

BUSINESS MATTERS

Fall 2015

Volume 8, Issue 1

Fredonia State University of New York

Department of Business Administration

Notes from the Chair

• I am happy to announce that the Accounting Search Committee (Professors Hall, Plucinski, Fitzpatrick, Yi, and Seyedian) has succeeded in selecting an excellent, full-time teacher to replace Dr. Kim, who resigned his position last year. The new accounting faculty, Mr. Justin Mindzak, is currently writing his doctoral dissertation and will join us in fall 2016, teaching Principles of Financial Accounting, Accounting Theory, and Intermediate Accounting II.



• For those of you who will graduate in 2017, your achievement will coincide with the 35th anniversary of the establishment of the Department of Business Administration. We are going to mark the milestone with the appropriate pomp and circumstance.

• There are now two new pages added to our department's website that were designed for prospective students. If you know of someone who is looking for a quality business program, you may want to direct them to the following sites for helpful information:

<http://www.fredonia.edu/business/businessadministration/whyfredonia.asp>
<http://www.fredonia.edu/business/businessadministration/afterfredonia.asp>

• You may have noticed that we now offer a new elective course for Marketing majors -- BUAD 350 (Special Topics). This has become possible with the addition of Mr. Kenneth Koblitz to our faculty as an "Executive-in-Residence" as of fall 2015. Mr. Koblitz is a retired business executive with years of experience with various companies. Most recently he was the Senior Vice President of sales at Zep Manufacturing. We are indeed

fortunate to be able to take advantage of his vast business experience in our course offerings. His course, Advanced Topics in Sales and Marketing, was well received by students this fall semester, and he is scheduled to teach two sections of Basics of Selling in the spring.

-Dr. Moj Seyedian

Alumni Spotlight



Bradley Hall

The Business Department of Fredonia University has produced alumni that are quite successful in their respective fields - Bradley E. Hall is one such example. He graduated from Fredonia in May of 1989 with his Bachelor of Science in Business Administration with a concentration in Finance, and furthered his education by earning his Master of Business Administration

(MBA) with a concentration in Health Care Management from Canisius College in September of 1996. Mr. Hall is also a Certified Medical Practice Executive (CMPE) through the Medical Group Management Association (MGMA) and the American College of Medical Practice Executives (ACMPE). With his educational background he has been able to go on to be a leader in the areas of business administration, staff development and financial management for 25 years.

Since his graduation, this Fredonia alum has worked hard to excel in his respective field. Before he attended graduate school at Canisius, he participated in a specialized training program for financial analyzing with Marine Midland Bank, which is now referred to as HSBC,

in Buffalo, New York. This experience helped him to become an Administrative Director and Controller at Children's World Development Center, Inc. He strived to focus on operations management, finance, business development and human resources, which were his key accountabilities as the Administrative Director.

After this endeavor, he took some time off from his career to turn back to his education. During this time he was a full time graduate student at Canisius College. Once he earned his MBA, he became the Chief Operating Officer at Buffalo Heart Group, LLP, where he remains today. With this job title, he is responsible for directing the key administrative aspects of the medical practice that occurs at this Cardiology Group. These include human resources, finance, business development, marketing and operations management.

His achievements are not restricted to his work in the Business Administration field. Since 1990 he has made great strides in his community service – he served as treasurer for the Board of Directors of Children's World Development Center, Inc., was on the Foundation Advisory Board for St. Joseph Hospital, was on the Board of Directors for Hamburg Counseling Center, Inc., served as President of the Board of Trustees for Hamburg Central School District, and most recently was Chairman of the Advisory Board for the American Heart Association. Bradley Hall has used his wealth of knowledge to not only make advancements in his career, but also to assist those in need.

Bradley Hall has made tremendous strides in the field of Business Administration since his graduation from Fredonia. He has been a proven leader in Business Administration with many years of experience and a skillset to match. He is an alum who has used skills learned here at Fredonia to truly prosper in the workforce, putting them to good use by engaging in many community service areas.

-Kayla Newland

Life After College

Louie Maier, a recent Fredonia alumnus, came back to spend some time to speak with current students about "the real world" and what life after college is like. Mr. Maier was a business student with a concentration in marketing, however, it seemed as though students of all different majors were in attendance Friday evening, October 25th, to take away a few tips.

Mr. Maier put together a unique presentation to show students the success he has had since graduating from the university. He spoke on several topics ranging from overcoming obstacles in the work field to the importance of never giving up and following your dreams. Mr. Maier followed up the presentation with a Q&A session which the students seemed to enjoy as he was able to answer many questions and even offered contact information in the case that students would have questions afterwards.

The event was sponsored by The Fredonia Business Club and Golden Key International Society.

-Rebecca Farmer



Louie Maier (Presentation on October 2nd, 2015)

Meet Professor Louann Laurito-Bahgat

1. What courses do you teach?

Acct 201 Principles of Financial Accounting, Acct 202 Managerial Accounting, Acct 455 Advanced Auditing and Fraud Examination.

2. If you could teach a new course, what would it be?

Governmental Accounting, I think it would be beneficial to our students.



Louann Laurito-Bahgat

3. Tell me a little about your teaching style

I like the old-style, I like to write notes on the board, and I like to relate the topic I am teaching to my accounting firm or client experiences.

4. What suggestions do you have for students to be successful in your courses?

Come to class, do your homework and ask questions.

5. What are your pet peeves in the classroom?

Students that don't come to class and then ask for extra credit opportunity.

6. What are some of the extra-curricular activities that you are involved in?

I volunteer at the Lakeshore humane society on Sundays taking care cats. I enjoy bowling with my son. I also enjoy watching my son play basketball and my daughter compete in gymnastics.

7. How long have you worked at Fredonia?

Since 2007 - 8 years.

8. Where were you before joining Fredonia?

I own and operate my accounting firm with my Husband in Fredonia.

9. Tell us about the history of your Accounting firm?

The firm began in 1993 with just the 2 of us. We have grown since then to a total of 17 employees. The firm offers many professional services to a wide range of clients. I serve as the Vice-President of the firm. My specialty is in Auditing and Accounting. The firm's clients include professionals such as doctors and attorneys, manufacturer's, wholesale and retail operations, farmers, not-for-profit organizations, municipalities, school districts and even artists, performers, and high tech/leading edge companies. B&LB provides traditional auditing and taxation services, along with many non-traditional CPA services such as, computer consulting, complete payroll administration, enhanced accounting and bookkeeping services.

Most recently we started a property and casualty insurance agency that provides both commercial and personal lines insurance which I am the President of.

10. Why did you decide to come to Fredonia?

I was born and raised in Fredonia. Fredonia is my home. I have traveled to many places for vacation, but there is no place like home.

11. Who has been your biggest influence in life?

Several people! My Dad who taught me to be a hard worker, my Mom who is the strongest woman I know and my husband- he never gives up, when he wants to accomplish something there is no stopping him.

12. What kind of research are you working on?

I am constantly doing research to solve accounting issues for my clients. I am also working on writing an auditing case that focuses on fraud discovery.

13. What advice do you have for graduating Accounting seniors?

If you are a in the four year tract consider the five year program. The CPA designation will open many doors for you. If you are a five year graduate, take a CPA review course as soon as you can and pass the exam. Don't give up it may take a few tries.

14. What do you like about the Business Department?

I love getting to meet and teach my future peers. I like to see the excitement in the student's eyes when they are thinking about their futures and I love hearing about their goals.

15. As a past student of Fredonia, what stands out most in your mind about your time spent here?

College was a wonderful time in my life. I have changed so much since being a student, one thing that remains is that when I am on campus, I still feel that excitement in the air that students have about their future.

16. What is your family life like now?

I am married with two children, a daughter who is in her first year as a pre-med student at UB, and a son who is in eighth grade. I also have a dog named Zoey who is like my third child.

Quality or Responsibility? The Impact of Two Categories of Corporate Social Responsibility on the Consumer-brand Relationship



Dr. Lei Huang

Corporate social responsibility (CSR) initiatives have become increasingly popular among corporations. However, the nature of CSR has been debated for decades. Brown and Dacin (1997) present CSR as two components: (1) the corporate ability relative to a company's expertise in producing and delivering its products/services; and (2) a company's

image or reputation relative to its value system (Homburg, Stierl, & Bornemann, 2013), soul, or character (Sen & Bhattacharya, 2001). The purpose of my research is to examine a fundamental, yet unexplored, question: Do consumers respond differently to these two specific types of CSR information?

In answering this question, I first define two major dimensions of CSR, namely, corporate operational performance (COP) and corporate social performance (CSP). The former captures a company's publicly released information regarding product quality and innovativeness capability (Rust, Moorman, & Dickson, 2002); the latter includes a company's activities and status related to its perceived societal or stakeholder obligations (Korschun, Bhattacharya, & Swain, 2014). In a consumer-brand continuum, customers evaluate brand trustworthiness by two scopes: (1) the product or service the firm offers (i.e., product brand) that is usually associated with COP; and (2) the firm which provides the products and services (i.e., corporate brand) that is connected with CSP. I expect to reveal the relationship between CSR and brand advocacy as well as brand trust.

Through an empirical study, I find that the exposure of COP may strengthen consumer brand advocacy, such as purchase intention, evaluation of the corporation, and word-of-mouth (WOM) communications, especially when the brand is in the high involvement product categories. Additionally, when consum-

ers look at low involvement products, CSP becomes more diagnostic than COP for brand evaluation and advocacy. However, such moderating effects on brand trust are only found in high involvement products.

My research has several implications for contemporary marketing management. First, it provides information about which product categories would be appropriate for utilizing different categories of CSR practices from the consumer viewpoint. Companies in low involvement product categories may focus on promoting CSP information among early adopters, while firms in high involvement product categories can focus on disseminating COP information. Thus, buzz marketing would be a good option for the company marketing a publicly visible product. Complementing previous research on the effects of "fit" under various marketing contexts (e.g., brand extension, event sponsorship), this research shows how "fit" can also be relevant for CSR and product categories.

Second, these findings may lend new firms the ideas of developing appropriate cause-related marketing strategies. Consumers are highly responsive to companies that support causes they view as worthy. Accordingly, companies in different product categories should make cause-related marketing a powerful tool to break through advertising clutter, generate publicity, and foster consumer preference for both the promoted brand and associated brands. With the knowledge of COP/CSP and brand advocacy introduced in my research, companies can make cause-related marketing to improve consumer's perceptions of sponsoring organizations, create a point of difference from competing brand, and subsequently increase purchase intentions (Andrews et al., 2014).

Finally, building customer advocacy is now one response to the vulnerabilities of brands and branding in the face of rising consumer empowerment. Advocates for a company's cause-related marketing efforts can be interwoven through interpersonal connections. CSR creates new opportunities for brand-customer dialogue, knowledge creation, and, critically, provides a new context in which the interests of a corporation and those of its customers can be more closely aligned. Although most customers may now possess greater knowledge about products, some are more interested, motivated, and prepared to engage in CSR related to brands and their social value of the products than others. Especially given the competitive

situation in the business world, the powerful electronic WOM in the online community would be an effective means of communicating (Huang, 2010) such corporate support of social issues with the public.

-Dr. Lei Huang

References:

Andrews, M., Luo, X., Fang, Z., & Aspara, J. (2014) Cause Marketing Effectiveness and the Moderating Role of Price Discounts. *Journal of Marketing*, 78 (6), 120-142.

Brown, T., & Dacin, P. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, 61(1), 68-84.

Homburg, C., Stierl, M., & Bornemann, T. (2013). Corporate social responsibility in business-to-business markets: How organizational customers account for supplier corporate social responsibility engagement. *Journal of Marketing*, 77 (6), 54-72.

Huang, L. (2010). Social contagion effects in experiential information exchange on bulletin board systems. *Journal of Marketing Management*, 26 (3&4), 197-212.

Korschun, D., Bhattacharya, C.B., & Swain, S.D. (2014) Corporate Social Responsibility, Customer Orientation, and the Job Performance of Frontline Employees. *Journal of Marketing*, 78 (3), 20-37.

Rust, R., Moorman, C. & Dickson, P.R. (2002). Getting return on quality: Cost reduction, revenue expansion, or both. *Journal of Marketing*, 66, 7-24.

Sen, S., & Bhattacharya, C.B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38 (20), 225-243.

DMD Can Drive

Delta Mu Delta held their first "can drive" this Fall 2015 semester from November 9th through November 20th. The E-Board decided to create the can drive so that it was competitive among the business majors of Accounting, Finance, Marketing, and Management. We placed collection boxes outside of corresponding professors offices and encouraged both students and professors to participate. The Accounting majors donated the most and won a pizza party that will be held this Friday, December 4th. In total, we collected eight large boxes filled with non-perishable food items that were donated to the Salvation Army in Dunkirk. We are very grateful for those who participated.



From left to right: John Morgante (Vice President), Katlynn Cole (President), Jami Barber (Treasurer)

-Katlynn Cole

HR Management Students Win Chautauqua County Contest

A team of six Fredonia students won the "I Love Chautauqua -- Working Here" video contest, sponsored by the Chautauqua County Visitors Bureau. The team included management seniors, Richelle Dalaba (Cassadaga), Marybeth Koetz (Hamlin), Joseph Moran (East Meadow) and Darren Pope (Clarence), along with management juniors, Kevin Geiser (Horseheads) and Emily Honeyman (Williamsville).

The students created the video as a group project required for the Business Administration Department's Human Resource Management class (BUAD 330), taught by Fredonia's Associate Director for Human Resources, Jodi Rzepka.

The \$250 prize was presented to the team by Chautauqua County Executive, Vince Horrigan, and matched by Fredonia's Division of Engagement and Economic Development, presented by Vice President Kevin Kearns.



Junior Kevin Geiser, center, represents his team in accepting the top award for winning the Chautauqua County Visitors Bureau's "I Love Chautauqua" video contest. He is congratulated by Chautauqua County Executive Vince Horrigan, left, and Fredonia's Vice President for Engagement and Economic Development, Kevin Kearns.

Business Matters is a student-run online publication of the Department of Business Administration Chair's Student Advisory Council, established in Spring 2007. For story ideas and comments, contact the Editor:
William Cavaretta, caval442@fredonia.edu