

# IMPACTFUL



**THE SCHOOL OF BUSINESS**  
AT ROBERT MORRIS UNIVERSITY



[RMU.EDU/SBUS](http://RMU.EDU/SBUS)

## MESSAGE FROM THE DEAN



**MICHELLE L. PATRICK, PH.D.**  
Dean  
School of Business

At Robert Morris University School of Business, we like to say that our heritage is your future. That's because for nearly a century, we have been preparing students to excel in a demanding professional world.

Since 1921, our School of Business has relied on faculty who combine extensive real-world professional experience with a commitment to teaching and mentoring. Graduates of our AACSB-accredited bachelor's and master's degree programs on campus and online advance to positions of leadership in the corporate and nonprofit world throughout southwestern Pennsylvania and across the country.

The educational mission of the School of Business is strengthened by our long-standing corporate partnerships, which provide students with an established pipeline to internships and careers in management, accounting, finance, marketing, hospitality, sport management, and economics. Our proven curriculum integrates key principles of business ethics and successful communication skill-building with a focus on the global marketplace, supplemented with state-of-the-art technology in the PNC Trading Center, U. S. Steel Videoconferencing and Technology Resource Center, and the ATI Center's interactive marketing wall.

You can read some recent success stories involving our School of Business students in these pages. I'm proud to say they each selected RMU School of Business not by chance, but by choice. We look forward to welcoming more excellent students for the next step on their path to career success.



- Bloomberg-equipped classrooms and labs, plus telepresence center for videoconferencing
- Fully redesigned M.B.A., online or traditional, with two professors team-teaching every class
- Nationally ranked in *U.S. News & World Report* Best Colleges, Best Online Bachelor's, Best Online M.B.A., and Best Graduate Non-M.B.A. Business

## SCHOOL OF BUSINESS

**“The companies that recruited from Robert Morris were the companies I wanted to work for.”**

He knew he wanted to study business, but **JORDAN FRAZIER** wanted to keep his options open. So Jordan wound up triple-majoring at RMU in accounting, finance, and economics. And quadruple-interning — twice at PricewaterhouseCoopers, once at KPMG, and once at a local health care technology startup, where he worked directly under the CFO helping to prepare for their first real audit.

If it sounds like Jordan was in over his head, think again. On campus he also was president of the Association for Future Accountants for two years and an officer for the RMU chapter of Beta Alpha Psi, the prestigious

national honorary fraternity of accounting and finance. On top of all that, he completed an impressive 150 credits with a perfect 4.0 GPA, ready for his CPA exam. No wonder Jordan already had a job offer from PWC when he graduated last year. He works Downtown now as an audit associate — the job he was shooting for since freshman year.

For nearly a century, Robert Morris University has been training talented accountants for the Pittsburgh region and beyond. Students like Jordan go from successful internships at major Downtown firms to full-time careers with leading public, private, and government employers.



**IRA A. ABDULLAH, PH.D., CMA**  
Asst. Prof., Accounting  
*Accounting behavioral research, decision making, managerial accounting*



**ARTEMISIA APOSTOLOPOULOU, PH.D.**  
Univ. Prof., Sport Management  
*Sport marketing, sponsorship, and licensing; international sport management*



**ROBERT G. BEAVES, PH.D.**  
Prof., Finance  
*Investments, capital budgeting, financial planning*



**SCOTT E. BRANVOLD, ED.D.**  
Prof., Sport Management  
*Sociology of sport and athletics, business ethics, sport public relations*



**LOIS D. BRYAN, D.SC., CPA**  
Univ. Prof., Accounting  
*Assurance of learning, individual income taxation, managerial accounting*



**MANMOHAN D. CHAUBEY, PH.D.**  
Asst. Prof., Management  
*Human resource management, international business, business strategy*



**YUN CHU, PH.D.**  
Prof., Marketing  
*International marketing, consumer behavior, cross-cultural negotiation*



**JOHN S. CLARK, PH.D.**  
Univ. Prof., Sport Management  
*Sport strategy, sport sales, sport marketing*



**STEVEN R. CLINTON, PH.D.**  
Prof., Marketing  
*International supply chain management, marketing management and strategy*



**MICHELE T. COLE, J.D., PH.D.**  
Univ. Prof., HR Management  
*E-learning, human resource management, nonprofit management*



**DARIA CRAWLEY, PH.D.**  
Asc. Prof., Management  
*Organizational behavior, international business, gender wage gap*





**“The online M.B.A. program has allowed me to earn my degree while working full time – even when my job took me to Germany and China.”**

For **KATIE MARSEILLES**, challenging projects are all in a day’s work in her role as an investment coordination and analysis specialist at Covestro in Leverkusen, Germany. She holds a highly strategic role that supports the company’s European and North American polycarbonate manufacturing sites, coordinating projects, ensuring regulatory compliance, and developing business cases for large projects with capital investment over 2 million euros. Her portfolio includes sustainability, efficiency, license to operate, and growth projects.

Both Katie’s undergraduate and graduate coursework at RMU played a key role in her job advancement. As a matter of fact, she was hired as soon as she graduated with her accounting degree in 2009, in a recession when jobs were not easy to find. The real-world knowledge her professors

shared in class gave her a realistic understanding of the business world, not just academic cases. When Katie chose to get an M.B.A. to help her move into a management position, the quality of instruction for her undergraduate degree made RMU a natural choice. The flexibility and pace of the online program have been pivotal for her success earning an advanced degree while working in Germany and traveling for business to China and other locations.

RMU’s new M.B.A. program offers quality team-taught education for professionals, even overseas. Katie was recently asked by her employer to be a co-facilitator for their finance academy, and she traveled to all of Covestro’s U.S. sites to teach a two-day course in accounting. No doubt her RMU experience was excellent preparation for this important assignment.

**“I knew RMU would be the perfect fit for me to build upon the skills I learned in the Marine Corps.”**

After retiring as a sergeant in the Marines after four combat deployments in Afghanistan, **MYRON ELLIS** was ready to start thinking about a career in either labor relations or human resources. His wife was from Pittsburgh, so that was where they decided to take the next step. After speaking to a number of universities in the area, Myron decided RMU was the best place to build on the skills he had already learned.

He didn’t waste any time getting started. Myron had already taken four RMU online classes to prepare to become a full-time student. On campus he majored in management and got also involved with campus

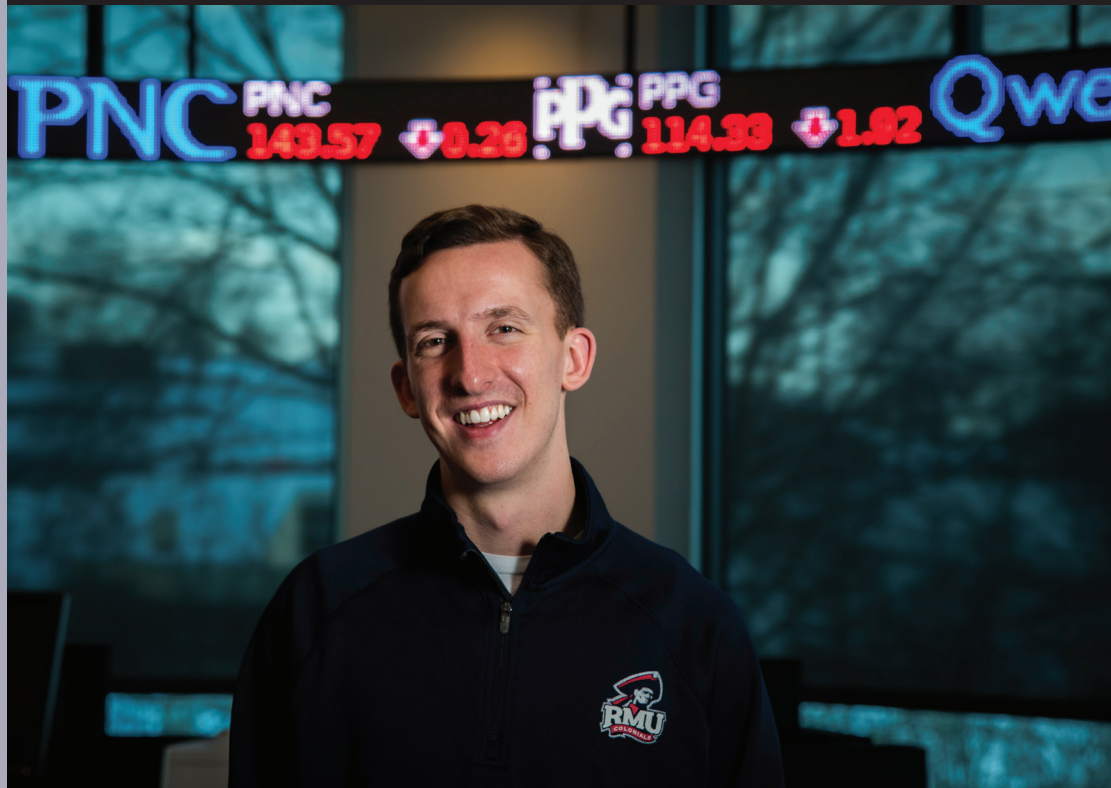
organizations, serving as president of the local student chapter of the Society for Human Resource Management, acting vice president of the Student Veterans Association, and a member of the Black Student Union. Myron also had an internship at Highmark in university relations and talent acquisition.

After graduation, Myron plans to go on to graduate school to study labor relations or human resources. But first he plans to take some time with his wife to celebrate the birth of their first child. For veterans like Myron who are in a transition period from serving their country, RMU provides excellent opportunities to build a successful civilian career.



-  **ZANE A. DENNICK-REAM, M.B.A.**  
Asst. Prof., Finance  
*Corporate finance, forecasting and modeling, financial institutions*
-  **RIZA EMEKTER, PH.D.**  
Prof., Finance  
*Asset allocation, portfolio performance, speculative bubbles*
-  **FRANK R. FLANEGIN, PH.D.**  
Univ. Prof., Finance  
*Investments, financial analysis, finance technology*
-  **ELIADA S. GRIFFIN EL, PH.D.**  
Asst. Prof., Management  
*Entrepreneurship, social innovation, global political economics*
-  **JEFF K. GUILER, PH.D.**  
Prof., Management  
*Labor relations, human resources*
-  **MARK H. HANEY, PH.D.**  
Asst. Prof., Management  
*Business analytics, organizational control, operations management*
-  **DAVID J. HESS, M.B.A., CPA**  
Asst. Prof., Accounting  
*Taxation, not-for-profit accounting, auditing*
-  **STEVEN Z. HODASZY, J.D., LL.M.**  
Asst. Prof., Taxation  
*Business and individual income taxation, federal tax procedure*
-  **ALBENA I. IVANOVA, PH.D.**  
Asst. Prof., Management  
*Quality assurance, operations and supply chain management*
-  **CATHLEEN S. JONES, D.SC.**  
Asst. Prof., Marketing  
*Restaurant research, qualitative research, social media for marketing*
-  **ERSEM KARADAG, PH.D., CPA**  
Prof., Hospitality/Tourism  
*Executive development, IT and financial management in hospitality*

-  **JAY J. KATZ, J.D., LL.M.**  
Visiting Asst. Prof., Taxation  
*Income taxation of estates, trusts, estate taxation*
-  **GREGORY J. KRIVACEK, PH.D., CPA**  
Asst. Prof., Accounting  
*Financial reporting research, financial and intermediate accounting*
-  **DENISE C. LETTERMAN, M.B.A.**  
Asst. Prof., Finance  
*Corporate finance, financial planning and education*
-  **JASMIN LIN, PH.D.**  
Asst. Prof., Management  
*Downsizing, HR practices, customer satisfaction*
-  **JIANYU MA, PH.D.**  
Asst. Prof., Finance  
*Mergers and acquisitions, capital asset pricing, investment evaluation*
-  **CAROL S. MACPHAIL**  
Asst. Prof., Accounting  
*Tax policy and social impact, financial planning, taxation*
-  **JILL K. MAHER, PH.D.**  
Univ. Prof., Marketing  
*Children’s food packaging and branding, consumer behavior, surveys*
-  **DEAN R. MANNA, PH.D.**  
Univ. Prof., Marketing  
*Sales strategy, emotional intelligence, sustainability*
-  **GAYLE J. MARCO, PH.D.**  
Prof., Marketing  
*Sustainability, consumer behavior, innovation in teaching*
-  **RICHARD J. MILLS, PH.D.**  
Prof., Hospitality/Tourism  
*Food and cultural studies, hospitality marketing, convention management*



**“RMU taught me how to set myself apart and to network, which ultimately sets me up for success in my career.”**

**ANDREW MILLER** loves a big game, and he came to RMU to pursue his dream of being a sports broadcaster. However, once he started taking classes, he discovered other opportunities to explore that led him in directions he wouldn't have dreamed of in high school.

As a dual major in marketing and sport management, Andrew helped to organize the department's annual career and internship event. At the event, he met with an RMU alumnus now at the Portland Trail Blazers, and before he knew it Andrew had an internship as a season ticket account manager for the NBA team. As a member of the student chapter of the American Marketing Association, Andrew learned some good techniques in promotion.

Those served him well the three years he headed up Colonial Chaos, a free-throw fundraiser for cystic fibrosis that brings in close to 400 participants.

Excellence in his studies and at his internship led to a full-time job offer from the Trail Blazers after he graduated. Instead, Andrew decided he was ready for another side of business entirely. He recently accepted an offer from Bloomberg BNA, an established provider of tax, legal, and compliance research for financial professionals, to join their outside sales trainee program in suburban Washington, D.C. Now Andrew is on track for an exciting career — just not one that he would have been able to even describe a few years ago.

**“The skills I learned at RMU helped me to realize that, because I know how to communicate effectively, the sky is the limit for me.”**

As a marketing major at the School of Business, **MEGAN GOLD** learned the value of communicating messages effectively. That's something she applies every day in her job at Lockheed Martin as a software engineer. Megan doesn't have a science background, but she is effective at explaining complex topics to other audiences who lack a technical focus. She credits her time at RMU with preparing her for this role, including an internship at the company that eventually hired her.

Megan was a member of Alpha Mu Alpha, the marketing honor society, plus a dean's scholar every semester, and played defense on RMU's NCAA Division I lacrosse team. But perhaps most memorably, she was part of a study abroad business project teaming

her and two of her classmates with three students at the University of St. Gallen in Switzerland. The team collaborated on a feasibility study for Trumpf — a leading global maker of machine tools, laser technology, and industrial electronics — to market a new power tool in the United States. Besides meeting new friends and getting to soak in some lovely mountain scenery, Megan and her Swiss and American teammates put together a prize-winning report recognized at a Young Leader Award gala in the town hall in St. Gallen.

Megan's story is one example of how the RMU School of Business maintains a global focus in every major to prepare students for an interconnected business world.



**JAMES R. SHOCK, D.B.A.**  
Asst. Prof., Marketing  
*Innovation, market pioneering, product management lifecycle*



**ALAN D. SMITH, PH.D., CPGS**  
Univ. Prof., Marketing  
*E-commerce, supply chain management, vendor relations management*



**JOHN S. STAKELEY, D.SC.**  
Lecturer of Management  
*Entrepreneurship, quantitative analysis, strategic management*



**LOUIS B. SWARTZ, J.D.**  
Prof., Legal Studies  
*Online teaching, business law, estate law*



**DAVID P. SYNOWKA, PH.D.**  
Prof., Sport Management  
*Career development, trends in sport and entertainment, event management*



**YANBIN TU, PH.D.**  
Prof., Marketing  
*E-commerce, database marketing, marketing analytics*



**PRASAD VEMALA, PH.D.**  
Asst. Dean  
Asst. Prof., Management  
*International business, international finance, corporate governance*



**JOEL A. WALDMAN, J.D.**  
Asst. Prof., Legal Studies  
*Personal injury cases, criminal cases*



**QIN YANG, PH.D.**  
Prof., Management  
*International management, innovation strategies, corporate entrepreneurship*



**QIONGYAO ZHANG, PH.D.**  
Asst. Prof., Accounting  
*Financial accounting, information asymmetry research, executive compensation*



**MARCEL C. MINUTOLO, PH.D.**  
Asst. Prof., Management  
*Strategy, sustainability and governance, innovation and technology transfer*



**KIHYUN PARK, PH.D.**  
Asst. Prof., Ops. Management  
*Supply chain risk management and resilience, operations strategy*



**JACOB C. PENG, PH.D., CISA**  
Asst. Prof., Accounting  
*Accounting information systems, XBRL, text analytics*



**JODI A. POTTER, PH.D.**  
Asst. Prof., Management  
*Innovation in firm-based practices, strategic knowledge and development*



**YASMIN S. PUROHIT, PH.D.**  
Prof., HR Management  
*Human resource management, diversity and inclusion, organizational behavior*



**STANKO RACIC, PH.D.**  
Prof., Finance  
*International finance, investments, capital budgeting*



**RONALD R. RUBENFIELD, M.B.A.**  
Asst. Prof., Accounting  
*Ethics, corporate governance, cost accounting*



**DENIS P. RUDD, ED.D., FMP**  
Univ. Prof., Hospitality Management  
*Hospitality, travel, tourism operations*



**TAPAN SETH, PH.D.**  
Asst. Prof., Management  
*Strategic management, entrepreneurship, human capital*



**ZHAOYUN SHANGGUAN, PH.D.**  
Asst. Prof., Accounting  
*Financial accounting and reporting, capital markets, mergers and acquisitions*

## **UNDERGRADUATE PROGRAMS**

**Accounting**

**Finance**

**Hospitality and Tourism**

**Management**

**Marketing**

**Sport Management**

## **GRADUATE PROGRAMS**

**M.B.A.**

**Human Resource Management**

**Taxation**



### **School of Business**

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