

BUSINESS MATTERS

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The State University of New York at Fredonia

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School of Business

Notes from the Interim Director

I'm honored and proud to serve as the Interim Director of the School of Business. With the help of Dr. Mojtaba Seyedian, Associate Director, and Drs. Julie Fitzpatrick and Reneta Barneva, Program Coordinators, we are leading the School through very challenging times faced by our nation, our University, and academia as a whole. Our faculty and staff have done an outstanding job focusing on our students' learning and success, whatever it takes. Despite all the disruptions caused by the COVID-19 pandemic, our School continues to thrive:



- A new minor in Music Industry is now enrolling students from all majors. Check the 2020-21 catalog for requirements. The minor provides an opportunity to add an applied, industry-specific compliment to any major.
- Meet the Financial Professionals Night (2020 virtual edition) was a huge success. 22 employers met with hundreds of students privately and in groups using Fred.Network and the Handshake system, resulting in internships and career position offers.
- New elective courses to be offered in Spring 2021: BUAD 350 Professional Business Selling, BUAD 350 Environmental Ethics, HONR 303 Technology and Society, HONR 306 Applied Leadership, MUSB 350 Financial Planning for the Gig Economy, and PHED 199 Bracketology.

- In Fall 2020, new offerings included: BUAD 350 Project Management, BUAD 350 B2B Selling, BUAD 350 Analytical Foundations Using NextGen Simulation, and SPMG 399 Business of eSports.
- We've been fortunate to secure the talents of several new adjunct instructors: Lisa Powell-Fortna (Human Resources) Mark Mackey (eSports), Chaelyn Wielkie (Power Yoga), Michael Cerrie (Entrepreneurship), Ed Croft (Music Industry Foundations), Victoria Eckert (Mental Health First Aid), and Jason Bussman (Sport in Diverse Societies).
- The AACSB-accredited programs in Business Administration and Accounting have been approved for the re-accreditation process, a five-year cycle with a review team visit slated for 2022-23 academic year.
- The School held its Homecoming Happy Hour via Zoom with alumni from California, Texas, Kansas, Ohio, Florida, Massachusetts, and all over New York.
- Thanks to a generous donation from the Business Club's 2020 Senior Gift, our Thompson Hall conference room (and student study room) is getting a well-deserved face lift. What a wonderful tribute! Look for the before and after photos in our next newsletter.

Wishing you health, happiness, and prosperity,

- Dr. Linda Hall

Alumni Spotlight

Jeffrey Fancher, Fredonia 1982, served as Student Association Comptroller during both his junior and senior years, which was a clear stepping stone for a lifetime career in the Financial Services Industry. Jeff graduated with dual majors in Business Administration and Economics. Although he was active in Student Government as well during his Fredonia years, his greater interest always remained in the world of Financial Services.



Jeffrey Fancher

Shortly after graduating, Jeff began his working career as a Financial Analyst at Empire of America. At the same time he was also partner of a Fredonia based Tech Firm, Creative Data Solutions, but found that it was not maximizing his personal strengths. In 1984 Jeff began his first position as an Investment Advisor with Merrill Lynch in the Jamestown Office. There, he earned his Finra Securities Series 7 & 63 licenses, in addition to his Life, and Accident & Health Insurance Licenses. It was in Jamestown in Jeff's early career that he began his efforts to become involved as a community member, and joined the Dunkirk-Fredonia Lions Club.

Jeff remained at Merrill Lynch until the opportunity to make a change to join another Securities Firm came in 1989. At that time he moved to A.G. Edwards. Once again, Jeff's participation and community involvement included, but was not limited to, the United Way, Resource Center Foundation, Chautauqua Chamber of Commerce & NCCYHA Youth Hockey Coach.

Not going unnoticed, in 1995 Jeff received an invitation to join another firm as a Financial Advisor, and later the Complex Sales Manager. He joined Smith Barney where he earned his Finra Series 8 Sales Supervision license and remained at Smith Barney until 2004, when he made the move to UBS as Vice President of Investments, and was

appointed as Branch Director for the Williamsville, NY office in 2007. Jeff was dedicated & committed to the organizational goals, where he managed 20 employees, of which 13 were Financial Advisors. At that time, the UBS Williamsville Office managed over \$1 Billion in assets, and produced \$10 Million in revenue. With a full plate, Jeff still managed to earn his Chartered Retirement Planning Counselor designation (CRPC) from the College for Financial Planning. To continue sharpening his skill set, he also earned his Finra Series 3 Commodity License while at UBS.

As a seasoned professional, after 11 years with UBS Jeff made a company change in 2015. With an opportunity to better serve his clients, he joined RBC Wealth Management. RBC is a top 10 bank globally, with a Fitch rating of AA+, and assets over \$1.67 trillion. Jeff was appointed to the Financial Advisor Advisory Council, in addition to the Financial Planning Advisory Council of RBC. In his position, Jeff establishes strategic plans for the future success of his clients with the implementation of RBC's Wealth Planning platform including Retirement, Estate, Tax, Trust and Wealth Planning. In 2019 Jeff was promoted to Senior Vice President and leads one of the largest teams in the Williamsville office. Community involvement will always be part of Jeff's life. He is very active in the Williamsville Rotary Club, and serves on the Birchfield Penny Art Center's Investment Committee. Proudly, Jeff also serves as the Vice Chairman of the Fredonia College Foundation.

Lastly, but certainly not least, Jeff has been married 37 years, and is the proud father of two sons. His oldest son is married, with one daughter, and living in Alaska. His younger son & his fiancée remain in the Buffalo area. Golf, along with fishing and travel - particularly to visit his granddaughter in Alaska - are a few of Jeff's favorite pastimes.

Generation Multitasker: How Millennials Use Second Screens while Watching Televised Sport

People born between 1980 and 2000 are commonly known as the Millennial generation (Gurau, 2012). Millennials are digital natives of a 24/7 online, there's-an-app-for-everything, social media-rich landscape in which older generations will always be, to some degree, foreigners. Millennials tend to be early adopters of new technology, and they are usually much more comfortable than other generations when it comes to using technology, be it laptops, smart phones, or emerging social media applications (Bess & Bartoloni, 2011).



Dr. Kerry Fischer,
Assistant Professor of
Sport Management

Second screen use is the act of engaging with a second electronic device, such as a smartphone or a tablet, while watching television (Cunningham & Eastin, 2015). The proliferation of second screen use has created a phenomenon known as social television, whereby viewers of a TV program are able to have conversations with other viewers while watching said program (Harboe et al., 2008). Sport viewers are no different. Nearly 40% of sport fans use a second screen while watching sports on television. However, it's important to note that second screen use does not replace televised sport; rather, it is complementary (Cunningham & Eastin, 2015; Gantz & Lewis, 2014). Smaller screens cannot compete with the presence and immediacy of TV.

The study of second screen use is still fairly new among sport management scholars, and this study filled a gap in the emerging literature by attempting to conceptualize the different ways a second screen can be used (e.g., texting, app usage, social networking sites). From a practical standpoint, a deeper understanding of how Millennials integrate technology into their sport consumption habits provides sport organizations with possibilities for new advertising channels for this coveted demographic, which is now America's largest living generation (Fry, 2015).

The purpose of this study was to explore how Millennials engaged in second screen use while they are watching televised sport. In particular, we wanted to know what the strongest motivations were among Millennials in using a second screen, what actions they were taking on second screens while watching televised sport, and how those actions varied by the features available on the second screen devices (e.g. texting, checking other mobile apps, or using social networking sites; SNS).

The study employed a survey with 12 items, which were repeated under 3 different sets of conditions (e.g., texting, checking other mobile apps, and using SNS like Twitter or Facebook). The survey was sent to Millennials in multiple geographic locations in an attempt to obtain a representative sample, which netted 303 usable responses.

Results indicated that the strongest motivation for using a second screen, regardless of texting, checking other mobile apps, or using SNS, was passing the time during commercial breaks. Other strong motivations included staying informed about other sporting events not being viewed (texting condition), passing the time when the game was uninteresting (mobile apps condition), and expressing personal views about big moments in the game and seeing how friends are reacting to the same game (SNS condition). Furthermore, specific factors emerged among the 3 conditions that explained the majority of the variance in second screen use. In all 3 conditions, information gathering was a prominent factor. Other factors included excitement and fandom (texting condition), and social connection and diversion (mobile apps and SNS conditions). Finally, convenience and observation of multiple sporting events happening concurrently were identified as additional reasons why Millennials use a second screen.

Ultimately, the study revealed that using a second screen to pass the time during commercials or when the game is uninteresting were major motivations among Millennials. This is a concerning finding because it indicated that their attention was diverted from the broadcast during commercial interludes, which impacts brand recognition and recall. Additionally, the fact that Millennials were using their

second screens in different ways under different circumstances suggested that sport organizations need to focus more on targeting this generation through the channels they are already using, like SNS and texting. If Millennials are on their social media during commercial breaks, it may be more beneficial for a sport organization's brand partner to leverage the sport organization's own social media channels for advertising and commercials; it increases the likelihood that Millennials actually see the advertisements and connect the brand to the sport organization.

References:

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Cunningham, N. R., & Eastin, M. S. (2015). Second screen sports: A structural investigation into team identification and efficacy. *Communication & Sport*. Advance online publication. doi: 10.1177/2167479515610152

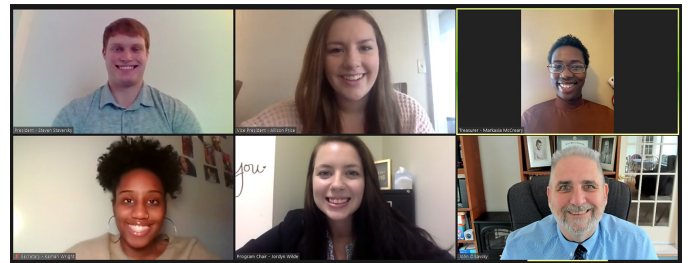
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Gantz, W., & Lewis, N. (2014). Fanship differences between traditional and newer media. In A. C. Billings and M. Hardin (Eds.) *Routledge Handbook of Sport and New Media* (pp. 19-31). New York, NY: Routledge.

Gurau, C. (2012), A life-stage analysis of consumer loyalty profile: Comparing generation X and millennial consumers. *Journal of Consumer Marketing*, 29, 103–113.

Harboe, G., Massey, N., Metcalf, C., Wheatley, D., & Romano, G. (2008). The uses of social television. *Computers in Entertainment*, 6, 1-15.

are directly sent to all participants simultaneously on whatever device they logged on with. Participants score points based on correct answers and the speed of which they provide the correct answer. All participants signed into Kahoot! games set up by the Accounting Society's Vice President Ben Tarnowski. The tournament consisted of two games or "rounds." Round 1 questions were based on the principles of accounting courses. Round 2 consisted of questions based on Intermediate accounting and tax courses. The winner of round 1 received a cash prize as well as the top 3 winners from round 2.



Accounting Society Executive Board: Top row, left to right: Steve Staversky (President), Allison Price (Vice President), Markasia McCreary (Treasurer). Bottom row, left to right: Kemari Wright (Secretary), Jordyn Wilde (Program Chair), Professor John Olsavsky (Faculty Advisor).

- Steve Staversky,
Accounting Society President

Kahoot! Tournament

The Accounting Society held a Kahoot! tournament last year involving 62 people. The event was held in one of the lecture halls in Fredona's Science Center. Kahoot! is an online way to ask multiple choice questions and have unlimited participation. The way the program works is that after everyone logs into the system through the Kahoot! website, questions

Rock N' Bowl for a Great Cause

The Music Industry's Hail Fredonia Records group hosted a successful fundraising event last year at Lucky Lanes in Fredonia. The event charged \$15 at the door to allow participants two hours of bowling, listening to live music from two local bands, Superficial and The Burkharths, and taking a chance on raffle baskets. The turnout for the event was tremendous, with over 80 people in attendance.



Throughout the course of the year, Hail Fredonia Records students hold a series of fundraising events similar to Rock n' Bowl. These events are held to raise funds for Conscious Colleges' Institute for Autism Research. This Canisius University based foundation hits close to home for Professor Armand Petri, Music Industry Professor.

- Sidney Mack

Marketers' Toolbox



From left to right: Austin Klosner (former AMA President), State Senator George Borrello, Dr. Shazad Mohammed (AMA Faculty Advisor), and Gabrielle Cartwright (current AMA President).

Last spring semester Fredonia's AMA (American Marketing Association) hosted a creators workshop with local entrepreneur, Senator George Borrello, founder of Top Shelf Marketing. He spoke about his work in the hospitality industry and shared some tools behind his business success. This well attended

workshop, titled "Senator George Borrello and the Marketer's Toolbox," was held on February 20th at 6-7 PM in S204, Williams Center.

Dr. Shazad Mohammed,
AMA Advisor

ASQ on Tableau



American Society for Quality (ASQ) at Fredonia was able to host a Tableau Workshop with Mr. Darren Pope, Research Analyst at Independent Health, on the night before Fredonia closed for COVID in March. It was a very well received workshop, and included not only students, but also faculty members, interested in learning more about this data visualization tool. Using actual data sets, Darren illustrated for us the various Tableau choices available to display the data to tell a story to better understand the data voice. Participants brought their own devices and data, and time was spent practicing with the application.

ASQ Fredonia began operations in the Fall 2014 semester, as a student section of the international ASQ professional organization, based in Milwaukee, Wisconsin. The Erie Section of ASQ is the section oversight unit of Fredonia ASQ. Check out ASQ.org for a look at the breadth and impact of the Society throughout the world.

The ASQ mission is to empower people, communities, and organizations of the world to achieve excellence through quality. Here at Fredonia, our mission is as follows:

By bridging the gap from academics to the workplace, we will model, practice, and live the Quality Operations Body of Knowledge (BoK), thereby improving our club, our communities, and our world, one student at a time.

Our current executive board consists of Carol Loja (President); Alan Jones (Programming); Braelin Scott (Treasurer); Emily Mehlenbacher (Voice of the Customer); and Jake Nentraz (Special Project Coordinator).

Dr. Lisa Walters,
ASQ Faculty Advisor

Business Club Wins at National Competition



Front row, left to right: Emily Johnson, Hayley Mack, Hanna Schultheis, and Beauty. Back row, left to right: Professor Mark Nickerson (Business Club Advisor), Joseph DeChiaro, Molly Gibbs, Jason Opferbeck, Robert Atwood, Matthew Sorokes, and Andrea Conner.

During the Spring 2020 Semester, SUNY Fredonia's Business Club took part in a Phi Beta Lambda (PBL) Competition. Phi Beta Lambda is student business organization that is dedicated to inspiring and developing the next generation of leaders by preparing members for careers in business and business-related fields. At the New York PBL State Leadership Conference, our chapter competed in the Community Service Project event and several individual members competed in various events. The Community Service Project was based on our work with the Lakeshore Humane Society throughout the semester as we helped them with policies/procedures,

accounting, marketing, and going green. Our placements at the State Competition were as follows:

- Community Service Project - 1st Place
- Shelina Overstreet, Accounting for Professionals - 1st Place
- Josue Petion, Business Presentation - 1st Place
- Josue Petion, Job Interview - 2nd Place
- Matthew Sorokes, Management Concepts - 2nd Place
- Alyssa Szuch, Microeconomics - 1st Place
- Emily Johnson, Organizational Behavior & Leadership - 1st Place
- Robert Atwood, Personal Finance - 1st Place
- Matthew Sorokes, Retail Management - 2nd Place
- Alyssa Szuch, Sports Management & Marketing - 1st Place
- Alyssa Szuch, Statistical Analysis - 1st Place

This qualified these members and our chapter for the National Leadership Conference. We reworked our report with the edits given to us by judges from the first round of competition. Our report and a few students went on to compete in the first ever Virtual National Leadership Experience Conference and the results can be found below:

- Community Service Project - 3rd Place
- Emily Johnson, Organizational Behavior & Leadership - 9th Place

Placing at Nationals is a huge honor and earned our chapter a cash prize. We look forward to what the upcoming year has to bring and hopefully staying involved with Phi Beta Lambda.

Emily Johnson,
Business Club Secretary

Meet Professor Sojin Yu

1. What courses do you teach?

I teach Principles of Managerial Accounting, Advanced Accounting, and Accounting Information Systems II.

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

I would teach financial statement analysis, with specific regards to corporate valuation.

3. Tell me a little about your teaching style.

I teach the accounting courses based on the lecture and key in-class exercises, because I feel that students completely understand when they learn how to approach the questions. I try to go into details about the key materials.



Dr. Sojin Yu,
Assistant Professor of
Accounting

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

I suggest students practice the assigned questions for each chapter on time, because they are a few and highlight key concepts. Without practice, it would be hard to say that students fully understand what they learn in class.

5. What are your pet peeves in the classroom?

One of my pet peeves is when students do not show up at scheduled appointments.

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

I serve as a member of the Association to Advance Collegiate Schools of Business (AACSB) Committee here.

7. How long have you worked at Fredonia?

I have been working at SUNY Fredonia as an assistant professor since Fall 2019.

8. Where were you before joining Fredonia?

I was in South Korea, my home country. Since I earned a doctorate degree in accounting at Korea University in August 2017, I have worked as an academic researcher there and as a part-time lecturer at a couple of other universities.

9. Tell us about your business experience, if any.

I had no business experience before joining SUNY Fredonia.

10. Why did you decide to come to Fredonia?

I thought my teaching philosophy would fit into SUNY Fredonia based on my teaching experiences in South Korea and at University of Lincoln, Nebraska. Furthermore, I wanted to start my career at a

university with high reputation in the States.

11. Who has been your biggest influence in life?

My parents, professors in South Korea, always give me inspiration as an educator and researcher. I grew up watching them care for and make efforts to educate their students well. That strongly inspired me to become a professor like them, fostering and inspiring the minds of students to become competent professionals.

12. What kind of research are you working on?

While my research interests are financial misreporting and corporate governance, I am currently working on a new topic called blockchain technology in sustainable investment funds.

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

As they transition from students to professionals, they should try to get involved and use their time wisely. They should handle the busy season successfully and keep learning.

14. What do you like about our Accounting Program?

I like that all faculty members are deeply passionate about educating and mentoring students.

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

I received a doctorate degree from Korea University in South Korea, majoring in accounting. Before I came back to Korea, I earned a Bachelor of Science in Business Administration and a Master of Professional Accountancy (M.S.) at University of Nebraska-Lincoln.

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

Nothing happens if you do not challenge the status quo.

**Business Matters is an
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**For story ideas and comments,
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