



Spring 2016

Volume 8, Issue 2

The State University of New York at Fredonia

Department of Business Administration

Notes from the Chair

● In case you have not recently visited our department's website, we have changed its format and have entered the world of "social media". Here is the link to check out the new design of the [web-site](#), and "like" [SUNY Fredonia Business Administration Department](#) on Facebook.



● We now have one more departmental scholarship-- Morton and Barbara Cherney Scholarship. Any full-time student with Junior standing, a cumulative GPA of at least 3.0 in ACCT/BUAD courses, and a strong record of extra-curricular activity is eligible to be nominated by a department faculty member.

● I regret to announce that starting this fall we will no longer be able to take advantage of Mr. Kenneth Koblitz's expertise as our Executive-in-Residence. Due to other commitments, Mr. Koblitz, who has been teaching special topics courses in marketing over the past two semesters, has resigned his position at Fredonia. We are currently trying to find another professor to cover his courses next semester.

● Congratulations to all May 2016 graduates! Would you please make sure that you fill out the "graduate survey" that we emailed you. As a student in the department for a few years, you are the most important source of information to assess our degree programs for high quality and efficiency.

-Dr. Moj Seyedian

Business Person of the Year



From left: Breonna Hennigham, David Nichols, Jon Sloan, Zachary Chapman, Emily Bock, Charles St. George, Athanasia Landis, Brianna Price, Rebecca Farmer, Robert Kirchner, Rey Durante, and the Business Club adviser, Dr. Lei Huang.

The Business Administration Department of Fredonia hosted the 39th Annual Business Person of the Year Dinner on Thursday, March 10th, 2016 at the Clarion Hotel in Dunkirk, NY.

The 2016 winner was Mr. Charles St. George of St. George Realty. Mr. St. George was "incredibly thankful" for the award. Mayor Athanasia Landis was in attendance, as were about forty students and faculty. After dinner, Mayor Landis spoke to the group about the beauty of the village of Fredonia, and Mr. St. George enlightened the room with a witty and meaningful speech.

-Rey Durante

ASQ Mock Interviews

The Fredonia American Society for Quality is a student organization that promotes the knowledge and learning of professional etiquette as well as the field of quality and its impact upon business.

Recently, ASQ had members conduct mock interviews with professionals from the area. The panelists who conducted the interviews had a wide array of experience, from being a Quality Engineer, a Quality Auditor, a Professor, and an Entrepreneur. After each member got to have an interview with a member of the panel, there was a review. At this point, each panelist gave advice on the interviewee's resume as well as performance during the interview. Tips, pointers, and past interview stories were shared to help the students gain a better understanding and skill for future interviews.

-Kevin Geiser



Tom Madura (left), Quality Engineer at BASF Corp., interviewing Business major, Kevin Geiser.

Meet Professor Shazad Mohammed

1. What courses do you teach?

Marketing Foundations, Consumer Behavior, Integrated Marketing Communications.

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

Brand Management or International Marketing.



Dr. Shazad Mohammed

3. Tell me a little about your teaching style.

Mixture of traditional and contemporary. I use real world examples and relate the material to the audience's experiences.

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

An open mind, willingness to learn, and the commitment to perform.

5. What are your pet peeves in the classroom?

Lack of preparation and interest.

6. What kind of research are you working on?

Pricing and behavioral change.

7. How long have you worked at Fredonia?

Nine years.

8. Where were you before joining Fredonia?

Miami, Florida.

9. Where did you do your undergraduate and graduate studies?

Florida International University.

10. Why did you decide to come to Fredonia?

Warm and friendly campus/community.

11. Who has been your biggest influence in life?

My parents.

12. What advice do you have for graduating Marketing seniors?

Travel as often and widely as you can. Take risks. Learn from your failures.

13. What do you like about the Business Department?

Collegial atmosphere.

14. Is there anything else you would like to share with our readers?

A smile and a warm greeting can open doors for you.

Alumni Spotlight



Michael Inglut, CPA
Manager at Ernst & Young

Fredonia alum, Michael Inglut is a manager at Ernst & Young, a global leader in assurance, tax, transaction and advisory services. Inglut has been a manager at the Raleigh-Durham, North Carolina location since October 2015.

Before becoming a manager, Inglut was a senior accountant at Ernst & Young from October 2012 up until the promotion. His first job with Ernst & Young was as a staff accountant, which he started in January of 2011. He was responsible for auditing financial statements of both publicly and privately held companies.

Inglut previously served as a sales representative at Paychex, Inc from March 2007 to December 2008. While there, Inglut provided payroll, tax, and human resource solutions to clients. He also consulted CPAs and bankers in order to develop tax strategies, and registered new businesses with the IRS as well as state agencies.

From November 2005 to February 2007, Inglut was a senior credit manager for Wells Fargo Financial as well as being the District Insurance Ambassador. With this title, he trained over 30 employees and implemented strategies to maximize the sales of insurance products.

Inglut earned his bachelor's degree from SUNY Fredonia in 2005 with a double major in marketing and economics as well as receiving a Certificate in international economics. Later in 2010, he earned a BS in Accounting from Fredonia. He is also a Certified Public Accountant as declared by the North Carolina State Board of Certified Public Accountants.

- Kayla Newland

Driving in Parkways and Parking in Driveways: Excerpts from The Challenge of Working for the Americans by Bond Benton



Associate Professor
Bond Benton

In 2012, Joseph Corey III published what *The Daily Kos* called the definitive “book for our times.” Corey’s tome offered help to job seekers and validated the importance of an oft overlooked dimension of American professional life. Entitled *The Seven Secrets of Great Wal-Mart Greeters: Powerful Lessons in Navy Blue and Khaki*, Corey’s book

succinctly identifies the functions and characteristics of being an effective greeter in an American mass retail chain. With sage advice including welcoming every customer, directing customers to items, thanking outgoing customers for visiting the store, and handing out Wal-Mart promotional stickers to small children, Corey’s life lessons for aspiring Wal-Mart greeters speak to those looking to make their mark in the field and successfully work in American retail (Corey 2012).

Unfortunately for both Corey and for Wal-Mart, the overt friendliness and involved level of service demanded by the position are not universally appreciated throughout the world. In 2006, Wal-Mart closed shop and cut its losses in Germany after eight years in the market. While Wal-Mart Germany suffered from range of structural and competitive disadvantages, a particular theme was consistently cited as a reason for the company’s failure. The greeters crept Germans out. The discomfort experienced by German customers was so intense that “shoppers, unaware of (greeters’) key role in Wal-Mart’s service concept, repeatedly complained that they had been harassed by strangers on store premises” (Knorr and Arndt 2003, 22). Compounding the unease caused by the greeter concept was a range of other distinct Wal-Mart’s workplace culture. The required morning pep rally for employees was viewed as absurd by Wal-Mart’s German staff who frequently found an excuse to use the rest room rather than participate. Restrictions against workplace dating were also found to be both strange and unsettling for employees. In sum, the failure to comprehend the unique cultural, economic, and workplace values that exist outside the United States doomed Wal-Mart in its attempt at international expansion.

The experience of Wal-Mart has been repeated numerous times. With the challenge associated with engagement, it is tempting to consider a retreat to isolation. Unfortunately, isolation is neither technologically feasible nor economically viable. For the modern organization, these are challenges that must necessarily be confronted. For companies, even a cursory glance at world markets brings the realization that confining business to a specific national border is both impractical and self-defeating. In looking longitudinally at a range of items related to internationalization (including language, transportation, and communication), the International Monetary Fund has found

quantifiable “evidence of globalization or, more generally, of the declining importance of geography” (Coe, Subramanian, and Tamirisa 2007, 54). With market maturity in the West and emerging markets throughout the world, the challenges of global participation will be felt by almost every organization.

Failure to account for these challenges was perhaps never more apparent than in the export of that most American of institutions: Disneyland. Disney’s previous success in opening the Tokyo Disneyland resort had emboldened the company to pursue additional international expansion by opening a theme park in Europe. Unfortunately, much of the foundation of Disney’s success in Tokyo was forgotten as they pursued their European adventure. In Tokyo, Disney gave operational control to the Japanese owned Oriental Land Company which ensured compliance and deference to local values. There was also the happy coincidence that both American and Japanese cultures have an affinity for kitsch and an appreciation of homogenized and enthusiastic customer service. Euro Disney in Paris, however, enjoyed no such advantages and the failure to adapt to the needs of the French workplace was a significant reason for the park’s initial and near catastrophic failure. Matusitz (2010) argues that when “the Walt Disney Company attempted to impose U.S. customs on French workers and management, it was a debacle” (2010, 231). In the first month of operation alone, nearly 3000 employees quit out of dissatisfaction with the workplace culture. The emphasis of English over French for employee communication furthered the perception of an out-of-touch and imperialistic enterprise on the part of staff. The strict application of Disney’s “Look Book,” which specifies employee grooming and appearance standards, was seen as oppressive and invasive to the more free-spirited French workforce. Regulations requiring a minimum of 60 seconds of smiling in customer interactions proved even more difficult for French employees to tolerate. Bryman (2006) calls the forced smiling of American service culture “Emotional Labor” which is a major site of resistance in communities unaccustomed to the practice.

America has a robust and aggressive culture. A trip to many world capitals brings images of people wearing Levi jeans, listening to American music, watching American films and television, riding American motorcycles, and using American slang. It is not surprising, then, that the perception of Americans is a world that

is “like us” or at least a world that “wants to be like us.” This mistake, that the world’s love of American commerce is synonymous with a love of American culture, is one that is easily made. If a group of people look like “us,” talk like “us,” and are interested in the same things as “us,” it should follow that they are like “us.” Compounding this confusion on the part of Americans is the fact that culture and commerce are more inextricably linked in the United States than elsewhere. That fundamental misconception of non-Americans prepared to (metaphorically) become American through consumption is an illusion. The dangers of this illusion are clear, but we’re left with hard questions about why it persists. The answers to these questions can only be found by investigating national and organizational culture as companies move forward in an inescapably global economy.

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-Bond Benton

Katlynn Cole Named April Student of the Month



Student of the Month Katlynn Cole (second from right), with (from left) Kevin Hahn, associate director of Residence Life; Mojtaba Seyedian, Chair of the Department of Business Administration, and Kathy Forster, director of Residence Life.

Katlynn Cole of Red Creek has been named Student of the Month for April by the Office of Residence Life. She was nominated for this award by Mojtaba Seyedian, chair of the Department of Business Administration, for her volunteer work, community outreach and outstanding academic performance.

Ms. Cole is President of the Fredonia Accounting Society and Delta Mu Delta Business Honor Society. She is also a member of the Student Advisory Council, Golden Key International Honour Society and the Financial Management Association National Honor Society. In addition, she participates in a peer recruitment program and the Volunteer Income Tax Assistance (VITA) program.

Dr. Seyedian spoke of Ms. Cole's volunteer work and dedication. "She has been an indispensable member of our Volunteer Income Tax Assistant Program for the past two years, generating thousands of dollars of refund for low income residents and elderly members of the community."

When asked about her favorite thing about Fredonia, she said the comfortable, home-like environment that is created by the students and professors on campus.

In regards to her future, Cole would like to continue

to stay active in the groups she is currently a member of and get involved in more community service. After graduation she hopes to find a CPA firm in Buffalo or Rochester where she can pursue her career in Public Accountancy.

The Student of the Month program was implemented in 2003 to recognize students who are well-rounded, excel in their academics and contribute positively to the campus and community.

- Campus Report

Fredonia Enactus Teams Up with Local Farmers' Market

GreenWave, a division of Fredonia Enactus, has introduced an online farmers market, AgriMobile, a joint project of Fredonia Enactus and the Fredonia Farmers' Market that increases access to fresh and local products.

Consumers can order fresh produce [online](#). Products are available for pick up or delivery to customer doorstep every Wednesday.

-Campus Report



Students (from left with blue shirts) Benji Soto, Emily Russell, Katie Hayes, Delia Napolitano and David Even meeting with representatives of the farmers' market.

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:
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