

BUSINESS MATTERS

Spring 2021

The State University of New York at Fredonia

Volume 12, Issue II
School of Business

Notes from the Interim Director

Over the past academic year, the School of Business successfully provided quality education and professional experiences in mixed modalities, despite the global pandemic. We are hopeful that in fall 2021 we will be back with more normal, face-to-face instruction and student activities. Some accomplishments:



- We've been building our Alumni network for current and graduated students on LinkedIn. If you have not already done so, connect with "Fredonia School of Business" and request to join the "Fredonia School of Business Alumni Group". Connecting with us and joining the Group is the best way to stay tuned in to all things business at Fredonia.

<https://linkedin.com/in/fredonia-school-of-business-412106164>

On the recommendation of our student consulting group, we will be expanding our social media presence to engage potential and current students.

- Our School of Business Advisory Council has been very productive this spring. To improve our curricula, we've developed an alumni survey to learn what specific professional skills are most important in today's workplaces. We've moved forward with plans for developing co-op experiences for students.

- We focused our FREDlanthropy Day events on scholarships, to provide incoming and current students with much-needed financial support. It's not too late to contribute:

<https://www.fredonia.edu/give>

- Plans are under way for a Certificate of Advanced Study in Operational Excellence. The certificate will be available to undergraduate seniors, alumni and professionals interested in fine tuning their knowledge, skills and abilities. Courses include nine credits in a professional core (including business intelligence, data visualization, and project management) and nine credits focusing on Operational Excellence (Quality Management, Supply Chain Management, and Lean Six Sigma). New programs in Financial Economics and Professional Sales are in the early planning stages.

- Our students continued to gain valuable and meaningful internship experience this year, in both face-to-face and virtual workplaces. Be sure to check out our Career Development Center for internship and employment opportunities available for alumni and current students at:

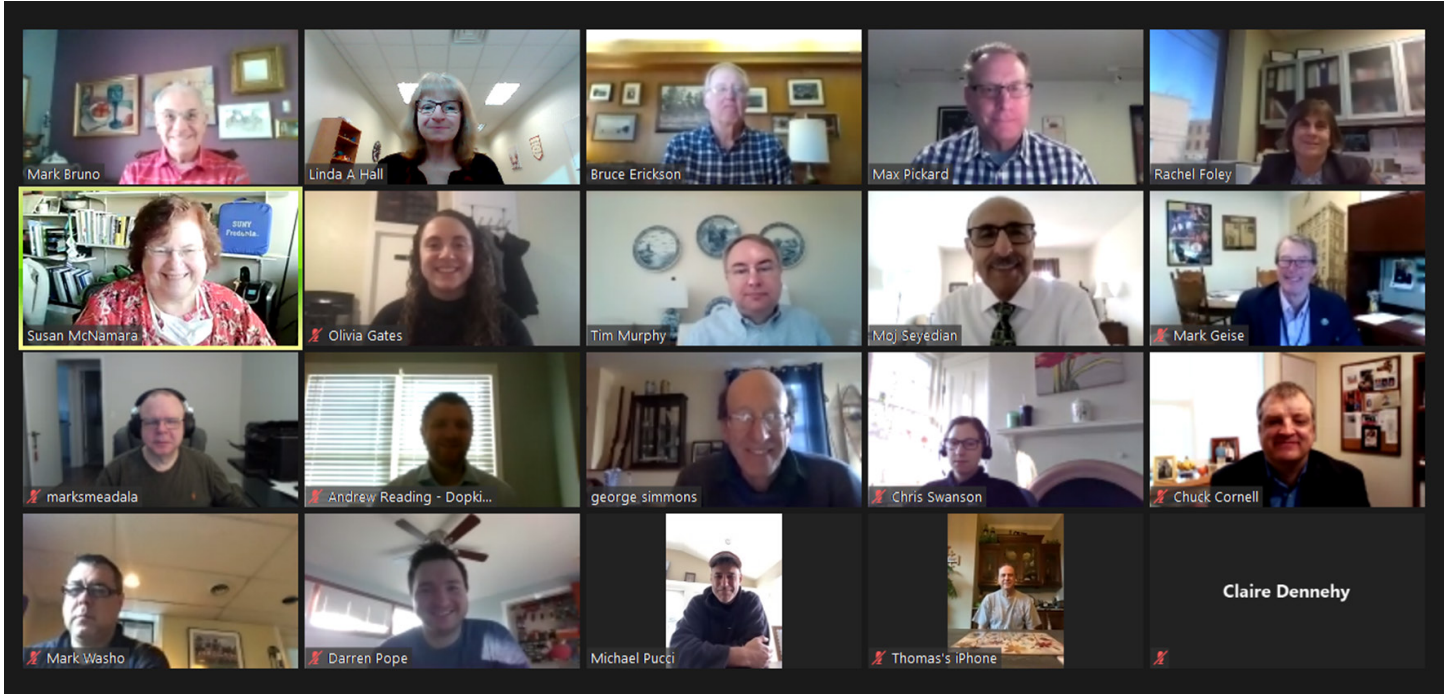
<https://www.fredonia.edu/student-life/career-development-office>

- The AACSB-accredited programs in Business Administration and Accounting will be entering their re-accreditation year, with a review team visit slated for Spring 2023.

- Our student clubs and organizations held 17 speaker meetings this Spring. Hail! Fredonia Records held a virtual dog walk and telethon to benefit the Institute for Autism Research. The American Society for Quality developed and executed a virtual run to benefit the Lakeshore Humane Society. The Business Club sponsored golf lessons for its members, and the Music Industry Club held its Spring Solstice Jam.

- Dr. Linda Hall

School of Business Advisory Council



Established in 2002, the School of Business Advisory Council, a group of business executives as well as several faculty and student representatives dedicated to consulting with the school on the matters of curriculum design and program development, has been quite busy this past academic year. Through its monthly general meetings via Zoom, sub-committee meetings, and other forms of communication, the council has provided valuable insights on the relevance of our curricula to the real world of business, helped with fine-tuning of our strategic plan, offered several internship opportunities for students, worked on development of a center of excellence for family business, assisted with fund-raising projects, and augmented the student learning process through guest-speaking in the classroom. Below is the current list of the council membership:

- Dr. Reneta Barneva**, Coordinator of Applied Professional Studies Program, SUNY Fredonia School of Business (ex officio)
- George Borrello**, Senator, New York State Senate
- Mark Bruno**, Retired Executive, PriceWaterhouseCoopers
- Ashley Bucholtz**, Resource Analyst, University at Buffalo
- Charles Cornell**, Director, SUNY Fredonia Technology Incubator
- Claire Dennehy**, Coordinator of Fundraising & Volunteer Engagement, Crohn's & Colitis Foundation
- Thomas Dujenski**, Retired Executive, Federal Deposit Insurance Corp.
- Bruce Erickson**, Consultant, Fancher Chair Inc. (Council President)
- Dr. Julie Fitzpatrick**, Coordinator of Business Administration Program, SUNY Fredonia School of Business (ex officio)
- Rachel Foley**, Chief Financial Officer & Treasurer, Lake Shore Bancorp, Inc.
- Olivia Gates**, President, SUNY Fredonia Business Club (ex officio)
- Mark Geise**, Deputy County Executive for Economic Development, Chautauqua County
- Betty Gossett**, Interim Vice President of University Advancement, SUNY Fredonia
- Walter Gotawka**, President, The Lawley Tradition Agency, Inc.
- Dr. Linda Hall**, Interim Director, SUNY Fredonia School of Business (ex officio)
- Kenneth Haller**, President, SUNY Fredonia Music Industry Club (ex officio)

Max Krug, Change Management Specialist, Future State Engineering
Louann Laurito-Bahgat, Vice President, Bahgat & Laurito-Bahgat CPAs
James Lewer, Agile Coach, Bank of America
Tyler Lewis, Quality Engineer, Erie Forge & Steel, Inc.
Carol Loja, President, SUNY Fredonia Chapter of American Society for Quality (ex officio)
Dr. Susan McNamara, Internship Coordinator, SUNY Fredonia School of Business (ex officio)
Timothy Murphy, Director of Foundation, SUNY Fredonia Division of University Advancement
Max Pickard, Retired Executive, Cattaraugus County Bank (immediate past Council President)
Ryan Piniewski, President, SUNY Fredonia Chapter of American Marketing Association (ex officio)
Darren Pope, Research Analyst, Independent Health (Council Vice President)
Allison Price, President, SUNY Fredonia Accounting Society (ex officio)
Michael Pucci, President, Pucci Properties, Inc.
Andrew Reading, Partner, Dopkins & Company, Inc. (Council Treasurer)
Dr. Mojtaba Seyedian, Interim Associate Director, SUNY Fredonia School of Business (ex officio Council Secretary)
George Simmons, Senior Partner, Derby Management
Mark Smeadala, Sales Strategy & Finance Consultant, Ops Clinic
Steven Stavarsky, Assistant Accountant, Bonadio Group
Christine Swanson, Senior Software Engineer, Paychex, Inc.
Sam Wagner, President, SUNY Fredonia Beta Gamma Sigma National Honor Society (ex officio)
Mark Washo, Founding Partner, Freedom Sports & Entertainment

Alumni Spotlight

After graduating from Fredonia in 1989 with his BS degree in Finance and a Minor in Economics, Ray Komar joined The Bank of New York in their Securities Lending division in the Financial District of NYC. He left that position and moved to the Buffalo area to open a sales and finance company with fellow Fredonia alum, Marty Gilano. After four years, he sold his part of the business to Marty and moved to Orange County California to attend graduate school at the University of California at Irvine. Ray received his MBA in 1996 and was awarded the top graduating student within the IT focus area.



Ray Komar

Ray has spent the last 25 years in various leadership and executive positions at cyber security organizations driving consulting practices or strategic partnership teams globally. He started his career in

cyber with Deloitte and has including stops at other global companies such as McAfee, Symantec and CrowdStrike.

Along the way, he helped sell the VC backed start-up he was at as an SVP (Preventsys) to McAfee, built the Strategic Alliance organization at CrowdStrike, which IPO'd in June 2019, and was at the Nasdaq Exchange in NYC on July 26, 2018 when his current company, Tenable, went public and their CEO rang the closing bell.

Ray is an "angel investor" in two tech startups - FlyingCloud and Amplifi. He and Marty Gilano also started the Michael J. Livingston Memorial Scholarship fund at Fredonia to honor their friend and Fredonia grad upon his passing in 2006.

Ray is currently the Vice President of Technology Alliances for Tenable, a public cyber security company focused on vulnerability management. He resides in Huntington Beach California, along with his girlfriend, two teenage daughters, Devon and Laney; a three-legged tortoise named Lightning, and a 120 lb. German Sheppard named Charlie.

Consumer acceptance of brand extensions: Is parental fit preeminent?

Prior research suggests that several factors influence how we accept a brand extension, including consumer characteristics, parent brand characteristics, and extension characteristics. Say for example, Gerber is introducing a new ice cream that is all natural, low in sugar and intended for children and infants. Based upon the preferences of the parents, the suitability of the Gerber name for an ice cream product, and the nature of the product itself, the new item would face varying degrees of acceptance when released to the market. Parents would either accept the new idea and purchase it for their babies or consider it to be inappropriate and choose not to buy it.



Dr. Shazad Mohammed

Our research finds that, in addition to these factors, consumers' ability to associate the parent brand (e.g., Gerber) with the new brand extension (e.g., Natures Ice Cream for infants) is just as important in determining their response to the brand extension. If consumers are able to make these associations when judging the new product, it has a chance to be accepted. This also depends on the fit between the new product and its parent brand; Gerber making an ice cream for kids is more acceptable than Gerber making an ice cream for adults. We consistently found the accessibility effect across five of our studies. Our findings have implications for brand managers and opens a new avenue for future researchers in the brand extension field.

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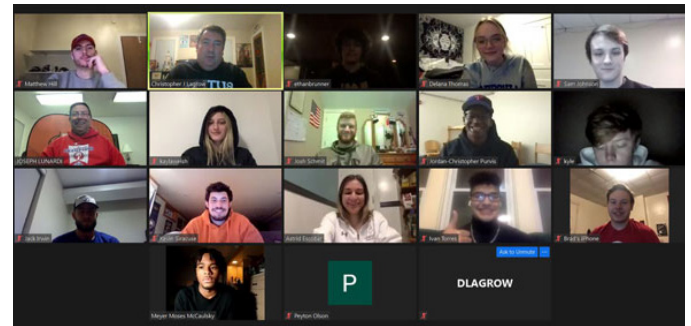
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Paul W. Miniard & Rama K. Jayanti & Cecilia M. O. Alvarez & Peter R. Dickson, (2018). What brand extensions need to fully benefit from their parental heritage, *Journal of the Academy of Marketing Science*, Springer, vol. 46(5), September, 948-963

The Art or Science of Bracketology



Joe Lunardi (second row from top, far left), with students enrolled in Chris LaGrow's (top row, 2nd from left) Bracketology course during a Zoom classroom visit.

On February the 10th, students in PHED 199 (Special Topics: Bracketology) were treated to an exclusive Zoom visit by Joe Lunardi, who's widely credited with inventing and popularizing "bracketology," the art or science of projecting which teams will play in the NCAA's fabled basketball tournament and how they'll be seeded.

The one-credit Bracketology course is a new offering in the Physical and Health Education program of the School of Business, taught by Career Development Office Associate Director Chris LaGrow.

In his class presentation, Lunardi shared insight into how the tournament selection committee makes its decisions, answered specific questions about high-profile teams such as Duke, St. Bonaventure, and Syracuse, and explained some of the ranking systems used by the selection committee to evaluate teams.

ASQ Fundraiser



Members of the fundraising team included (left to right) James Przybycien, Assistant Project Lead; Braelin Scott; Nicole Cullen; Dr. Lisa Walters, ASQ Advisor; Jake Nentraz, Project Lead, and Hannah Vasquez.

The service learners of the Fredonia Section of the American Society for Quality (ASQ) developed and executed a virtual run/walk fundraiser in April 2021 for the Lakeshore Humane Society. The project team raised over \$2000 for the Society. ASQ is a worldwide professional organization and the student section at Fredonia is housed in the School of Business. The Fredonia Section is affiliated with ASQ Section 0809, Erie, PA.

Business Clothing Drive



The Business Club conducted a successful clothing drive, open to members of the campus and community, on Friday, April 30 from 8 a.m. to 3 p.m., in an effort to open a business attire clothing store in the fall semester. Students will be able to visit the Snack Shack on 3rd floor of Thompson Hall and find professional clothing for interviews/internships, Meet the Professionals Night, and other career search efforts, at no cost to them.

The club adviser, Professor Mark Nickerson, noted, “Over the past few years, especially around the time of our Meet the Professionals night each fall, I have seen firsthand an increase in the number of students who do not have the necessary business attire for interviews, let alone internship opportunities, nor do they have the funds to obtain them.”

Business Club President Olivia Gates added, “It is necessary to have the appropriate clothing in order to make the right first impression and to be able to present yourself in a professional manner, especially in the business profession. We feel now more than ever that students should not have to worry about obtaining expensive clothing while still trying to prepare for professional events, and maintain their class work.”

Meet Professor Mark Nickerson

1. What courses do you teach?

I currently teach Principles of Financial Accounting, Intermediate Accounting I, Taxation I and II, and Auditing. In the past, I have also taught Principles of Managerial Accounting, Accounting Information Systems II, and Small Business Finance

2. If you could teach a new course, what would it be?

I think if there was one new course I would like to develop and teach it would be an ethics course geared specifically toward accounting students. Either that or a course on the financial and accounting aspects of starting a small business.

3. Tell me a little about your teaching style.

I teach mainly through lecture. However, I tend to break my lectures up into smaller, easier to understand pieces, which include examples from the text as well as real-life in order to help students make a connection on the material. Specifically, how it may apply to their careers in the future.

4. What suggestions do you have for students to be successful in your courses?

There are no shortcuts in accounting. It is a difficult subject and nothing besides hard work and dedication to the course material will lead to your success. In addition, reach out as soon as you feel as though you need any help. Waiting will just compound the problems and confusion that you may have.

5. What are your pet peeves in the classroom?

The biggest is disrespect, mainly speaking when someone else is speaking. While this certainly applies to myself as the lecturer, I am more concerned that any time a student is asking a question or engaging in the conversation, that their peers are respectful of them. It takes some students a lot of bravery to ask a question in class, and once they do, I want to make sure nothing discourages them from doing so again and again.



Mark Nickerson,
Lecturer, Business
Administration

6. What are some of the extra-curricular activities that you are involved in?

On campus, I serve as the faculty advisor for the Business Club and as a site coordinator for our Volunteer Income Tax Assistance (VITA) program. In addition, I serve on the Professional Development Center Committee for the campus. Off campus, I serve as President of the Board of Directors for the Buffalo Therapeutic Riding Center, Inc., a non-profit which provides equine therapy to students with mental, emotional, and physical disabilities.

7. How long have you worked at Fredonia?

I have been an adjunct lecturer off and on since 2007, but have been full-time since 2017.

8. Where were you before joining Fredonia?

Prior to joining Fredonia, I worked in industry for a large, national CPA firm located in Buffalo, NY.

9. What are your favorite hobbies?

I love to golf in the spring, summer, and fall and ski in the winter. Other than that, I love spending time with my dog, Mabel.

10. Why did you decide to come to Fredonia?

It was an easy decision when the full-time position opened up as I am also a Fredonia alum. Dorothy was right, there really is no place like home.

11. Who has been your biggest influence in life?

The biggest influence in my life was by far my Mom. She was always my biggest supporter in life, who unfortunately passed away in 2012. I have a quote tattooed on my arm with a note that she left in a card for me; "I know you will succeed in whatever you do!" She continues to be the driving force in

everything I do still today.

12. What kind of research are you working on?

I am currently finishing my doctorate and my dissertation research topic is on how differing expectations of work-life balance leads to conflict resulting in increased turnover within public accounting firms.

13. What advice do you have for graduating Accounting seniors?

Make sure wherever you accept a full-time position at in the future, that you belong and not just fit in. As Dr. Brene Brown puts it, when we "fit in" as opposed to "belong," we acclimate to the situation instead of standing for our authentic self. You deserve to work at a place where you are comfortable being your authentic self.

14. What do you like about our Accounting Program?

I love the comradery amongst our students. At any given time, you can walk into our reading room on campus and find a group of them studying together and even find numerous upperclassmen helping out younger students with their coursework. Seeing them giving their own time to help others really is the best part of my day.

15. Which universities did you receive your academic degrees from?

I have a Bachelor of Science in Finance and one in Accounting, both from Fredonia. I then went on to receive my MBA from the University of Buffalo and my Master of Science in Accounting from Liberty University. I am now finishing up my doctorate in Accounting at Liberty University as well.

16. What business experience do you have?

For the last 17 years, as a certified public accountant, I have focused on helping individuals and small businesses with all of their accounting, business consulting, and tax needs.

17. Is there anything else you would like to share with our readers?

Every day our students do something to make me proud, to push me to be a better professor for them. I hope that I not only make an impact on them, but they realize the impact they have on me.

**Business Matters is an online publication
of the School of Business.**

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