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Raj Soin College of Business Newsletter - October 2019

Raj Soin College of Business

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OCTOBER 2019

RAJ SOIN

COLLEGE OF BUSINESS

WRIGHT STATE UNIVERSITY

Donation of \$124,000 in software to help train human resource management undergraduates at Raj Soin College of Business

Infor, through its Education Alliance Program, has donated Human Resource Information System software that will be used to train human resource management undergraduate students.

Infor's donation to the Wright State University Raj Soin College of Business is valued at more than \$124,000.

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Business, cultural trip to Mexico broadens perspective of Wright State students

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Beta Gamma Sigma qualifies for recognition as honors chapter

The Beta Gamma Sigma society at the Wright State University Raj Soin College of Business has qualified for prestigious recognition as an honors chapter.

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Marketing Club coordinates Wright Brothers Day during Festival of Flight

The Wright State student marketing club will coordinate Wright Brothers Day this year in conjunction with the inaugural

Festival of Flight, which takes place Saturday, Oct. 5, on the Wright State Nutter Center back parking lot.

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Upcoming Events: Save the Date!



LIFT² Symposium 2020
March 27, 2020

RAJ SOIN
College of Business
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**Organizational Effectiveness
Lecture Series**
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Donation of \$124,000 in software to help train human resource management undergraduates at Raj Soin College of Business

 webapp2.wright.edu/web1/newsroom/2019/10/11/donation-of-124000-in-software-to-help-train-human-

By Jim
Hannah

October 11,
2019

Infor, through its Education Alliance Program, has donated Human Resource Information System software that will be used to train human resource management undergraduate students.

Infor's donation to the [Wright State University Raj Soin College of Business](#) is valued at more than \$124,000.

Headquartered in New York City, Infor offers business cloud software products for various industries. The company has provided Wright State University with 200 licenses to use the software free of charge.

Kim Lukaszewski, associate professor of [management](#) in the Raj Soin College of Business, secured the donation from Infor. She began using Infor's Human Capital Management (HCM) software to teach two sections of the Human Resources Capstone course in the spring 2018. The software is part of Infor's larger enterprise resource planning system.

"For our students it gives them an advantage in the job market because no other HR programs in the area are incorporating such technology, especially hands-on training," said Lukaszewski.

This marks the first time Wright State has had access to Infor's CloudSuite software.

"There is no cost to the university whatsoever," said Lukaszewski. "There is no storage on any of our systems. Everything is hosted by Infor in the cloud. They also provided faculty training free of charge."

Making Wright State students familiar with the software could lead to jobs with Infor or other companies that use the software or similar systems, she said.

"Having the opportunity to work with Infor's HCM software gives the students knowledge and skills that are transferrable to other systems," Lukaszewski said.



She said the technology automates and streamlines many of the routine, repetitive human resource activities and enables those in human resource departments to focus on decision-making and contributing to the company's strategy.

"One thing that can lead to competitive advantage are the people who are developing your products and services; so the value is really in your workforce," she said. "That's why HR is so really critical. HR is responsible to acquire such a workforce and retain valued employees. The use of technology can enable and support HR in these goals."

Wright State offers a bachelor's degree and certificate in human resource management.

Business, cultural trip to Mexico broadens perspective of Wright State students

 webapp2.wright.edu/web1/newsroom/2019/09/25/business-cultural-trip-to-mexico-broadens-perspective-of-

By Jim
Hannah

September 25,
2019

Tours of cement, bakery and coffee companies, visits to pyramids and cathedrals, and culinary experiences highlighted a trip to Mexico by 11 Wright State University students.

The Ambassador “How to Do Business in Mexico” trip ran from Aug. 8 to 17 and included stops in Mexico City and the cities of Puebla and Cholula in central Mexico.

The eight graduate students and three undergrads were led by John Martin, professor of strategic management in the [Raj Sooin College of Business](#).



Wright State students relaxing at the town square in Puebla, Mexico.

“The learning experience was far beyond what I could have imagined,” said student Maria Schmitz. “It was an awesome mix of manufacturing, business, culture and history that gave me a broader perspective of the global business climate.”

There was a stop at CEMEX, the second largest building materials firm in the world, with businesses in 50 countries.

“I was never presented with an opportunity to visit a manufacturing facility until this trip,” said student T.J. Klopstein. “I was exposed to aspects of business that I had only read about and it really helped me connect the dots.”

The students also toured Grupo Bimbo, the world’s largest baking company, with brands such as Oroweat, Sara Lee, Wonder Bread, Thomas Muffins, Ball Park Franks, Boboli Pizza and Entenmann’s. In addition, the group visited The Italian Coffee Company, a privately owned family operation with over 400 locations in Mexico. “It was awesome to see manufacturing facilities and have an open discussion with local businesses on the challenges they face,” said Schmitz.

The students attended lectures on cross-cultural communication, the construct of happiness, international trade relations between the United States and Mexico, and how Puebla attracted Audi to build the company's Audi Q5 manufacturing plant.

"I was overall shocked by just how advanced some of the businesses we toured were," said student Jennifer Ebright. "They had very modern and large machinery as opposed to having people carry out most of the day-to-day tasks."



Cultural experiences included climbing the Teotihuacan Pyramids, touring the National Museum of Anthropology in Mexico City and visiting the Basilica of Our Lady of Guadalupe.

"The trip was a great cultural adventure of a foreign country with rich history," said student Craig Mestemaker. "It was amazing to see Mexico's rich Catholic beliefs through their magnificent shrines and cathedrals."

Cultural activities also included taking a boat ride through the Xochimilco Floating Gardens, a UNESCO World Heritage site; touring churches and a library in the State of Puebla; and visiting the pyramid and cathedral in Cholula.

"The Mexican culture is definitely warm and inviting, almost feels like you are a part of their family," said student Kellyn White. "I found a different side of me on this trip, a much stronger and mature side."

For the first time, students took part in a cooking class at a culinary school. And they took a bus to El Vilsito Taquerias, an auto shop and taco stand featured in the Netflix series "Taco Chronicles."

Ebright said the students were offered a variety of delicious cuisine at inexpensive prices during the trip. She left with a much different view of Mexico than she anticipated.

"Where I expected to see pollution and crime, I found scenic views and a rustic paradise," she said. "Where I expected to find an impoverished country, I found a place full of color with astonishing murals and architecture."

Another trip to Mexico is scheduled for August 2020. To learn more or register, visit the john.a.martin@wright.edu University Center for International Education website or contact Martin at



Wright State students asking questions of the chief operations officer for The Italian Coffee Company.

Wright State's Beta Gamma Sigma qualifies for recognition as honors chapter

 webapp2.wright.edu/web1/newsroom/2019/09/27/wright-states-beta-gamma-sigma-qualifies-for-recognition-

By Jim
Hannah

September 27,
2019



Harleen Bajaj, left, president of Wright State's Beta Gamma Sigma chapter, and Gavan Griesmeyer, Gavan Griesmeyer, chapter vice president.

The Beta Gamma Sigma society at the Wright State University Raj Soin College of Business has qualified for prestigious recognition as an honors chapter.

Beta Gamma Sigma is an international academic honor society with over 800,000 members selected from more than 540 collegiate chapters in business schools accredited by the Association to Advance Collegiate Schools of Business. Beta Gamma Sigma's mission is to encourage and honor academic achievement in business and to foster professional excellence.

Harleen Bajaj, president of the Wright State chapter, said the honors recognition is an affirmation of the chapter's high standards and quality of its membership.

"Beta Gamma Sigma members are all high-achieving professionals who want to have leadership and networking opportunities, who want to excel in the workforce," she said.

Bajaj, of Beavercreek, majors in accounting and finance while also pursuing a certificate in business analytics. After graduation she wants to earn her master's degree in accounting and become a certified public accountant.

High academically achieving business students become part of the Beta Gamma Sigma chapter by invitation. Typically, 30 to 40 students are inducted each year.

Gavan Griesmeyer, chapter vice president, said the national honors recognition signifies that the Wright State chapter is active and engaged.

Griesmeyer, of Tipp City, majors in financial services and came to Wright State because of its strong financial services program. He coordinates events such as having corporate executives come to campus to speak. After graduation, he hopes to get a job in investment analytics or a related field.

Wright State marketing club to coordinate Wright Brothers Day during Festival of Flight

 webapp2.wright.edu/web1/newsroom/2019/10/01/wright-state-marketing-club-to-coordinate-wright-brothers-

By Brian Patch

October 1,
2019



Wright State's annual Wright Brothers Day celebration will take place concurrent with Festival of Flight on Oct. 5 from 10 a.m. to 8 p.m. on the Wright State Nutter Center rear parking lot.

The Wright State student marketing club will coordinate Wright Brothers Day this year in conjunction with the inaugural Festival of Flight, which takes place Saturday, Oct. 5, on the Wright State Nutter Center back parking lot.

The festival will run from 10 a.m. to 8 p.m. More information, including a schedule of activities, is available at FestivalOfFlight.org.

Wright Brothers Day is an official commemorative day in the state of Ohio that was put in place in 2011. It commemorates the anniversary of Wilbur Wright's 39-minute flight around Huffman Prairie on Oct. 5, 1905. The flight demonstrated that the Wright brothers had advanced their design to the point of a practical airplane.

The American Marketing Association at Wright State has organized Wright Brothers Day for the past several years. The club has been recognized as an Exemplary Chapter at the American Marketing Association international collegiate conference for five of the past six years.

Kendall Goodrich, professor and chair of the Department of Marketing, says Wright Brothers Day celebrates the history of Wilbur and Orville Wright while also recognizing innovative research taking place on campus today.

“(The goal) is to celebrate the innovative spirit of the Wright brothers,” he said. “We also want to show some of the things that go on at the university and the local community that support the spirit of innovation.”



Nick Fleming, president of the marketing club and a senior marketing major, was named a member of the Festival of Flight marketing committee as the marketing coordinator. Although merging the Wright Brothers Day activities with the Festival of Flight has presented several challenges, Fleming said he is excited to see it unfold while also spreading the word about Wright State’s marketing club.

“Having the Festival of Flight this year is definitely different,” he said. “My main goal is to help the Festival of Flight succeed and be an enjoyable time for everyone, while also showing that we as a marketing club are a legit organization and capable of doing great things.”

The free Festival of Flight will feature fun aviation-related educational experiences and creative local innovations; flight-themed food and drinks; entertainment, including live bands; Wright State soccer, volleyball and softball teams in action; exhibition games with a military veteran softball team; a vintage baseball game; a dedicated area with fun activities for children; and a haunted trail.