New Dean
Nael Aly, one of our own named new dean

New Department Chair
Al Petrosky, first new MOM chair in 13 years

Retiring Dean
Farewell to Amin A. Elmallah

New EMBA Program
THE HIGHLY ANTICIPATED PROGRAM LAUNCHES TO GREAT REVIEWS
FULFILLMENT IS NOT THE GOAL,

IT’S THE UNAVOIDABLE BYPRODUCT.

Designed to meet your needs, the Executive MBA Program at CSU Stanislaus offers a personalized education that allows you to attain your graduate degree aspirations without compromising your professional and personal priorities.

Accredited by the prestigious Association to Advance Collegiate Schools of Business International, the EMBA Program is taught by highly skilled faculty who stand ready to equip you with the strategic tools needed to advance, effectively lead and ultimately succeed in today’s market.

SECOND COHORT STARTS APRIL 19, 2008.

Contact Dr. Ashour Badal at 209-467-5358 or abadal@csustan.edu for further information. Financial aid and scholarships available.
BUSINESS OPTIONS is published by the College of Business Administration at California State University, Stanislaus for distribution to alumni, friends, donors, and the business community. The goal of this publication is to highlight the activities and accomplishments of the College faculty, staff, students and alumni, and to provide a link to our community.

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College of Business Administration 2007-08 Calendar of Events

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Opinions expressed in this publication do not necessarily represent the views of the administration or those of the California State University Board of Trustees.

News and correspondence should be sent to: cbratten@csustan.edu

Nael Aly, Ph.D., Dean
College of Business Administration
California State University, Stanislaus
One University Circle
Turlock, CA 95382
Greetings from the new kid on the block! Well, I’m not exactly new. I was chair of the Management, Operations, and Marketing Department for 13 years, but as the new dean of the College of Business Administration, I do have many things to learn. However, I am confident and excited about my new appointment. I do not feel I am replacing Dr. Amin A. Elmallah, but continuing the innovative and prestigious programs and initiatives he helped create, and leading our college to the next level of excellence. The College will miss him, and we wish him well in his retirement.

With my appointment as dean, Dr. Al Petrosky has been appointed chair of the Management, Operations, and Marketing Department. Dr. Petrosky earned his bachelor’s degree in Materials Science Engineering at the University of Washington in Seattle. He earned his MBA at the University of Utah and his Ph.D. in Marketing at the University of Arizona. Over the years, he has authored many papers that focus on various diffusion-related topics, including the diffusion of product meaning across international boundaries, the diffusion of consumers’ perceptions of risk, and several studies of the cooperation of business disciplines and consumers in facilitating the diffusion of aesthetic products. Dr. Petrosky has also done a fantastic job as the program chair of the International Conference on Industry, Engineering, and Management Systems (IEMS). He was the University Faculty Speaker in 2005-06.

I am proud to announce that the first cohort, consisting of highly experienced executives and business managers from the region, began classes in the new Executive MBA (EMBA) program in August. My personal thanks go to the many talented people in the CBA and University Extended Education who made it happen. The program offers an executive learning experience based on accelerated instruction, cohort learners, leadership emphasis, and delivery methods that prepare participants to address national and global changes in the business environment. Because of the great reception of the EMBA program in the business community, plans are now underway to start the second cohort, which will be offered in Stockton starting on April 19, 2008. Please read the EMBA article in this issue of Business Options.

The College’s 2007–08 goals include recruitment of four new faculty, planning and implementation of the second EMBA cohort, improvement of the College curriculum, support and recognition of College faculty and staff, improvement of the CBA’s visibility, exposure, connection, and linkage to the business community and alumni. 

CSU Stanislaus is fortunate to have distinguished and long-term faculty serving in the
As we enter the 2007-08 academic year, we do so with a new Dean in the College of Business Administration. I am delighted that Dr. Nael Aly has agreed to serve as Dean of the College.

Professor Aly has been a member of the business faculty at CSU Stanislaus for 23 years, serving as Chair of the Department of Management, Operations, and Marketing from 1994 to 2007. He has had his research published extensively, produced training manuals, and made numerous presentations and technical reports on a variety of business and management topics. Dr. Aly has done extensive consulting work on quality management and is a member of the Industrial Engineers, the American Production and Inventory Control Society, and the Production and Operations Management Society. He received his Ph.D. from the University of Oklahoma. CSU Stanislaus is fortunate to have such a distinguished and long-term member of its own faculty serving in the Dean post. Also a native of Egypt, Dr. Aly succeeds former Dean Amin A. Elmallah who achieved numerous successes while serving as the CBA Dean for seven years before retiring last June. As part of his new responsibilities, Dr. Aly will be in regular contact with you—the alums and supporters of the CSU Stanislaus College of Business Administration. We want you to be engaged and informed on College successes, initiatives, and activities as well as University-wide achievements and events.

This year also begins a three-year celebration of California State University, Stanislaus’ 50th Anniversary. Over the next three years, we have a variety of things planned to commemorate the University’s 1957 founding and 1960 opening. To help us celebrate, please send us stories, memories, or memorabilia that you have from your days at CSU Stanislaus. Information and materials received will be used in a variety of formats and publications, including an interactive website now under development. Submissions can be sent via e-mail to 50th@csustan.edu.

It truly is an exciting time at California State University, Stanislaus. In the last issue of Business Options, I reported that the University was being considered for some prestigious awards. Now, I can proudly report that CSU Stanislaus was selected for all three of these national recognitions.

The Princeton Review named CSU Stanislaus one of the “Best 366 Colleges” in the nation, putting us into a distinct circle enjoyed by only 10 percent of colleges and universities throughout the United States. In addition, The Princeton Review ranked us as one of only 165 “Best Value Colleges” in America, recognizing the University’s ability to offer an excellent, top-quality education at a uniquely affordable price. Finally, U.S. News & World Report in its 2008 edition of “America’s Best Colleges,” ranked CSU Stanislaus one of the “Top 15 Public Universities – Master’s” in the West.

All of these national recognitions result from the outstanding faculty, staff, student body, and alumni that we have at California State University, Stanislaus. The College of Business Administration incorporates some of our most established academic programs and has helped set a model of success for the newly formed colleges on campus.

Thank you for your ongoing interest in CSU Stanislaus and its College of Business Administration. We are proud of the achievements our alumni have made since graduating from CSU Stanislaus, and we are honored to continue benefiting from your involvement in California State University, Stanislaus.
Being a graduate of California State University, Stanislaus, I know firsthand about the stellar education students receive at CSU Stanislaus. I attribute the successes in my professional life to my collegiate experience and the exceptional professors at CSU Stanislaus. When I was inducted into the College of Business Administration’s Business Advisory Board (BAB), my journey came full circle; I was given an opportunity to give back to the college that enriched my life and prepared me for my career.

The Business Advisory Board provides an extraordinary network whereby local professional collaborate and unite toward a common goal, improving the College of Business Administration (CBA). For many area business owners, the graduates of CSU Stanislaus are the favored employees. Participation on the BAB is an excellent avenue to help prepare those graduating students for entering the career force. Members of the BAB interact with the CBA Dean, Dr. Nael Aly, and other business faculty to offer advice and insight into what local businesses expect from graduating students upon hire, while being updated on college affairs.

For the last few years, my membership on the Business Advisory Board has enabled me to witness the CBA’s continual striving toward improvement. As a member of the Board, I made

From the Business Advisory Board

Michelle Pimentel-Montez, CPA, BAB President

The Turlock Chamber of Commerce

Since 1949, when the Turlock Chamber of Commerce was first chartered, its members have worked to improve the vitality and quality of life in the Greater Turlock Area. Over the past 58 years, Turlock has grown to more than 69,000 residents, making it the second largest city in Stanislaus County. Turlock has, however, retained its small town charm and diverse agricultural heritage.

The Chamber has taken an active role in ensuring that growth and economic stability continue in a positive manner, and that Turlock is a desirable and contemporary community in which to raise one’s family. This goal is continually being realized through teamwork with community leaders, through the support of area businesses, and through the hard work of volunteers. Our committees, activities and programs create a unique environment that fosters both networking and community involvement.

With more than 550 members, the Chamber represents both small and large businesses, retailers, professionals, educators, service providers, governmental entities, manufacturers, non-profit organizations and individuals. The diversity of our membership is reflected in the broad range of initiatives the Chamber takes on each year. As the voice of business in our community, the Chamber’s goal is to advocate for the best interests of our members and for what is best for our entire community.

The main objectives are to support a strong local economy, promote the community, provide networking opportunities,
represent the interests of business to government, and engage in political action. The Chamber provides businesses, professionals, and community organizations throughout the area with opportunities to meet, share interests, and develop business relationships. The policies and direction are set by a 16-member board, which includes officers and directors.

The Chamber has several committees engaged in a diverse range of issues including education, economic development, business resources, governmental affairs, and special activities, as well as other areas of interest. The Leadership Turlock program is in its 15th year, providing area professionals with a contemporary overview of agriculture, education, land use and the environment, social services and area non-profits, media, state and local government, healthcare, and law enforcement. The Ag Committee also focuses on education and has provided 111 area high school students with more than $105,800 in scholarships.

There are several events throughout the year, including the Economic Trends Luncheon, the Annual Membership Luncheon, and the Best of Turlock Awards Dinner—an event designed to recognize Turlock’s civic and community leaders. The Chamber also hosts an annual golf tournament and a special networking social: the Party Under the Stars.

Being Turlock’s number-one business resource, citizens look to the Chamber for the area’s economic well-being. That is why we seek to have a major impact on business, the creation of wealth, and future growth of the Greater Turlock Area.
Dean Amin A. Elmallah ended his long career as a professor and administrator with the California State University system that he began in 1969, having served at the Chico, Sacramento, and Stanislaus CSU campuses. He retired as the Dean of the College of Business Administration after serving seven years in the position. Along the way, he garnered an impressive number of personal and professional accomplishments. With his gregarious personality, he tirelessly promoted how business education can effect positive change at the local, regional, state, national, and international levels.

Born in Alexandria, Egypt, Dean Elmallah was the first in his family to attend college. A competitive scholarship award brought him to the United States to pursue his MBA, and eventually, his Ph.D. While he considered going back to his home country at several points in his life, students, advancement opportunities, and influential colleagues encouraged him to stay.

During his tenure at CSU Stanislaus, the College of Business Administration achieved accreditation from AACSB, International—the Association developed a Master of Science in Business Administration, Finance: International Finance in conjunction with Université de Cergy-Pontoise in Paris, France;
established the annual Business Education Conference of Central California with five other area colleges; increased the size of the CBA’s Business Advisory Board to 45 members; established an international advisory group; cofounded, with business and community leaders, an annual Ethics in Public Service award with area business leaders; and most recently, led the development and implementation of the new Executive MBA Program.

Dr. Aly will be an outstanding dean. He knows the faculty and works well with them. He will certainly continue to advance the College mission and vision within the University, and in the larger California Central Valley community. I expect great achievements in the years to come.

Advisory Board to 45 members; established an international advisory group; cofounded, with business and community leaders, an annual Ethics in Public Service award with area business leaders; and most recently, led the development and implementation of the new Executive MBA Program.

Without hesitation, Dean Elmallah says he is most proud of receiving AACSB accreditation in April 2003. He always maintains the credit really belongs to the Business faculty and staff who did an outstanding job to earn this premiere accreditation in record time. Working with the faculty, students and staff was the hallmark of his tenure at CSU Stanislaus. Fostering relationships centering on mutual respect, trust, and friendships with faculty members, while building an effective team environment, was extremely important to him.

His colleagues on and off campus find his passion and energy contagious. He works tirelessly to promote the College and University in the Central Valley. College enrollment increased by more than 65 percent during his tenure. He was very successful in generating external resources to support College programs, including three major donations to upgrade the CIS Gallo Lab and to establish a new computer lab at the Stockton Center. He established six new student scholarships funded by the generous donations of area businesses and community leaders.

He is very proud of the many achievements of the Business students. For example, students in the College’s Human Resources Management Program successfully maintained their national championship ranking with five tournament victories in the Pacific Western Regional Games Championships. The students finished the competition season ranked number one in the nation and recorded a 66-9 record after joining state, regional, and national competitions in 2003. The team was named the National Outstanding Human Resources Chapter, one of the team members was named the Outstanding HRM Student of the Year, and the faculty coach/advisor was named Outstanding Human Resources Chapter Advisor of the Year.

In 2001, Dean Elmallah founded the CSU Association of Business Deans (CSUABD) and served as its first chair for two years. CSUABD promotes and advances business education in the State and at the national level. He served on its Executive Board for six years and at the time of his retirement was the second most senior business dean in the 23-campus CSU system.

He is leaving a legacy of accomplishments at three CSU campuses, and in particular at CSU Stanislaus, including two national assessment awards, the annual recognition and award banquet, the Business Options magazine, the Business News newsletter, the Businessline newsletter, the annual curriculum review with stakeholders, the annual Business Week, and the annual faculty development seminar. In addition, Dean Elmallah founded the College’s Student Success Center and two student honor societies.

Although retired, Dean Elmallah plans to stay active in education and community service. He is especially interested in helping to advance the University mission and its role in the community. Dean Elmallah says, “I am very fond of the University. I believe CSU Stanislaus has a major role to play in advancing the economic, social, and cultural agendas of the Central Valley. The University is a gem in the community and the region, and I know that people will continue to appreciate that as it grows and thrives. I look forward to staying in touch and watching the University make strong contributions to the region.”
It will not snow in the winter.” That was the first good point which popped into the mind of Dr. Sijing Zong when moving from Kent, Ohio to Turlock in 2004. She had spent seven years at Kent State University, working on her Ph.D. program in Finance. The lake effect brings abundant snow every winter to the small city of Kent that is close to Cleveland. “I enjoyed the snow, but I wanted a change,” said Dr. Zong about moving to California.

Dr. Zong was born and raised in Beijing, China. She received her B.A. and M.S. degrees in China and worked at the Bank of China for seven years before joining the Ph.D. program in Finance at Kent State University. “The seven-year working experience at the Bank of China did not help much with learning Finance here,” said Dr. Zong. “The systems are so much different across countries.” However, this unique experience inspired Dr. Zong’s research in Finance, and can be traced easily in her projects. “There is always some international flavor in my papers,” commented Dr. Zong. In the summer of 2006, Dr. Zong went back to her hometown, and presented a paper at the 48th annual meeting of Academy of International Business held in Beijing, China.

Besides international finance, Dr. Zong’s major research interests are corporate finance and investments. She has coauthored with professors at other universities and conducted research on international diversification, and on the relationship between corporate capital expenditure and stock market valuation. Currently, she is working on a new project of how the choice of host country influences the performance of US multinational companies.

“It is exciting when I bring the results of my research into the classroom,” said Dr. Zong. She teaches Business Finance and Seminar in Financial Management and is glad to see that students are very interested in class discussions. “I strongly encourage discussions and teamwork in my classes,” said Dr. Zong. “I believe an instructor should facilitate a learning environment in the class where students and the instructor learn from each other. Learning is never a one-direction process. This is how an instructor grows with her or his students.”

Outside the College, Dr. Zong is busy with her two daughters. She resides in Turlock with her husband David Zhu, who is teaching accounting courses part-time on campus as well. Their older daughter, Ruobing, is a fourth grader. She is a year-round swimmer in the Central Valley Aquatics, and she plays piano. Their younger daughter, Renee, just turned three and is now in preschool. Though Dr. Zong sometimes feels overwhelmed with her fully loaded schedule, she and her family enjoy a swim meet once a month, weekend trips to parks, and peaceful Sunday afternoons at home.
Some things never change—at least that’s what the faculty of the Department of Management, Operations and Marketing (MOM) thought. For thirteen years, Dr. Nael Aly had been the department chair, and seemed likely to remain so. “We all thought we’d die, or at least retire, before that office became vacant,” said Dr. Ed Hernandez, MOM faculty member and current SHRM National Professor of the Year.

But, CSU Stanislaus President Hamid Shirvani had other ideas. After a long search for a new leader to succeed outgoing Dean Amin A. Elmallah, he didn’t want to hand over the reins to just anyone. After all, the College had just achieved the unthinkable, having earned full AACSB accreditation in record time. To keep the ball rolling, Dr. Shirvani decided to break with academic tradition and name the internal option, Dr. Aly, as the new Dean.

That left a gaping hole in the MOM Department. Who would fill the shoes of the fisherman? After much bickering and in-fighting, white smoke finally rose above the roof of Demergasso-Bava Hall. The faculty found their Department Chair, and his name was Dr. Al Petrosky.

Dr. Petrosky has served as a CSU Stanislaus business faculty member for fourteen years, many of them productive, including stints as the chair of the CBA’s Faculty Accreditation Coordination Team (FACT) and the University’s Faculty Speaker. He used to enjoy researching topics as varied as technology marketing and the influence of aesthetic on consumer behavior. As the new department chair, however, he says he has given up the “life of the mind” for one of mind-numbing petty bureaucracy and endless reams of tedious paperwork.

Dr. Petrosky earned his bachelor’s degree in Materials Science Engineering at the University of Washington in Seattle. After a brief stint as an engineer with the federal government, Dr. Petrosky decided to give business a shot. He earned his MBA at the University of Utah and his Ph.D. in Marketing at the University of Arizona.

Dr. Petrosky stays in contact with the engineering world through his role as program chair for the International Conference on Industry, Engineering, and Management Systems (IEMS). For more than a decade, the conference, which attracts management and engineering academics in equal measure, has been a fixture every March in Cocoa Beach, Florida. Dr. Petrosky says it provides a vital link between disciplines. Al will eventually be survived by his wife Sachiko and son Quinn, who share his suspiciously well-appointed home in Salida.
On August 25, the College of Business Administration’s new Executive MBA Program (EMBA) was launched with 30 professionals enrolled. These students are giving up 15 months’ worth of Saturdays to graduate with a Master’s in Business Administration. Classes are being held in downtown Tracy at the Tracy Fire Administration Building.

The EMBA program is designed to meet the needs of executives and business leaders who usually have a great deal of industry experience, work full time, and require specific planning and accelerated timelines to earn their graduate business degrees. Dr. Ashour Badal, the Senior Associate Director of the program, describes it as targeting people whose busy schedules prevent them from taking advantage of the traditionally based graduate programs. The program will focus on practical experience and includes 12 months of classes and a three-month project. The EMBA program mission is to deliver an advanced and accelerated professional business education that provides graduates with the knowledge and skills to advance into leadership positions in their respective organizations.
Thank you for the opportunity to advance my knowledge in the business world!

I have wanted to go back to school...since I graduated in 1996, but there were always too many obstacles. Stanislaus State has blasted through each of those obstacles.

In my search for the best EMBA program available in the area, I was surprised to find the best option for me was here at CSU Stanislaus.

WHAT THE STUDENTS HAD TO SAY

There was an enthusiastic response from the thirty professionals who made up the inaugural class of the Executive MBA Program. By taking an active role in the development of their education, the students have helped secure a future that includes not only growth and advancement in the professional realm, but also achieve’s genuine poise within their personal lives. It is with this in mind that the faculty approach the education and instruction of the class with sincere dedication. Their expertise coupled with the student’s own desire have enabled the good to become the great. Student comments like this one were not at all uncommon: “After the first class, I realized that this program will far exceed my expectations.”

A hallmark of this program is its creative, accelerated, and adult-based delivery strategy. Students obtain their graduate degrees without compromising their professional and personal priorities. The class size is small enough for the delivery of a personalized education. It is ideal for a meaningful, dialogue-based environment where students collectively discover new solutions to their organizational challenges. Additionally, students take advantage of cutting-edge distance learning technologies that not only provide flexibility, but further enhance their knowledge and skills in using technology in their organizations. EMBA courses are taught by highly qualified scholars/practitioners whose expertise includes practical experience, theoretical knowledge, and scholarly activities.

The academic and curriculum structure of this program ensures professionals such as Jason Chiwala are now enabled to experience the collegiate environment in a rich, new and meaningful manner.

Dean Emeritus Amin A. Elmallah, Dean Nael Aly and President Ham Shirvani greet students at the orientation.
a practical and collegial opportunity in and out of the classroom for students to find practical and creative solutions to their organizational challenges. The program builds on core management competencies with leadership and strategy skills necessary in today’s highly dynamic and global business environment.

A unique benefit of the EMBA program is the small cohort-based class size with students coming from diverse backgrounds such as corporate, governmental, and non-profit organizations. This diversity, the small class size, and in-depth dialogues provide a rich and professional learning environment.

The EMBA Program is accredited by the Association to Advance Collegiate Schools of Business, International. This accrediting body is the premier institution recognizing the best schools of business worldwide. Our EMBA program meets the AACSB accreditation standards with respect to faculty qualifications and student learning outcomes.

The next EMBA cohort begins April 19, 2008 in Stockton. The cost is $26,500, with financial aid and scholarships available. Please contact Dr. Ashour Badal at 209-467-5358 or abadal@csustan.edu for further information.

A fitting tribute at the end of the first day was the EMBA kick-off reception that took place in Tracy City Hall. The casual affair was a memorable way for students and faculty to unwind, become more acquainted and toast a successful future. Among the guests were Brent Ives, Mayor of Tracy (far left), Tracy City Manager Daniel Hobbs (left), Andrew Malik, City of Tracy Economic Development Director, Amie Parker, City of Tracy Economic Development Management Analyst, and Chris Bosch, City of Tracy Fire Chief.
At the seventh annual College of Business Administration's Recognition and Awards Banquet (RAB), Sylvester Aguilar, senior vice president and commercial banking regional manager for Bank of the West in Stanislaus and San Joaquin counties, shared the honor with Mike Gemperle, vice president in charge of operations for poultry giant Gemperle Enterprises for Outstanding Business Leaders of the year. Aguilar credited his parents, who worked as migrant workers while raising their family in Stockton, for his success. “It is the lessons they taught me many years ago about family, God and doing the right thing,” he said. Gemperle, who directs 180 employees, 32 lay-houses and seven brooders at 10 locations, said his father, Ernie Gemperle, family and staff support him. “Everything we do is a team project,” he said. “My father has been my example in business and charity.” Numerous business students also were honored for winning scholarships and induction into prestigious honor societies. Members of the Human Resource Management 2007 Pacific Western Regional championship team also were recognized. Prof. Ed Hernandez was selected by the national organization as the HR 2007 Advisor of the Year.

The College of Business Administration faculty also made a special presentation to Dean Amin A. Elmallah, who retired in July. Dr. Elmallah, who served seven years as dean, guided the College to accreditation from the Association to Advance Collegiate Schools of Business, International.

The awards banquet, attended by 200 students and business and community leaders, also recognized the following:

Outstanding Entrepreneur
Matthew Bruno, founder of Turlock Dairy & Refrigeration

Outstanding Young Entrepreneur
Stephanie Gallo, senior director of marketing for E&J Gallo Winery

Outstanding Community Leaders
Paul Kortschak, president and CEO of MedicAlert Foundation International; and John Lazar, Mayor of Turlock

Outstanding Business Advisory Board Alumni
Brett Dickerson, partner, Gianelli & Associates legal firm

Outstanding Business Advisory Board Member
Bill Foltz, longtime business consultant and adjunct professor at CSU Stanislaus

The CBA 8th Annual Recognition and Awards Banquet will be held on the evening of May 15, 2008 in the Event Center.

Contact Connie Bratten ASAP to make your reservation and pledge your support and sponsorship.

Phone: 209-667-3672
Fax: 209-667-3080
Email: cbratten@csustan.edu

by Jack Doo
Gallo Offers $125,000 Donation

In June, E&J Gallo Winery continued its generous tradition of giving by donating $125,000 to upgrade the Computer Information Systems (CIS) lab. Their support ensures that our CIS students have the best, most current IT learning experience. The lab upgrade will accommodate student projects in upper-division courses such as Database Management Systems, Decision Support Systems, Structured Programming, and Systems Analysis and Design.

In addition to financial support for the computer lab, E&J Gallo Winery provides professional input to the department’s curriculum, and company officials have been guest lecturers in Computer Information Systems classes.

Gallo’s Chief Information Officer Kent Kushar said a large number of students gain internships at Gallo, ultimately leading them to full-time employment and careers. “We’re always looking for talented people, and our partnership with the University has given us access to some of the very brightest students. We find that CSU Stanislaus students are well prepared and bring critical skills and competencies with them.”

The goal of the CIS Department and the College is to continue to graduate CIS experts who will do well in their IT careers at companies such as Gallo and other prestigious organizations in our region and across the country.

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Faculty Achievements

Editorships:

Tahi Gnepa
Managing Editor: Journal of International Business and Economics
Managing Editor: International Journal of Business Strategy

Edward Hernandez
Managing Editor: WJHRM

Alan Khade
Editor: Journal of International Business and Economics
Editor: CJOM
Associate Editor: International Journal of Business Strategy
Associate Editor: Journal of International Business and Economics
Associate Editor: International Journal of Business Research
Associate Editor: Journal of International Finance and Economics
Associate Editor: Review of Business Research
Associate Editor, Marketing: Journal of Management and Change

Editors:

Dr. Elmallah, Mr. Kushar and President Shirvani

Human Resource Management

2004
California State HR Games
3rd Place
National Human Resource Games
2nd place
Pacific Western Regional HR Games
Champions

2005
California State HR Games
3rd Place

2006
California State HR Games
Champions
Leonard Brice National SHRM Student Leader of the Year
(Crystal Jack). This is the prize for the #1 HR Student in the Nation
National Human Resource Games
Champions
Pacific Western Regional HR Games
Champions

2007
California State HR Games
Champions
National Society for Human Resource Management HR Advisor of the Year—
Dr. Ed Hernandez
Pacific Western Regional HR Games
Champions

Officers of National & International Conferences:

Nael Aly
Chair, Industry, Engineering and Management Systems Conference (IEMS)

Marjorie Chan
Elected board member, Annual International Conference on Advances in Management

Tahi Gnepa
President, International Academy of Business and Economics (IABE)
Chair, 2007 Annual Conference of the International Academy of Business and Economics (Las Vegas, NV)

Randall Harris
President/Vice President/Program Chair, Western Casewriter’s Association
Track Chair, Business Policy and Strategy Division, North American Case Research Association

Edward Hernandez
Chair, Western Business and Management Conference

Alan Khade
Chair, International Academy of Business and Economics

Al Petrosky
Program Chair, Industry, Engineering and Management Systems Conference
Program Chair, Western Business and Management Conference

Kaylene Williams
Marketing Track Chair, Industry, Engineering and Management Systems Conference
A little bit about me—I have been married for 18 years and have four beautiful daughters. My husband Rafael, also a proud CSU Stanislaus graduate, is very ambitious and very supportive of my career. He is the Director of US sales for a Canadian company. My daughters are Erika (17—senior currently dealing with the dilemma of choosing a college), Jessica (16—junior interested in the fashion design industry), Isabel (8—a dancer), and Natalie (3).

I am a first-generation Hispanic. My parents came to the United States in search of the “American dream,” making a better living for the family. Through hard work and dedication, they accomplished just that by providing us a better place to live and put us in a country with endless opportunities. I am one of eight kids, number 4, and the only member of my family with a college degree. Growing up and throughout my high school years, I realize that what my parents gave us was good, but I wanted more. I knew that the only way to achieve my goals was to get a college education. Coming from a culture that teaches women to become homemakers and to raise children, I faced some push back from my family. It was hard for them to understand why I wanted to go to school and not just get married and get a job. I put myself through college with the assistance of scholarships, work-study and financial aid. Crossing that stage was one of my greatest accomplishments, knowing that after that day, I would be in a position to realize my dreams.

My Career and School

My years at CSU Stanislaus were full of learning and great memories. Through on-campus interviews I was hired by Chevron Corporation the fall semester of my senior year. My career at Chevron was successful and adventurous. I started in the accounts payable department and moved on to work for the overseas division for eight of the ten years. With the overseas division, I had various positions, in General Accounting department, Cash & Banking and Export Compliance Group and in the Financial Forecast Analysis & Reporting department. These positions allowed me to put into practice the theories I learned at CSU Stanislaus. During my ten years with Chevron, I learned about the different areas of a finance organization, worked with individuals from various countries, was exposed to the global economy, and enabled to build a strong analytical background. I also had the opportunity to travel overseas. In 1994, I traveled to Kazakhstan on a special assignment to implement an online banking system, set up an account reconciliation process and train nationals. As The analyst of a South America Business Unit, I had the opportunity to travel to Venezuela and worked with the nationals to ensure that the accounting was in line with US accounting principles. In 1997, I had a rotational assignment in Angola, Africa, as supervisor for the Accounts Payable department.

After 10 years of commuting and three kids later, I decided that the 3 hours a day commuting would be better spent with the family. I joined Foster Farms on November 1, 1999. The majority of my career with Foster Farms has been in the Financial Analysis area. For two years as Accountant Controller, I was responsible for cost accounting and operations support for 6 of the 10 production facilities. My current position at Foster Farms is Manager of Financial Analysis. My responsibilities include the management of the company’s capital process (evaluating capital investments, procedures, post audits, and reviewing and preparation of the annual budget); providing analytical support to upper management, consolidation and preparation of the quarterly board book and management presentations for
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SECOND COHORT STARTS APRIL 19, 2008.

Contact Dr. Ashour Badal at 209-467-5358 or abadal@csustan.edu for further information. Financial aid and scholarships available.

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board meetings, consolidation and analysis of period forecasts and quarterly 5 year strategic plan and annual budget.

My Plans for the Future
The decision to pursue an MBA is for personal and professional growth. I have selected the Executive MBA program of CSU Stanislaus because I believe it to be the perfect fit for my hectic lifestyle of balancing a family and a professional career. I was attracted by the structure of the program, its emphasis on the collaborative learning environment, and by the support that the program is receiving from the school and the community. I believe that a big part of learning comes from real-life experience. Being part of a cohort that will bring into the program many years of professional life experiences from various areas of expertise will be invaluable. In addition, having the higher education degree will help me give me the confidence and the ‘I CAN DO IT’ attitude! It will help me succeed in upper management and will open doors that otherwise would not be there. I expect this program to expose me to new methods solving problems and handling situations in the business environment. I would expect that the relationships we build with the cohort and the professors would last far beyond the duration of the program; they will serve as resources for future situations.

My career goals and objectives are to always be ahead of the game and be prepared for the next level up. My career objective is to be prepared for my next level up at Foster Farms. The long-term goal is to make a lifelong career at Foster Farms and continue moving up the ranks of the organization.

My Advice
When it comes to work or any challenge I take on, my theory is that those who work hard and play by the rules will be rewarded. I believe it is important to live according to the six pillars of character—trustworthiness, respect, responsibility, fairness, caring, and citizenship. I believe that if you embrace these pillars you will excel in anything you set your mind to, whether it is your career or your family.
O
only the best business students in the world, and the professionals who earned the distinction of “the Best in Business” during their academic careers, can claim membership in Beta Gamma Sigma. This year’s Beta Gamma Sigma inductees from California State University, Stanislaus have certainly earned that title.

The California State University, Stanislaus Chapter congratulates the students who have earned invitations in Fall 2007. They join an expanding worldwide network of more than 560,000 outstanding business professionals who have earned recognition through lifetime membership in Beta Gamma Sigma. Students ranking in the top 10 percent of the baccalaureate and top 20 percent of graduate programs at schools accredited by AACSB, International—The Association to Advance Collegiate Schools of Business are eligible for this invitation. The induction ceremony is to be held in the South Dining Room from 11 A M to 1:30 P M on November 30, 2007.

Beta Gamma Sigma lifetime membership is truly an international honor. With the expansion of accreditation by AACSB International, membership is no longer limited to those who have studied in the U.S. or Canada. Beta Gamma Sigma has installed collegiate chapters and inducted students on five continents. The most outstanding California State University, Stanislaus students are eligible for the highest recognition a business student anywhere in the world can receive in an undergraduate or master’s program at a school accredited by AACSB, International.

Beta Gamma Sigma was founded as a national organization on February 19, 1913. The first national honor society in business was a merger of three separate societies established to honor academic achievement in business at the University of Wisconsin, University of Illinois and the University of California.

Quote from Stephen W. Gilman, one of three professors who founded Beta Gamma Sigma at the University of Wisconsin:

“Success is not to be measured by income but by influence, not by power but by personality, not by capital but by character.”

Again, congratulations to the new Beta Gamma Sigma members from California State University, Stanislaus Chapter.

Last Spring

The California State University, Stanislaus College of Business Administration Human Resources Management team successfully defended its national championship during competition at Fresno State University last April. In defeating a pair of teams from Fresno State in the tightly contested final rounds of the 2007 Pacific Western Regional Human Resources Games Championships, the CSU Stanislaus student team of Michelle Page of Tracy, Kathy Finney of Modesto, and Christopher Clough of Manteca set a national record for consecutive tournament victories. It is the fifth straight victory for the CSU Stanislaus team coached by Management, Operations, and Marketing faculty member Ed Hernandez which finished the competition season ranked number one in the nation for the second year in a row.

“This outstanding team is to be congratulated for demonstrating that our students can match their academic skills with the best in the country,” CSU Stanislaus President Hamid Shirvani said. “I am continually proud of our Human Resources students’ devotion to hard work and long hours of study and practice that allowed them to become champions.”

In March, the CSU Stanislaus team won the 2007 California Human Resources Games Tournament with a perfect 12–0 record to set the stage for its top national ranking showing this past weekend. With the Pacific Western Regional Tournament triumph, CSU Stanislaus scored an invite to the June 23–24 National Student Human Resources Management conference in Las Vegas.

CSU Stanislaus compiled a 17–3 season record on its way to the Regional event that included teams representing eight western states. The team has a 66–9 record since joining the Human Resources Management competition in 2003.

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Kevin Bull is a business management major with a concentration in strategy and entrepreneurship. The 2007 Warrior Book Collection Contest first prize was awarded to him for his entry titled “Honor and Glory: The Warrior State of Mind.” The bravery and friendship that were revealed in the adventure and conflict in Tolkien’s *The Hobbit* sparked Kevin’s desire to read and collect works that developed similar themes. Strategy and competition figure prominently in his collection, and Kevin relates these concepts to his own life experience, both as a participant in track and field and as a future businessman.

I was raised in Scotts Valley California, near Santa Cruz. My parents moved into a house in the mountains there when I was a baby and have been living there ever since. My dad, Mike Bull, is head of the Economics department at De Anza Community College in Cupertino and my mom, Kristin Bull, is a stay-at-home mom. My younger brother, Kieran Bull, who is 15, plays tennis at Scotts Valley High School.

I went to High School at Harbor High in Santa Cruz, then I attended De Anza Community College, then Cabrillo Community College, then Arizona State for a semester, and then finally I came to CSU Stanislaus. The Track and Field program here is what attracted me to this school. I was really impressed with Coaches Troy Johnson and Kim Duyst when I spoke to them on the phone and they convinced me to come out. The coaching staff here and my extremely dedicated teammates helped push me to reach new heights in track and field, this year I received All-American status in the winter season for my participation on the 4x400m relay team, and I was the division 2 California conference champion in the Decathlon and the Pole Vault, hitting the national qualifying mark in the pole vault.

I also served as Senator of Athletics this year in the student senate. The most notable thing that I did this year was to submit a proposal along with the Faculty Athletic Representative John Mayer to the Academic Senate for an official attendance policy regarding University-Activity Related absences. The proposal is currently in committee and will be looked at next year.

So far in my College career I have received all A’s and 2 B+’s, and I am a member of the Phi Kappa Phi and I am soon to be inducted into Beta Gamma Sigma. When I was young, my mother would read to me every night, and she continued this until I was about 7 years old and my younger brother was born. For a few years my dad took over the job while my mom was reading to my brother and eventually I started reading to myself every night which is a tradition I continue today. Over the years, I have been most interested in the lifestyles, beliefs, and battle tactics of warriors at different times and places throughout human civilization, and that is how I came to develop my book collection.

When I have spare time, I like to work out, play video games, and I also began shooting stunt videos with my younger brother this year, which we put online. The movies are compilations of video clips of us doing flips and other gymnastics, running obstacle courses, climbing trees, and jumping off buildings. We plan to make a lot more of them during the summer vacation. If you want you can check it out online at http://www.youtube.com/watch?v=ZQgx35H-uQU.
The Society for Human Resource Management (SHRM) hosted the 2007 Western Business & Management Association conference at the San Francisco State University Conference Center in downtown San Francisco on October 19-20. This event gathers researchers and students from throughout the world to share their research in HR and Management.

The SHRM produced and presented two plays: “Quid Pro Quo” and “The Elevator Principle” at the Phoenix Theater in San Francisco, October 19. These plays were professionally produced, with all professional actors. Each deals with a key HR theme. Dr. Edward Hernandez is the playwright for both plays.

On October 25, the SHRM screened the new film “Outsourced,” a comedy about outsourcing American jobs to India. This movie, which won five major film festivals including the 2007 Seattle International Film Festival, was screened exclusively at CSU Stanislaus, and was free to the campus community.

Meet the New Dean

Nael A. Aly, Ph.D.

Dr. Nael Aly, the new Dean of the College of Business Administration, is a Professor of Operations Management and for the last three years has served as an Assistant to the CBA Dean. In addition to the usual department chair duties, he was responsible for administrative assignments assisting the College Dean in day-day operations. Major responsibilities included student services, curricular development, committee services and College representation and reporting. He also served as the Chair of the Management, Operations, and Marketing Department at CSU Stanislaus from 1994 to 2007. He has a Ph.D. and M.S. in Industrial Engineering from the University of Oklahoma, and an M.Sc. and B.Sc. in Production Engineering from Alexandria University in Egypt.

Dr. Aly is considered to be one of the experts in the Quality Management field. He has written numerous papers in Total Quality Management (TQM), and Statistical Process Control (SPC) and their implementation in manufacturing, hospitals, educational institutions, and Mexico’s Maquiladoras. His papers are published in the Journal of Total Quality Management, California Journal of Operations Management, International Journal of Materials and Product Technology, Computers and Industrial Engineering, Food Technology Journal, IEEE Transactions on Reliability, Quality Assurance in Education, and many professional conference proceedings.

Dr. Aly has an impressive record in designing and conducting training programs, and consulting in SPC, TQM, and ISO 9000 and their implementation in manufacturing and service organizations. These training programs were offered in public seminars, certificate programs, international organizations, such as the Rajabhat Institute of Thailand as well as several Northern California companies.

Dr. Aly’s professional activities are extensive. He is a senior member of the Institute of Industrial Engineers (IIE), American Production and Inventory Control Society (APICS), American Society for Quality (ASQ), Production and Operations Management Society (POMS), the Business Honor Society (Beta Gamma Sigma), the Engineering Honor Society (Tau Beta Pi), the Industrial Engineering Honor Society (Alpha Pi Mu), the Honor Society for Collegiate Schools of Business (Beta Gamma Sigma) and the Honor Society (Phi Kappa Phi). Dr. Aly was also a member of the editorial board of the CSU Journal of Research. He has been a Conference Co-Chair for the International Conference on Industry, Engineering, and Management Systems since 1997. He is also a reviewer for many professional journals and conferences. Dr. Aly has served as guest and keynote speaker in many professional meetings and conferences such as California State University, Stanislaus Foundation Board, Rotary Clubs in Turlock, California, International Conference on Production Engineering, Design, and Control, Alexandria, Egypt, Geological Society, Modesto Chapter, and The Turlock Irrigation District sponsored Water Management Symposium.

Dr. Aly has received numerous awards and honors. Among them are the Outstanding Scholarship Award, and the Meritorious Performance and Professional Promise Award (twice) from the College of Business Administration at CSU Stanislaus. He is the Recipient of the Paul Harris Award, Turlock Sunrise Rotary, May 2005.

The Dean is also listed in the Who’s Who in California, the International Who’s Who in Quality, and the Who’s Who Among Students in American Universities and Colleges. He graduated with honors from the Production Engineering Department at Alexandria University and was ranked first in his class for four years. During his graduate work at the University of Oklahoma, he was rewarded with the Outstanding International Student Award, the C.L. Disney Scholarship and a certificate of Merit as an Outstanding International Student.
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For more information, contact MBA Director Dr. Randall Brown at 209-667-3280 | MBAProgram@csustan.edu or visit us online at www.csustan.edu