

Neeley in the News

November 2007

Brief clips from full news reports



DAILY SKIFF

November 1, 2007

Facebook utilized by job recruiters - By Liz Davis

"Facebook is the best thing to ever happen to job recruitment," said **Bill Moncrief, senior associate dean of the Neeley School of Business.**

"I am all for Facebook," he said. "I just hope students realize that what they put up, people see and can have negative consequences."

Facebook was founded in February 2004 and is a social utility that helps people communicate across the country and the world, according to Facebook.com.

Moncrief said he goes to every Foundations in Business class, required for all sophomores, to talk about Facebook. "The best thing a student can do is to audit their profile," Hickman said. "Look at your site and pretend you are an employer. Ask yourself if it would impress. Audit yourself."



November 10, 2007

Better Rat Trap Improves Lives of India's Poorest

Because someone built a better rat trap, members of a rural tribe in India have more money, access to better health care and schools, and improved social status.

That's what a researcher from the **Neeley School of Business at Texas Christian University** found when she visited and wrote a case study on the Irula Tribe of Southeast India whose main source of income and food comes from catching rats in farmers' fields.

The case study, entitled "Building a Better Rat Trap: Techno-logical Innovation, Human Capital and the Irula," by **Dr. Siri Terjesen of TCU in Fort Worth**, will appear in the Nov. 2007 issue of the academic journal Entrepreneurship Theory and Practice.

"It's hard to believe there's a whole group of people that still catches rats for a living," says Dr. Terjesen, an authority on entrepreneurship, strategy, and international business. "Until I visited the project, I was skeptical such a dramatic change in people's lives could be achieved. The Irulas are a great example of how bringing technology to the rural poor can help them improve their lives one step at a time."

Fort Worth Business Press

November 12, 2007

Community outreach: TCU class connects students, organizations - By Elizabeth Bassett

Next month, a number of area nonprofit organizations will debut professional Web sites. But not one organization will have to pay for the several hundred hours required to create each Web site, and the final product will be easy to update and maintain by the organization's staff.

The teams that are managing these projects are students of [Dr. Jane Mackay's e-business consultancy class at TCU's Neeley School of Business](#). This is the seventh year that e-business seniors have acted as consultants and created Web sites for area nonprofits, and in December the latest teams will have the Web sites completed and turned over to the organizations.

Mackay, director of the school's e-business program and an associate professor, said the class was not about just the nuts and bolts of building a functioning Web site.

"This is not a tech-based course, in my mind. It's a class about project management skills and communication skills," she said.

DAILY SKIFF

November 27, 2007

University ranks second in CPA success - *By Joe Zigtema*

Though the Horned Frogs could not defeat the Texas Longhorns on the gridiron, they did corral them in the books.

[TCU's Master of Accounting program](#) ranked second among Texas schools in the latest Uniform Certified Public Accountant Exam reports for the summer 2007 testing period with a 71.8 percent pass rate, ranking ahead of both the University of Texas and Baylor University.

Texas A&M University ranked first in the state with a 73.21 percent pass rate, and the average for Texas schools was 54.8 percent, according to the Texas State Board of Public Accountancy.

[Barry Bryan, director of the MAc program](#), said TCU's pass rate was the highest success rate to date, while having the most students sit for the exam in the history of the program.

Star-Telegram

November 28, 2007

So many people, so many panels, so not worth it - *by Mitchell Schnurman*

How many people does it take to make a hire at Fort Worth City Hall? Try more than four dozen.

Today and Thursday, each candidate is scheduled to interview with four panels. They're made up of business and civic leaders; employee unions and associations; department heads; and staffers from the city manager's office.

Each panel is then expected to recommend a candidate to the mayor and City Council, who make up the fifth and ultimate committee -- the one that decides who gets the job offer.

"I can't imagine every group reaching a consensus," said [Dan Short, dean of the Neeley School of Business at Texas Christian University](#). "Some might feel like winners or losers."

Fort Worth has history that may explain the lengthy and public process. Some groups in the community have been excluded from such decisions in the past, and they expect to have a voice today. And ultimately, the city manager has to navigate among the competing factions here.

Short says that makes sense in Fort Worth, because government is more of a two-way street than business is. If employees or citizens are unhappy, they can quickly undermine a city manager.

"You don't want people thinking this is an insider deal with a good ol' boy," Short said.

MANAGEMENT-ISSUES *at the heart of the changing workplace*

November 30, 2007

Why it can pay to get your team hating you - *by Nic Paton*

The key to getting a team to fire on all cylinders is to ensure they are all agreed about how they feel about their leadership team - even if that consensus is completely negative.

A study by **management professor Michael S Cole, of Neeley School of Business in Texas**, and Dr Arthur G Bedeian of Louisiana State University, has concluded that teams where all the members agree with each other about their managers' leadership behaviours may be more committed to their jobs and experience less emotional exhaustion.

This holds true whether they see their leaders as effective or ineffective or even downright terrible, they argued.

DAILY SKIFF

November 30, 2007

Cheers, jeers of semester

CHEERS to the **Neeley School of Business** for the multiple awards won and for raising its admission standards. To be the best, you must only accept the best.

Dallas Business Journal

November 30, 2007

Companies tap into TCU consulting program - *By Holli Estridge*

Businesses around North Texas are taking advantage of Texas Christian University's elective consulting program by getting some low-cost advice from MBA students who have access to TCU faculty and alumni.

TCU's Neeley & Associates Consulting program culled five project proposals from 20 to 25 submitted by area businesses. In the spring semester, 20 first-year MBA students will advise Bell Helicopter, Sabre Holdings, Lockheed Martin, The Alternative Board and the Fort Worth Day Resource Center.

"What's different about this program is that it's tied to a consulting curriculum that's front-end loaded with practical application," said **Ed Riefenstahl, the TCU Neeley School of Business' director of experiential learning**.



November 30, 2007

Study shows US companies using Caribbean off shore banks

WASHINGTON, CMC - The United States Department of the Treasury says a number of US companies were shifting most of their incomes to offshore tax havens in the Caribbean, robbing the local economy of millions of dollars annually.

In a 108-page report to the US Congress, the department said that it has "strong evidence" that about a dozen companies are using a technique known as "earnings stripping" to avert or minimize taxes on their US profits.

The report identified companies, such as Ingersoll-Rand Co. Ltd. and Cooper Industries Ltd. that incorporate in offshore tax havens, such as Bermuda and the Cayman Islands, as engaging in the practice.

"There is strong evidence that inverted corporations have engaged in earnings stripping," it said.

The study examined companies that reported they moved their headquarters to Caribbean offshore tax havens while still operating from the United States.

"In the cases of Cooper, Ingersoll-Rand, and Noble, most of the noted increase in long-term inter-company debt and inter-company interest expense and fees is definitively attributable to US-based entities and may, therefore, shift US earnings to foreign jurisdictions," said business professors Jim Seida of the University of Notre Dame in South Bend, Indiana, and **William Wempe of Texas Christian University in Fort Worth**, in their study of offshore companies.