Rutgers IEMBA grad battles "mother nature" in Mongolia for Red Cross
By Ramsey A. Rayyis, Regional Representative for the American Red Cross, and Rutgers International Executive MBA program graduate in Beijing, November 2010

People from across Mongolia travel to the monument of Eej Khad, or Mother Rock, to ask for their wishes to come true. They bring offerings of biscuits, milk and rice, as well as traditional drinks to splash at her feet, before walking three-times clockwise around her temple whispering their dreams into her ears. Read More...

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Rutgers Business School Part-Time MBA is a flexible 60-credit program that allows you to work full time while taking classes part time. Read More...

Alumni in the News

Joseph Pieroni, CEO of Daichi Sankyo, discusses how health care reform is changing the biopharma industry

Energetic and entertaining, Joseph Pieroni, engaged a packed auditorium full of MBA students, alumni, and curious onlookers, on the implications for the biopharma industry as health care evolves in the next decade. Pieroni, who got his MBA from Rutgers Business School, is CEO of the US subsidiary of the Japanese pharmaceutical giant Daiichi Sankyo. Read More...

Rich Falcone named Vice President of Sales
Computer Design and Integration (New York, NY) - December 9, 2010
Alumnus Rich Falcone (BS in Marketing) is CDI’s resident expert on IT solutions for the financial services sector. Since joining the company in August 2001, his primary focus has been serving key clients among hedge funds, private equity firms, banks, and high frequency trading exchanges. Rich’s accomplishments at CDI include having been recognized for five consecutive years as CDI’s Sales Rep of the Year. Prior to joining CDI, Rich was a Sales Account Manager with Hewlett-Packard, recruited out of Rutgers University to sell infrastructure technology to the dot-com sector.

Alan J. Gordon joins the Board of Trustees at County College
NorthJersey.com (Parsippany, NJ) - December 8, 2010
The County College of Morris Board of Trustees held its annual reorganization meeting on Nov. 17 during which three new members were appointed by the Morris County Board of Chosen Freeholders. Among them was Alumnus Alan J. Gordon (MBA) of Parsippany. Gordon is the business coordinator of the Women’s Cancer Center in the Carol G. Simon Cancer Center at Morristown Memorial Hospital. He has served on the Parsippany Board of Education for 15 years.

'Apprentice' winner and Alumnus Randal Pinkett co-authors 'Black Faces in White Places' business strategy book
myCentralJersey.com (Central New Jersey) - November 18, 2010
When Randal Pinkett and Professor Jeffrey Robinson attended Rutgers University together in the early ’90s, the glass ceiling of the corporate business world seemed impenetrable to many African Americans. Five
degrees each and several successes later, the enterprising pair has penned 
"Black Faces in White Places: 10 Game-Changing Strategies to Achieve 
Success and Find Greatness" a detailed account of how they and other blacks 
have smashed that ceiling to win what the authors now call "the 
ever-changing game."

Alumni Features:

Save-the-Date! RU Alumni Reunion
April 16, 2011
We'll be celebrating all class years, with special recognition for years ending 
in 1 or 6. If you were part of a student organization, participated in student 
government, or are interested in helping to rally classmates back to campus 
for Reunion, please contact Bonnie Kenselaar at 
bkenselaar@winants.rutgers.edu or call 973-353-5603.

Upcoming Mini-MBA Programs
NEW Mini-MBA: Social Media Certificate Launching Dec.6 - Dec. 10
Learn how to gain competitive advantage by employing the tools and 
strategies of social media. Participants leave this one week intensive 
program with the skills and knowledge to immediately employ social media 
strategies at their firms or to further their own personal career 
development. Learn more and register today at www.cmd.rutgers.edu.

NEW Lecture Series Event: The Next Big Thing - Mobile 
Marketing
Hosted by the Center for Management Development; date TBD
While Digital Marketing and Social Media Marketing have transformed the 
world of marketing over the past 5-10 years, Mobile Marketing is poised to 
tonce again rewrite the rules of marketing. Faculty from our new Mini-MBA: 
Mobile Marketing launching March, 2011 will share why emerging mobile 
technologies are creating incredible opportunities for firms in 2011, and why 
you don't want to be left behind. Rutgers CMD is happy to invite you to an 
exciting evening of learning and networking. Cost $100. Space is limited to 
reservations only. To reserve a seat please email: info@cmd.rutgers.edu

Join Rutgers Business School Minority MBA Alumni!
The Rutgers Business School Minority MBA Alumni Network 
formally launched in 2010 in order to bring back Minority MBA alumni of Rutgers 
Business School for professional development and networking. The 
organization is open to all alums, students, and friends of Rutgers to join and 
form a network for mutual benefit for all. For more information and to join 
please contact bgonza@mba.rutgers.edu or follow us on twitter at 
twitter/ramsminoritymba

Educational perks for RBS alumni

Update your MBA with the Post-MBA Certificate
An easy way to update your MBA degree and incorporate the latest 
knowledge on contemporary topics, earn an Rutgers Business School 
Post-MBA Certificate in as little as four three-credit elective courses. You can 
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For benefits available to all members of the Rutgers University Alumni 
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Recent News
More news at business.rutgers.edu/news

Student Perspective on Social Media as Rutgers Business School embraces the online conversation

Miss New Jersey's Next Goal: An MBA at Rutgers

Part-Time MBA program still accepting applications!

Rutgers IEMBA grad battles "mother nature" in Mongolia for Red Cross

Professor Darius Palia joins JFQA Editorial Board

RBS supply chain management students honored at 2010 ISM Services Conference

Faculty Insight: How to achieve real campaign finance reform? Take money out of the equation

Joseph Pieroni, CEO of Daiichi Sankyo, discusses how health care reform is changing the biopharma industry in Rutgers Business School's CEO lecture series

Rutgers University, Newark Team Places 4th in National Finals of Federal Reserve Competition

Rutgers awards RBS Dean's Advisory Council 'Student Community Service Award'

Highlights of Recent Media Coverage
More coverage at business.rutgers.edu/coverage10

Leadership and Growth
Rutgers.edu  (New Brunswick, NJ) - December 13, 2010
Between juggling a double major and serving as a student government leader, senior Niloufar Mahgerefteh is doing everything possible to make the most of the Rutgers experience. Nilou’s double major in psychology and marketing allows her to draw on the resources of both the School of Arts and Sciences and Rutgers Business School–Newark and New Brunswick. Along with her studies, Nilou is president of the Rutgers Business Governing Association, the student government for undergraduate business students at Rutgers–New Brunswick. "I have a lot on my plate,” says Nilou, who is from Rockaway, New Jersey. "I’m happy doing everything I’m doing. I just can’t be lazy.”

BIMTECH students learn how to turn ideas into successful businesses
MBAUniverse.com  (India) - December 13, 2010
Dr. H Chaturvedi, Director, BIMTECH, gave the welcome address and motivated the students to face the challenges ahead in the ups and downs of their early years before they emerge as successful entrepreneurs. The workshop started with idea generation exercise, and then moved on to its realization into business plan. The first part, 'Kickstart'- idea generation workshop was conducted by Ms. Kalpana Sinha, Ex-consultant, NEN and Ms. Abha Rishi, Fulbright Research Scholar at Rutgers Business School, New Jersey, USA. The workshop delved into the problems and risks relating to the generation of ideas.

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**Center For Health Value Innovation**

*Bloomberg Business Week* (New York, NY) - December 9, 2010

Alumnus Robert E. Campbell (MBA) is a Strategic Advisor and Director of Center For Health Value Innovation. He served as the Vice President of Finance at Johnson & Johnson. From 1989 to 1995, Dr. Campbell was the Vice Chairman of Board of the firm. Since 1985, he served as the Vice Chairman of Executive Committee and Chairman of the Professional Sector and also in various financial management and systems planning positions. Dr. Campbell became a Member of Executive Committee since 1980.

**Alan J. Gordon joins the Board of Trustees at County College**

*NorthJersey.com* (Parsippany, NJ) - December 8, 2010

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**Marketing Seminar with Prof. Jerome D. Williams of Rutgers University**

*Isenberg School of Management* (Amherst, MA) – December 7, 2010

Jerome D. Williams of Rutgers University Business School will be the guest speaker at a Marketing Seminar at Isenberg School of Management on April 15, 2011. All are invited to attend. Prof. Williams is the Prudential Chair in Business and Research Director of the Center of Urban Entrepreneurship and Economic Development, in the Department of Management and Global Business, Rutgers Business School-Newark and New Brunswick.

**Students win top prize for business program**

*Daily Targum* (New Brunswick, NJ) - December 7, 2010

Three students in the University's Center for Supply Chain Management proved victorious at a competition in Arizona over the weekend, beating out top-ranked programs to bring back the first award for the new program at the University. School of Arts and Sciences seniors Mikhail Naumov, Arnab Sengupta and Jaysai Ghayal received $2,000 in prize money after judges at the Institute for Supply Management 11th Annual Services Conference deemed their presentation the best.

**Unemployment rates rise in November**

*News12* (New Jersey) - December 3, 2010

Rutgers Business School Professor of Management and Strategy dtogilvie gives insight on why the national employment rate increased in the month of November.

**Rutgers-Newark Team Advances To National Finals of Federal Reserve Competition for Second Year in a Row**

*Rutgers Today* (Newark, NJ) - December 2, 2010

Rutgers-Newark News Center – December 2, 2010

For the second year in a row, a five-student team fielded by the Economics Department at Rutgers University in Newark has advanced to the national finals of the College Fed Challenge.

**10 Strategies to Change The Game in Business and Find Success**

*The Atlanta Post* (Atlanta, GA) - November 29, 2010
In Randal Pinkett’s latest book, "Black Faces in White Places," co-authored with Dr. Jeffrey Robinson, an assistant professor at Rutgers Business School, Pinkett offers ten strategies on how you can succeed at playing the ‘ever-changing game’ - a metaphor for the challenges minorities face.

**Pharmaceutical sales certification programs: helpful or not?**

**MBAS** (Marysville, WA) - November 25, 2010
Certificate programs are not the same as university-affiliated degree programs, such as the pharmaceutical MBA offered through Rutgers Business School. Mahmud Hassan, PhD, professor of finance and economics and director of the Pharmaceutical MBA program at Rutgers Business School, in New Jersey, says the MBA helps prepare professionals who have bachelor’s or master's degrees and three years or more experience in any kind of industry for management careers in the pharmaceutical industry.

**New Jersey Resources Selected as Subject Company for NY Regional Competition of Global IRC(R)**

**Market Watch** (New York, NY) - November 23, 2010
The New York Society of Security Analysts (NYSSA) announced that New Jersey Resources the subject company for the New York regional competition of the CFA Institute Global Investment Research Challenge(R) (Global IRC). The Global IRC is an educational initiative in which leading industry professionals teach business and finance students how to research and report on a publicly traded company. Rutgers Business School will be one of the participating Universities.

**Council schools students on career management**

**Daily Targum** (New Brunswick, NJ) - November 21, 2010
Dean Martin Markowitz of Rutgers Business School told the students that college life would be much different from their high school experience. "You have to be responsible for yourself," Markowitz said. "Part of being responsible for yourself is first to develop a plan. You plan a parallel plan. You have your education, and then you have your career."

**College test manuals make cheating easier**

**Orlando Sentinel** (Orlando, Florida) - November 21, 2010
**UPI.com** (Orlando, Florida) - November 22, 2010
Textbook manuals offering "test banks" of questions are a new frontier in college cheating, professors say. Donald McCabe, a business professor at Rutgers University in New Jersey who studies college cheating, said the UCF case is ambiguous since students might not have known the exact questions would be on their exam.

**If you are looking for the truth, get it in writing**

**The Vancouver Sun** (Vancouver, Canada) - November 20, 2010
A new study by researchers Charles Naquin of DePaul University, Liuba Belkin of Lehigh University and Terri Kurtzberg at Rutgers University demonstrated that lying at work on e-mail is more of a temptation than was previously thought. The authors observed in their study that even though the liar would be caught, those who chose to fib were more likely to do so when corresponding by e-mail than when using old-fashioned paper and pen.

**Rutgers prepares panel on bribery and corporate culture**

**NJBIZ** (Newark, NJ) - November 19, 2010
**CNBC** (Newark, NJ) – November 19, 2010
**BREITBART** (Newark, NJ) - November 19, 2010
**PR News Wire** (Newark, NJ) - November 19, 2010
Risks and legal issues stemming from corruption will be the focus of a panel discussion at The Institute for Ethical Leadership at Rutgers Business School, on Dec. 2, in Newark. The program is slated to include speakers Andrew Weissmann, former prosecutor and director of the Enron Task Force, and Andrea Bonime-Blanc, associate general counsel and director of ethics and compliance with Navigant Consulting Inc., which has offices in Lawrenceville.

'Apolice' winner Randal Pinkett co-authors 'Black Faces in White Places' business strategy book
When Randal Pinkett and Jeffrey Robinson attended Rutgers University together in the early '90s, the glass ceiling of the corporate business world seemed impenetrable to many African Americans. Five degrees each and several successes later, the enterprising pair has penned "Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness" a detailed account of how they and other blacks have smashed that ceiling to win what the authors now call "the ever-changing game."

Rutgers University, Newark, To Honor Members of the Campus Community, the Victoria Foundation
Rutgers News (Newark, NJ) - November 18, 2010
NJ.com (Newark, NJ) - November 18, 2010
The 2010 Chancellor’s Community Engagement Awards will be given out at a Dec. 2 ceremony on campus in recognition of the valuable relationships that faculty, staff and students have created with communities in Newark and the surrounding region. This year’s honorees are: Faculty members Thomas McCabe, South Orange, N.J.; Roberta Schorr, Hillsborough, N.J.; Kyle Farmbry, South Orange, N.J.; and Aimee Cox, Newark, N.J.; Rutgers senior Yolanda Jackson, New Brunswick; the Dean’s Advisory Council of the Rutgers Business School-Newark and New Brunswick; and the Victoria Foundation, in Glen Ridge, N.J.

Cheating and the Generational Divide
Inside Higher Ed (Newark, NJ) - November 17, 2010
In regards to shared responsibility, shifting norms, and such finger-pointing back and forth when cheating serves no purpose, said Fishman and Donald McCabe, founding president of the International Center for Academic Integrity and a professor of management and global business at Rutgers University at Newark. "I think this really suggests there’s an onus on us to understand that there are these shifting norms,” said McCabe. "We need to be more explicit in instructions."

Is rise in cheating due to technology or values?
The Gainesville Sun (Gainesville, Florida) - November 17, 2010
About 200 students admitted their involvement, but some have questioned whether the incident was actually cheating. Donald McCabe, founding president of the International Center for Academic Integrity, told Inside Higher Ed that surveys show far more faculty say there is cheating than students, suggesting shifting norms about the issue. "What we called cheating 20 years ago isn’t called cheating now,” he said.

QE2: Will it work?
Macro buddies - November 15, 2010
Farrokh Langdana, Rutgers Business School Professor of Finance and Economics, comments Fed. Quantitative Easing, the hike on precious metals, Fed’s plan to increase Aggregate Demand through the Wealth Effect, and on how Chairman Bernanke seeks to “help increase confidence” by boosting consumption and investment.

Demonstrate excellence to change the game at work
USA Today - November 15, 2010
Randal Pinkett and business scholar Jeffrey Robinson say it's time to redefine the game. The game is "any activity undertaken to pursue personal and professional pathways to success involving rivalry, strategy, or struggle" that are governed by a collection of spoken and, more often, unspoken rules. They redefine the game with great care in their new book Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness.

Rutgers EMBA grad wins CFO of the year
RBS News and Media (Princeton, NJ) - November 12, 2010
When Frank Gatti arrived at ETS in late 1997 as chief financial officer, he quickly determined the company wasn’t in great shape financially. In just a few short years, though, Gatti – who graduated from the Rutgers Business School’s Executive MBA program in 1984 – said he “implemented and integrated a comprehensive financial management system that improved the
The end result: ETS righted itself.

**Speaker discusses website, evolution of Wall Street**

**Daily Targum** (New Brunswick, NJ) - November 9, 2010

To address the different transformations the stock market has experienced over the past few years, CEO of Hedge Fund Live Jeremy Frommer spoke to Rutgers University students Monday night and discussed key points about his new media company and its impact on Wall Street. During Rutgers Business School Senior Associate Dean Martin Markowitz’s class, Frommer demonstrated the capabilities of Hedge Fund Live, a media company that provides a live broadcast from a hedge fund trading desk straight to computers anywhere.

**Upcoming RBS Events**

More events at business.rutgers.edu/events

- **Young Alumni Happy Hour**
  December 16, 2010

- **Rutgers Club of New York City Annual Holiday Party**
  December 20, 2010

- **Rutgers Young Alumni Annual Weekend Ski Trip**

Contact the Rutgers Business School Communications Office for media contacts and to submit news and events.