UNR Business Students Finish First in International Competition
by Skylar Dillon

Team Aerial, a group of University of Nevada, Reno business students, has made its mark in the international GLO-BUS competition, a simulated online competition that focuses on competitive business strategy, finishing the competition in a tie for first out of 1,402 teams from 94 different colleges and universities around the world.

Last semester, Professor Rafik Beekun’s Management 496 class divided itself into 12 teams, all of which competed against each other and other schools in the competition. The teams were in charge of a virtual camera company and made decisions regarding their company’s marketing, products and costs each week. At the beginning of the fully online exercise, all teams’ companies were given equal sales volume, revenue, profits and brand recognition. Each week, teams rose or fell in the company rankings, based on the decisions they made.

Beekun has had students participating in GLO-BUS for fifteen years, but this is the first time one of his teams has reached this level of success. "This is the best learning experience because it forces [students] to work with different kinds of people from many different disciplines, like they will have to do in the real world," he said.

Jon Ansolabehere, a December 2009 business administration and information systems graduate, agreed. Any inexperience he had with certain sides of business was filled in by his teammates’ knowledge. “For example, I hadn’t dealt very much with stocks and the stock market, but my teammates knew a lot,” he said. “By the end of the semester I had learned a ton.”

For Ansolabehere, the competition was one of his last college experiences. He appreciated that it gave him the chance to synthesize everything he had learned throughout his
Residential Foreclosures.”

Apr. 2: Stephen Miller, University of Nevada, Las Vegas, "Understanding Central Bank Loss Functions: Implied and Delegated Targets."

[ UPCOMING ALUMNI EVENTS ]

- **Easter Egg Hunt**
  Saturday, March 27, 2010
  10 am – Noon
  University Quad

- **19th Annual COBAA Golf Tournament**
  Thursday, May 13, 2010
  Noon – 6 pm
  Lakeridge Golf Course
  Details, contact 775-682-9144

- **Pack Picnics**
  Wednesdays in July
  6:00 pm – 8:00 pm
  UNR Quad

[ QUICK LINKS ]

- Business Website
- Giving
- Alumni

undergraduate career. “I've been through marketing, through supply-chain management and through all the other business courses, and I needed to use all of that in the competition,” he said. “It helped a lot to have it all come together.”

**Dan Oster to be Honored as Outstanding Graduate School Alumnus**

Dan Oster, Vice President – Industrial Properties Group, NAI Alliance, will be recognized as an Outstanding Graduate School Alumnus during Graduate Student Awareness Week, April 12 – 15. Accolades like this are nothing new to Dan who, as an undergrad at UNR, served as student body president and was recognized as a Nevada Outstanding Student two times over for his commitment to service and academics. Dan earned a Bachelor of Science in Management and Masters in Business Administration from the University of Nevada, Reno.

Dan’s success as a student was a clear indicator for what has been an accomplished professional career. After spending eight years managing corporate information systems for an international building contractor, Oster entered the commercial real estate field at NAI Alliance specializing in the sale and leasing of industrial properties. In just five short years, he has become Vice President and Partner. In addition to balancing work and family, Dan devotes time to teaching the Advance Seminar on Supply Chain Management for the graduate program at the UNR College of Business.

Oster currently serves on the Truckee Meadows Community College Workforce Development and Continuing Education Advisory Board and the UNR College of Business Alumni Association Board. He is past president of the Northern Nevada Roundtable of the Council of Supply Chain Management Professionals and is an active member of Reno Central Rotary.

The Outstanding Graduate School Alumnus Award acknowledges Dan’s continued support of the University and his community. The College of Business is proud of Dan’s accomplishments and congratulates him on this well-deserved honor.

**Student Success**

**Recent Grad Makes Mark in International Academic Community**

In May 2009, Nathan O'Donoghue graduated with a Master of Science in Information Systems. For his final project he examined ways in which multinational enterprises can secure knowledge assets across global operations. “Nathan was very apprehensive going into the project at the beginning of the semester last spring,” stated his graduate committee chair, Dr. David Croasdell.
"He really wasn't convinced he had this sort of project in him."

With a little convincing from Dr. Croasdell, Nathan proved to himself, the College of Business faculty, and, well, – much to his surprise – the rest of the academic world that his research is noteworthy. His final paper, "Securing Intellectual Assets in a Global Environment" was accepted at the Hawaii International Conference on System Sciences (HICSS), where Nathan presented his work to an audience representing over 40 different countries. An updated version of the paper was accepted for publication in VINE: The Journal of Information and Knowledge Management Systems.

"Speaking at the HICSS was a very exciting event for me. It meant that all the hard work I had put into my professional paper, to finish my MSIS degree, had paid off," said Nathan. "I never thought that I'd contribute back to the academic world, but with the help and support of my family and several professors in the College of Business, I was able to give something back, even if it is a fraction of what I got out of the MSIS program."

"Nathan did a magnificent job presenting his work at HICSS," boasted Croasdell. "I was very proud of him and the way he represented UNR during the presentation and throughout the conference. He really was great!"

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**Faculty News**

**College of Business Welcomes Accounting Professor Mark Jackson**

Dr. Mark Jackson joins the University of Nevada, Reno College of Business as Assistant Professor of accounting. Jackson earned his Ph.D. in accounting from the University of Oregon in June 2009. He has taught financial accounting, managerial accounting and federal taxation and is currently teaching financial reporting at UNR.

Mark’s research interests include the interaction between financial and tax reporting systems, market response to tax information in financial statements, and earnings management. As one of only a handful of selected presenters, Jackson recently presented his work entitled, “Book-tax Differences and Earnings Growth” at the annual conference of the American Taxation Association. The paper has generated interest in the academic world and has been cited by some of the leading tax researchers in the country, including professors from the Universities of Washington, Iowa, Michigan, and MIT.

Prior to entering academia, Mark and his wife served as
missionaries in Ecuador for five years. Together, they own and operate a tax practice in New Mexico and, when able to find free time, enjoy camping. Last summer Mark and his wife visited a dozen national parks on one multi-week camping trip. The College of Business welcomes Dr. Mark Jackson.

Investing in Excellence

Success Center to Provide Critical Services to Business Students

When the College of Business was built in 1982, the student advising area was designed to accommodate approximately 1700 students. Enrollment has exceeded that expectation by 36% and the College has added other critical student support services such as career counseling, on-campus interviewing and mandatory advising. To give students access to these services in one centralized location, the College is creating a Business Student Success Center on the fourth floor of the Ansari Business Building. We envision a space where students have convenient access to academic advisors, instructors, student organizations, peer tutors, career services and business partners. Our goal is to utilize innovative and proven strategies to create a hub for student learning and professional skill development.

We are honored that the E.L. Cord Foundation, Roxie and Azad Joseph Foundation, Steve Johnson ’77 (Accounting) and other foundations and private donors have helped fund this project. Architectural designs are finalized, and fundraising is nearing completion. If you would like to contribute to the Business Student Success Center and help the College in its final fundraising stretch, please contact Kristen Kennedy, Director of Development, (775) 682-6490 or kristenk@unr.edu. To make a gift online, log on at: http://www.business.unr.edu/giving/index.html. Thank you for your support.