

ENGAGEMENT, INNOVATION, AND IMPACT



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College of Business



AACSB ACCREDITATION ANNOUNCEMENT MAY 2019



Announcing the Peer Review Team recommendation to extend accreditation for the degree programs in business offered by the California State University, Long Beach concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. California State University, Long Beach College of Business has achieved accreditation for five additional years.



College of Business

Dear COB Faculty, Staff, Students, and Alumni:

May 08, 2019

The AACSB is an association of educational institutions, businesses, and other organization devoted to the advancement of higher education in management education. It is also the premier accrediting agency of collegiate business schools and accounting programs worldwide. AACSB accreditation has been earned by less than five percent of the world's business schools.

To earn accreditation, a school must demonstrate a high-quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of business. Accredited schools must go through a peer review process every five years in order to maintain their accreditation.

Furthermore, it is with great pleasure to announce that the Peer Review Team recommendation to extend accreditation for the degree programs in business offered by California State University, Long Beach is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. California State University, Long Beach has achieved accreditation for five additional years.

The Office of Accreditation would like to thank those who have been involved in this journey—it was a team effort! This is the time to be a proud member of the COB.

Congratulations to all faculty, staff, students, and all supporters of the school. Thank you for helping make us one of 850 business schools worldwide that have this prestigious AACSB accreditation.

Best Regards,

Dean Michael Solt

Dr. Jasmine Yur-Austin

Aivanna Padilla

THE IMPACT OF TRADE REPORTING AND CENTRAL CLEARING



JOURNAL OF
FINANCIAL
STABILITY



PUBLISHED AUGUST 6, 2019
LU ZHU, FINANCE

Journal of Financial Stability
Vol. 43, pp. 130-145
doi.org/10.1016/j.jfs.2019.07.002

Credit Default Swap (CDS) is blamed for its role in the 2007-08 global financial crisis. New regulation on derivatives markets is needed to prevent risks to the financial system, promote the efficiency and transparency of these markets, and avoid market abuses.

New policies, such as the Dodd-Frank Act passed in 2010, are implemented to regulate the market. In her newly published paper titled with “The impact of trade reporting and central clearing on CDS price informativeness”, Dr. Lu Zhu studies the effects of the introduction of central clearing on informed trading in the CDS market. The paper finds that the CDS market has become less of a “hidden” trading venue for informed investors since central clearing and trade reporting started. The results support the argument that higher transparency reduces the level of informed trading. The paper has been presented at many influential national and international conferences, including the U.K. Financial Conduct Authority research seminar.

MACROMARKETING CONFERENCE AWARD

Journal of Macromarketing



Examining the Interactions among
Markets, Marketing, and Society



Macromarketing Conference 2019: Mobilizing Action to Catalyze Real rocking Outcomes



PUBLISHED AUGUST 6, 2019
**TERRENCE H. WITKOWSKI ,
MARKETING**

“Prohibitions, Boycotts, and Resisting the Green Dragon: Right-wing Anticonsumption in America.” Accepted for presentation at the 2019 Macro-marketing Conference, Cleveland, Ohio, June 26-29.

Marketing Professor Witkowski won the Conference Best Paper Award for “Prohibitions, Boycotts, and Resisting the Green Dragon: Right-Wing Anti-Consumption in America” in the 2019 annual Macromarketing Conference.

The George Fisk Award for the best conference paper for the 2019 Macromarketing Conference. Terrence Witkowski creates a different perspective of anti-consumption thought and action with a focus on right-wing interests. He analyzes the impact of anti-consumption and its implications for this research in the global arena. The current issues of the day, from marijuana to green energy, are affected by economic and ideological interests that have lasting effects on the market as well as society in America. Right wing anti-consumption has also crossed national borders that present further opportunities to study these effects.

LAY THEORIES AND CONSUMER PERCEPTIONS OF DIETARY SUPPLEMENTS



JOURNAL OF
CONSUMER
BEHAVIOUR

PUBLISHED AUGUST 15, 2019
DR. PAMELA MILES HOMER, MARKETING

Journal of Consumer Behavior
Vol. 18, Issue 5, pp. 363-377
doi.org/10.1002/cb.1776

Consumers lack awareness and concern of potential adverse reactions, interactions, and inappropriate usage associated with dietary supplements.

The lack of strict governmental regulation of supplements accompanied by consumers' lack of knowledge often results in them relying on ordinary lay (naïve) beliefs and theories when making supplement-based decisions. An accessibility-diagnostics framework is used to explore the impact of two lay theories/beliefs on consumers' perceptions and judgments of dietary supplements.

Findings show that when a “less is more” lay theory is primed, supplement form (single- versus multiple ingredient) is a diagnostic cue. Specifically, consumers perceive that multi-ingredient supplements possess more severe adverse side effects compared to single-ingredient supplements. In the presence of a “no pain, no gain” mindset, supplement form was not diagnostic in the decision process and a disclaimer intervention that draws attention to the lack of government regulation and testing of supplements was ineffective at influencing perceived side effect severity and attitude. The data confirm that lay theories impact dietary supplement decision making and that the observed effects are consistent with an accessibility-diagnostics framework.

Implications for public policy are also discussed.

2019 FULBRIGHT SCHOLAR AWARD



PUBLISHED AUGUST 15, 2019

“Allison E. Butler, J.D., a full-time lecturer at the COB Legal Studies in Business Program and advisor to the Legal Information Clinic has been awarded a Fulbright Scholar Award.”

Allison E. Butler, J.D., a full-time lecturer at the COB Legal Studies in Business Program and advisor to the Legal Information Clinic has been awarded a Fulbright Scholar Award to teach at the Università Degli Studi di Bari Aldo Moro, Bari, Italy for Fall 2019. She will be teaching a Comparative Contract Course with a focus on Freedom of Contract and Arbitration to undergraduate students and an International Business Ethics course to graduate students.



ACADEMY OF MANAGEMENT PERSPECTIVES



ACADEMY OF MANAGEMENT PERSPECTIVES

PUBLISHED AUGUST 19, 2019
DR. CHAILIN CUMMINGS,
MANAGEMENT/HRM

Academy of Management Perspectives
Vol. 34, Issue 1, pp. 135-154
doi.org/10.5465/amp.2017.0193

A design-thinking perspective that focuses not only on what is but on what can be for management field.

In the context of the current dissatisfaction in the management field regarding the “An

A is an A” way of categorizing and valuing research, design thinking involves creating a more desirable future.

This paper adopts a design-thinking perspective and focuses not only on what is but on what can be. In this more desirable future, the authors are able to (a) more clearly define and measure research performance, (b) consider and align the interests of internal and external stakeholders, and (c) do this through the active involvement of leadership in our field. They describe knowledge that management scholars have created to enable us to turn this more desirable future into a reality.

NEW PERSPECTIVE: THE PROVISION OF FEEDBACK IN IDEATION CONTESTS

POMS

PRODUCTION & OPERATIONS MANAGEMENT SOCIETY



PUBLISHED OCTOBER 15, 2019
DR. YU WANG, MARKETING

Production and Operations Management
Vol. 29, pp. 481-500
doi.org/10.1111/poms.13127

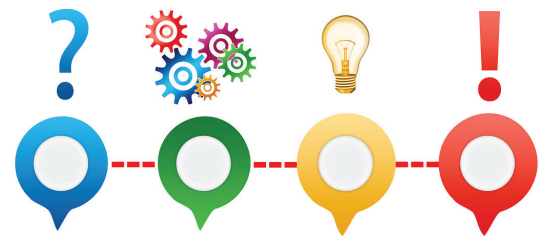
**New Perspective: The Provision of
Feedback in Ideation Contests**

Using both a theoretical model and an empirical analysis of field data, the research uncovers the important implications of feedback provision in ideation contests. The dataset includes 9,771 logo design contests in which 415,779 solvers submitted a total of 572,046 logo designs and won nearly 3.4 million CNY in rewards.

In today's world, firms need to innovate faster than ever before to stay ahead of the competition. An increased emphasis has been placed on ideation—a process of generating new ideas for solving business problems, creating designs and improving products or processes. In particular, ideation contests have gained massive popularity where firms and organizations (i.e., seekers) outsource ideation projects to a community of experts and enthusiasts (i.e., solvers) in the form of an open call with bounties for winners.

In this study, the researchers develop a game-theoretic model of feedback in unblind ideation contests, where solvers' solutions and the seeker's feedback are publicly visible.

NEW PERSPECTIVE: THE PROVISION OF FEEDBACK IN IDEATION CONTESTS



Their analysis shows that feedback plays an informative role in mitigating the information asymmetry between the seeker and solvers, thereby inducing solvers to exert more efforts in the contest.

In addition, some key contests and solver characteristics (CSC, including contest reward, contest duration, solver expertise, and solver population) have a direct effect on solver effort. Interestingly, the optimal feedback volume also increases with contest reward, contest duration, solver expertise, but decreases with the solver population. Thus, CSC elements also have an indirect effect on solvers' effort level, with feedback volume mediating this effect.

An empirical analysis was conducted to verify these theoretical predictions.

The dataset includes 9,771 logo design contests in which 415,779 solvers submitted a total of 572,046 logo designs and won nearly 3.4 million CNY (Chinese Yuan) in rewards. Analysis of the data uncovers patterns that are consistent with the theory.

Contributions: Existing literature usually takes the seekers' feedback as exogenous, while this paper takes the first step towards proposing and validating that seekers are indeed strategic in determining whether to provide feedback and the feedback volume. In light of these results, when assessing the total effect of CSC on solvers' effort level, firms should consider both the direct effect and indirect effect through feedback volume. Otherwise, the design of CSC could be suboptimal.

2019 CORPORATE MENTORING PROGRAM LEADERSHIP RETREAT



The Retreats Determination Rock Climb

PUBLISHED OCTOBER 16, 2019

Student Center for Professional Development

SCPD takes a record 130 senior students on its 2019 Corporate Mentoring Program Leadership Retreat. Over the September 13 - 15 weekend, the Student Center for Professional Development (SCPD) took 130 senior students and 25 facilitators on its annual Corporate Mentoring Program retreat to a camp near Big Bear.

This 3-day, the two-night event is a unique learning experience focused on teamwork, leadership and the exploration of self-imposed boundaries. Held in the mountains with no connectivity, the students are able to focus on the experience without the distraction phone calls, text messages or email. For most students, the lack of connectivity is a first and causes many of them to ask themselves if the phone is a productivity tool or an addiction.

Student success is more than just earning a degree and finding a job. Student success is about long-term success in career, community and personal well-being. The Student Center for Professional Development (SCPD) offers business majors and minors' opportunities to learn, grow, develop and succeed both in career and life.

The Corporate Mentoring Program (CMP) is SCPD's yearlong capstone program.

The experiential learning and mentoring that occur in CMP help students' transition from college to long-term career success. A very important element of CMP is a 3-day, 2-night Leadership Retreat that fosters personal growth, teamwork and leadership skills. It consists of lectures and activities that encourage examination of self as well as challenging, experiential learning activities designed to enhance various skills relating to teamwork, leadership, trust, communication and another career/life attributes.

2019 CORPORATE MENTORING PROGRAM LEADERSHIP RETREAT



SCDP's Facilitators

For many students and for many reasons a retreat is a life-altering event. It is held at a camp in the mountains, an environment many students have not experienced. There is no electronic connectivity demonstrating for many for the first time that they can survive without it. Participants learn what makes teams effective and what leadership styles work in team situations. They develop team problem-solving skills on the low ropes course and breakthrough self-imposed boundaries on the high ropes course. First-generation students learn students that have a family history of the college can socially accept them. Students from immigrant, minority or financially impaired backgrounds learn they can compete with students that were not so disadvantaged.

And everyone must overcome their fear of public speaking to participate in the presentations. The retreat is truly transformative for many students.

SCDP programs are voluntary, free to the students and largely funded by grants and donations. Growth in student demand for the mentoring programs always exceeds our available mentors. This year we had 245 applications but could only accommodate 136 students in CMP. Therefore, we are reaching out to individuals that recognize the importance of graduating students with odds that favor long-term success in career, community and personal well-being.

Howard Fletcher

Contact Email: howard.fletcher@csulb.edu

SCDP Retreat



BLOOMBERG EXPERIENTIAL LEARNING PARTNER (ELP)



PUBLISHED OCTOBER 21, 2019
DR. PETER AMMERMANN, FINANCE

Beach Investment Group – SMIF

This is a team of CSULB College of Business students who are interested in finance, practice of portfolio management, asset allocation, accounting, economics, business strategy, and statistics. These students can make investment decisions; also engage in econometric modeling, research of specific economic sectors, and the study of corporate cultures, and performance histories.

Leadership skills and group dynamics are practiced by working together closely to plan investment strategies and by presenting their results.

The California State University, Long Beach (CSULB) has officially been by Bloomberg, LP, as a Bloomberg Experiential Learning Partner (ELP).

To become a part of the ELP program, a university must have at least three Bloomberg terminals on campus, they must integrate the use of the Bloomberg terminals into their curriculum, and they must have at least 100 students every year who complete the Bloomberg Market Concepts (BMC) test and obtain their BMC certificates.

This program enables students to gain hands-on experience with the investment markets through access to real-time investment data, analytical tools, and trading simulations and will help CSULB's students to be much better prepared for the real world of investment analysis and management.

BLOOMBERG EXPERIENTIAL LEARNING PARTNER (ELP)

Because Bloomberg is such a powerful tool in the finance industry, proficiency with the use of the Bloomberg terminals can give students an advantage in their internship and career searches, as well as, in the intermediate-term, helping CSULB's Beach Investment Group (BIG) students to conduct their portfolio analysis and help them to make their investment decisions.

But while the system is especially geared toward finance students, a wide variety of business- and economic-related information can be accessed through the Bloomberg system, and familiarity with Bloomberg can benefit all business and economics students. Because of this, the Bloomberg terminals are situated in the COB open-access computer lab so that all students will have easy access to them.

This opportunity is available to CSULB through the generosity of the 49er Shops, who have made an ongoing commitment to provide funding for one of the three required terminals (and for whom the BIG students manage one of their portfolios), as well as alumna Kathleen Hansen (BA, 1975; MBA, 1982), who has long been supportive of our university in a variety of roles. The COB thanks both of these generous donors for their support, which has allowed us to take the education of our students to the next level!



Bloomberg
Experiential
Learning Partner

**BEACH
INVESTMENT
GROUP**



NEW AND RETURNING SCHOLARSHIPS FOR COB STUDENTS



PUBLISHED OCTOBER 29, 2019
SARAH LEN,
COMMUNITY ENGAGEMENT SPECIALIST

Financial support: New and Returning Scholarships for College of Business Students.

Each year the College of Business Development office works hard to secure scholarship support for business students from alumni, donors, and industry partners. For the 2019-2020 school year, Ella Gomez, Director of Development, and Sarah Len, Development Coordinator, renewed support for the John W.H. Hinrichs Scholarship and Port of Long Beach Scholarship, in addition to

establishing a new scholarship, the MBA Advisory Board Scholarship.

The John W.H. Hinrichs Scholarship was first established in 2014 with College of Business industry partner, Farmers & Merchants Bank (F&M). F&M, a bank that has served the Long Beach Community since 1907, created this scholarship to honor its Chief Financial Officer and CSULB alum, John W.H. Hinrichs for his 50 years of service. The Hinrichs scholarship supports Finance and Accountancy students in the College of Business who are service-oriented individuals. The College of Business is proud to continue its partnership with F&M for another year. This academic year, the John W.H. Hinrichs Scholarship was renewed for a total of \$10,000.



NEW AND RETURNING SCHOLARSHIPS FOR COB STUDENTS

The Port of Long Beach has been a pillar of support to the CSULB and Long Beach communities for many years. As the second-busiest container seaport in the United States, the Port handles trade valued at more than \$194 billion annually and supports 2.6 million trade-related jobs across the nation, with more than 575,000 in Southern California. In 2007, the Port's commitment to education and community outreach led to the establishment of The Port of Long Beach scholarship within the College of Business, which benefits International Business majors. This year, the POLB continues its support of COB with a contribution of \$10,000 to support student scholarships.

The MBA Advisory Board Scholarship is a new scholarship within the College of Business. It aims to support students in one of four MBA graduate programs offered. This \$3,000 scholarship was established through the generous contributions from MBA Advisory Board members. The MBA Advisory Board serves the College of Business by connecting students to industry partners, serving as mentors to students, and providing curriculum guidance to ensure MBA students graduate with the practical skills needed to succeed in the business industry. To learn more about becoming a scholarship donor, contact Elizabeth (Ella) Gomez (562) 985-2264 or Sarah Len (562) 985-4830.



CALIFORNIA STATE UNIVERSITY
LONG BEACH

College of Business

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