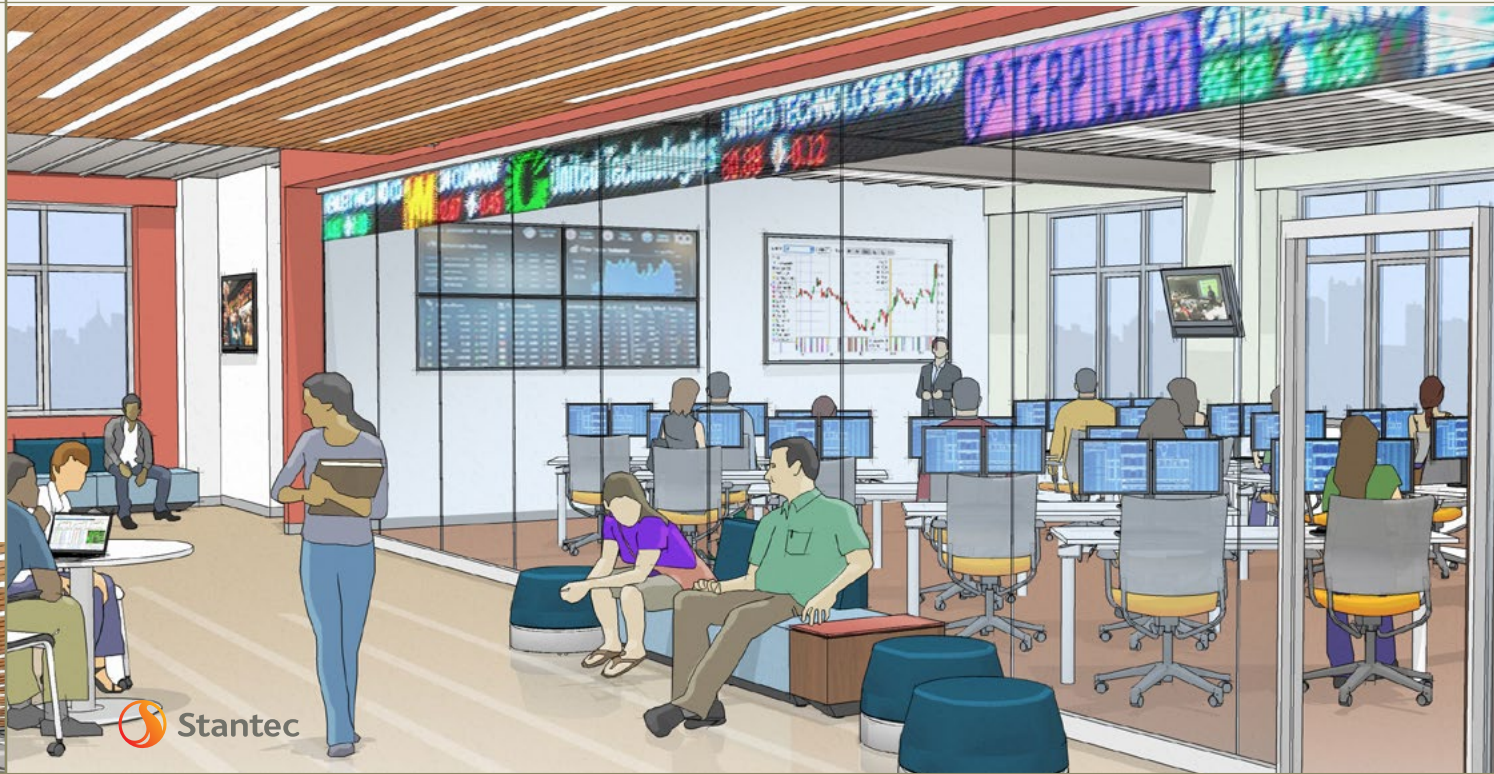


# DUQUESNE BUSINESS LEADER

## Achieving distinctive excellence



### ALSO INSIDE:

- Creating world class facilities
- Harry W. Witt: A perfect match
- Best-case scenario: Duquesne team takes first place

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# On our way to achieving *distinctive excellence*

Welcome to the second issue of the *Duquesne Business Leader*. As always, we are excited to share recent happenings in the Palumbo-Donahue School of Business!

Now in my third year as dean, I am happy to report that we are pursuing distinctive excellence in areas aligned with our strategic goals:

- Developing compelling academic programs
- Increasing faculty prominence and impact
- Creating world class facilities
- Building the Palumbo-Donahue School brand

While we have a long way to go, the School has made amazing progress on our strategic “means to achieve” over the past year. Moreover, our alumni have greatly contributed to these early successes! Contributions from distinguished alumni are helping us offer experiential learning opportunities for our students, support cutting-edge faculty research and build 21<sup>st</sup> century learning spaces.

For example, earlier this year we established the Merle E. Gilliland Professorship in Entrepreneurial Finance, the Harry W. Witt Faculty Fellowship, and the KPMG Faculty Fellowship in Accounting. In addition, David Warco and Brian Sullivan, alumni and members of the Investment Center Advisory Council, made important pledges to support the renovation of the Center and our partnership with BlueTree Allied Angels, respectively.

There's more. In the rest of this issue, you'll read about a new annual book series co-edited by two of our faculty, about our students taking top prizes in team competitions and about new program rankings illustrating how the reach of the Palumbo-Donahue School brand is expanding worldwide.

We are very pleased about our progress and embrace the path that lies ahead. Over the coming year, our campaign to transform Rockwell Hall will be a major priority, one that will take the School of Business to new heights of excellence. Business education in the 21<sup>st</sup> century demands advanced technology and state-of-the-art facilities. To achieve our vision for the future, we must create physical spaces that support, enhance and nurture student learning as well as corporate engagement and faculty research.

Of course, everything we want to do requires the help and support of our alumni, friends and corporate partners. Please keep in mind ways that you can get involved with the Palumbo-Donahue School. Your gifts make a huge difference and ensure your business school provides a distinctive education in the Spiritan tradition.

We are grateful to have such committed and engaged alumni, parents, students and friends. Thank you!

Dean B. McFarlin, Ph.D.  
Dean and Professor of Management





## Brian Sullivan: A passion for investing

"Ever since I was 12 years old, I've had a love and passion for investing," explains Brian Sullivan. Brian received his bachelor's degree in finance from Duquesne in 1982. He is currently Central Region Director for Putnam Investments. Brian also serves on the Palumbo-Donahue School of Business Investment Center Advisory Council as well as the University's Board of Directors and the Investment Committee.

"I attribute my passion for investing to early experiences with my father. My dad was a banker in New York City. At a young age, I remember so clearly how he taught my brother and me to invest. After some discussion, he provided copies of the *Wall Street Journal* and asked us to develop a phantom stock portfolio. The one who had a better return after six months would receive money to start an investment account."

Brian smiles as he remembers winning his father's challenge, and at just 12 years old, having his first brokerage account, buying and selling stocks. Stemming from these childhood experiences, Brian was certain that he wanted his future to be in finance and investments. Studying finance at Duquesne, he built a solid foundation of knowledge in the financial markets, economics, and investing.

According to Brian, "Duquesne made me what I am today." Thirty-three years later, he says Duquesne was a springboard for his career in the investment field. Though Duquesne has contributed to his success, Brian acknowledged a lack of opportunity in real world investing during his time as a student. "I learned and built paper

portfolios, but there were no hands-on experiences that really gave me an understanding of how the financial markets, the stock markets, and the bond markets really worked."

Today, the School's Investment Center introduces students to a wide variety of technologies that are used by investment professionals around the world. Having real-time access to worldwide stock, bond, commodity, futures, currency and options data, students and faculty conduct a variety of analytical projects and research.

Brian understands and eagerly supports experiential learning. His generous donation will support our partnership with BlueTree Allied Angels here in Pittsburgh. These funds will help give students in entrepreneurial finance the ability to invest in startups through BlueTree, starting in spring, 2016. "I needed to pay it forward; the support of our alumni is the foundation for Duquesne and the foundation for the future," he said.



**Watch the video: [duq.edu/sullivan](http://duq.edu/sullivan)**



# Harry W. Witt: A perfect match

Harry W. Witt graduated from the Palumbo-Donahue School of Business in 1962 and went to work for the accounting firm Touche Ross Bailey & Smart (now known as Deloitte & Touche). He stayed for 40 years. You could say it was a perfect match.

"I had other job offers," he admits. "My decisions to stay were more intuition than anything else. Partnership means a lot to me in terms of values, whether in business or personal relationships." As accounting firms consolidated and expanded into consulting, Harry's career took him from auditing in Pittsburgh to managing operations in New York, New Jersey and Connecticut. From there, Harry became a vice chairman and led strategic integration throughout the western hemisphere.

Deloitte's support of its staff extends to their philanthropic priorities. Like many employers, the company matches its employees' charitable gifts. "Anytime someone comes up and says, 'We'll double your money,' it catches my attention," he explains. "Basically, they said they would match my gifts up to \$5,000. I didn't give much thought to it; just started to do it."

In 1998, Harry established a scholarship that provides financial aid for Duquesne undergraduate business students. Even knowing his gifts were being matched, he was astounded to learn that the market value of his fund had reached nearly \$300,000

after just 15 years. Deloitte's annual matching gifts accelerated the compounding effect of his personal contributions and the University's investment, even with scholarships being awarded to several students every year.

As a member of the Palumbo-Donahue Business Advisory Council and other professional organizations, Harry urges his colleagues to investigate matching gifts programs. "Beside firms that already have a matching gifts program, there are a lot of alumni who are in the position of influencing corporations that could afford to have matching gifts programs of their own," he explains.

At the same time, he continues to support the Business School in new ways. He recently established the Harry W. Witt Faculty Fellowship, which is open to faculty from any discipline, and provides salary augmentation, research support and curriculum development funding. The inaugural holder of the Witt Fellowship is Dr. Matthew Drake, an Associate Professor of Supply Chain Management and a Duquesne alumnus. Harry's achievements were recognized with the Business School's 2015 Distinguished Alumnus Award.

"I got a good academic education here," recalls Harry. "But more than that, I got an infusion of values that affected my life and career more than anything."



Watch the video: [duq.edu/witt](http://duq.edu/witt)





## Save-the-dates:

### Duquesne Day of Giving

Tuesday, February 16, 2016

One-day virtual fundraising event

On this day, all Duquesne University alumni, faculty, staff and friends will come together and show their love for DU by making online donations.

**We ask that you designate your gift to the Business School's *Innovation Fund*. Donate on February 16: [duq.edu/dayofgiving](http://duq.edu/dayofgiving)**

### Annual Second Century Dinner and Alumni Awards Presentation

Wednesday, March 30, 2016

Duquesne University,  
Power Center Ballroom

- 5:30 P.M. Reception in the Shepperson suite
- 6:30 P.M. Dinner in the ballroom

Please join us as we celebrate the next class of outstanding Duquesne business graduates, honor distinguished alumni and emerging leaders, and share our vision for the future.

**For information, contact Courtney Cox:**  
**[coxcc@duq.edu](mailto:coxcc@duq.edu) or 412.396.5831**

### Women's Executive Leadership Program

Kickoff Retreat, September 2016

Duquesne University

What's next for your company and your career? Become a leader who creates positive change and drives innovation.

Five Modules, One Goal: Transform Your Career

**Apply Now: [duq.edu/WEL](http://duq.edu/WEL)**

## *Let us know...*

What is the best business advice that you have ever received? Did the advice come from a business colleague, a former professor, a family member, an article or book?

How did it change your perspective, outlook, ambitions or business strategy?

Tell us about it, and we'll include your response in our next issue.

**Send your response: [dbl@duq.edu](mailto:dbl@duq.edu)**





# The campaign to *transform* Rockwell Hall

## Embracing New Directions Together

For more than a century, the Palumbo-Donahue School of Business has pursued Duquesne's distinctive mission—serving God by serving students—while fueling Pittsburgh's growth as a center of industry and commerce. Much has changed since the founding of the School of Business in 1913. Yet our Spiritan commitment to innovation, ethics and the idea that business should be a force for good has not wavered in over 100 years.

Today we have new aspirations and face new challenges. Business education in the 21<sup>st</sup> century demands advanced technology and state-of-the-art facilities to support student-focused experiences and projects. To achieve our distinctive vision for the future, we are creating physical spaces that support, enhance and nurture student learning, corporate engagement and faculty research.

## Center of Excellence Concepts

Our campaign to transform Rockwell Hall will take the Palumbo-Donahue School of Business to new heights of excellence.

To become a premier business school recognized for impactful scholarship and for transforming students, we will create Centers of Excellence that build on our existing strengths and seize new opportunities. These Centers are important platforms for developing innovative educational programs, improving our facilities, supporting faculty research and building collaborative partnerships.

Rather than being “all things to all people,” we will develop distinctive superiority in fields that leverage our strengths and align with important business trends.





Centers of Excellence include:

- Center for Leadership in Professional Selling
- Investment Strategy Institute
- Center for Excellence in Supply Chain Management
- Center for Excellence in Entrepreneurship
- Institute for Ethics in Business
- Institute for Sustainable Business Innovation

## Creating a Welcoming, Flexible and Sustainable Environment

The School of Business is renowned for incorporating sustainability across its curriculum. Respect for the “integrity of creation” is an important Spiritan value. Moreover, embracing sustainability in our own facilities underscores its importance as a business principle. It also demonstrates our environmental stewardship and commitment to the Principles of Responsible Management Education (PRME) that promote and reinforce the values-based global education we provide students.

As we embrace the future, we will emphasize compelling academic programs that cut across disciplinary boundaries and impart the “practical wisdom” sought by today’s organizations. We will offer every student deeply transformative experiences embedded in what we call a ‘cornerstone-to-capstone’ approach. In essence, students should have impactful hands-on experiences that instill entrepreneurial thinking from the moment they arrive on campus until the time they graduate.

We are committed to redefining our facilities to reflect the needs of 21<sup>st</sup> century business education. This requires spaces that fully immerse students in active learning:

- Laboratory and simulation spaces supporting technology-intensive activities;
- “Sandbox” or experimental design/incubation areas in which students can contemplate innovative solutions, brainstorm new venture ideas and engage in basic prototyping;
- A mix of flexibly-furnished classrooms and breakout rooms; and
- Large meeting and conference-related spaces to support graduate and executive education programs and events that engage business partners, alumni and advisory councils.

## Proposed Center for Excellence in Entrepreneurship





## Proposed Institute for Sustainable Business Innovation



These spaces will be surrounded by welcoming and innovative entrance areas and features—the “wow” factor required to impress prospective students and visitors—as well as informal common spaces in which students can gather, relax and informally exchange ideas.

### Transforming Rockwell for the Next Generation of Business Leaders

The Palumbo-Donahue School of Business maintains an enviable reputation for excellence. It has held the prestigious AACSB accreditation continuously since 1962, is nationally ranked by *U.S. News & World Report*, *Bloomberg Businessweek*, *Princeton Review* and other respected observers, and has received global recognition for programs in ethics and sustainability.

Please join us in the campaign to transform Rockwell Hall. The University is committing significant resources to provide basic infrastructure upgrades to Rockwell, but creating the cutting-edge learning spaces we need cannot come soon enough. Indeed, the urgency of this initiative will require unprecedented philanthropic support from generous benefactors like you. A wide range of naming opportunities is available for both facilities and programmatic support.

## Proposed Institute for Ethics in Business



To learn more or make a gift commitment, please contact Adam Viers today.

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Duquesne University  
600 Forbes Avenue  
Pittsburgh, PA 15282

[duq.edu/make-a-gift](http://duq.edu/make-a-gift)



# New Associate Dean joins the School of Business



Dr. Karen Russo Donovan joined the Palumbo-Donahue School of Business in July as Associate Dean for Graduate Programs and Executive Education. Additionally, she serves as an associate professor of marketing.

Donovan came to Duquesne from West Virginia University (WVU), where she most recently served as Associate Dean for Academic Affairs in the College of Business and Economics. In her 21 years at WVU, she was interim chair of the accounting department, chair of the marketing department, and associate and assistant professor of marketing.

"We are ecstatic to have Dr. Donovan join us," said Dr. Dean McFarlin. "She is familiar with the Pittsburgh business community and brings to the Palumbo-Donahue School of Business a wealth of administrative, marketing and teaching experiences that will serve our graduate and executive education programs well."

Donovan is contributing to the positive momentum the University and School are experiencing. "As one of the nation's leading Catholic universities, Duquesne espouses values that closely match my own—academic distinction, moral and ethical development, and service to the greater community," she said. "I am thrilled to be a part of such a wonderful tradition of excellence."

*"I am thrilled to be a part of such a wonderful tradition of excellence."*

Dr. Karen Russo Donovan

Donovan earned both her MBA and Ph.D. from the University of Pittsburgh, and holds a bachelor's degree in nursing from Carlow College. Melding her interests in health and marketing, she has focused her research primarily in the area of public policy and marketing, addressing issues of health literacy, including cross-cultural perceptions of health, food, labeling and nutrition. Donovan's research has been presented before the Food and Drug Administration, the Grocery Manufacturer's Association and the International Food Information Council. She also has experience in the areas of intellectual property and the delivery of graduate education, among others.

Active in the Association to Advance Collegiate Schools of Business (AACSB), Dr. Donovan has served as a member of its Associate Deans Steering Committee and the Women Administrators in Management Education group. She also co-chaired the AACSB Reaccreditation Committee at WVU.



## Institute for Ethics in Business to launch annual book series

The Institute for Ethics in Business at Duquesne University is launching an annual book series, entitled *Business and Society 360*, sponsored by the International Association for Business and Society (IABS). To be published by Emerald, a top publisher in the ethics space, Palumbo-Donahue faculty will provide the editorial leadership for the series, which will focus on business and society issues from an interdisciplinary perspective. Each book in the series will offer a compilation of peer-reviewed chapters and will complement the academic journal distributed by the IABS, an organization promoting research on the connections between business, government and society.

Co-editors for the series will be Dr. David Wasieleski, Chair of the Management and Marketing Department and Associate Professor of Management, and Dr. James Weber, Executive Director of the Institute for Ethics in Business and Professor of Management. The two Palumbo-Donahue faculty members anticipate launching the series next year.

"This book series seeks to fill some of the gaps in the publication of cutting-edge scholarly work that are not already addressed by a number of current academic journals," Weber said. "We envision this annual book series to possibly host longer essays or panelists sharing their ideas on emerging business and society issues."

IABS President Professor Colin Higgins, who leads the organization of more than 300 members from 20 countries in universities, corporations and nonprofits, described the book series as something new for the organization, but also as an important development. "Professor Wasieleski and Professor Weber are long-



**Dr. James Weber, Executive Director of the Institute for Ethics in Business and Professor of Management, Palumbo-Donahue School of Business**

standing IABS members—indeed, Professor Weber was one of our founding members—and they have a wealth of experience to craft this type of book series," Higgins explained.

The IABS board also considered a strong institutional commitment from the office of Dr. Dean McFarlin; the alignment of the University and business school missions with the purpose of IABS; and the detailed plan for the series.

"The development of the series will not only draw upon Duquesne's faculty expertise but will help shape the field in business ethics in important ways, cementing our school as a leader in an area that fits perfectly with our mission and Spiritan heritage," said McFarlin. "Scholars, students and practitioners all will benefit from the knowledge and insights this book series will provide about cutting-edge issues in business ethics."

## Palumbo-Donahue faculty member co-authors new book on sustainability

A new forthcoming book, *Human Chain: The Sustainability Paradox*, argues that individuals have progressively become cognitively and emotionally detached from their ecological environment through the course of human history. Using Nobel Laureate Seamus Heaney's poetry on human connection as a metaphor for the broken chain between humans and the ecosystem, the book identifies points in the cultural and sociological history of humans where the cognitive "links" with nature may have been severed.

Appealing to a broad audience of scholars and business managers, this book will offer "business-driven" solutions for reconnecting the human chain with nature. The authors argue that business organizations are critical drivers of change toward

sustainability. Indeed, they propose that firms can be instrumental in reconnecting society with the ecological environment through strategies that appeal to individuals' natural cognitive and emotional tendencies.

Co-authors of the book:

- Dr. David Wasieleski, Chair of the Management and Marketing Department and Associate Professor of Management at the Palumbo-Donahue School of Business at Duquesne University.
- Paul Shrivastava, Executive Director of Future Earth and a faculty member at Concordia University in Montreal.



## Best-case scenario

### Duquesne team takes first and second in sales competition

Duquesne business students swept the field at a recent university sales competition. Among the five universities represented—host West Virginia University, the University of Pittsburgh and Duquesne, Point Park and Slippery Rock universities—Duquesne students captured first and second place. The judging was based upon a role play scenario, where students assumed the role of a sales professional in a business-to-business wireless communication system.

Winning first place was Duquesne marketing major Paige Tinney, a senior who has a minor in sales. Vice President of Marketing for the Pi Sigma Epsilon Professional Sales and Marketing Society, Paige is also the President of the American Marketing Association chapter, an officer for the Duquesne University Sales Team and a Berg Cup finalist.

Paige says that she loves competing and enjoys being able to apply her knowledge and understanding from the classroom to real-world situations.



Paige Tinney

*"Our curriculum is very up-to-date. We are cutting-edge in everything we do at Duquesne. I know people in other business programs, and they are not learning what we are learning. The faculty at Duquesne is always willing to help you."*

Paige Tinney



Dorian Evans

*"Being a Duquesne student, we already have a leg up. We're learning about selling in the classroom, practicing it and then going to these various competitions to utilize it."*

Dorian Evans

Taking second place was Dorian Evans, a Duquesne senior who is majoring in supply chain management with dual minors in sales and information systems management. President of Pi Sigma Epsilon, he is a Duquesne University Sales Team officer and a Berg Cup finalist. Earlier this year, Dorian took first place in the inaugural West Virginia University Business Sales Challenge.

Dr. Dorene Ciletti, Assistant Professor of Marketing, served as the Duquesne advisor.



Watch the video: [duq.edu/business/sales](https://duq.edu/business/sales)





# MBA with a sustainability focus ranked among top 10 in the world

In the face of global resource challenges, Duquesne's full-time MBA with a focus on sustainability has again been ranked as one of the world's best MBA programs for future leaders. *Corporate Knights*, a quarterly international publication focused on social, economic and ecological benefits and costs, released its 2015 *Better World MBA* ranking, listing the Donahue Graduate School of Business as No. 10 among MBA programs worldwide and No. 4 among U.S. schools, just behind Harvard Business School.

"Increasingly, companies everywhere are realizing that implementing sustainability principles offers long-term business advantages," said Dr. Dean McFarlin. "Consequently, we are very pleased that *Corporate Knights* has recognized the extraordinary program we have built thanks to the passionate commitment of our faculty."

The ranking highlighted 121 institutions around the globe, looking at the best packages of core courses, research and support centers to foster sustainability-oriented learning. "... The Better World MBA ranking aims to identify which MBAs best prepare graduates to change the world for the better and succeed in this shifting business climate," the publication said.

As *Corporate Knights* noted, "... These top schools are—compared to their peers—tops at teaching corporate leaders of tomorrow how to hit the ground running."



*"We are very pleased that Corporate Knights has recognized the extraordinary program we have built thanks to the passionate commitment of our faculty."*

Dr. Dean McFarlin



## Duquesne named a top university for professional sales



Duquesne is one of only two universities in the state to be named to the Sales Education Foundation's 2015 Top Universities for Professional Sales Education list. On the list since 2013, Duquesne is again among the universities recognized for preparing students for careers in professional selling and helping to elevate the sales profession.

"Duquesne is bringing value to the marketplace and to our students," said Dr. Dorene Ciletti, assistant professor of marketing in the Palumbo-Donahue School of Business. "Research has found that sales representatives hired from sales education programs hit break-even 30 percent faster and outperform non-sales education program counterparts after the first year. Recognition such as this increases awareness of our sales program in the marketplace, which can lead to increased career opportunities."

Less than three percent of four-year colleges and universities in North America offer verified sales programs, said Dr. Dean McFarlin. "Despite burgeoning demand for professional sales employees, fewer than 100 verified sales programs are found in North American colleges and universities," McFarlin said. "This definitely gives our sales students an edge in the job market."

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*"Duquesne is bringing value to the marketplace and to our students. Recognition such as this increases awareness of our sales program in the marketplace, which can lead to increased career opportunities."*

Dr. Dorene Ciletti, Assistant Professor of Marketing,  
Palumbo-Donahue School of Business





# A leader in diversity according to *U.S. News & World Report*

Duquesne ranks No. 2 among top universities in the country with robust gender diversity among MBA students. In a *U.S. News & World Report* listing, Duquesne was listed with 65 percent female enrollment in its MBA program. Still, according to Dr. Dean McFarlin, more needs to be done. "Business schools can play a critical role in preparing women for senior leadership positions when they focus on

collaboration and provide students hands-on opportunities to tackle real problems, challenge convention, and overcome stereotypes," he says. Nationwide, women comprise less than 40 percent of graduate-level business students, according to *U.S. News & World Report*, while female business school leaders are less than 20 percent.

## Duquesne featured in *Fortune*, September 2015



View the entire article: [duq.edu/fortunemag](http://duq.edu/fortunemag)



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