

February 2008

 Tucson
Business Edge


THE ENQUIRER

 ASBURY PARK
PRESS

February 1, 2008

Bad boss? Consensus with peers can help - *By Dana Knight*

I apologize in advance to all bosses for what you are about to read: Sometimes you annoy us.

Does it seem like we lowly workers pick on the people in charge too much? Maybe.

But bosses are like superstars. They make the money, they get the glory and they chose to be in the (workplace) limelight. If the employee paparazzi complains about them or snaps photos of them doing unfavorable things, that's their problem, not ours.

So if you think your boss is a bad one, gather your co-workers around and form a consensus. A recent study in the "The Leadership Quarterly" revealed that workers are more effective when they agree about their boss, good or bad.

"Even with an ineffective leader exhibiting unmotivating behavior, consensus among (workers) helps buffer the leader's negative impact," says the co-author of the study, **Michael S. Cole, with the M.J. Neeley School of Business at Texas Christian University**. "They can bond over it and laugh about it." ...

Star-Telegram

 TRADING
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February 2, 2008

Exxon Mobil earnings rise to a record \$40.6 billion - *by Barry Shlachter*

The country's biggest company also set a record for highest quarterly results. Irving-based Exxon Mobil saw net income rise 14 percent to \$11.7 billion, or \$2.13 a share, while its nearest rival, California-based Chevron, said profit climbed 29 percent to \$4.88 billion, or \$2.32 a share.

Unlike in recent years, there was no immediate outcry from consumer groups and critics in Congress over oil-company profit.

The subprime-mortgage crisis has monopolized attention, said **Dan Short, dean of Texas Christian University's Neeley School of Business**, explaining the lack of angry backlash. "Being the biggest, they have long been the poster child or lightning rod for any issue that comes up," Short said. ...

It's nifty having the largest of the major oil companies based in North Texas, **said TCU's Short**. But aside from salaries of more than 10,000 employees in Houston and several hundred in Irving, Fort Worth-based "XTO probably invests more in infrastructure in the state."

 Fort Worth
Business Press

February 4, 2008

Activities, meetings and events.

• The **TCU Neeley School of Business** will host Stephen M.R. Covey, author of "The Speed of Trust," at its Neeley Author Series from 5:30-7:30 p.m. at the Dee J. Kelly Alumni & Visitors Center, 2820 Stadium Drive. Register at www.neeleyauthor.tcu.edu.

February 4, 2008

TCU prof wraps up study

Texas Christian University professor Dr. Robert Leone and two professors from the University of Connecticut are wrapping up a study to find the financial value to a business of a customer's word-of-mouth references. The study began in late 2004 and involved 16,600 randomly-chosen customers from two companies, a telecommunications firm and a financial firm. The companies want to remain anonymous, Leone said.

Leone and his colleagues found businesses often rate a customer's value on how much money they spend without considering the value of a customer's social network and word-of-mouth references. The professors physically tracked references using information packets the companies gave customers with codes linked to the customer's name.

When the existing customer gave another person the information packet and the new potential customer called the company and gave the code or existing customer's name, the professors could count that was one successful word-of-mouth reference. In some cases, customers had more word-of-mouth value than spending value, Leone said. He is now creating profiles for companies to use to identify customers with strong word-of-mouth value. Traits include a large social network, community activity and work experience.



February 5, 2008

CEO shares the importance of trust in leadership - By Christina Durano

Some people think trusting people is too risky, but not Stephen M.R. Covey.

"While there is some risk in trust, there is also risk in not trusting people - more risk," said Stephen M.R. Covey, author of "The Speed of Trust" and CEO and co-founder of CoveyLink Worldwide Co., a leadership consulting firm.

If people can create a culture of trust in a low-trust world, they will have an advantage, Covey told students and business professionals at the Neeley Author Series Monday evening.

"When trust goes up, speed goes up and cost goes down," Covey said. "Trust affects economic results."...

The **Neeley school hosts the Neeley Author Series** to introduce students to different concepts about leadership that can help them form their own ideas about it, said **Christine Riordan, associate dean for external relations**. Covey was the second speaker in the Neeley Author Series.



February 8, 2008

Students awarded cash prizes in business school competition - By Yusi Cheng

A group of five students won \$2,000 by acting as a consulting firm Thursday by providing the best solution out of seven other groups for a dialysis services company.

The group participated in the second annual case competition during the **Neeley School of Business' leadership week**.

John Baum, executive director of Tandy Center for Executive Leadership, said this case competition allowed students to delve into the topic of individual and organizational leadership.

Dede Williams, assistant director of Student Leadership Programs, said students were supposed to act as a consulting firm competing for a real company called DaVita in order to solve and give solutions, and the judges pretended to be the board directors of the company...

Fort Worth **Business Press**

February 11 & 28, 2008

The TCU Institute on Women and Gender, the **Neeley School of Business** and First Command Educational Foundation will host “Negotiating the Gendered Workplace: the Facts, The Communication, The Salary” throughout February. The first session, “Develop Deeper Awareness of the Pay Gap in the Workplace,” by Dr. Joanne Green, will be held from 5:30-7:30 p.m. in Room 104 of Smith Hall.

The Dallas Morning News

February 11, 2008

EDUCATION NOTES

Texas Christian University's **Neeley School of Business** will honor 24 high school entrepreneurs for their success in business at the sixth annual **Texas Youth Entrepreneur of the Year Awards** Banquet today.

Star-Telegram

February 11, 2008

Top teen businesspeople get a head start on the competition - by J.G. Domke

Entrepreneurs often start making money by running a business before they are old enough to have a driver's license, says **David Minor, a successful entrepreneur and director of the Neeley Entrepreneurship Center at Texas Christian University.**

“These kids are probably the biggest dreamers of their age in Texas,” Minor said. That's why he started the **TCU Texas Youth Entrepreneur of the Year Awards**, which honor students who have started their own business...

Star-Telegram

February 18, 2008

Real estate conference - by Sandra Baker

National real estate experts will discuss the issues and opportunities associated with commercial real estate investing at the **Investment Strategies Conference** on Thursday at Texas Christian University in Fort Worth.

Cost is \$20 per person, or \$10 for TCU faculty, staff and students, and includes dinner. The event will run from 3:30 p.m. to 7:30 p.m. in Room 104 of Smith Hall. The conference is being presented by **LKCM Center for Financial Studies at the Neeley School of Business.**

Panelists include:

Marc Holliday, chief executive of SL Green Realty Corp., a \$6 billion market cap real estate investment trust.

Roger Orf, partner, Citigroup Property Investors.

Jacques Gordon, global strategist, LaSalle Investment Management.

Rob Kochis, partner, Townsend Group.

Blaire Lyne, partner, TA Associates Realty.

Joe Rodriguez, director, Securities Management.

For information or to register, call 817-257-7788. Registration deadline is today

Star-Telegram

February 20, 2008

Customers feel trapped in a maze of bad service - by Maria Perotin

Customers are growing less satisfied with the products they buy and the service they receive.

That's the finding of the latest American Customer Satisfaction Index, compiled quarterly by researchers at the University of Michigan.

Julie Baker, an associate professor of marketing at Texas Christian University, said customer service also takes on greater importance as shoppers face the prospect of a weakening economy. "People are going to start curtailing their spending, and they want good value," **she said**. "Good service is an important factor."

The Dallas Morning News

February 23, 2008

Cowtown Marathon - By Andy Friedlander

Siri Terjesen also won last year, but in a different event. After smiling and dancing across the finish line as the women's marathon winner in 2007, the **TCU business professor** moved up to the newest Cowtown race, the 50K Ultra, and won that, smiling just as broadly.

"This has been a great year," **said Terjesen**, who ran last year's race 21 days after undergoing surgery for cervical cancer. "Some of my students were on the course, cheering. It was a wonderful day."

The Ultra is a natural event for **Terjesen**, who estimated she has run 101 marathons and ultramarathons in her career, with 40 victories. She finished third in the 50K at the 2006 world championships and hopes to run in the 100K world championships this year.

Fort Worth Business Press

February 25, 2008

7th Annual Global Supply Chain Conference

The Supply & Value Chain Center at the Neeley School of Business at TCU will present the seventh annual Global Supply Chain Conference Feb. 27-28 at Texas Motor Speedway. Cost ranges from \$696 to \$945. For information, contact Carrie Kemmer at 817-257-6260.

TCU DAILY SKIFF

February 28, 2008

Survey shows expected salaries for various occupations in the area - By Christina Durano

Rachel Sauer is not worried about making enough money to support herself when she graduates.

Sauer, a senior from Fredericksburg, is studying management and plans to work in corporate law. Management is the highest-paid occupation in the Dallas/Fort Worth area and legal occupations are second, according to the National Compensation Survey released earlier this year by the Bureau of Labor Statistics.

According to the survey, workers in management occupations earned about \$91,000 annually, the most out of the 21 major occupational groups surveyed. At the top of the scale, financial managers had an average salary of nearly \$130,000 annually.

Sauer said she chose to major in management because she is a problem solver and likes leading people - not because of the money.

TCU graduated about 70 management students in 2007, according to the TCU Fact Book.

Gregory Stephens, chair of the management department, said management students have a wide variety of careers to choose from. "We prepare them with an understanding of the basic elements," Stephens said.

Students receive the highest-paying jobs by starting in any career, from nonprofit organizations to human resources, and moving up the corporate ladder, **Stephens said**...

February 28, 2008

Female board members just as experienced as men

The notion that women appointed to corporate boards tend to bring less experience to the table than their male counterparts is bunkum, a new study has suggested.

In fact the experience they bring is simply different to that of men, the research by academics at the **Neeley School of Business in Texas** and Cranfield School of Management in the UK have concluded.

The research examined new appointees to the boards of the FTSE-100's most highly capitalised blue-chip firms in the U.K, including all 72 women appointed to boards during 2001-04.

The women polled also had a higher likelihood of having a portfolio of career experiences than did the men.

They were likely to have held senior positions both in the private and public sectors, such as in major businesses, government, non-profit organisations, and educational institutions. The men, by comparison, had typically been more singularly focused.

Yet the primary reason men still vastly outnumbered women in corporate boardrooms was that the outdated assumption still persisted that women did not possess the high-level experience necessary to join those hallowed ranks, argued **Dr Siri Terjesen, assistant professor of management at the school, which is part of Texas Christian University in Fort Worth...**