

# SUNY FREDONIA

## Department of Business Administration

# NEWSLETTER

### Notes from the Chair

- This past summer, the department was fortunate to fill two vacant faculty positions for the current academic year with highly qualified instructors. Dr. David Larson and Dr. Brian Trill teach marketing and accounting courses, respectively, while the department is conducting a national search to fill the two vacancies on a longer term basis.
- Last May, as a component of our comprehensive student outcomes assessment plan, all graduating seniors enrolled in the capstone course, Strategic Management, took the Educational Testing Service Major Field Test in Business Administration. I am delighted to report that, overall, they scored better than the national average.
- The Association to Advance Collegiate Schools of Business, the premier accrediting body for schools of business in the nation, has accepted our application for the "Candidacy Status" which will allow us to pursue accreditation. If everything goes according to plan, you will soon be able to boast that you got your degree from an AACSB-accredited program.
- Please make every effort to fill out the online course evaluation questionnaire for each of your courses. Those evaluations are very important. Believe it or not, the professors and I cannot wait to see the results and read your comments, which we will consider as we work to improve our courses.

**-Dr. Moj Seyedian**

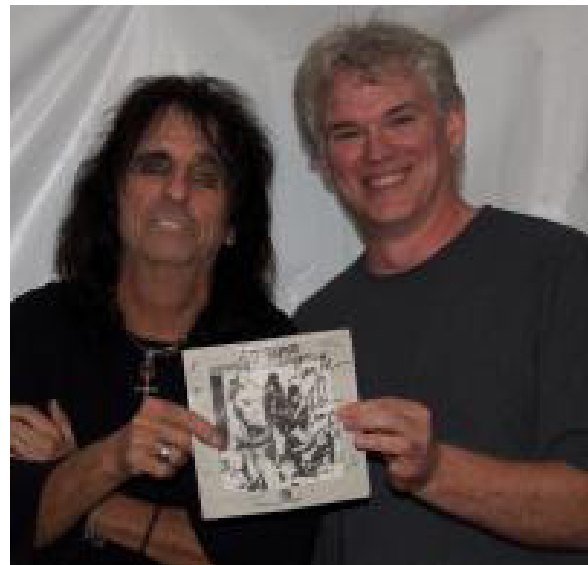


### Meet Professor Petri

**What first influenced you to pursue a career in the music industry?** "My love and extreme passion of music brought me to Fredonia as a sound recording and music major. As much as I liked classical music, I had a love for the sound and recordings of pop music and a real interest in figuring out how these records were actually made. And of course the Beatles and all of the bands I listened to on the way up."

**Where did you grow up? Tell us about Petri's Cookies!** "I was born in Flushing, NY. I spent a lot of time growing up there and in Sag Harbor, Long Island where my relatives are. During school I lived and grew up in Silver Creek. In 1968 my family started what was known then as Petri Baking Products. Even after I found success in the music industry, I never left Silver Creek because it was so cheap to live there! I could travel and do what I needed to do, yet always return to my home in Silver Creek."

**What would you say was your first "big break"?** "The first big break actually happened here in Fredo-



**Professor Armand Petri (right) with Alice Cooper**

nia! My senior project got signed to Arista Records, which was a big deal at the time; Clive Davis himself actually signed the band. The second big break came in meeting one of the people working here, Larry Swist, who was an independent recording engineer in need of a steady job to buy a house. I hooked up with Swist and accompanied him in recording sessions. Working with him eventually led to my second major label signing which was the “Up the Academy” movie soundtrack. Of course the hugest break by far was working with the Goo Goo Dolls. That put me into a level of international recognition.”

**What is one of the best musical experiences you’ve had? Who was your favorite artist/band to work with?**

“I think as a performer, we opened for Bob Hope in Iowa and I got to play for 17,000 people. That was pretty exciting. I also got to perform on a live television broadcast with the Goo Goo Dolls. That was really exciting. The work I’ve done with

10,000 Maniacs as a drummer was awesome, too. As a record producer, literally the first time I heard a song that I produced on the radio was absolutely thrilling as was getting my first gold record from the Goo Goo Dolls with “A Boy Named Goo”. So it’s really all of those things. I don’t really have a single favorite band; however, I would say my experience with Six Pence None the Richer was best. I had a real passion for the band and a real understanding of their music and who they were as people. And still, their record is one of my favorites I’ve ever done.”

**Work has taken you abroad. What was the craziest travel experience you’ve had?** “The most bizarre experience I had was in Egypt as a road manager for the band Animal Planet. Airport officials held our equipment for 24 hours trying to coerce money from us.

One of the funniest experiences I had was with Six Pence None the Richer. I would accompany them to Europe and we would sleep in condemned buildings. When we were in a building in Utrecht, Holland I was sleeping in the hallway and stacking empty cans next to my “bed”. The band’s singer, Lee, came to ask me why and I said, ‘That way when the rats come, they’ll knock over the cans and I’ll wake up.’ Lee started screaming and refused to lay down; she stayed standing all night.”

**If you could manage/produce a musical act now, who would it be and why?** “I would like to work with a band called Abandon Kansas. It’s within the realm of reality. They are a new, very talented band and I think I could be of service as far as getting them more commercial in their sound and music. My ultimate dream artist to work with would obviously be Paul McCartney.”



*Professor Armand Petri (middle) performing “Ride a White Swan” by T. Rex*

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**Why did you decide to become a professor?** “I came to Fredonia as an adjunct professor. I taught one class, The

Business of Music,

that was the only music industry class at the time. I really enjoyed it—the students were on fire, they were so passionate. I think what I enjoyed so much was the enthusiasm of the students. I had the desire to help them get on the right track and not to make all the mistakes that I have made. It’s valuable for me too because I learn from the students also. I think networking with people on their way up is just really exciting.”

**What is the best advice you have for a student entering the music industry?** “Go into plumbing! [laughs] Just because you have a degree from here, don’t expect people to readily give you a job when you graduate. What you need to do is develop good, dedicated, hardworking, and disciplined skills in your studies here. Anyone can be successful in this industry, you just have to have the passion, discipline

and ability to figure things out and get things done. At Fredonia you learn your academics and are given the opportunity for hands-on experience to practice that academia. Take those applications and apply them into the real world and you'll be fine."

**Can we expect to see the music industry program at Fredonia grow? What are your plans for the program?** "Yes, yes, yes and yes! We are in discussions of making a touring course and a history of the music industry course. I also want to make two separate tracks within the major—a business administration track and a recording track. An appealing thing about our current program is that students do not have to audition to get in; however, a lot of the students are musicians and would like to learn about sound recording and production. I would also like to require more web design courses, start a partnership with the communications department and have students learning about how to shoot video. Video is becoming extremely important as web sites like YouTube are becoming the main interfaces for retrieving and sharing music."

**As a past student of Fredonia, what stands out most in your mind about your time spent here?** "I think what I enjoyed most about this university was the accessibility of professors and the ability to do what I needed in order to make it. The size of the university and that accessibility were by far the main reasons I liked Fredonia and are the reasons I like teaching here now."

**What is your family life now?** "My family life is fantastic! I live in Clarence with my wife and my two young children, my daughter, Gayle, and my son, AJ. We all take Tae Kwon Do together. It's nice to have gotten married later in life and to have this position at Fredonia now with the family; it works out perfectly. I'm glad I got all of my traveling, musician feats and record producing out of the way and now I have settled down."

"I think it is a real privilege to be here at this university. The responsibility and the freedom that Fredonia gives me to work with this program and tailor it to how I see fit is a real honor. I am very happy that I am here doing this. Teaching at Fredonia is as satisfying as getting all of the platinum records and all of the recognition."

**-Noelle Panepento**

## Corporate Social Responsibility

Does business have a social responsibility? Should a business seek only to maximize profits of shareholders, or should it actively address social issues even if doing so might decrease shareholder profit?



**Dr. Julie Fitzpatrick**

Corporate Social Responsibility (CSR) is a phrase featured prominently in today's business headlines. Proponents of CSR argue that business has an obligation to use its resources in ways to benefit society. The majority of Fortune 500 companies issue a CSR report. Investors also show greater interest in CSR; the number and dollar volume of "socially responsible" investment funds has significantly increased in recent years. CSR and Business ethics are essential elements of today's Business curricula. Core classes offered by our Department include an ethics component, and we offer a separate course in Business and Ethics. Given this recent trend, it is important to examine the perceptions of CSR and ethics among tomorrow's business leaders – today's Business students. Do students believe that business has a social responsibility beyond making a profit? And, are gender and spirituality related to student perceptions?

I have designed and administered a 24-question survey to two classes of undergraduate business students at SUNY Fredonia. The results generally support the theory that CSR and ethics are important to business students. 38 of 46 respondents (82.6%) agreed or strongly agreed with the statement, "If you are a manager, then you would rather have your company earn a modest profit with strong ethics than earn a high profit with low ethics." Surprisingly, 20 of 46 respondents (43.5%) agreed or strongly agreed with the statement "If you are a manager, then you would rather have your company suffer a loss with strong ethics than earn a profit with low ethics."

The results also support the hypothesis that women exhibit greater sensitivity to CSR than men. Wom-

en were significantly more likely than men to agree with the statements, “If you are a manager, then you would rather have your company earn a modest profit with strong ethics than earn a high profit with low ethics” and “If you are a manager, then you would rather have your company suffer a loss with strong ethics than earn a profit with low ethics.”

Finally, it appears that spirituality is also related to student perceptions of CSR. Students that have faith in God were more likely to agree with the statements, “Good ethics is often good business” and “the overall effectiveness of a business can be determined to a great extent by the degree to which it is ethical and socially responsible.” Students that have faith in God were also more likely to disagree with the statement, “If the stockholders are unhappy, nothing else matters.”

Overall, the results indicate that our Business students are sensitive to CSR and ethics-related issues, and that gender and spirituality play a role in student perceptions. I have recently collected survey data from a sample of Hong Kong business students and am looking forward to examining differences in perception between Hong Kong and U.S. business students.

**-Dr. Julie Fitzpatrick**

## MIC’s Battle of the New Bands



*The 2012 winners of MIC’s Battle of the New Bands, The Shockers, with manager, Marina Piazza (far left).*

The Music Industry Club hosted its fourth annual Battle of the New Bands competition this November. The competition gives students a glimpse into the music industry as student bands and student managers

team together in a two-month challenge. This year’s winners were the all-female rock group, The Shockers, managed by music industry major Marina Piazza. As a prize, the band received free studio time at GCR Audio in Buffalo as well as a show sponsored by MIC at Doon’s at the end of November.



*The Music Industry Club e-board, from left: Meaghan Bailey, Shauna Presto, Tom Graber, President Noelle Panepento, Mike Sweeney, Nikki Smith, and Doug Kelley.*



*Pictured above are MIC’s incoming President, Shauna Presto (far left), outgoing president, Noelle Panepento (3rd from left), and Faculty Advisor, Professor Armand Petri (4th from left) with the Battle of the New Bands judges, Entertainment Attorney, Stuart Shapiro (2nd from left), Professor Shazad Mohammed (5th from left), and Professor Tom Bingham (far right).*

**-Noelle Panepento**

## Business Club Golf Tournament



*Tournament champions, from left:  
Nicholas Padulo and Mike Muhs*

The Business Club held its Third Annual Golf Tournament on September 23rd at the Cassadaga Country Club. In all, 36 students and faculty teamed up to compete in a fun day on the golf course.



*Faculty golfer, Linda Hall, and her husband, Mark*



*Student golfers, from left: Elyse Kusse,  
Andrea Fabbio, and Nick Fabbio*

## A Day of Service at the Croatia Church

A team of volunteers from the Catholic Student Union joined Professors Linda Hall, Susan McNamara, and Taihyeup Yi, in a morning of service at the Croatia Church in Buffalo. The students had a great time setting up the Youth Ministry Room as well as doing a general clean up. This was part of SUNY Fredonia's "Inaugural Day of Service" held in early September.



*From left to right: Dr. Susan McNamara, Dr. Linda Hall,  
Dr. Taihyeup Yi, and the student volunteers.*



*Catholic Student Union members at work.*

*-Dr. Susan McNamara*

The Department of Business Administration Newsletter is a student-run online publication of the Department Chair's Student Advisory Council, established in Spring 2007. For story ideas and comments contact:

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