

# BizEd

## September/October 2009 Secrets of Sequel Success

A new study finds that four key factors determine whether a movie sequel will flourish or flop at the box office. These factors include parent brand awareness, wide distribution, positive parent brand image, and star continuity from the original film to the sequel.

The study was conducted by Mark Houston, a marketing professor at Texas Christian University's Neeley School of Business in Fort Worth...The researchers examines all 101 "first sequels" of parent films released from 1998 to 2006 in North American and compared them with 303 non-sequels released during the same period. The pulled data from resources ranging from Nielsen VideoScan to the Motion Picture Association of America, gathered consumer comments from the Internet Movie Database, and consulted with industry experts from the Academy of Motion Picture Arts & Sciences.

## Fort Worth BusinessPress

September 7, 2009

### Employee loyalty damaged by unfair treatment - *By Leslie Wimmer*

A new study by assistant professor **Michael S. Cole from Texas Christian University's Neeley School of Business** finds employees' loyalty to their workplace is damaged by unfair treatment. In organizational settings, managers and those in other leadership roles should be weary of ridiculing or criticizing employees, or in general acting disrespectful toward employees, because employees are not likely to forgive or forget, the study found. Cole's research, which will be published in the October 2009 issue of the Journal of Management Studies, tracks the process triggered when an employee experiences perceived injustices at work.

## Fort Worth BusinessPress

September 7, 2009

### Honored

The **Neeley School of Business at TCU** continues to be among the best for return on investment in Forbes magazine's sixth ranking of U.S. business schools offering MBA programs.



September 10, 2009

### GM offers guarantee to woo car buyers - *By Chris Hawes / WFAA-TV*

General Motors is working to dig itself out of bankruptcy, and it's hoping one way to bring customers back to dealer showrooms is to offer a money-back guarantee...The idea behind the "May the Best Car Win"



campaign is that General Motors is so sure you'll like your new car, you can return it for a full refund within 60 days with only a few conditions.

**Robert Leone is a professor of marketing at TCU's Neely School of Business.** He believes the guarantee program's goals are more long-term; a step toward rehabilitating the carmaker's image.

"Desperate times call for desperate measures," Leone said. "If people are reluctant to even sit in the car — even if it's a great car, great comfort, great ride — they're not going to experience it."

## Star-Telegram

September 18, 2009

**Pier 1 reports loss, but second-quarter profit margins are up** - *By John Austin*

Pier 1 Imports lost \$16 million in the second quarter as sales continued to slip, but its CEO was upbeat, citing better profit margins and rent reductions at many stores as the "green shoots" of recovery. ...Second-quarter sales were \$286.7 million, down 10.5 percent from a year earlier, just as the recession was beginning in earnest.

**Stanley Block, a Texas Christian University finance professor,** also liked what he saw, for the most part. He said he shops at Pier 1 as well as tracks their numbers.

"They've been working on their margins for a long time," Block said. "I think the feeling was, you can't cut costs forever. They went to the other side of the equation. They've increased their sales effort.

"Their stores are dramatically different-looking," he said. "I've been really impressed: better use of space and more attractive products."

## TCU DAILY SKIFF

September 18, 2009

**Q&A: Business professor named editor of scholarly journal** - *By Victoria Watson*

Garry Bruton, a management professor in the Neeley School of Business and academic coordinator of the Neeley Entrepreneurship Program, has become the editor of the Academy of Management Perspectives, a scholarly journal for a prestigious professional association in the management field.

The Academy of Management is a professional association for management professors and has more than 20,000 members, Bruton said. The Academy publishes four different journals, including Perspectives, which is printed quarterly.

Bruton, who specializes in strategic management in international business, earned an MBA from George Washington University and a doctorate from Oklahoma State University.



## Star-Telegram

September 20, 2009

**Recession is boosting area MBA programs' popularity** - *By Scott Nishimura*

Area college admissions are setting records this fall, and MBA programs are no exception, as more people take a break to retool.

**Texas Christian University's Neeley School of Business** accepted an MBA class 45 percent larger than last year's.

Applications and admissions to graduate programs typically rise during a downturn, as opportunities shrink and workers look for ways to broaden their



skills, educators said. "The opportunity cost of taking those two years off looks really good," said **Bill Cron, Neeley's associate dean for graduate programs.**

Some of what's up at MBA programs:

**TCU:** Full-time MBA admissions rose to 58 for the fall class, up from 40 a year ago. Besides the economy, Cron attributed the rise in interest to Texas' appeal as a place for students to propel careers and to Neeley's smaller classes, "personal attention" and network.

**Jeremy Shields, 27,** a new **TCU MBA candidate,** moved here from Chicago, where he was working in commercial real estate. Shields has an undergraduate degree from Texas A&M but moved back to the state with his fiancée, seeing North Texas "as a great place for me to launch my career after I get out."

**Emily Howard, 24,** a new **full-time MBA candidate at TCU** this fall, gave up a job and impending promotion as an event planner in Austin to go back to school. Business was good, but "it was the right time," she said. "If I waited another two years, I was going to be a lot deeper into the company and there would be no way of getting out." Her interest is in nonprofits addressing women's issues. She worked with nonprofits while getting a bachelor's degree in international relations at Georgetown University but lacks the finance and accounting background she says she'll need. "Moving into a nonprofit, it's important to know so much, because you do multiple positions because the funding's just not there," she said. "I knew I needed a lot more training."



September 20, 2009

***A bad vacation causes more grief than buying poor-quality goods***

WASHINGTON - A bad vacation can cause more grief than the purchase of poor-quality goods of equivalent price, researchers have found. The study is the first to compare the after-effects of experiential and material purchases on the happiness levels of buyers, both when the purchases went well and when they did not.

"If someone invests in a vacation instead of a new kitchen, and the vacation turns out great, they will be happier than if they had spent the same amount on an excellent kitchen," said **Dr. Leonardo Nicolao of the M.J. Neeley School of Business at Texas Christian University in Fort Worth.**

"But if they had a horrible vacation, they will feel much worse than if they had bought a horrible kitchen. The traditional belief is that, when people have disposable income to spend for pleasure, buying a recreational experience brings more happiness than acquiring tangible objects of equivalent price.



September 22, 2009

**TCU Program Looking To Create Young Entrepreneurs - By Selena Hernandez**

Texas Christian University is earning a reputation for preparing its students to think outside the business box. The university was recently ranked among the top 20 universities in the nation for its entrepreneurship program.

"With the economy and the way it is going, more and more people are saying 'I want to control my own destiny'," explained **TCU Neely Entrepreneurship Center Director Brad Hancock.**

In a collegiate classroom, students learn business strategies that aren't bound to traditional thought. "More and more students are thinking about becoming entrepreneurs and starting their own business," Hancock said.



"I think there's lots of opportunities in the current economy, especially if you're able to offer your service at a lower cost than the competitors," said **TCU student Jeff Livney**.

Livney hasn't even graduated, but he already owns his own marketing firm and has a few other businesses on the side. "It's nice to be a senior and in this economy know what I'm doing after graduation is a little comforting," explained the young entrepreneur.

Livney isn't the only Horned Frog who's honed-in on an untapped market. **Justin Avery Anderson** is on a mission to make his soft granola a household name. "It's the only granola in the market that's not crunchy."

Anderson's granola is currently being sold in some local grocery stores. "Back in January, I premiered on the Home Shopping Network and I'm working on getting another airing in the next couple of months," explained the creator of Anderson Trail.



The success stories of Livney and Anderson are just two that TCU administrators say are just the beginning to getting a weakened economy back on track. "Instead of going out and taking a job, they're in a position to create jobs," Hancock said.

The entrepreneurship program is in its ninth year and boasts 144 majors. A number, we're told that's grown significantly over the years. Staff members say the program educates students about the basics of business and then helps them develop their ideas through specialized classes.

## TCU DAILY SKIFF

September 30, 2009

**Professor named co-editor of noted marketing journal** - By Victoria Watson

A business professor is bringing recognition to the university through his involvement in a prestigious marketing academic journal, a Neeley official said. **Robert P. Leone, a marketing professor at the Neeley School of Business**, was named co-editor of the Journal of Marketing this summer and began the position Sept. 1.

**Bill Moncrief, senior associate dean of the Neeley School of Business**, said it's outstanding for the university to have an editor from this journal on campus.

"The Journal of Marketing is the top journal in the field of marketing," Moncrief said. "The goal of every researching professor is to land an article in that journal."

Leone is benefiting as a professor by learning about other marketing issues and research that's being done all around the world, he said.

"It's already come into the classroom because I've probably used a handful of examples out of these papers this semester," he said. "They're fresher, they're newer. The students enjoy them more than something that happened in 1975 or 1985."

