

In the Spotlight

FACULTY PROVIDES ADDED VALUE TO STUDENTS

By Mike Haskew

The faculty of the UTC College of Business reaches well beyond the classroom to the global business community. As a matter of practice, professors engage in a variety of outside business practices and research that serve to broaden their expertise and enhance their curriculum. Their contributions outside the College of Business are recognized by the organizations that they have served and the students that they teach.

Gerald DeBusk, Ph.D.

Assistant Professor of Accounting

In 2009, Dr. Gerald DeBusk, assistant professor of accounting, received the prestigious Excellence in Lean Accounting Award from the Lean Enterprise Institute (LEI), a nonprofit education, publishing, conference and management research company with a mission to advance lean thinking around the world.

"Since joining UTC in the summer of 2008, I have continually tried to incorporate more lean accounting (methods) into as many of my classes as possible," says DeBusk. "I get a lot of positive comments on bringing the real world into the classroom." The lean accounting movement seeks a shift from traditional cost accounting practices to practices that accurately measure and motivate companies implementing lean management principles.

The annual award sponsored by LEI recognizes

teachers or students who attended the previous year's conference and then applied what they learned in the classroom.

J.R. Clark, Ph.D.

Probasco Chair of Free Enterprise

Dr. J.R. (Jeff) Clark holds the UTC Probasco Chair of Free Enterprise and serves as the secretary-treasurer of the Southern Economic Association. In this capacity, he has also published the *Southern Economic Journal* from the UTC campus since 2005.

"The *Southern Economic Journal* is the peer-reviewed academic journal of the Southern Economic Association," says Clark. "It began publication in 1933 and is the eighth-oldest American scholarly journal in economics. From its founding, the purpose of the Southern Economic Association has been to further the education of scholars and the public in economic affairs. Toward this end, it seeks to stimulate interest in and disseminate results of recent research in theory and applied economics."

According to Clark, the experience exposes the Probasco Chair and UTC to thousands of economists from around the world and contributes significantly to the prestige of the College of Business. The journal has several thousand subscribers.

Bento Lobo, Ph.D.

UC Foundation Associate Professor of Finance

When Dr. Bento Lobo, the UC Foundation Associate Professor of Finance, made contact with the Federal Reserve Bank of Atlanta and arranged a sabbatical to conduct research there, he developed a structured schedule that fit his needs and the staff of an active Federal Reserve branch operation.

"As a visiting scholar in the research department of the Federal Reserve Bank of Atlanta, I got a closer look at how the Federal Reserve operates," explains Lobo. "I got to sit in on FOMC (Federal Open Market Committee) policy briefings and caught a glimpse at how decentralized central banking works. I had the opportunity to interact with several research economists, bounce ideas off of them, and hear their views on a number of current hot issues in the discipline. Moreover, I had the occasion to engage with faculty from nearby Emory, Georgia State and Kennesaw State universities."

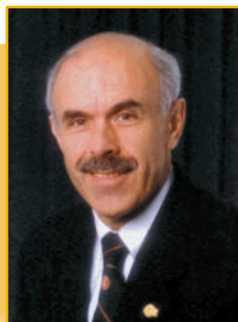
Mark Mendenhall, Ph.D.

J. Burton Frierson Chair of Excellence in Business Leadership

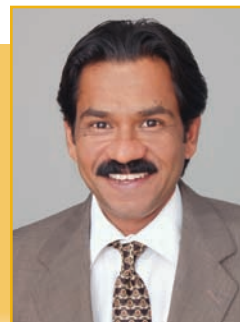
A member of the International Organization Network (ION), a group com-



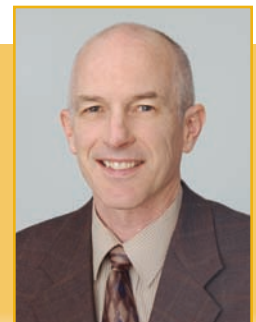
Gerald DeBusk, Ph.D.



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Mark Mendenhall, Ph.D.

prised of top management scholars from around the world, Dr. Mark Mendenhall, holder of the J. Burton Frierson Chair of Excellence in Business Leadership, addressed senior leaders of Nike, the well known athletic apparel company headquartered in Portland, Ore.

Mendenhall explains: “Each year, the ION holds a think-tank conference where they discuss initiatives to move the field forward in innovative ways. ION often organizes a portion of the annual conference around linking with a company. The purpose is for the scholars to learn from the company and for the company to learn from the scholars. Nike is experiencing the same challenges that all global firms face – developing managers to have global mindsets, skills and competencies that they need to lead and manage across borders. I was asked to deliver a seminar to Nike managers on the topic of global leadership assessment.”

Tony Sanders

Adjunct Professor, Accounting

Tony Sanders, Senior Financial Risk Consultant and Certified Fraud Examiner with UNUM, began teaching as an adjunct professor in the Accounting Department at UTC four years ago. In 2008, he was named by the students of UTC as adjunct professor of the year.

“I was extremely honored by that, and it has meant more to me than anything else. I had always thought that I wanted to be a teacher,” he comments.

When he contacted Dr. Stan Davis, Guerry Associate Professor and head of the Accounting Department, about adjunct opportunities he was asked if he

were an early riser. “Now, I am teaching two sections of Accounting 201, one in the morning and one in the evening,” he relates. “I love being around the students and love their attitude. They are there to learn, and it is really exciting when you see the light bulb go off.”

Sanders, a CPA and entrepreneur in his own right, appreciates the spectrum of students he teaches. His curriculum strives to incorporate practical elements of accounting for those majoring in such diverse fields as entrepreneurship and marketing.

Robert Schmidt

Adjunct Professor, Marketing

A graduate of the University of Wisconsin and the Wharton School of Business at the University of Pennsylvania, Robert Schmidt worked with Procter & Gamble, Coca-Cola and Heublein during an extensive career in marketing. He was also instrumental in launching the hugely successful Orville Redenbacher popcorn and in marketing efforts for AI steak sauce, Grey Poupon mustard, Good-year and Hewlett-Packard. He has taught marketing courses at the University of Miami and Florida Atlantic University.

“Teaching at UTC is a way to give something back from a real-world perspective,” Schmidt says of his work as an adjunct professor of marketing. “I teach two sections of basic marketing and an international marketing course right now, and one of the things that really makes me feel good is comments from students. It seems they enjoy the real-world focus and viewpoint. I know that many, many years ago when I was going to school,

that kind of insight and perspective was always valuable – it perked up your ears a little.”

Rick Youngblood

Adjunct Professor, Management

Rick Youngblood, chief executive officer and president of Blood Assurance in Chattanooga, spent more than half of his professional career in the international business world, including working with a company based in Japan and others with global reach. A conversation with Dr. Larry Ettkin, head of management and marketing/entrepreneurship at UTC, more than 10 years ago led to his involvement at UTC as an adjunct professor.

Youngblood teaches a course in international business management and is able to relate real-world experiences to his students.

“I enjoy being around students because they bring new ideas into the world, instead of staying in the box,” Youngblood says. “With regard to international management, it was almost selfish so that I could stay up on things and apply in an academic environment some of the things I am familiar with personally. The course helps students to develop knowledge about how to manage effectively in other cultural environments. In order to succeed in the international marketplace, you have to understand various cultures – first your own, and then others.”

The national and international business community has recognized the faculty at the UTC College of Business for their contributions. Their firsthand real-world experience provides an extraordinary classroom experience for students, offering another dimension to the learning and career preparation process.



Tony Sanders



Robert Schmidt



Rick Youngblood