

March 2008

## THE TIMES OF INDIA



March 2, 2008

### 'Boardroom women not less experienced'

HOUSTON: Women appointed to corporate boards bring different "but not less-business experience than men" as has been assumed for long, according to a new study.

The primary reason men still vastly outnumber women in corporate boardrooms is the outdated assumption that women don't possess the high-level experience necessary to join those hallowed ranks, **says the study's author Siri Terjesen**. However, research shows that women have plenty of experience, although they often have different types of experience than men."

"It has long been assumed that women possess less business experience than men, and that's the number-one myth we debunked," **says Terjesen, assistant professor of management at the Neeley School of Business at Texas Christian University in Fort Worth.**

## The Dallas Morning News

March 2, 2008

### Demand remains for good financial analysts: *Even as sector shrinks, demand remains for good financial analysts - By Noble Sprayberry*

For financial analysts, a field with an increasing emphasis on global markets and a range of investment structures, opportunities exist even as related professions may be feeling the squeeze. ...

For long-term job security, though, financial analysts should not lose sight of the global equation.

"The U.S. is not the major player it has been in the last 30 or 40 years," **said Larry Lockwood, the C.R. Williams Professor of Financial Services at Texas Christian University.** "Professionals need to be able to take their skills and make them portable as far as being able to examine international companies."

Emerging markets such as China and Russia offer opportunities and challenges, particularly since the unreliability of data can make understanding these markets difficult.

Professionals interested in building the expertise needed to tap these fields as well as building a strong general resume should consider adding certifications offered by organizations such as the Chartered Financial Analyst Institute, **Dr. Lockwood** said. Similarly, the Chartered Alternative Investment Analyst Association offers accreditations with an emphasis on hedge funds and similar investments, he said. "The long-term skills are global," **Dr. Lockwood** said.



March 5, 2008

### Prison program helps inmates improve lives, stay out of jail - *By Christina Durano*

Prison is the last place most people would expect **Neeley School of Business** graduates to end up, but it is exactly where **Andrew Kramer, a 2007 graduate of the Neeley MBA program,** wanted to be.

Kramer works as a grant writer for the Prison Entrepreneurship Program, which aims to help prison inmates change their lives for the better through education and a passion for entrepreneurship....

Kramer said he first heard about the PEP while working at the **Neeley School's Graduate Career Service Center.** "The PEP reached out to my boss ... and asked if she knew any MBAs who were interested," Kramer said. "She said she did and ran into my office and said, 'Andrew, I have found the perfect job for you.' And she was right."



**March/April 2008**

**Consistent Leaders, Content Employees**

A recent study finds that, under certain conditions, employees who share similar perceptions of their organization's leadership are happier overall, whether they see their leaders as effective, ineffective or even terrible. The study was conducted by management professors **Michael Cole of the Neeley School of Business at Texas Christian University** in Fort Worth and Arthur Bedeian of Louisiana State University's Ourso College of Business in Baton Rouge. ... "Certain leadership behaviors influence teams as a whole, which in turn influence each team member's personal commitment to the organizations," says **Cole**.



**March 8, 2008**

**Finance Professor Stan Block**, holder of the Stan Block Endowed Chair of Finance, held a 40-minute interview covering the EIF and the Neeley School of business.

**Fort Worth**  
**Business Press**

**March 17, 2008**

**'Word of mouth' continues as valuable marketing tool - By Darwin Campbell**

In an age where billions of advertising dollars are spent to reach customers through television, newspapers, radio and the Internet, companies may be neglecting a valuable marketing tool: word of mouth.

That is part of the message of a recent national study conducted by three university professors, including one from TCU.

"Mass marketing is very costly and inefficient, with low rates of response from prospective customers," said **Robert P. Leone of the Neeley School of Business at TCU**. "Referrals from existing customers are personalized, so the odds of response are much greater."



**March 18, 2008**

**Daily Skiff Blog: Neeley School of Business to Host Sales and Marketing Strategy Competition**

Full-time Neeley MBA students will join MBA students from across the country in competing in the first **Neeley Sales and Marketing Strategy Competition** sponsored by Sony Electronics on March 28 and 29. Students from 15 schools, including TCU, Harvard, Pepperdine and Rice will participate in the competition, according to a Neeley press release.

Each team of four will be composed of students from different universities and will have five hours to work on the case. In the afternoon, the teams will present their recommendations to a panel of Sony executives. Executives will also conduct interviews with students interested in working for the company. Sony will award prizes totaling over \$12,000. The competition will be held in Smith Hall.

For more information, visit [www.neeleyMBAbusinesscase.com](http://www.neeleyMBAbusinesscase.com). (3/18/08)



**March 2008**

**Boom or Bust - By Phil Johnson**

“Not every private-equity firm is willing to touch the airline industry,” said **Stan Block, Ph.D., a finance professor at Texas Christian University’s Neeley School of Business**. Among Block’s specialties is the study of corporate mergers and acquisitions.

“In many ways, airlines operate in a ‘boomand- bust’ industry,” **Block** said. “And in terms of coming into the airline industry, it really does require a very special talent — it takes somebody like Bonderman, who has had the experience and knows how to turn an airline around. It’s interesting because Bonderman is not one who gets hubris or thinks because he’s done something well previously, he can do something else. He’s a hardnosed business guy, and he understands the airline industry well enough to want to participate.”

**Going Private - By Phil Johnson**

“The advantage to *Sabre Holdings* of being private is that it’s no longer under the extreme pressure of being a publicly traded company,” said **Stan Block, Ph.D., a finance professor at Texas Christian University’s Neeley School of Business** and a keen observer of mergers and acquisitions.

“When you’re a publicly traded company, you’re under tremendous pressure for short-term performance,” **Block** said. “And by that, I mean the next quarter’s earnings report. As a public company, a large percentage of your attention is focused 30 to 60 to 90 days into the future. And if you don’t make your numbers, if you don’t make your goals for the quarterly report, you tend to be punished in the financial markets.

“And what happens in that case — when you’re a public company — is you lose your vision of where you want to be three to five years from now,” **he continued**. “You’re too worried about 60 to 90 days. So instead of making the type of plans that would allow you to grow and prosper and meet and adjust to changing competition, you’re worried about whether you’re going to hit that US\$1.20 in 60 days, or you’re going to unfortunately come in at US\$1.18 and be punished by your stock price going down 10 percent.”

**Growing Like Wildfire - By Phil Johnson**

Within the broad scope of 21st-century global economics, it’s certainly no secret that rapid growth trends in both China and India are figuratively setting the commercial world on fire. But what about other “nontraditional” markets that are becoming hot items — in places such as the huge expanse of territory that is Indonesia? Or in the even greater territorial sprawl of Russia, or the awakening market economies of Eastern Europe?

“Clearly, what we describe today as ‘emergent’ markets will — in the future — play major roles in the world economy,” said **Dr. Garry Bruton of the Neeley School of Business at Texas Christian University**. Dr. Bruton is also serving a term as president of the Asia Academy of Management, an ambitious Asian economic-management and education group.

“One of the current predictions,” **Bruton** said, “is that the ‘BRIC’ nations — Brazil, Russia, India and China — will by year 2050 grow to have larger economies than the G-6, meaning the United States, the United Kingdom, Japan, Germany, France and Italy.

“Now, that doesn’t mean per-capita annual income will be larger among these BRIC nations as compared to the G-6, but their total economies will be. And this would definitely represent a major shift in purchasing power across the world stage.”

# Dallas Business Journal

March 8, 2008

**Business All Stars** - by Lisa Tanner

Every year, the *Dallas Business Journal* asks each of the universities around the Metroplex offering Master of Business Administration degrees to identify two current students at their institution who they believe show great potential for future business success. **Tamara Karapetyan** and **Spencer Bayless** were featured from the **Neeley School of Business**.



## Fort Worth Business Press

March 24, 2008

**Financial professionals react to Fed move** - By Leslie Wimmer

The Federal Reserve Bank of New York handles trades and transactions more often than money loans, said **Stan Block**, **finance professor at Texas Christian University**. The Bank of New York works with brokerage houses and investment banking firms to handle the trades, he said.

“What the Federal Reserve is saying to the Bank of New York is that they’d lower the cost of funding and provide whatever support [the bank] needs,” **Block** said. The Fed is encouraging the bank to “continue on with this very important function, keep on doing what you’re doing, don’t pull back and we’ll support you in that venture.”

Lowering the primary credit rate to 3.25 percent and allowing more Fed-secured borrowing is a statement of confidence to international financial markets, **Block** said. The Fed is saying that it will stand behind the financial transactions, which boosts confidence in the market, he said.

In its third effort March 18, the Fed put its own funds into JPMorgan Chase’s acquisition of Bear Stearns at about \$2 per share.

Bear Stearns was “coming apart at the seams,” **Block** said. “Nobody would extend credit to them, they could not continue to fulfill their obligations and the Federal Reserve said they had no choice but to find a partner who can successfully absorb them. JPMorgan was able to do that.”

Although JPMorgan was at the right place at the right time, **Block** said, the company may run into trouble later.

“It could be two months from now we find out JPMorgan bit off more than they can handle, but the Federal Reserve has assured JPMorgan that if the situation is worse with Bear Stearns, the Federal Reserve would provide some comfort and help,” **Block** said. (3/24/08)

# Dallas Business Journal



March 25, 2008

**TCU names new business school dean** - By I-Chun Chen

**Texas Christian University** has named **O. Homer Erikson dean of the Neeley School of Business**.

Beginning this fall, Erikson will replace **Daniel Short**, who will step down as dean to resume teaching as a professor of accounting at the business school.

Erikson was dean of the Bloch School of Business at the University of Missouri-Kansas City for six years, where he was also a professor of economics and business policy.

Before that, he was at Miami University in Ohio for 24 years, where held a number of positions including associate dean for academic affairs, chair of the economics department and director of planning and operations.

Erikson is an alumnus of TCU and member of TCU's National Alumni Board.

Erikson's areas of specialization include corporate and public policy, environmental economics, economics of education finance and business ethics. He holds a bachelor's degree in economics and political science from TCU and a doctorate's degree in economics from the University of North Carolina at Chapel Hill.

March 25, 2008

## TCU finds new business dean in old alumnus

TCU has a new business school dean.

The university said Tuesday that **Homer Erikson**, dean of the Bloch School of Business at the University of Missouri-Kansas City, is new dean of the **Neeley School of Business at TCU**. Erikson is a TCU alumnus and member of the school's National Alumni Board, TCU said.

Erikson has been the Bloch School dean for six years. Before that, he was at the Miami University of Ohio for 24 years, serving as associate dean for academic affairs, economics chair, planning and operations director, and associate dean for graduate studies.

Erikson's areas of specialization include corporate and public policy, environmental economics, economics of education finance, and business ethics. He holds a B.A. in Economics and Political Science from TCU and a Ph.D. in Economic from the University of North Carolina at Chapel Hill.

## Fort Worth Business Press

March 25, 2008

### TCU grad set to lead university's business school - *By John-Laurent Tronche*

Texas Christian University has concluded its search for a dean of the **Neeley School of Business** by tapping one of its own to lead the nationally recognized program.

The school has selected TCU alumnus **O. Homer Erikson**, who currently is dean of the Bloch School of Business and Public Administration at the University of Missouri-Kansas City, to become the dean at an unspecified date, according to a TCU statement.

Erikson graduated from TCU in 1974 with a bachelor's degree in economics and political science; Erikson is also a member of the university's National Alumni Board, according to a statement. He also holds a doctorate in economics from the University of North Carolina at Chapel Hill.

## KANSAS CITY BUSINESS JOURNAL

March 26, 2008

### Bloch School dean will leave for TCU

**Homer Erikson** will leave the University of Missouri-Kansas City on June 30 to become dean of the **Neeley School of Business at Texas Christian University**.

Erikson has spent six years as dean and Harzfeld professor of economics and business policy at the Henry W. Bloch School of Business & Public Administration. Erikson received a bachelor's in economics and political science from TCU 34 years ago. He has a doctorate in economics from the University of North Carolina.

**Erikson** said Wednesday that he has no idea who might succeed him as dean.

He said he has stayed involved with TCU and thinks its business school "is a good place to go" and a "very strong national school."

What he'll miss most about Kansas City, he said, is that it "is a very affirming community."

"I've been very impressed with the dedication of the faculty and staff at UMKC and the city's business leaders to develop the Bloch School," he said.

"TCU is a very strong values-based university, and the Neely School has thrived there," **Erikson** said.

## The Dallas Morning News Denton Record-Chronicle

March 31, 2008

### Education Notes

**Neeley School of Business names new dean: O. Homer Erikson**, dean of the Bloch School of Business at the University of Missouri-Kansas City, will be the new dean of the **Neeley School of Business at Texas Christian University**. Mr. Erikson is an alumnus of TCU and member of TCU's National Alumni Board. Dean of the Bloch

School for six years, he was also the Harzfeld Professor of Economics and Business Policy. He holds a B.A. in economics and political science from TCU and a Ph.D. in economics from the University of North Carolina at Chapel Hill.

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**March 26, 2008**

**Economist to lead TCU business school - By Barry Shlachter**

**O. Homer Erikson**, a Texas Christian University grad who once played trombone in the Horned Frog marching band, is returning to TCU 24 years later to serve as dean of the **Neeley School of Business**, the school announced Tuesday.

"I guess I do bleed purple," said **Erikson**, 55, an economist who has maintained his TCU links while dean of the Bloch School of Business at the University of Missouri-Kansas City. He bought season tickets to catch TCU's home football games and served on the TCU National Alumni Board. "It was a very good place for me."

**Erikson**, who will take over this summer, called Neeley "a very good institution" that he'd like to see "keep striving for the next level" by raising the necessary resources to recruit the best students and faculty. He wants undergraduates to be well-grounded in liberal arts before pursuing purely business studies.

And he's always on the lookout for interesting projects to enliven business programs, he said.

"His economics background will give him an ability to see across [Neeley's] functional areas for a picture perspective, as well as an ability to reach out to other areas," said **George Low, chairman of Neeley's marketing department**, who headed the search committee. Erikson succeeds **Daniel G. Short** who is returning to full-time teaching.



**March 28, 2008**

**New dean 'perfect fit' for Neeley, professor says - By Christina Durano**

The new **Neeley School of Business** dean is a perfect fit for TCU because of his ties to the university and his record of research, the chairman of the Neeley dean search committee said.

**Homer Erikson**, dean and professor at the Henry W. Bloch School of Business and Public Administration at the University of Missouri-Kansas City for six years, will replace **Dan Short** as dean of the Neeley School of Business this summer.

"He really fit the job description," said **George Low, chairman of the Neeley marketing department and the Neeley dean search committee**. "He will help improve the reputation of the Neeley School of Business in Dallas-Fort Worth and with alumni."

Erikson graduated from TCU in 1974 with B.A. degrees in economics and political science. He also serves as a member of the national alumni board.

Low said Erikson will help connect the constituencies within the Neeley School and build relationships with other departments on campus.

Erikson said he is excited to help advance TCU and the Neeley School of Business to the next level.

"There's no better place for me to be right now," **Erikson** said.

Erikson said he plans to assess the market niche for TCU's MBA program and continue connecting students with faculty and giving them more experiential learning opportunities.

"All business schools need to be market focused," Erikson said. "I will help develop programs that are market focused."

Short worked with Erikson at Miami University for seven years and said TCU will quickly grow to love Erikson.

"He is wonderful in working with people to get agreement on new directions," **Short** said. "He'll come with a different set of ideas and perspectives."

March 27, 2008

**Sony Electronics to sponsor first Neeley case competition - By Christina Durano**

Full-time MBA students from 17 universities across the country will join TCU MBAs in competing in the first **Neeley Sales and Marketing Strategy Competition sponsored by Sony Electronics** today and Saturday.

Fifty-five MBA students from TCU and 17 other universities across the country will work in teams of five to create recommendations to present to a panel of Sony executives, **Ed Riefenstahl, Neeley's director of Experiential Learning** said.

Each team of five will be composed of students from different universities, including Harvard, Emory, Pepperdine, Rice and Baylor, and will spend the morning working on the case, Riefenstahl said. Executives will be given students' resumes, and students will have opportunities to follow up with the executives after the competition, Riefenstahl said.

Each team will have five questions to answer about **The Reader Digital Book by Sony**, a digital device that allows people to download books and read them while on the go. Riefenstahl said this case is timely because Amazon.com launched a similar product in December.

**Dennis McTighe, senior vice president of Sony consumer sales**, said Sony's sponsoring the competition will give the company an opportunity to see top students from across the country.

"It will give us the opportunity to find prospective employees," McTighe said.

"We are giving them a real-life case that is going on right now and we want their advice on," McTighe said.

Riefenstahl said the competition will give the business school the opportunity to establish long-term relationships with Sony and that Neeley hopes to continue this competition in the future.

## **Fort Worth** **Business Press**

March 31, 2008

**Competition gives students real world experience - By Leslie Wimmer**

Business students from across the United States competed in Fort Worth to solve case problems and pass on resumes to Sony electronics representatives.

The students met March 29 at the first annual **Neeley Sales and Marketing Strategy Case Competition at Texas Christian University's Neely School of Business**. Sony sponsored the event.

First and second year master of business administration students from TCU, Columbia University, Harvard University, Emory University, Pepperdine, Texas A&M and the University of California at Berkeley were randomly arranged in 11 groups of five students, with one TCU student in each group.

The groups were given about five and a half hours each to work together and solve case problems surrounding the Sony Reader Digital Book, a product new to the electronics market, said **Ed Riefenstahl, director of experiential learning for the Neeley School of Business**.

"It's beneficial for the students because they get the opportunity to work on a current situation that Sony is facing," **Riefenstahl** said. "I think for the TCU the opportunity to host this first ever national competition is wonderful because it enables the students that are visiting here to get the [opportunity] to see first hand the quality of our students. For Sony, they're getting input, but also they're getting to see 55 highly talented people perform who might be interested in working for Sony or Sony might be interested in hiring."

Sony representatives at the competition included Jay Vandenbree, president of Sony consumer sales; Steve Haber, senior vice president of Sony's marketing digital imaging and audio division; Steve Tate, senior vice president of strategic sales planning; Ken Stevens, senior vice president of Sony's central zone; Paul Spitale, senior vice president of Sony's eastern zone; and Dennis McTighe, TCU executive master of business administration alumnus and senior vice president of Sony's western zone.

The event "becomes a recruiting vehicle for us," McTighe said. "TCU has been able to generate a tremendous amount of interest and these are all schools we'd love to talk to and perspective employees and to have them exposed to the company and us exposed to them is beneficial."

"When something comes up in every day work and when you're trying to market a product or sell a product, sometimes you don't have the luxury of weeks or months of studying to make a decision about it, you have to take the data that's available to you, analyze it and decide," McTighe said