

# **Centers in the College of Business**

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# Overview

- **Fitting in the COB Strategy**
- **Center for Ethical Organizational Cultures**
- **Center for International Finance and Global Competitiveness**
- **Summary**



# Fitting in the COB Strategy

- **COB Strategic Plan - 2+ years**
- **Six strategic goals**



# Strategic Goals

- Achieve recognition through scholarly efforts.
- Create greater financial self-sufficiency.
- Prepare students for leadership in a diverse, global economy.
- Enhance student career opportunities.
- Maintain leadership in distance education.
- Establish and foster external relationships.



# Fitting in the COB Strategy

- COB Strategic Plan - 2+ years
- Six strategic goals
  - With initiatives in each
- *Achieve recognition through scholarly efforts.*
  - *Establish centers that have a research focus.*



# Center for Ethical Organizational Cultures - Background

- **Ethics – common in b-schools**
- **Dr. A. Armenakis, Pursell Eminent Scholar in Ethics (Department of Management)**
  - **Leads COB Program**
  - **Distinguished speakers – Dr. Jeffrey Weigand, Mr. Roger Boisjoly, & others**
  - **Primary focus teaching about ethics**
- **Ethics Resource Center survey (Summer 2007)**
  - **High number of observed misconduct & low incidence of reporting the misconduct**
- **Culture in the organization – key to improving behavior**
- **Teaching must accompanied by research**



# Center for Ethical Organizational Cultures - Overview

- **Funds - \$460,000 over 5 years**
- **Purpose – research to understand elements of org. culture that support and do not support ethical behavior**
  - **Use qualitative and quantitative methodologies**
  - **Ethical Organizational Culture Survey**
    - **For use in public and private sector organizations**
  - **Research activity – faculty & Ph.D. students**
- **Follow-ons**
  - **Conference sponsorship**
  - **Company affiliations**
  - **Consulting**



# Strategic Goals

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# **Center for International Finance & Global Competitiveness - Background**

- **Department of Finance**
  - **International Business major**
  - **BIE grant – faculty from Finance & Political Science**
  - **International internships in London and China (planned)**
  - **Dr. J. Barth, Eminent Scholar, and expert in financial institutions**



# Center for International Finance & Global Competitiveness - Overview

- Funds (potential) - \$ 5+ million over 5 years
- Support the EFI – Economic Freedom Initiative
  - Dr. Bob Lawson, co-author of the Economic Freedom World Index
  - Published annually – cited regularly in academic and business journals, e.g. featured in the *Economist*.
  - Ranking of countries – 40+ dimensions driven by data



# Center for International Finance & Global Competitiveness - Overview

- **Funds – research, teaching & outreach**
  - Faculty
  - Post docs
  - Graduate students
  - Visiting scholars
  - Video series
  - Other disciplines – business law, entrepreneurship, political science, etc.
- **Follow-ons**
  - CIBER – COB, CoLA & others
  - Network of affiliates - business and corporations



# Concluding Remarks

- **Centers – necessary to advance COB towards its vision**
  - **Provide focus consistent with our strategy**
  - **Reinforces a research culture**
  - **Provides funds for faculty and students**
  - **Serves as leverage for pursuing other sources for funding – public & private**
  - **Diminishes silo thinking – encourages participants from other departments**

