This quarter’s edition of The MBA Reporter provides the first opportunity to officially congratulate the 42 individuals who graduated from the University of Dayton with their MBA on May 2, 2015. I was excited and honored to attend the graduation ceremony and witness firsthand the joy on the faces of our grads. It was a very special time for our students and I am grateful for the opportunity to share in the experience. I’ve always found graduation ceremonies to be emotional events and this one was no different. Each one of our graduates has so much for which they should be proud and I believe great things will be accomplished by these folks. No doubt about it, UD will be well represented by this distinguished group!

Also a first for this edition of The MBA Reporter, our student spotlight features a student from our LexisNexis cohort. In case you have not heard, we kicked-off our partnership with LexisNexis in January, 2015. This is an exciting new program that brings together two of the Dayton area’s most well-known and respected institutions. The partnership program allows UD to deliver all MBA content to a group of LexisNexis employees directly on the company’s campus. The cohort meets for class once a week and is made-up of 28 employees from various areas of the company. Requirement for participation in the cohort are the same as those for our traditional MBA students. This means each of the LexisNexis cohort students completed the GMAT and any foundation courses required in order to be included in the program. The course plan calls for the group to take three credit hours per semester and students in the first cohort are scheduled to graduate in May, 2017. Thus far, the group has completed MBA 793 & MBA 794 and is currently taking MBA 758 over the summer semester. Feedback received from all involved has been very positive. UD professors Dr. Harvey Enns and Dr. Mark Jacobs taught the first two classes and each raved about the high level of energy the students brought into each class session. The willingness by the students to participate in class discussions brought about an exchange of ideas that exceeded the instructor’s high expectations.

Students in the program have expressed their enjoyment of the courses held thus far and the benefit of learning graduate business content with fellow LexisNexis employees in a cohort model. In some instances, Dr. Enns & Dr. Jacobs crafted assignments that were directly applicable to a business process or challenge happening within LexisNexis which made the relevancy that much greater. Keith Hawk, Senior Vice President of Sales for LexisNexis and Paul Vanderburgh, Associate Provost, Graduate Academic affairs for UD, were instrumental in putting the partnership together. Both have expressed their satisfaction for the way things are going and cite significant benefits for both organizations. Plans are being discussed for a second cohort to begin in January, 2016.

Another important subject included in this edition is the international experience that’s scheduled over the January, 2016 intersession. The three credit hour course includes a trip to Santiago, Chile and other nearby locations in the region. Dr. Mark Jacobs will teach the course and lead the trip to Chile, which will include visits to various South American companies, as well as pre & post trip coursework. Participating in the trip is bound to be a valuable experience for all and having international course study on your resume may be something your current or future employer is seeking. I encourage you to read the information on page 3 and contact the MBA office for additional information.

I wish everyone a fun and safe summer!

Best, John
Digital Influence in Today’s Retail Environment

After three years of extensive research, Deloitte Development, LLC, has revealed some interesting information about shopping trends in the United States. Deloitte’s mission: “to test [their] belief that mobile technology and easy access to digital information not only affects sales in digital channels, but also has a much broader impact on in-store sales and in-store consumer behavior.” The results were fascinating and we could not help, but share them with you! According to Deloitte’s research, 47% of all Millennials turn to social media during their shopping experience. This translates into Millennials spending 37% more than their non-Millennial counterparts as a result of digital influence. So, what is digital influence you may wonder? Digital influence is defined by Deloitte as “the degree to which in-store sales are influenced by digital at some point in the shopping journey.” According to their report, digital influence is expected to rapidly increase in the coming years, making it a vital part of business and marketing strategy. The report goes on to say that this rapid increase in digital influence has lead to a widening gap between consumers’ digital behaviors and expectations and retailers’ capacity to meet said expectations, a phenomenon known as the ‘new digital divide’.

According to Deloitte, 2014 yielded more than $4 trillion (93.5%) in brick-and-mortar retail sales. However, most research only focuses on the $305 billion (6.5%) sales that were made through online channels. Their approach focused on exploring the influence of digital mediums on sales from physical stores. Their findings indicate that even though many retailers report aggressive growth statistics in the eCommerce arena, much of this growth has come at the cost of losing business in the physical stores. But, focusing on one particular channel versus the other may lead to significant problems for retailers. Instead,

Deloitte encourages retailers to unify their strategies and capitalize on digital influence in the brick-and-mortar stores. They say that “operating separate online and offline businesses is likely a waste of valuable time and energy.” According to them, digital influence is expected to rise to a whopping 64% by the end of 2015.

To better understand the evolution of digital influence, Deloitte shared three key findings:

1. “Simply measuring channel sales misses the larger trend.”
2. “Consumers use digital very differently by category.”
3. “In-store shopping has digital at its core.”

Although digital trends are a widely used metric to measure digital success, it is still a lagging indicator. Approximately 76% of surveyed consumers use digital devices to influence their decision making prior to reaching a physical store. Most importantly, this is happening much sooner in the decision-making process, which makes certain lagging metrics irrelevant or obsolete.

With an astonishing 34% of consumers actually using digital while in the store, the number of consumers who have already determined what to buy by the time they reach the store is rapidly increasing. It is imperative to understand that the way in which we shop has been transformed due to technology. Investing solely in digital for online transactions, or focusing on individual channel sales might lead to missed opportunities. Therefore, the key is not to segregate online sales from in-store sales, but rather to leverage digital in order to delight consumers while shopping in-store.

For the full report published by Deloitte, click here.

Reference:
Did you know that career services offers many valuable services free of charge to UD students? The career services staff is happy to help with your career-related needs at every step of your college career. Whether you are looking for an entry-level position or simply a career change, career services can help you. With services like job search information, resume writing and interview assistance, and much more, career services can help you become more marketable and desirable to prospective employers. Already have a job? You can benefit from their services too! Maintaining your resume is just as important because you never know when you might need it. Your resume can be one of the most important documents you own and waiting until the last minute to update could work against you.

So, do not wait any longer and take advantage of the free resources available to you! If you are interested in scheduling an appointment, you may do so by calling (937) 229-2045. Summer appointments are available! You can schedule either an in-person or phone appointment with a career advisor and take your professional profile to the next level!

“\textit{It is better to be prepared for an opportunity and not have one than to have an opportunity and not be prepared.}” - Whitney M. Young

Coming Soon: Study Abroad Opportunity!

Mark your calendars for this one of a kind opportunity! We are delighted to provide you with information about this tremendous learning experience opportunity.

In January 2016, students will have the chance to study abroad in Santiago, Chile. This study abroad is designed to provide students with an unparalleled learning environment in which students can observe business operations from a different perspective. From vineyards to port operations, students will visit and learn from many different organizations.

Santiago, the capital of Chile, is surrounded by the Andes mountains which can be seen from just about everywhere in the city.

Chile’s economic growth has lead to a phenomenal transformation to cities like Santiago. Now a modern metropolis, Santiago is home to numerous shopping centers, business corporations, and also the tallest building in Latin America.

With an average temperature of 68 °F in January, Santiago is the perfect place for you to escape the cold Ohio winter and have fun while learning!

For more information click or visit the link below, or call the MBA office:

\texttt{http://dayton.studioabroad.com/}
Comparing Companies with Company Dossier

The LexisNexis database includes some great tools for company research. Get to LexisNexis through the Databases list on the libraries' website:

http://www.udayton.edu/libraries

This function is helpful when you would like to compare up to five companies' assets and liabilities side by side.

1. On the Search By Content Type drop-down, select Dossier (Company, Executive, & Industry) to navigate to the Company Dossier product.

2. Click the Compare Companies tab at the top

3. Type in the names of the companies you would like to compare.

4. Click the compare button.

Questions? Contact me: Joan Plungis, Roesch Library, 937-229-4245, jplungis1@udayton.edu
Faculty Spotlight

Which courses do you teach for the MBA program?
MBA 793 - Operational Effectiveness

What is your research interest?
Broadly it is in the areas of product development and supply chain integration. More specifically, I investigate product and portfolio complexity, complexity management strategies, and their impacts on the firm and the supply chain. I also investigate the impacts of supply chain integration on various dimensions of firm performance.

What do you enjoy most about teaching at UD?
I like the blend of theory with practice, the stated values of the institution, and my colleagues.

What has been one of your major professional or personal accomplishments and why?
Earning an Industrial Engineering degree from the top school in California, and as I would later learn, one of the top 5 nationally. Passing the licensing exam and earning a doctorate are all quite significant to me since my teachers in high school had told my parents that I would never go farther in math than advanced algebra.

More recently, it has been gratifying to see four of my papers published in the very best operations management and innovation journals and then seeing how they impact the discipline and are used by other scholars to inform their own research. A personal accomplishment is winning an audition for a chair in the symphonic band at the University of Minnesota while working on my MBA. I consider it significant because most trumpet majors never make it into that band during their time at the U. This is made more significant in that Minnesota is one of a handful of destination schools for trumpet players.

What advice would you give MBA students?
Don’t let people tell you that something can’t be done or is beyond you. My experience is proof that continual and focused hard work will bear fruit over time. A commitment to excellence and maximizing your abilities will serve anyone well.

What book(s) have you read recently?
How Google Works; The Wright Brothers; Unintimidated; Company Man; Living Well on the Spectrum: How to Use Your Strengths to Meet the Challenges of Asperger Syndrome; America in Retreat: The New Isolationism and the Coming Global Disorder; Billy Joel

You are stranded on an island, what is one thing you would want with you and why?
My wife because she’s my best friend. However, if I couldn’t choose a person, I would pick a digital music player with thousands of songs on it. This would help me pass the time contentedly.

Share something fun, quirky, unusual, or unique about yourself that you would like to share with students.
I can perform an Eskimo roll in a kayak!
MBA Student Spotlight

If you had to give an elevator speech about yourself, what would you say?

I am a constant work in progress, who is in love with the life I have created. I adore my husband Chris and our two littles (Miles-3 & Miro-1). I manage a team of 11 sales representatives at LexisNexis and attend UD MBA classes. I also LOVE to cook – no matter what you want or how many people – however, I hate to clean. So you’re invited over as long as you do the dishes!

What has been your favorite class in the MBA program and why?

Do I have to pick just one? Every single class has been so engaging, interesting, and applicable to my work. I cannot wait to see where the program goes.

What has been your most valuable experience while in the MBA program or at work?

Being a part of the UD/LexisNexis cohort has been invaluable! It has been amazing to have all parts of our huge organization represented. It allows you to hear and see perspectives from all parts of the business - which has been valuable to both our class and my work life.

Where do you see yourself 5 years from now?

I would like to move into a role at LexisNexis that impacts the global vision and direction of the organization. Whether that is through strategy, content acquisition, or large scale process improvements.

Suppose that you have been selected to participate in an international project in South America. All arrangements have been made on your behalf. What are 5 things you would do before you leave?

Wow! What an amazing opportunity...Here is what I would do:

1. Find a way to take my husband and littles along for the adventure.
2. Research the country extensively to ensure I was able to travel to all the hot spots and areas of interest while there.
3. Brush up on my Spanish!
4. Book restaurant reservations – food is my favorite part of traveling!
5. Pack!

If money was no object, what would you be doing?

Traveling the world with my family - ensuring my children grow up with an appreciation for cultures around the globe. As far as work - I would own a chain of boutique hotels scattered throughout some of my favorite places in the world.

Would you like to share any other unique characteristics, accomplishments, and/or activities with your fellow UD MBA community?

I was humbled in 2014 when I was awarded the Women of Influence Award by the YWCA in Dayton. This award is given to seven women in the community for "who through their philanthropic work embody the mission of the YWCA – to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all."

It’s your turn to nominate a fellow student!

Want to nominate a fellow student for the Student Spotlight? Click here to fill out the nomination form.

MBA Student Spotlight

MONICA BARTLEY

Reason for Nomination: Academic Merit
Congratulations Spring 2015 Graduates!!!

On behalf of the School of Business Administration, we would like to congratulate the following 2015 Spring Graduates. We are proud of each and every one of you and wish you nothing but the best in your future endeavors.

Addison, Leslie
Avila-John, Lucas
Bello, Patrick
Buder, Andreas
Burnett, Rhonda
Buschur, Shelby
Chase, John
Colasanti, Lauren
Cornicelli, Laura
Daniel, Scott
DePeder, Joseph
Dickey, Michael
Duckro, Cheyenne
Fiessinger, Lisa
Galaska, Michael
Gray, Edward
Hayes, Mary
Heimann, Greg
Hemmelgarn, Sarah
Huang, Xinxin
Jain, Vani
Johnson, Cynthia
Joyce, Sean
Lahrman, Bryce
Lechermann, Angela
Lin, Wanxing
McCluskey, Sean
O’Keefe, Alex
Puterbaugh, Spencer
Qian, Piaoyi
Rudman, Benjamin
Scheid, Rebecca
Schmidt, Joseph
Shen, Jingchao
Shouse, Keith
Skelly, Mathew
Smith, Jill
Tetelman, Daniel
Thompson, Jonathan
Voit, Christian
Yang, Feng
Zheng, Jie
Congratulations Robby Poteat!

Robby Poteat, MBA student and Assistant Athletic Director at the University of Dayton, was awarded the Man of the Year award by the Leukemia & Lymphoma Society. His award came after raising over $100,000 to benefit the cause.

According to Robby, the Man & Woman of the Year contest is a 10-week fundraising race amongst community professionals which begins in March and ends mid-May. The goal: To raise as much money as possible.

Every year, the Leukemia & Lymphoma Society try to recruit approximately 6 men and women. Each participant creates a plan to raise money and the woman and man who raised the most money during the 10-week period is honored with the award.

Although Robby could not be happier with his accomplishment, he says that “more importantly, the group as a whole raised just over $800,000 which set the record for this region for the LLS chapter.”

We are proud of Robby not only for his accomplishment, but also for modeling our Marianist values and traditions! Great work Robby!

Frequently Asked Questions

Q: How do I register for classes?
A: On first day of registration, fully admitted students should register online via Porches. Conditionally accepted students must call the MBA office between the hours of 8:30 a.m. and 4:30 p.m. Monday-Friday.

Q: Can I register by e-mail?
A: No e-mail registrations will be accepted. You must register either online (if eligible) or by phone on registration day.

Q: What information do I need to register by phone?
A: To register by phone, please have the following information ready for speaking to a staff member or leaving a voicemail:

♦ Full Name (spell your last name)
♦ Student I.D. number
♦ Desired courses with section numbers
♦ Call-back number

Q: How do I order textbooks?
A: You may visit the UD bookstore website at:
https://www.udayton.edu/bookstore/

Q: What is the last day to drop a class?
A: You may withdraw from class without record on the last business day before the third scheduled class session or you may withdraw with record of “W” on the last business day before the sixth scheduled class session. For half-term drop/add policies, follow link below:
https://www.udayton.edu/business/master_of_business_administration/

Q: When will my class show up on Isidore?
A: Courses for which you are registered for typically do not appear on your Isidore account until the scheduled start day. If you still do not see your course by the scheduled start day, contact the professor.
**SBA MISSION**

The School of Business Administration is a learning community committed in the Catholic and Marianist tradition to educating the whole person and to connecting learning and scholarship with leadership and service in an innovative business curriculum designed to prepare ethical leaders for successful careers in a global business environment.

**MBA Office**  
(937) 229-3733  
mba.udayton.edu

**John Gentner**  
Director  
(937) 229-3733  
jgentner1@udayton.edu

**Mandy Schrank**  
Assistant-Director  
(937) 229-3733  
mschrank2@udayton.edu

**Theresa Weber**  
Administrative Assistant  
(937) 229-3733  
tweber1@udayton.edu

**Hilda Carrillo**  
MBA Advisor  
(937) 229-4977  
carrilloh1@udayton.edu

**Megan Stuffelbeam**  
Accounting Student Advisor  
(937) 229-4823  
stuffelbeamm1@udayton.edu

**Sylvie Stewart**  
School of Business  
Career Services Liaison  
(937) 229-3409  
sstewart1@udayton.edu

---

**WANT TO SUGGEST A SPECIAL TOPIC?**

We strive to provide you with current relevant topics and information. We want to write articles about what interests you! If you would like to suggest a special topic for our next newsletter, email Hilda Carrillo at carrilloh1@udayton.edu.

**WANT TO NOMINATE A FELLOW STUDENT?**

If you would like to nominate a UD MBA student for the Student Spotlight, please click here to complete the nomination form. For more information email Hilda Carrillo at carrilloh1@udayton.edu.