other COB events since 2009.



In today's COVID-learning environment, events and activities have been moved to a virtual environment, and that's okay. That's the confidence that Keyshorn Smith, a senior risk management and insurance student, exudes and one of the reasons he was chosen as a Peer

Mentor. The Goldsboro-native is in his second year as a Peer Mentor, and he says that last year's experiences have helped him prepare for this year.

"I can honestly say that being a part of the group I worked with made me a better person," said Smith. "Since I was the youngest of the group, I would constantly attempt to mimic what my fellow mentors did in and out of the classroom. I was a mentor myself, it also felt as if my colleagues were mentoring me as well, so for that, I am very grateful."



Keyshorn Smith

New to the Peer Mentor Group is Emily Grieb, a senior marketing major from Raleigh, North Carolina. She says this year's group is prepared to meet the unique needs of this year's first-time COBers.



Emily Grieb

"This year is going to be a huge adjustment for everyone," said Grieb. "This year's mentoring activities will have to be virtual...we will make sure they are still beneficial and fun."

"The students, mentors, mentees, advisors, and anyone else involved have a lot on their plate, which includes new

obstacles and challenges. With this being said, the show must still go on."

Mentors provide a student's perspective and offer valuable insight by sharing their previous experiences. Corey Pulido is a teaching instructor in the COB's Miller School of Entrepreneurship. He was a peer mentor in 2013, the same year he transitioned from a BSBA student to an MBA student. Like Smith did and Emily will soon do, he advised students and participated in student activities, to name a few. For this year's Peer Mentor group, Pulido suggests they be "flexible and be accessible. Remember how lost you were or may have felt when you were a freshman. Make those coming behind you aware of the resources available without them having to search too hard. Engage and start the conversation."



Corey Pulido

"COB Students can expect great energy and helpful experiences from this year's Peer Mentor Group," said Grieb. "We are all so excited to meet the mentees."

To be a Peer Mentor, declared junior or seniors in the COB and must have a minimum overall GPA of 3.0. They must have exhibited proven leadership in the COB and across campus.

This year's Peer Mentor group also includes NeNe Adams, and accounting and finance major from Indian Trail, NC; Claudia Camlin, a management major from Chesapeake, Virginia; Quint Flores, an MIS major from Greenville, North Carolina; Sarai Gonzalez, a marketing and management major from Clayton, North Carolina; Dejah McManus, an accounting major from Indian Trail, North Carolina; Talia Patterson, a marketing major from Harrisburg, North Carolina; Aaron Watson, a marketing and MIS major from Wilkesboro, North Carolina, and Walter Whaley, a finance major from Nakina, North Carolina.

For more information about the COB Peer Mentor Group, visit: <https://business.ecu.edu/ug/peermentors/>

College names new Stallings Distinguished International Scholar



Professor Victor Mbarika, Ph.D., brings a varied and diverse background to ECU, the College of Business (COB) and the Management Information Systems Department. Born in Cameroon (West Africa), he completed his undergraduate, master's and doctoral degrees in five years at three different U.S. institutions. "I didn't want to stay in school forever," Mbarika said.

Before coming to ECU, Mbarika served at both Louisiana State University and Southern University, where he ultimately earned full professorship and an endowed fellowship. During this time, he also managed to create the Information and Communication Technology University (ICTU). The organization uses U.S.-based curriculum to provide quality Information Technology, Engineering, Managerial Human Capacity Development specially targeted for Africa, Latin America, the Caribbean and Asia. The institution he created has served over 15,000 students in those regions.

Mbarika's research looks at the social, cultural and infrastructural elements that accelerate or decelerate information technology and business knowledge transfer to developing economies – both domestically in the U.S. and internationally, mainly in sub-Saharan Africa.

His background, his experience and his three lifetime achievement awards are among the reasons Mbarika was chosen to be the inaugural Stallings Distinguished International Scholar, which will allow him to continue his international work, as well as enrich the experiences of COB students.

When asked, Mbarika said ECU's online education delivery reputation and its rural location were paramount in joining the ECU family.

"I absolutely love research, and I've been blessed to have published (with mostly my students as co-authors), over 250 refereed articles," said Mbarika. "I came to ECU with this background, hoping to contribute to the already fantastic job that Dean Paul Schwager, the current administration and previous administrations have done. I want to help this institution be a great citadel for education in the U.S. The rural population that ECU serves is exactly the type of area I want to be in."

"I always want to be where I can make a difference."

Your research looks at the intersection of information technology and humanity, in particular telemedicine, distant learning, e-agriculture and e-democracy. What brought you to this research focus?

The issues like shortage of infrastructural and human resources, along with uneven distribution of health services, are challenging the health care delivery systems world-over. These

problems captured my attraction in the late nineties because I believe that good health is a basic/fundamental necessity for all of us. That's why I endeavored to empower clinicians and patients through my research centered on e-health and telemedicine.

How can your research complement ECU's Rural Prosperity Initiative?

The interesting thing is that much of my work is focused on the developing world, and especially sub-Saharan Africa. However, I've been privileged to do work in several rural parts of the United States, such as some rural parts of Louisiana. Looking at the eastern North Carolina region, I want to say, without sounding like I'm insulting the region, that there are areas out here that look like some very poor parts of Africa. I mean this in the nicest way because it is an opportunity to take some of the lessons we have learned over the years and, hopefully, implement them in this region. I just found out there are parts of North Carolina that do not have good internet connectivity. That looks to me like some parts of Africa.

I look forward to doing a lot in this region, just like we have done worldwide.

How can your experience complement the College of Business' efforts in building the leaders of tomorrow?

We have some of the brightest students of any college of business in America right here at ECU's COB. In my few weeks of teaching, I've been telling them that their competition is not only in America but international. The students need to be exposed internationally. That is what I plan to do. We must go beyond study abroad and involve students in actual international projects, which will provide them an opportunity to sell their skills internationally. ECU already has a tradition of doing this, and I would just be contributing to that.

Telemedicine and remote learning are at the forefront of how we are coping in a COVID-19 environment. What has worked, and what can be improved?

COVID-19 has jammed almost everything, but at the same time, it has also accelerated the pace of adoption of information technology tools, specifically in health care. Telemedicine that had been proven to be practical, feasible and affordable was waiting for adoption in a few sections of the society and numerous countries. So, technologies like e-health/telemedicine have gained ground because users on both sides (the practitioners as well as patients) have understood the potential that is packed in these information technology applications in health care.



In Closing



Obviously, things aren't business as usual at the College of Business (COB). COVID-19 is testing higher education in ways as we've never seen. Since March, it seems news comes daily where we must react. Online or in-person? Eight-week block scheduling or 15 weeks? 50% capacity or 25% capacity? As we found out, there's not a correct answer, even though we're using the most up-to-date data and leaning on experts to help us make the best decisions possible.

So, how are things business as usual? Our faculty, staff and students are exceeding and adjusting to what's been thrown at them. They've taken advantage of the foundation that you helped lay over the years. With your guidance and input, we saw the writing on the wall 20 years ago and created an online infrastructure that allowed for remote learning. Trust me. We've leaned on that heavily now, more so than ever. We've hired staff and faculty that I dare say is as agile as any other COB. We continue to build leaders who adjust and do what they must do to separate them from other

job seekers upon graduation.

With regard to building leaders, the stories you've just read reflect how, indeed, some things are business as usual. However, we all know most everything else is not usual, and it's this uncertainty we need to be ready to address

A constant question

One thing that is for certain is your generosity. We're continually being asked, "How can I help?"

Our wonderful alumni and state business leaders have reached out to us via social media and volunteered their **time** and **talent** to help navigate students transitioning into their careers. They want to help with virtual, mock job interviews, and they are even nominating students for our weekly #internoftheweek series. These actions encourage and inspire me, and I dare say they've given me the gumption to step outside my comfort zone and be more direct with you.

A recent LinkedIn news article states that "students are struggling to pay tuition and adapt to remote learning, while also contending with job losses and the public health crisis." The article also states that "experts fear it could trigger a lost generation of low-income students who will face lower job and wage prospects for the rest of their lives."

The article shows "now" is imperative for the future of your COB. We need to give these students all the opportunities we can, and donations to the COB's annual giving fund or the Priority Fund, as we like to call it, is the best way to focus on the now.

The COB Priority Fund (www.give.ecu.edu/business/priorityfund) allows us to help students almost immediately. The Copeland Diversity and Inclusion Fellowship and the Stallings Distinguished International Scholar are prime examples of annual contributions that we hope have an immediate impact. As a teaser, you can expect more gift news in the next Stocknotes.

If you are able, please consider a yearly gift before the end of the year.

All the Best,

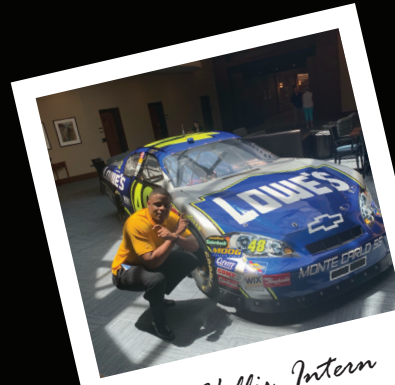
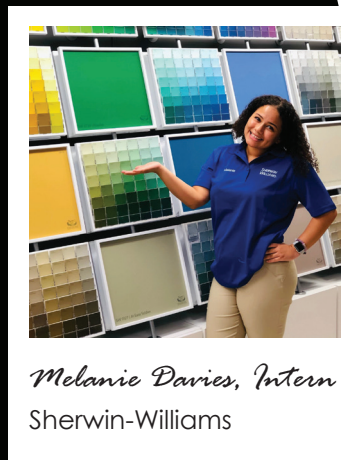
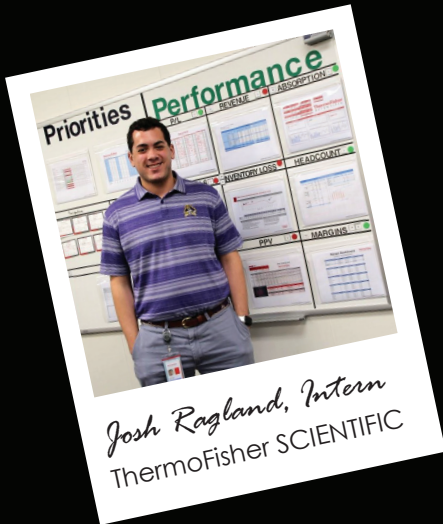
A handwritten signature in purple ink that reads "Paul".

Paul Schwager, Ph.D.
Dean & W. Howard Rooks Distinguished Professor

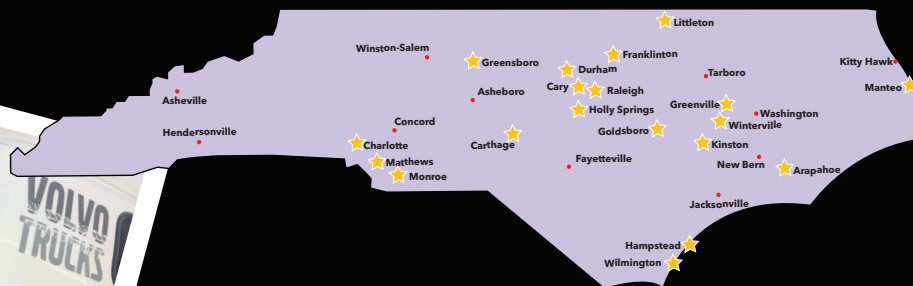
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Contact Melissa Parks
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