

April 2008

Fort Worth **Business Press**

April 2, 2008

TCU to host business marketing case competition again next year - *By Leslie Wimmer*

Winners of the Texas Christian University **Neeley School of Business** marketing case competition were announced March 29, and [Sony Electronics](#), the competition's sponsor, will host the event again next year.

Students in the first-place team, winning \$6,000, included Mary Crowe of TCU's Neeley School of Business, Bonny Smith of Indiana University's Kelley School of Business, Sherlon Kauffman of Georgia Institute of Technology, Diasuke Tanaka of University of California-Berkeley's Haas School of Business, and Roma Patel of Rice University's Jones Graduate School of Management.

The second-place team, winning \$4,000 included students Friederike Lenel of TCU, Al Clark, of Emory's Goizueta Business School, Ryan Shaw of University of Arizona's Eller College of Management, Jenna Chen of Georgia Tech and Christopher DeToro of Indiana's Kelley School of Business.

The third place team, winning \$2,000 included students Meredith Balderas and Nilesh Gantam of TCU, Rakesh Arora of Baylor University's Hankamer School of Business, Jeremy Beasley of Rice's Jones Graduate School of Management and Cynthia Geng of Georgia Tech.

DAILY SKIFF

April 3, 2008

High ranking creates job opportunities for Neeley students - *By Jordan Haygood*

Neeley School of Business students are in the right place at the right time, especially students in the entrepreneurship program. Fort Worth was recently ranked as the ninth best place in the nation to live and start up a business by [Fortune Small Business](#), giving TCU students great opportunities to get on their feet quickly after graduation.

The Neeley School has had so much positive publicity already. The graduate school has been ranked as No. 1 in Texas by The [Wall Street Journal](#), and the undergraduate program has been rated one of the best in the nation. With Fort Worth's new high national ranking, the publicity will only attract more students to look at TCU and the Neeley School of Business [entrepreneurship program](#).



April 4, 2008

Fortune: Fort Worth launching pad for businesses - *By Christina Durano*

Students interested in starting a business will not have to go far to find a start.

[Fortune Small Business](#) recently ranked Fort Worth the ninth-best place in the nation to “live and launch” a business. **David Minor, director of the Neeley Entrepreneurship Center**, said this designation will attract students to Neeley’s entrepreneurship program.

Minor said the ranking shows Fort Worth has a vibrant entrepreneurial environment and will boost the reputation of the entrepreneurship program. “It’s now a destination school for entrepreneurs,” Minor said.

Brad Hancock, assistant director of the Neeley Entrepreneurship Center, said Fort Worth has always been a maverick, and this designation shows that its pioneering, spirited atmosphere is now being recognized.



April 5, 2008

Accounting department toughens course retake policy - *By Michelle Anderson*

Starting in the fall, the [accounting department](#) of the Neeley School of Business will implement its new course retake policy, which will not allow students to retake lower level accounting classes after they have taken upper level accounting courses, said **Lynn Cole, assistant dean of undergraduate academics**.

The accounting department is the only one to set rules apart from the university’s policy so far, Cole said.

The change is meant to get a fair representation of grades, said **Danny Lanier, assistant professor of accounting**.

Star-Telegram

April 6, 2008

French foods feed a delicate imbalance - *By Barry Shlachter*

With the dollar shrinking to record lows against the euro, this should be a great time for American firms to take advantage of the currency slide to make their products more competitive abroad, and many are. By the same token, it should spell doom and gloom for European producers.

But that’s not the case with French-made foods. Instead, the continued growth in sales of French cheeses and delicacies shows the complexities of the global marketplace and the appetite of U.S. consumers for specialty products.

The French are targeting two types of Americans -- wealthy consumers unaffected by the downturn and members of the middle class who can’t afford a flat-screen TV or a new house but will pay a little extra for an expensive bottle of wine or a gourmet treat, says **Julie Baker**,

a professor of marketing at Texas Christian University's Neeley School of Business.

“They’ll say, ‘This isn’t much money and it makes me feel good.’”



April 8, 2008

Adjusted retake policy sound idea - *By Joe Zigtema*

Future accountants should take notice: they no longer get the mulligan the university offers through its course-retake policy.

In a competitive academic environment, students should not be allowed to take a do-over whenever they make a bad grade in a class. They should be held accountable when they produce results that don't measure up to their own or their departments' standards - that's the reality in a working environment.

Neeley is living up to its reputation as the university's most prestigious school. It has a responsibility to produce intelligent, hard-working students that do the work right the first time.

The university should follow Neeley's lead. As our university's most highly-ranked school, it should and is leading the way toward a higher-achieving student body.



April 11, 2008

Web plays a role in shoppers' gender-swapping behaviour - *By Daniel Drolet*

It's a generally accepted fact that men and women have quite different approaches to shopping, whether it's for groceries or anything else.

Julie Baker, a professor of marketing at Texas Christian University in Fort Worth, says that when it comes to shopping, "research does show that men tend to be more task-oriented, and women see shopping as a social occasion."

Ms. Baker qualifies this by adding that the rule doesn't hold all the time. That's because there are generally two types of rewards people get from shopping. One is utilitarian, as in, "I needed salt, I went shopping for salt, I bought salt."

The other reward is what she calls hedonic, shopping for pleasure.

Ms. Baker says that men and women can engage in both kinds of shopping. For a woman, shopping for shoes might be pleasurable; shopping for groceries utilitarian. For a male golfer, shopping for golf equipment might be pleasurable; shopping for clothes, utilitarian.



April 11, 2008

Leadership programs give students an edge - *By Allison Baker*

Leadership is a worldwide concern that more American colleges and universities are starting to look at in a new, more academic light.

Texas Christian University's students accepted into the [BNSF Next Generation Leadership Program](#) graduate from the Neeley School of Business with an emphasis in leadership; again, not a minor.

“At TCU and Neeley we spend so much time talking to the business community and there is a widespread recognition that all of our employers want leadership skills on top of the functional business degree,” **Christine Riordan** said. “Adding to, rather than replacing, makes it a very powerful package.” **Riordan, the associate dean for external relations and the Luther Henderson University Chair in Leadership for Neeley**, estimates that 85 percent of the students graduating from the Next Generation program in May already have a job waiting for them.

Jessica Miller, a senior finance and real estate major at TCU, will be a part of the first graduating class of Next Generation. Her internship with Trademark Property Co. has developed into a full-time position as a property investment associate after graduation. She said that with the skill set the Next Generation program has given her, it makes it a “no-brainer” for an employer to choose her over someone without the same skills. And the extra coursework, Miller said, while time-consuming, is much more interesting because it's more applicable than her other coursework.

“[Next Generation] has been the one thing at TCU that I will probably remember for the rest of my life,” Miller said. For instance, TCU's Next Generation students assess their strengths and weaknesses, learn interpersonal skills, how to lead others and, finally, how to lead projects.

The great thing about the program, Riordan said, is that students develop a sense of who they are, where they are and where they want to be — a sense of maturity in the workforce. The program gives them a safe environment to practice and develop things they want to be better at — like being more assertive and confident.

Fort Worth
Business Press

April 14, 2008

Is the economy in a crisis? An authoritative viewpoint - *By Dr. Stanley B. Block*

Dr. Block wrote an article about America's most serious financial crisis of the decade: It is my impression that we are in a recession – but that Ben Bernanke of the Federal Reserve and Henry Paulson of the Treasury Department have done a brilliant job of mitigating the potential effects. Expect to read about a new crisis every day for the next few months, but because of the aggressive action of the governmental regulators, no such crisis should be overly deep or long. Moreover, new regulatory procedures are being proposed in Congress which would disallow many of the questionable practices of the past and streamline the regulatory environment.

April 14, 2008

Circle T Ranch development awaits more population growth - *By Leslie Wimmer*

Alliance Town Center is designed to kind of capture the market around the Heritage community, which has 3,000 homes. Circle T would pull in from larger areas, so there could be some similar retailers in the locations.”

Repeat locations affect retailers differently depending on a lot of factors, said **Charles Lamb, marketing professor at Texas Christian University.**

“For somebody like Subway or McDonalds or 7-Eleven, you can have them fairly dense, and they all seem to survive,” Lamb said. “But, certainly you wouldn’t want two Dillard’s that were in close proximity.”

Retailers also consider different factors, such as household income or population, depending on the businesses audience, Lamb said.

“A retailer that targets the entire population is really interested just in numbers, somebody like a Walgreens, a grocery store, Wal-Mart. Everybody uses it so they could use just populations numbers,” Lamb said. “Some organizations are concerned about traffic flow, gas stations fit into that category. If you’re talking about some kind of specialty retailer like a Nordstrom or Bass Pro Shop, they look at the demographics, so it really just depends.”

Rapid growth in the Metroplex is a reason retailers are attracted to the area, Lamb said. But, with the current housing crisis, some retailers are skeptical to look at proposed populations for future residential developments as a deciding factor.

“Uncertainty is a big deal here,” Lamb said. “If they had built two years ago with the thought that there were going to be 50,000 households now and there are actually 5,000 now, then they probably aren’t making their profit targets, they may be losing money and might consider closing.”

One scenario where uncertainty would cause a retailer to close a store that had already opened would be if the company made the decision to open a store based on anticipated numbers that weren’t being generated, he said.

“One important key right now is uncertainty, and with uncertainty comes risk,” Lamb said. “That’s probably driving a lot of these business decisions for a lot of developers of all sorts and firms.”



April 17, 2008

Neeley to start South Korea study abroad program - *By Kristin Butler*

The Korea University Business School and the **Neeley School of Business** are joining together to provide TCU’s first partner [exchange program](#) in Asia for undergraduates, said professors in the business school.

The exchange will start in spring 2009, said **Steve Lim, an associate professor of**

accounting and an alumnus of Korea University.

Siri Terjesen, assistant professor of management, said she has taught and traveled throughout Asia and hopes students use the opportunity to learn different cultural activities.

“When students go on to be successful in the business world, they will more than likely cross paths with Korea, so it would be good to know its business approaches,” Terjesen said.

The Dallas Morning News

April 21, 2008

Education notes

Neeley School starts new study abroad program: The Neeley School of Business at Texas Christian University is partnering with Korea University Business School to provide TCU's first partner exchange program in Asia. The new Asian [exchange program](#) will be open to all Neeley business majors.

DAILY SKIFF

April 22, 2008

Investment team wins stock challenge - By Christina Durano

The **TCU Financial Management Association** got two firsts in one semester. TCU's FMA investment team won first place in its first year in the National Stock Challenge this year, said Travis Gallatin, TCU FMA president. The team earned a 7.49 percent return, \$74,900 on its million-dollar virtual stock portfolio this semester, said Scott Boston, team portfolio manager.

Business Press

April 28, 2008

Watts focuses on elections - By Leslie Wimmer

Former United States Congressman J.C. Watts focused on Sen. Barack Obama's surprise popularity in the presidential race and the challenge to create change in Washington, D.C. during a speech at TCU.

Texas Christian University's [Neeley School of Business' executive speaker series](#) wrapped up April 23 with Watts, founder and chairman of Washington, D.C.-based J.C. Watts Cos., former Republican United States Congressman from Oklahoma and board member for Fort Worth-based Burlington Northern Santa Fe, who spoke on issues including the presidential race, health care, education and the environment.