

LUKENDA SCHOOL OF BUSINESS BULLETIN

LAKE SUPERIOR STATE UNIVERSITY

Fall Edition 2019

LSB/LSSU HONORS DR. MADAN SALUJA



On Saturday, October 12, 2019, the Lukenda School of Business and LSSU honored Dr. Madan Saluja for his 50 years of dedicated service and teaching with a statue dedication. The statue is on display in R.W. Considine Hall, home of the Lukenda School of Business. A group of Dr. Saluja's alums dating back from the 1960's to present, wanted to honor him by commissioning this statue. After months of anticipation, the statue was unveiled in front of numerous family, colleagues, and alumni. Congratulations Dr. Saluja!!

SUPERIOR CASE COMPETITION

On November 1, 2019, LSB faculty, staff and the MGMT360 students, under the guidance of Professor Jody Rebek, organized the third annual Superior Case Competition. LSB hosted two teams each from Sault Area and Brimley High Schools as well as five teams from St. Mary's College in Sault, Ontario. The top three teams received a cash award to benefit their schools' business programs. During the competition, teams were presented with a real-life business challenge and asked to formulate a viable solution. Each team worked with an LSSU student mentor to formulate a solution using limited resources. Teams then made oral presentations to a panel of judges composed of community business professionals, LSB faculty and LSSU employees. Taking first-place honors was Sault High's Team Kicking Assets, Taking Names. The prize netted SAHS \$500 for its business program, plus a \$1,000 scholarship to any member of the team who pursues a business degree at LSSU.



First Place- Sault High's Kicking Assets, Taking Names comprised of: (L to R) - Bonnie Li, Maila Packer, Morgan Burd and Kaaleb Ranta.



Second Place- Brimley High's Team 1 comprised of: (L to R) – Corey Fus, Derek Postma, Austin Plotkin and Cole Brehm.



Third Place- Sault High's The Study Buddies comprised of: (L to R) David Weber, Caitlyn Scornaiencki, Spencer Hazley and Makenzie Jacobson.

FACULTY NEWS



Prof. Jody Rebek recently received a Ph.D. in Educational Leadership and Policy from Lakehead University in Thunder Bay, Ontario . Prof. Rebek defended her doctoral dissertation on September 13, 2019 and received her diploma in November. The dissertation title was: “Mindful Leader Development of Undergraduate Students.”

Prof. Rebek will be leaving LSSU after the Fall 2019 semester as she has accepted a position as Assistant Professor in the School of Business and Economics at Algoma University. Congratulations and good luck, Jody!!

STUDENT CLUB UPDATES

LSB Accounting Club Attends Leadership Conference



Pictured Back Row L-R: Whitney Drenth, Taylor Chroninger, Cami Slater, Patricia Scheske. Front Row L-R: Courtney Arbic & Mana Blas-McLean

Six members of LSSU's Accounting Club traveled to Charlotte, NC on November 14-16, 2019 to attend the Institute of Management Accountants' (IMA) Student Leadership Conference. The conference, which is held annually by the IMA, drew more than 600 attendees from around the globe.

Some of the topics discussed at this year's conference were cyber revolution, servant leadership and diversity and inclusion. The students heard numerous engaging speakers including the CFO of Krispy Kreme Donuts, an FBI Forensic Accountant, and a passenger on Flight 1549 (Captain Sully). In addition, attendees were given the opportunity to tour the Bank of America, Charlotte Knights and Duke Energy Company. Finally, attendees were able to attend on-site interviews with highly respected companies.

The IMA consistently provides attendees with an event that is equal parts fun, engaging, and informative. Thus, attending the conference is always a top objective of LSSU's Accounting Club. Students are already looking forward to next year's conference, which will be held in Pittsburg, PA.

LSB Faculty and Students Present at ACBSP Conference

LSB faculty and students recently traveled to Indianapolis, IN to attend and present at the ACBSP Region 4 Conference which was held October 24-25, 2019. Prof. Valerie Philips and Corina Armstrong, LSB Alum and LSSU's Coordinator of Social Media & Student Engagement presented on "A New Approach to Millennial Recruitment and Marketing: Using Peer Undergraduate Marketing Students as Empowered "Promoters" and Marketing Strategists." Senior students from the spring 2019 MRKT481 course and the Marketing Club proposed, executed, and evaluated a pilot marketing project where their "promoter" enthusiasm was employed to recruit millennial and Generation Z students to the business school. The experience highlights the ways in which undergraduate marketing students, while typically underutilized by admissions and marketing, may successfully drive university brand advocacy to position their school in a relevant way and creatively fulfill key learning objectives. Prof. Jerry Root and Colin Bajko, a senior Finance & Economics major, also presented. Prof. Root's paper was titled "Make it Relevant." He described how he tries to relate current events on many subjects, into his courses to make them more relevant to students. Colin talked about how he has applied his knowledge to Case competitions and other courses.