

## Neeley in the News

NOVEMBER 2005



### **PROFESSOR USES FACEBOOK, AIM TO TALK WITH STUDENTS: Teacher wants to be accessible at all hours of the day** - *By Krista Humphries*

Beata Jones, associate professor of professional practice in e-business and Neeley Fellows director, was featured for being accessible to students: You can find her at 8.0 enjoying the music, sipping on cocktails at the Reata, walking through Sundance Square on the way to Bass Hall and cheering on the Horned Frog football team. And her profile is on Facebook if you want to know more. Even when she goes home, she is available to her students. Jones said she communicates with her students through AOL Instant Messenger, e-mail and Facebook. She said it is important that her students are able to have access to her all hours of the day. 11/14/06



### **'THE SKY IS THE LIMIT' FOR B&B ACQUISITIONS** – *By Cara West*

Adam Blake, junior entrepreneurial management and finance major, was featured for his business, B&B Acquisitions LLC. Taking 15 hours of college course work is hard enough, but tack on owning and running two companies with nearly \$3 million in investments, and being successful is only the tip of the iceberg.

David Minor, director of the Neeley Entrepreneurship Program, commented: “While we have many students who desire to someday be entrepreneurs, only a select few pursue this dream while in college. Adam is an excellent example of the type of innovative, talented students we hope to attract to our entrepreneurship program. I think the sky is the limit for Adam.” 11/14/05

## The Dallas Morning News

### **DRUCKER'S LASTING LESSONS: Father of modern management taught much to many** – *By Cheryl Hall*

Dean Daniel Short was featured in Cheryl Hall's column: Whenever a business school was wooing Daniel Short, he'd lob a provocative question back at them: “Would you grant Peter Drucker tenure?” Over the years, most answered no. The father of modern management simply wasn't an academic.

Texas Christian University saw it differently – and that's one reason Dr. Short became dean of its Neeley School of Business a little more than a year ago. “I think that's his claim to fame,” Dr. Short says of Mr. Drucker, who died last Friday at age 95. “He wasn't an academic, but he wrote volumes about important issues in ways that were accessible and pertinent to people actually doing business. He created this fascinating debate that universities are still struggling with: rigor vs. relevance in research.” 11/15/05



## **REVENUE GROWTH SLOW IN 2004**

Bill Cron, marketing professor and MBA program director, commented on distributors revenue rising, but at a slower pace than in 2003, according to the HIDA Educational Foundation 2005 Distributor Financial Performance Survey. The survey indicates that some distributors are losing ground among existing customers, said Cron, who crunched and analyzed the numbers. Among alternate site distributors, for example, overall revenue growth was 4 percent, but the average growth of sales to new customers was 8 percent. Cron says the results reflect one of two things: Either distributors are “beating each other up” to maintain business, and/or they are failing to more deeply penetrate their existing accounts by adding more product lines. 11/05