

# Dallas Business Journal

October 2, 2009

## MBA Trends

**Homer Erikson:** The financial crisis caused us to re-examine our ethics courses. We modified our existing courses to more fully capture corporate governance dimensions. Social media and networking have drawn increased attention. We've increased our emphasis on the level of emotional intelligence skills for our students, and we've increased the emphasis on analytics — the ability to use Excel-based analysis in business applications.



We have placed a continuing emphasis on global curricular initiatives and international study experiences for students. We have also significantly expanded the opportunities for undergraduate and graduate students to study overseas.

Future areas of focus include:

- Corporate and social responsibility
- Social entrepreneurship
- Sustainability
- Health care
- Government-business interface.

These topics are covered not only through various courses, but also are the focus of experiential learning opportunities (e.g., internships and course-based consulting projects)

## TCU DAILY SKIFF

October 6, 2009

### Business School marks high in national ranking – by Jessica Lawrence

The **Neeley Entrepreneurship Program** moved up in ranking in *U.S. News & World Report's* annual Best Colleges for 2010 rankings of undergraduate colleges and specialties for 2009. The program, which was not ranked last year, is ranked No. 18. The Neeley School of Business also moved up in the rankings, from No. 95 in 2008 to No. 83 out of 567 business schools ranked by U.S. News.

## TCU DAILY SKIFF

October 6, 2009

### President of Super Bowl XLV Host Committee to speak - By Victoria Watson

The person in charge of Super Bowl XLV will speak to students and Fort Worth residents about how the Super Bowl will benefit not only the region, but also the university.

Bill Lively, president and CEO of the North Texas Super Bowl XLV Host Committee, is scheduled to visit the university Wednesday morning.

**O. Homer Erikson, dean of the Neeley School of Business,** said Lively will talk about some of the Super Bowl XLV plans. "He'll be able to build that excitement and let us all see what the plans are, and how we can get involved," Erikson said

# TCU DAILY SKIFF

**October 8, 2009**

**University will host AFC champion for Super Bowl XLV - *By Justin White***

The university will take part in a different kind of bowl game in 2011. The Horned Frogs will lend their facilities to the National Football League's American Football Conference champion when the Super Bowl comes to North Texas. Bill Lively, the president and CEO of the North Texas Super Bowl XLV Host Committee, visited the campus Wednesday morning to talk about the university's involvement with the process. Lively spoke as a part of the [Neeley School of Business' Tandy Executive Speaker Series](#).

[David Dibble, director of development for the Neeley School](#), said it will be a great promotional opportunity for the university. "I think TCU is going to be on the map for a lot of people in the community, and much more so than ever before," Dibble said.

## Gazette

[Maryland Community News](#)

**October 9, 2009**

**Malls face uphill climb – *by C. Benjamin Ford***

[Julie Baker, a marketing professor at Texas Christian University's Neeley School of Business](#) who has studied shopping malls, said high-end malls are being hit harder than malls with more discount stores. "This recession has kind of scared most people," Baker said. "There are a lot of people pulling back and saying, 'You know I don't need that \$500 pair of shoes after all.'" Filling mall vacancies is important to owners and other tenants because empty storefronts discourage shoppers, Baker said.

"People will start running away from a mall that has too many vacancies," she said



**October 11, 2009**

**Unfair treatment causes employees to leave**

When employees experience real – and perceived – injustices at work... it can directly impact their ability to cope with work and their performance.

When employees feel they're singled out for mistreatment from their bosses... it can change their work-related attitudes and increase the risk they'll quit.

This seems self-evident.

And now it's confirmed in research by [Michael S. Cole, assistant professor of management at Texas Christian University's Neeley School of business](#). The research tracked the downward spiral that follows when an employee experiences real – or perceived – injustices at work. Experiencing real or perceived injustice causes major stress. It can lead to damaged psychological health and extreme emotional exhaustion. It can directly impact the employee's work and negatively affect productivity.

# Bloomberg

October 12, 2009

## Writedowns on Mortgage Servicing Make Even JPMorgan Vulnerable - By Michael J. Moore

A change in prepayment rates that would cause a 0.48 year drop in the weighted-average life of the portfolio would result in an estimated \$1.43 billion decline in the value of its servicing rights, the bank said.

"Either because people are underwater, which means it's unlikely they are going to jump out of that mortgage, or they just aren't moving around as much, those mortgages are going to last a lot longer, and that would help the valuations," said **Ray Pfeiffer**, chairman of the accounting department at Texas Christian University's Neeley School of Business.



October 19, 2009

## Walmart Steps Into Prepaid Cell Phone Game – Scott Gordon

Walmart jumped head-on into the prepaid, no-contract cellular business this week with a plan as low as \$30 per month.

The world's largest retailer started selling its discounted "Straight Talk" cell phones Sunday and analysts predict it could force other cell phone companies to chop prices.

"(It's) good for the consumer, no doubt about it," said **Stan Block**, a finance professor at TCU's Neeley School of Business. "I think other companies will drop their prices. They've already started."

The phones are bare bones and start at \$29.

Walmart managers said the discount cell phones are making a big splash.

"I think it will revolutionize the cell phone business, and I think it will make some of the competitors take note," said Marcus Ludwig, manager of a Walmart in Plano. "How long that will take will determine how well we do on this product."

The competition could squeeze profits from other cell phone providers, especially those that also offer prepaid, no-contract deals. And big-name electronics stores such as Best Buy should take notice too, analysts said.

That's because the world's biggest retailer has a new focus on technology. For example, Walmart is selling more high-definition TVs than ever before.

"(They're) going from socks and underwear to high-tech," **Block** said. "They're still selling socks and underwear, but they're going into high-tech, too."



## Fort Worth BusinessPress

October 19, 2009

## Public remains cynical about business and ethical issues - By Tonie Auer

Criteria for selecting those firms that display high values were based on those for the American Business Ethics Awards (ABEA). The GTBEA is a regional competition and the winners at this level are sent forward to compete at the national level for the ABEA, said

**Shannon Shipp, chairman of the 2009 GTBEA judging committee and director of the Neeley Ethics Initiative at the Neeley School of Business at Texas Christian University.**

The award nominees were submitted by various members of the Society of Financial Services Professionals and members of the steering committee for the GTBEA. The judges are all professors and instructors of ethics at TCU, **Shipp** said, and anyone with a link to any applicant excludes himself or herself from the judging of that applicant. ...

**Shipp** said the process of being nominated helps many companies strengthen their resolve because their message to staff can become diluted over the years.

"How do you make sure you keep that tight focus on what got you to where you are? Many have said this forced them to see how they do it and communicate that. It has started a really great conversation in the company about the processes of bringing the next generation along and demonstrating those practices with customers and suppliers every day," **Shipp** said.



**October 19, 2009**

**Influx of pink items raises awareness and questions - By Dan McGraw**

Helen Psencik lives in pink during October. The breast cancer survivor rarely goes out without a pink shirt, her pink sandals or a pink ribbon on. For her, the color gives her comfort. "I love it," she said. "It is very significant to me. It soothes my soul."

But not everyone feels like Psencik. Some are feeling a little pinked out these days as a myriad of products -- from pink hammers to pink golf balls -- flood the shelves of supermarkets for National Breast Cancer Awareness Month.

For some, the color reminds them of surgeries or long bouts of chemotherapy. "Some of the patients do think that they wish there was less of it," said Dr. Robyn Young, an oncologist at The Center for Cancer and Blood Disorders. "It is too much, and it is too in-the-face. It is too reminding."

Dozens of companies have latched on to the cause and the color in recent years as a way to market to a broader audience, **said Stacy Landreth Grau, an TCU associate business professor**. As a result, supermarkets are filled with items in a cheery shade of pink. "You do sort of get lost in that sea of pink," **Landreth Grau** said.

Nearly all of the packaging or advertisements for the products proclaim some proceeds of the purchase will go to support breast cancer research, but few actually say how much will go toward the cause. Some, like a pack of Parker pens, give as little as 10 cents. Others can give just a penny, but this so called "pink washing" can leave consumers think much more is being given to research, **Landreth Grau** said. "People should not be buying things just to give money to causes," she said. "They are just trying to raise awareness that a lot of companies do indeed get on this bandwagon without making a bottom-line impact."

But for Psencik, it isn't about the bottom-line dollar figure. It's about raising awareness about the disease. And that sea of pink will do just that. "If it only reaches one person and they go home and started feeling their breasts for abnormalities, it has been worth it," she said.

# Star-Telegram

**October 25, 2009**

**In airline marketing, social media marketing takes flights - By Andrea Ahles**

Most companies are still using social media ineffectively, said **George Low, chairman of the marketing department at Texas Christian University's Neeley School of Business**. For example, corporate blogs or CEO blogs often don't attract new customers, instead just bringing in customers already loyal to the company.

"If all it is a Web site that has information and connects somehow to customers using Facebook or one of the other big social sites, that is not really sufficient," Low said.

