

Coggin College of Business
Fall 2017: All-College Meeting
Friday, September 29, 2017
12:00 – 3:00 p.m. – Stein Auditorium

1. **Welcome** – Dean Mark Dawkins welcomed everyone to the Fall All College meeting.
2. **Introduction of new faculty and staff:**
 - Dean's Office - Laura Kelp (Program Assistant) and Melinda Andrew (Office Manager).
 - Accounting & Finance - Yvonne Lee (Assistant Professor of Accounting), Jeff Michelman (Professor of Accounting), and three visiting instructors: Mike Morris (Real Estate), Monica Salomon (Finance), and Jeff Gottlieb (Accounting).
 - Economics -Nilufer Ozdemir (Assistant Professor), and Madeline Zavodny (Full Professor with Tenure).
 - Management - Two visiting instructors: Sheryl Kae and Ben Paladino.
 - Marketing - Drew Thoeni (Marketing Instructor), and visiting instructor Greg Gutkowski.
3. **Annual Giving & Development Report** (Teresa Nichols, Director of Development) - Mark asked faculty and staff to consider giving 1% of their income to the college, and indicated that several are already doing so. CCB is giving out Coggin license plate frames to all faculty and staff, and faculty and staff were invited to pick up a frame of their choice.

Teresa reported that the fundraising plan for the college this year is just over \$2.2 million in gifts and pledges, and we have already raised over half of that figure in the first quarter of 2018. We closed the \$1 million gift from Blanche and Luther Coggin to allow us to open the Center for Entrepreneurship in late 2018 or early 2019. The dues from the Dean's Business Advisory Council, coupled with the table and ticket sales for the Coggin Gala, have put us over \$1.2 million for the quarter. You should have seen announcements about the Gala, and we would love to have you attend. There are many silent auction items, and tickets are \$150.00 each (\$50.00 of each ticket is a charitable donation to the college). You may fund your ticket by check, credit card, payroll deduction or with foundation funds. Mina congratulated Teresa on a wonderful job in raising funds for the college, and she also encouraged faculty and staff to give to the college. Dr. Steven Williamson also encouraged everyone to give to the college. Megan spoke about the Speakers Bureau website, which is an online catalog of available speakers. She updated everyone on the website, and encouraged faculty to use the Speakers Bureau if they will be out of town or need to miss a class.

4. **Announcements & Award Recognitions** - Mark congratulated Dong-Young Kim on his award from the Journal of Operations Management for being the lead author on a paper that was first runner-up at the Academy of Management Annual Meeting.

Minutes

5. Approval of Minutes (April 21, 2017). First motion by David Jaeger, second by Pieter de Jong, minutes approved.

Reports

6. Committees With Voting Items:

- a) Graduate Curriculum (Chair, Steven Williamson) - Reham brought a proposal from the Marketing area for a new elective - Applications of Business Analytics.

Create New Graduate Elective: MAR6xxx: Applications of Business Analytics

Rationale: There is demand and need for it across campus; evident in Business Analytics Certificate, Specialized Graduate Programs, etc. We have the resources to fulfill this need, which can generate valuable graduate FTEs for the Department.

Prereqs: None

Description:

This overview course explores the broad topic of analytics by focusing on the most important aspects to managers seeking to better identify and communicate valuable insights. Through hands-on projects and interactive classes, students will learn the foundations of analytics, including preparing and managing data, exploring and analyzing data with appropriate statistical tests, and communicating results to executives using effective language and visualizations. This course is less about building models (e.g. optimization or predictive models) and more about practical business analysis and communication of results. Those successfully completing the course should feel comfortable identifying meaningful patterns and communicating clear results to facilitate decision making across many areas of business (3 credit hours).

Learning Objective

- 1- Identify data and data aggregation methods required for effective decision-making.
- 2- Recall multiple of analytical methods, identify their categories and uses.
- 3- Identify variety of written and visual communication methods, their benefits and disadvantages.

This is not required for any other program of study. First Motion by Choi, and second by El-Ansary. Vote **approved & passed**.

Mark also indicated that the MLSM curriculum was approved by the GCC, and needs to be approved by CCB faculty to advance to the university level. First motion by Pieter de Jong, second motion by Paul Fadil. **Vote approved and passed**.

Mark indicated that CCB would have to have an electronic vote on the Business Analytics Certificate Program. This certificate will start with the GCC, and if approved, will be voted on by the faculty.

- b) Undergraduate Curriculum (Chair: Rahul Kale) - Rahul presented the undergraduate curriculum committee proposals:

Proposed Marketing APCs

1. Recreate an Old UG Elective: MAR4956: Study Abroad in Marketing

Rationale: It was discontinued at the State level and the Department will offer it again in Spring 2018.

Prerequisite: Permission of the instructor

Description: This course allows students to study a country's business practices, with a particular emphasis on marketing. During this course, the student will understand the culture, geography, history, and politics of the country; travel to the country;

study the differences between business in the U.S. and business in that country; and learn about the current issues facing that nation. The course will have three phases: pre-trip preparation and orientation, foreign travel, and post-trip work. (3 credit hours)

Learning Outcomes:

- Recognize the culture, geography, history, and politics of the subject country
- Identify the differences between business in the U.S. and business in that country

2. Change an existing UG Elective: MAR4721: E-Marketing

Rationale: The name and the description of the course need adjustments to reflect the current changes in the digital marketing era. These go beyond E-Marketing and creating company website to encompass a wide array of digital marketing strategies.

New Name: MAR4721: Digital Marketing Strategy

Prerequisite: MAR3023 Principles of Marketing (3 credit hours)

Description: This course encompasses a study of digital marketing strategies and practices and provides a detailed understanding of digital channels and platforms. The focus of this course is on gaining knowledge of how to develop an integrated digital marketing strategy, from formulation to implementation. (3 Credit hours)

Learning Outcomes:

- Distinguish the major digital marketing channels
- Identify tools for integrating online and offline marketing strategies
- Recognize how to use digital marketing for multiple goals within a larger marketing and/or media strategy

3. Create New UG Minor

Rationale: Given the interest we are receiving from business and non-business students in our Marketing Minor, and previous dialogue in the Department and with the CMC.

Requirements for the Digital Marketing and Analytics Minor for Business Students:

The minor will be 12 credit hours and consist of the following courses:

- MAR4721 Digital Marketing Strategy (prereq MAR 3023)
- MAR4615 Introduction to Marketing Analytics (prereq MAR 3023, STA 2023)
- MAR4325 Social Media Marketing Strategy (prereq MAR 3023)
- Choose One 3000-4000 level Marketing electives

Learning Objective

- Recognize the key digital technologies.
- Describe the tools and principles of digital transformation.
- Identify the latest major technologies and digital trends and skills.

Requirements for the Digital Marketing Minor for Non-Business Students:

The minor will be 12 credit hours and consist of the following courses:

- **New UG elective course: MAR3xxx: Principles of Digital Transformation in Business**
- MAR 3023 Principles of Marketing
- MAR4721 Digital Marketing Strategy (prereq MAR 3023), MAR4325 Social Media Marketing Strategy (prereq MAR 3023), OR MAR4615 Introduction to Marketing Analytics (prereq MAR 3023, STA 2023)
- Choose One 3000-4000 level Marketing electives

4. New UG elective course: MAR3xxx: Principles of Digital Transformation in Business

Rationale: To satisfy the requirements of the new Digital Marketing Minor for non-business students. There is demand and need for it in the College and across campus per input from faculty, students, CMC, etc.

Prereqs: None

Description: Today, every professional job has a digital component to it. Digitization impacts all industries (like architecture, education, healthcare, financial services, entertainment, manufacturing, non-profits, politics, sports, and transportation) and all business processes (like recruitment, hiring, public relations, marketing, sales, finance, and IT). This course inspires students to embrace today's profound transformation of business and organizational activities, processes, competencies and models to leverage the opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind. It provides students with first-hand understanding of the elements driving digital transformation (like the Internet of Things, Drones, Artificial Intelligence, Big Data, Data Analytics, Social Media & Digital Marketing, Virtual and Augmented Reality, Telemedicine, Robotics) (3 Credit hours)

Learning Objective

- 1- Recognize the key digital technologies.
- 2- Describe the tools and principles of digital transformation.
- 3- Identify the latest major technologies and digital trends and skills.

5. Change the number of hours required for Marketing Majors

Rationale: The increase in the hours will get our students greater exposure to Marketing contents before they graduate making them up to par with other schools' Marketing graduate. Marketing Majors have long asked Advising office as why they can't take more courses. This will get us closer to the number of Major hours for Marketing in benchmarking and aspirational schools and to other Majors within the College. **Vote approved and passed.**

6. **MAN4526 Six Sigma Applications** - This course is designed to develop a comprehensive understanding of Six Sigma concepts, process improvement methodologies, and related statistical tools. This course is recommended for students who want to 1) apply the Six Sigma methodologies and statistical tools to a real-world project, 2) Prepare for external exams to become a Certified Six Sigma Green Belt or Certified Quality Process Analyst, and 3) play a key role as a leader or facilitator in Six Sigma project in distributing, manufacturing, and service firms such as banks and insurance companies. Motion to approve by Rahul, seconded by Naslund. **Vote approved and passed.**

• **Add**

- Select one of these Marketing Courses (3 Credits)
 - MAR4721: Digital Marketing Strategy, MAR4325 Social Media Marketing, or MAR4615: Introduction to Marketing Analytics
- Select another Marketing Course (3 Credits)
 - 3000 – 4000 level Marketing course with a MAR prefix

• **Remove**

- ISM4011 Intro Management Info Systems (3 Credits)

- The Prefix “ISM” is added to both lists of the two free electives students need to take as part of their Required Business courses
 - **Remove**
 - The Prefix “QMB” is removed from the list of prefixes of the two free elective students need to take as part of their Required Business courses
 - **Remove**
 - Select1 Select one ECON. Course: ECO3101, ECO3203, ECP3203, or ECP3703
 - The Prefix “GIS” is added to both lists of the two free electives students need to take as part of their Required Business courses
- First Motion by Pieter de Jong, second by Adel El-Ansary. Vote passed with 8 opposed.**

7. International Business Program

- Waive language requirement for other business majors earning a double major in IB
- Waive the internship requirements for other business majors earning a double major in IB
- For Accounting majors, replace ISM4011 by ACG4401 Accounting Information Systems

First motion by Williamson, and second by de Jong. **Vote approved & passed with 1 opposed (Thoeni) and 1 abstain (Gundlach).**

7. Dean’s Update

- a) **ML&SCM proposal is in APC process** - Mark thanked Rob Frankel for all of his work over the past two years to get the proposal submitted to the university.
- b) **Downtown campus update** - Mark handed out a proposed floor plan for the facility. CCB is now at a place where the university has given us the authority to negotiate with one of the property owners for space for the downtown campus. The property owner is committed to get us in by August 2018, although Mark is hesitant that we will be in at that time. One floor is a teaching floor, and the other floor is the Center for Entrepreneurship. There will be some tweaking on the plans so please let me know your comments or thoughts. There are a couple of things that may go awry for the proposal (i.e., they have not given us the parking spaces that we need so there is an ongoing discussion with the city to get this issue resolved). Three proposals were submitted and considered.
- c) **CCB faculty hiring approvals for Fall 2018**
 - The Management Department is hiring three tenure-track faculty. Paul Fadil thanked Steven Williamson for directing the search committee for the positions. The department is bringing in six candidates, and all are very high-quality candidates. Two of these positions are from the success of the MSM Program, and one position is a replacement after Crystal Owen’s passing.
 - The Marketing Department is hiring an instructor, and Skype interviews are next week.
 - The Dean has requested approval to hire instructors in ACG, FIN, RE.
- d) **CCB endowed professorships update** - Last spring an ad hoc committee reviewed internal applications for open endowed professorships. Congratulations to the following faculty who were awarded endowed professorships:
Mina Balamoune

Reham Eltantawy
 Lakshmi Goel
 Dong-Young Kim
 Dag Naslund
 Tom Barton (renewal)
 Jay Coleman (renewal)

- e) **CCB budget update**
- 2% A&P staff raises.
 - I believe faculty raises are being negotiated with the Union, and the process is ongoing with the university.
- f) **CCB enrollment update** – Enrollment is very important at the university level since tuition is a big factor for all colleges at UNF.

<u>CCB enrollment update</u>	<u>MBA</u>	<u>MSM</u>
Spring 2016 admits:	37	--
Summer 2016 admits:	35	31
Fall 2016 admits:	<u>73</u>	<u>90</u>
2016 Total	145	121
Spring 2017 admits:	44	40
Summer 2017 admits:	28	24
Fall 2017 admits:	<u>114</u>	<u>75</u>
2017 Total	186	139
% Increase from 16 to 17	28%	15%

Enrollment Update 14-15

<u>College</u>	<u>FTE Target</u>	<u>FTE Actual</u>	<u>% of Target</u>
• COAS	5,714	5,504	96.33%
• CCB	1,567	1,480	94.46%
• CCEC	602	664	110.28%
• COEHS	968	956	98.78%
• BCH	1,449	1,451	100.14%
• For AY 2014-15, CCB met 94.46% of our overall enrollment target of 1567 FTE.			

Enrollment Update 15-16

<u>College</u>	<u>FTE Target</u>	<u>FTE Actual</u>	<u>% of Target</u>
• COAS	5,534	5,234	94.58%
• CCB	1,500	1,540	102.68%
• CCEC	693	684	98.69%
• COEHS	936	897	95.82%
• BCH	1,437	1,478	102.85%
• For AY 2015-16, CCB met 102.68% of our overall enrollment target of 1500 FTE.			

Enrollment Update 17-18

<u>College</u>	<u>FTE Target</u>	<u>FTE Actual</u>	<u>% of Target</u>
• COAS	5,590	3,379	60.45%
• CCB	1,625	983	60.47%
• CCEC	685	425	62.04%
• COEHS	886	525	59.27%
• BCH	1,435	863	60.15%
• For AY 2017-18, CCB has met 60.47% of our overall enrollment target of 1625 FTE.			

Enrollment 14-15 to 16-17

<u>College</u>	<u>14-15</u>	<u>16-17</u>	<u>% Δ</u>	<u>17-18</u>
• COAS	5,504	5,447	-1.0%	5,590
• CCB	1,480	1,614	9.1%	1,625
• CCEC	664	686	3.3%	685
• COEHS	956	883	-7.6%	886
• BCH	1,451	1,408	-3.0%	1,435

- Most of CCB's growth is graduate students, and 1 graduate student = 4 undergraduate students in terms of revenue to UNF.

- g) **Departmental Advisory Committees** – Megan continues working to staff the department advisory committees.

8. Other CCB Unit Updates:

- a) **CMC & Marketing (Shannon Italia)** - Shannon handed out a Career Management Center Activity Summary for Fall 2017, and she asked everyone to encourage students to visit the CMC to learn about internships. We know that in combination with solid academic performance in the classroom, interning is the single most important thing that students can do to increase their opportunities for career advancement upon graduation. They are 20% more likely to have multiple offers, and they are likely to make more money than their peers that do not intern. Mark announced that Shannon received a new title this summer: Sr. Director for External Relations.

Mark also shared that he has received a couple of emails in the last couple weeks from companies that stated that students were not prepared for interviews as well as they should be. Faculty are the front lines, and faculty must encourage students to use the CMC. The CMC will help students with their resumes and interview preparation. When students go into the community, they are representing Coggin and faculty, so if they are not prepared, it shows that we are not doing our job. Mark also shared that Deutsche Bank has many openings, and asked faculty to let any students looking for a job to know about the positions available.

- b) **Advising Services (Jennifer Jackson)** - Jennifer thanked her team for a great job on the Major's Fair held on Friday 9/29, and she thanked the faculty and staff who supported this event. The students enjoyed it. Jennifer shared the new SPAC (Student Petition for Academic Policy), and said she will send out directions on how to approve or make recommendations on those SPAC. With the proposed changes

coming concerning the speech course and the professional communication course, Jennifer asked faculty to keep in mind that when it comes to catalog changes, not all students are impacted. She reminded them to keep the catalog year in mind when having conversations with students. The Academic Policy window opens Oct. 1 and closes Oct. 31, and Kelly sent out an email to those students. The graduation application deadline is Oct. 12, so if you have seniors in your class please encourage them to apply.

- c) **SBDC (Janice Donaldson)** - The annual Nonprofit Management Conference is scheduled for Oct. 6. If you or your students are interested, please let Janice know. Janice thanked Diane Denslow for the eight small business case studies in her Small Business Consulting class, and noted those students are providing some great advising recommendations to the small business clients. Janice also thanked Lakshmi for providing a case study that she did in her E-business strategy course, and this case has been submitted to the Small Business Institute for Student Project of the Year consideration. She is also submitting a paper for that conference. The natural disaster that has affected us the most is Hurricane Irma, and the SBDC has been very involved in working on disaster recovery. They are helping with SBA and federal disaster loans for business, and many people do not know that there is a state Florida small business disaster bridge loan, which is a loan to help businesses until their insurance comes through, until their federal loan comes through, or until they recover. It is up to \$50,000 with no interest for six months. The SBDC is accepting the applications, processing them, putting them before the committee, and closing the loans. We have handed out checks to small businesses and The Jacksonville Business Journal, The Florida Times Union, and the Wall Street Journal have picked up the success story. We have accepted 57 applications, approved 39 for almost \$1 million, and closed 15 of them. We will close the rest next week.

9. Standing Committee Reports:

- a) Bylaws (Chair, Robert Schupp) - No report.
- b) Continuous Improvement (Chair, Cheryl Frohlich) – The last meeting was held in July and focused on replacing SPC4064 with ENG3025, which was approved by the CIC. Chris Johnson distributed a handout on the proposal to add ENG3025 and replace SPC4064, which will both cover writing and oral communication. The recommendation from the CIC will now go through the processes to pass it within the college and university.
- c) Scholarship (Chair, Oliver Schnusenber) – No report.
- d) Strategic Planning (Co-chairs, Parvez Ahmed and Dag Naslund) - No report.
- e) Technology (Chair, David Lambert) - Andres spoke and said they propose combining this committee with the Technology Enhanced-Learning Committee.
- f) Technology Enhanced-Learning (Chair, Cheryl Van Deusen) - They are rewriting the mission for the committee to include DL and hybrid courses. They also hope CCB will assist with funding for test proctoring for online and hybrid courses. The next meeting is in October.

10. Special Committee Reports:

- a) Accreditation & Assessment (Director, Chris Johnson) – Chris distributed information on the upcoming visit on January 28-30, 2018, and we expect a final draft to be sent out to the Executive Committee and Academic Affairs for review by October 16. The final report is due to the AACSB team by November 28th, and we

are on target to meet the deadline. Last spring, Chris mentioned that the college had adopted the Sedona System to manage our faculty qualifications and other aspects of accreditation moving forward. Chris is thankful to each faculty who submitted your vitas. A couple of GA's have been working very diligently, inputting your educational background activity, as well as your scholarly activities into the system. By the end of next week, that process should be complete and Chris will ask faculty to login to your individual account in the system and check their data. Mark reiterated that it is important that all faculty go into the system and verify the information so that our report is accurate. Mark also told committee chairs that we need minutes up-to-date on the CCB website, so all chairs over the last 5 years need to send minutes of all meetings to Susan or Laura so they can load them to the website.

- b) **Research Databases (Sean Davis)** – Sean handed out an overview of the databases in place and said he would email it to everyone with PDF links: Research Insight and Eikon. We have limited logins so he has asked Jennifer to help with the process of logging in. Mark thanked faculty who went to Crowley for a luncheon, (Brian Flynn, Robert Frankel, Dong-Young Kim, Nathan Kunz, Dag Naslund, David Swanson, Cheryl Van Deusen, Steven Williamson, and Pingying Zhang). Crowley has research data that we can utilize. Drew Thoeni spoke about creating a research data mart. The research data that Sean talked about is purchased data, and Drew's data is intended to allow CCB to gather, protect and distribute proprietary data from companies like Mayo, Publix, Crowley, Suddah. The objective is to create a central database that anyone in the college can use for research using real data. Also this data can be used for a single class project or a cross-discipline project. Drew indicated he wrote the compliance policies, the legal policies, IT security policies, and everything we need to build such a data structure here. If you have existing proprietary data, we may have a place to store that shortly and share that with the entire faculty. As we get opportunities where external companies provide us data, we hope to have the ability to say we can accept it and this is how we will protect it.
- c) **Distance Learning Committee (Sean Davis)** – Sean is on the Campus Technology Committee and asked: "How many faculty run the plagiarism check using the new verify tool?" This committee is working on an exam solution – Examity is a full live tracking solution but there are some quirks, so if you have feedback or opinions on this, please contact him. Mark thanked Sean for his work on the research databases and Distance Learning Committee.

11. Departmental News:

- a) **Accounting & Finance (Chair, David Jaeger)** - David reported about a former accounting student, Patrick Kmiecik, who earned an undergrad and a MAcc degree last summer. In late spring, it was announced he was a winner of the 2016 Elijah Watt Sells award from the AICPA. 100,000 candidates took the CPA exam during 2016 and 58 qualified for the award, which goes to candidates that score 95% or above on all four parts of the exam and pass all four parts on the first attempt. Patrick is the first UNF grad ever to receive this award. We are really proud of Patrick for receiving this award. Last spring, the college was in the process of changing the admission criteria regarding test scores for the MBA, and now we are in the process of changing requirements for the GMAT, GRE for the MACC program. What we are doing is a version of what the MBA has done. If you are familiar, there are four levels in the MBA admission criteria. Our first level is very similar to the first MBA

admission level. Our number two is like the fourth admission criteria for the MBA, which essentially is if you do not fit under the first criteria, then we use the test score and the index formula for the admission decision. This is what the MBA uses as the fourth admission criteria. We are in the process of starting a Beta Alpha Psi chapter, and this semester is the beginning of that process. Beta Alpha Psi is an international honor organization for accounting students, but can also include finance and information system students. Thanks to Jeff Michelman for volunteering to be the faculty advisor.

b) **Economics and Geography (Chair, Albert Loh)** – Congratulations to Lian An for her promotion to Full Professor.

c) **Management (Chair, Paul Fadil)** – The department is still working on the curriculum. The minors in Human Resource Management and Operations will be on the catalog in the Fall of 2018, the Entrepreneurship course will move to be a requirement course for all management majors, and the entrepreneurship minor will be a choice for management majors as well. The two minors we are looking at is one in leadership and one in MIS – both are down the road. We were looking at one in IB, but after discussion with the IB Flagship Program, we decided to go with a double major instead. Paul apologized to the faculty about his reporting on Crystal's passing, he did not give a lot of info because she donated her body to science and her husband did not want any form of memorial. Paul is meeting with Bill, her husband, on Monday with the hope of creating an award in her name for the Best Strategic Management student at the end of the year. Congrats to Dag Nasland, Dong-Young Kim, and Lakshmi Goel as being three of the five endowed professorship recipients. Lakshmi Goel is going up for full professor as we speak; Koren Borges is going up for promotion as well. Paul thanked the other department heads for being so professional when we are all pursuing the same limited resource funds.

d) **Marketing & Logistics (Chair, Reham Eltantawy)** – Reham reported the following:

- Dawn Russell, newly appointed Director for MBA, MSM, and Certificate Programs in Coggin.
- Greg Gutkowski, Visiting Marketing Instructor.
- Search Process, Instructor of Marketing.
- Dr. Andrew Thoeni
- Dr. Mike McCardle
 - Minors (second largest) and MBA Concentration (third largest):
 - The Marketing minor is the second largest minor in Coggin (105 students with Majority non-business).
 - Coggin Minors:
 - Business Students (Economics, Entrepreneurship, Finance, Geography, International Business, Marketing)
 - Non-Business Students (Business Administration, International Business, Management, Marketing)
 - Marketing Concentration active students (23rd largest of 10 Coggin concentrations).

Faculty Scholarships:

- Adel El-Ansary - "Marketing's Identity Crisis: Insights from the History of Marketing Thought" in AMS Review! The positioning of the article with commentaries from Kotler, Levy, Bagozzi, O.C. Ferrell is significant.
- Courtney Baker

Nations, Courtney, Stacey Menzel Baker, and Eric Krszjzaniek (forthcoming), "Trying to keep you: How grief, abject affect, and ritual transform the social meanings of a human body," *Consumption Markets & Culture*.

Anderson, Laurel, Jelena Spanjol, Josephine Go Jefferies, Amy L. Ostrom, Courtney Nations Baker, Sterling A. Bone, Hilary Downey, Martin Mende, and Justine M. Rapp (2016), "Responsibility and Well-Being: Resource Integration Under Responsibilization in Expert Services," *Journal of Public Policy & Marketing*, 35(2), 262-279.

- Young-tae Choi
Lee, Chunsik, Youngtae Choi, and Junga Kim (2017), "Testing a Cultural Orientation Model of Electronic Word-of-Mouth Communication: A Comparative Study of US and Korean Social Media Users," *Asian Journal of Communication* (peer review journal), accepted for publication.
- David Swanson
Swanson, David, Lakshmi Goel, Kristoffer Francisco, and James R. Stock. (Forthcoming) "Applying Theories from Other Disciplines to Logistics and Supply Chain Management: A Systematic Literature Review" *Transportation Journal*.
Swanson, David, Amanda Atwood, and Daniel Calais. (2017) "Global Supply Chain Ecosystems: Strategies for Competitive Advantage in a Complex, Connected World: A Review." *Journal of Marketing Channels*, 24 (1-2).
Jin, Yao, David Swanson, M.A. Waller, J. Ozment. (2017) "To Survive and Thrive under Hypercompetition: An Exploratory Analysis of the Influence of Strategic Purity on Truckload Motor Carrier Financial Performance." (Forthcoming in the *Transportation Journal*, Accepted May 2016).
- Dawn Russell
Swanson, David, Amanda Atwood, and Daniel Calais. (2017) "Global Supply Chain Ecosystems: Strategies for Competitive Advantage in a Complex, Connected World: A Review." *Journal of Marketing Channels*, 24 (1-2).
<http://www.tandfonline.com/doi/full/10.1080/1046669X.2017.1347007>

12. Graduate Programs Update

- **MBA/MSM (Dawn Russell)** - She has centralized the information process and set three priorities: 1) Outreach – going out to companies to solicit growth and make the programs better known, 2) Improve communication among faculty 3) Improve working relationships with all the places on campus that touch our graduate programs. She is working with Advising, Career Services, the Graduate School, and many other areas. Dawn put together a Canvas board for faculty for discussion, and the dissemination of voluntary information. You can opt in or opt out of the Canvas board. She calls it the "Directors Online Forum," and it is a forum for faculty to get updates if you want to know what Dawn is doing or rate what she is doing. She would like to run some discussions, and then in alternate months have a Canvas conference, so we actually have some meetings on what is going on in the classroom. Dawn wants to not only focus on growth of the programs, but concurrently focus on the quality of the program and having good relationships around the university to be able to get done the things we want to do process-wise. Upcoming meetings: Dawn and Shannon are going to Florida Blue to talk about our programs. The MBA/MHA is a program that we are working to formalize with the Brooks College, and they are considering polling their faculty

to see if they want to make this program formal. If they do, then we need to decide whether we want to as well. Business Analytics status – Dawn will be contacting faculty whose input is needed to move the certificate forward.

- **MACC (David Jaeger)** - David mentioned that they are working on changing requirements for test scores. We have been on a steady increase in enrollment in the program. Comparing Fall 2016 to Fall 2017, we are up about 13%. The last few years we have seen a shift in the program, and we still have a significant number of part time students, but more and more the larger percentage is full-time students in the program. A lot of that is being driven by the fact that the Big 4 and the next tier accounting firms are hiring people who graduate in Spring 2017 with a September 2018 start date, and telling them to get the 150 hours they need to be licensed to be a CPA and work on the exam during that period.

13. Flagship Programs Update

- **IB Flagship (Andres Gallo)** - Global MBA (New Cohort in Germany) – This December, there will be a meeting here at UNF bringing all the faculty members of the different schools that teach in the program. This will be a great opportunity for any of the CCB faculty who would like to be involved, and all faculty are welcome to attend. Update on IB – we attended a research conference in Argentina, and Andres thanked the five CCB faculty members who attended. The IB conference will be March 16, 2018, and details will be out soon. We recently had a visit from Felipe Moreno of Universidad de Alicante, and he is a professor of marketing. He attended Young-tae’s class, and is working on research with Young-tae. He spent three months here on research, and spent time getting to know faculty members.
- **T&L Flagship (Robert Frankel)** – Robert thanked Jay Coleman for getting the master’s program through the university bureaucracy. Rob is sure it would not have gone as well as it did without his help. Lynn Brown received two university awards in the last year: the UNF SPOT award, which recognizes different service contributions at different levels in the university. She was also voted the UNF Club Advisor of the Year for the entire campus, and there are over 200 clubs on campus. Several months ago, the flagship received its third renewal from IANA (about \$155,000 over several years), the organization that supports the case competition that is held here every year. They also provide scholarship funding, and support for other issues. T&L awarded just under \$40,000 of scholarships in the past academic year.

Unfinished Business

Mark announced Lunch with Deans.

- August- New faculty had lunch.
- October – Faculty
- November- Staff

New Business

14. Election of representatives for the University Level Award Selection Committees:

- a) Distinguished Professor Award Selection Committee - Paul Fadil
- b) Outstanding Faculty Scholarship Award Selection Committee- Dong-Young Kim
- c) Outstanding Faculty Service Award Selection Committee – Mina Balamoune-Lutz

- d) Outstanding Faculty Community Engagement Award Selection Committee –Koren Borges
 - e) Outstanding Undergraduate Teaching Award (must have received Outstanding Teaching Award in prior years) – Diane Denslow
 - f) Outstanding Graduate Teaching Award Selection Committee (must be graduate faculty member who has received either a undergraduate or graduate Outstanding Teaching Award) – Paul Fadil
15. Election of representatives for the Screening Committee to review college applications for the respective teaching awards:
- a) College Screening Committee for Undergraduate Teaching Award Applications – Koren Borges, Nilufer Ozdemir, Pieter de Jong
 - b) College Screening Committee for Graduate Teaching Award Applications (must be graduate faculty members) – Dong-Young Kim, Pieter de Jong
 - c) Outstanding Adjunct Teaching – Koren Borges, Pieter de Jong, Mina Balamoune-Lutz

Announcements

16. Announcements:
- a) GlobalMBA Cohort 16 Graduation (Friday, December 8, 2017 @ 9:00 am in Talon Room)
 - b) Coggin College Fall Hooding Ceremony (Friday, December 8, 2017 @ 11:00 am in Robinson Theatre)
 - c) UNF Commencement (Friday, December 8, 2017 @ 2 pm in Arena)
 - d) Laura Kelp asked the faculty to inform students that the study labs on the first floor are available for check out. Keys are checked out through the dean's office during the day (8-5) and then through the IT desk after that.
 - e) Mark thanked Rabena Johnson for the cake today and Susan Watts for coordinating the meal for the day from Copeland's.
17. Meeting Adjournment – The meeting adjourned at 2:50 pm.