New Brunswick Alumni Celebration

Come and reunite with friends at the Rutgers Business School New Brunswick Alumni Celebration on April 24, 2010. Mix and mingle with current students, faculty and alumni and get a sneak preview of the plans for the new Professional Livingston Campus.

The gathering will be held in the newly renovated Livingston Student Center. Don’t miss this great opportunity to reminisce and enjoy the sounds of our own Finance Professor Ben Sopranzetti and other Rutgers alumni as Jukebox Heroes performs live! Bring the kids for fun with clowns, face painting, cotton candy and more! There will be plenty food and refreshments, so save the date and plan to come to campus on April 24, 2010.

Alumni in the News

Alumni in the news:

Lantheus Medical Imaging, Inc. Announces Appointment of Robert A. Spurr as Vice President, Sales and Marketing

BusinessWire (Billerica, MASS) - February 17, 2010
Lantheus Medical Imaging, Inc. announced today the appointment of RBS Alumnus Robert A. Spurr (MBA) to the position of Vice President, Sales and Marketing. He joins Lantheus with more than 20 years of industry experience at Novartis Pharmaceuticals, Aventis Pharmaceuticals and most recently Ortho-McNeil®, a pharmaceuticals division of Johnson and Johnson, where he was Vice President Sales and Marketing, Institutional Franchise.

Spotlight on innovators in green technology

North Bay Business Journal (Santa Rosa, CA) - February 1, 2010
RBS Alumnus Paul Ciandrini was featured in this spotlight on some of the North Bay people and companies that are creating new green technologies that are being put to work in the field daily.

Federal Reserve Office of Employee Benefits Names William G. Clark as SVP and Chief Investment Officer

FRBP News (Newark, NJ) - January 29, 2010
RBS Alumnus William G. Clark (MBA) has been named senior vice president and chief investment officer at the Federal Reserve System's Office of Employee Benefits, effective March 1, 2010. Clark will work with the System's Committee on Investment Performance, headed by Charles I. Plosser, president, Federal Reserve Bank of Philadelphia, to formulate investment...
strategy and oversee management of the assets for the System's Retirement Plan and Thrift Plan, currently approximately $11 billion.

Alumni Features:

**RBSAA Career Seminar: Finding a Workplace You’ll Love featuring “Nice Guy” Doug Rogers**
*April 28th, 2010 from 6:30PM to 9:30PM*
*The Hilton Woodbridge Hotel*
*120 Wood Avenue South*
*Iselin, NJ 08830*

Featuring Rogers is the former President of Wyeth Consumer Healthcare, maker of well-known brands including Advil®, Centrum® and Chapstick®. Defying the pervasive philosophy that “nice guys finish last,” Rogers built motivated and winning organizational cultures founded upon the “Nice Guy” principles of patience, kindness and positive reinforcement. Learn more about Rogers’ “Nice Guy” principles at [www.niceguysfirst.com](http://www.niceguysfirst.com). Register for this event [here](http://www.niceguysfirst.com).

**Enter the 10th Annual Business Plan Competition**

Rutgers students and recent alumni are invited to compete in the 2010 Rutgers Business Plan Competition for **$35,000 in cash prizes** towards their business ideas. 1-page executive summary is due March 1st. [Click for more information.](#)

**Ten Year Anniversary Celebration of the Pharmaceutical MBA Program**
*April 26, 2010 from 4:00PM to 6:00PM*

Rutgers Business School’s Pharmaceutical MBA Program will be recognizing its ten year partnership with seven pharmaceutical sponsors: Bristol-Myers Squibb, Eisai, Johnson & Johnson, Merck, Novartis, Roche and Schering-Plough.


Free admission. Alumni are welcome. [RSVP today!](#)

**2010 RBSAA Member Survey**

Next month the Rutgers Business School Alumni Association (RBSAA) will be sending out its 2010 member survey. This survey helps the RBSAA determine what programs it will offer in 2010. Programs like:

- Getting certified in Lean Six Sigma
- Honing resume and interviewing skills
- Making a difference in the community
- Expanding social and professional networks

If you have either a graduate or undergraduate business degree from Rutgers you are already a member of the RBSAA. To get your copy of the 2010 RBSAA member survey send an email to rbsaa.volunteers@gmail.com indicating that you’d like to be added to the mailing list.

**RBS MBA Alumni Club of NJ Seeks Volunteers to Help Students**

The **RBS MBA Alumni Club of NJ** is currently seeking volunteers to help students with mock interviews and advise on best ways to job search. We are focused on ensuring that graduating students are prepared for the challenges they face when attempting to land a job.

For more information on how you can volunteer, please contact Gabriel Fizicki at fizicki@alumni.rutgers.edu.
New Leadership and Management Certificate Programs
Share your career path with us and become a top performing leader... Rutgers Center for Management Development announces the rollout of the new Leadership and Management Certificate Programs in March 2010. These programs offer the techniques, tools, and skills needed across the career continuum, from the initial assignment of supervisory responsibilities, to the progression to management, up to middle management and the executive suite.

Please visit our web site, www.cmd.rutgers.edu/leadership, to view the updated program descriptions tailored to the individual needs of participants and designed to provide an immediate return on investment, along with a professional development strategy for ongoing success. If you should know of any individuals and/or organizations that would have an interest in our programs, please contact Dr. Peggy J. Grant at 732.445.5650 or via email pgrant@cmd.rutgers.edu.

ALUMNI REUNION 2010 - Save the date!
Newark Campus
Saturday, April 17, 2010
R U looking to reunite with friends from Rutgers? Would you like to relive your school memories? If you are looking to reminisce with graduates from the Rutgers Business School, we need your help. We are looking for you to recruit RBS alumni for the Rutgers-Newark Reunion on Saturday, April 17, 2010. Come rally at our Reunion planning meetings on Tuesday, Jan 19th and Thursday, Feb 18th at 6:00 p.m. in the Paul Robeson Campus Center on the Newark campus. Phone conferencing will be available.
Please respond by copying and pasting one of the lines below in a reply email to ddonahue@alumni.rutgers.edu by Jan 28th. All Rutgers Business School alumni are welcome.

2010 Two-Day Certificate Program in Pharmaceutical Management
April 29, 2010 to April 30, 2010
Rutgers Business School's Blanche and Irwin Lerner Center for Pharmaceutical Management Program offers A Two Day Certificate Program in Pharmaceutical Management. This Program provides a framework for understanding the structure and competitive profile of the industry, and includes a review of key regulatory issues, applicable patent law, drug pricing and reimbursement including the design of prescription drug benefit plans, DTC advertising, mergers and acquisitions, public policy initiatives, and financial evaluation. Click here for more information.

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 pick from any of the existing RBS MBA concentrations or design your own custom certificate that is tailored to your career objectives. For RBS alumni only, the application fee and the school fee are waived, and no transcripts are required. To register, call 973-353-5275 today.

Learn about the MiniMBA™ courses being offered
Or consider taking one of the MiniMBA™ courses offered through our Center for Management Development. These courses can be applied towards an MBA degree or simply to improve management skills. For details, visit www.cmd.rutgers.edu.

For benefits available to all members of the Rutgers University Alumni
Association, visit Ralumni.com.

Recent News
More news at business.rutgers.edu/news

Department of Accounting, Business Ethics & Information Systems at Rutgers Business School ranked 15th worldwide in research productivity

Rutgers to offer Master of Business and Science Degree, Tech Management Certificate in Newark

Announcing the 16 winners of the 2010 Dean’s competition for summer PhD research assistants

Rutgers Business Plan Competition Winners: Where are they now?

Rutgers Business School in NYSSA Investment Research Challenge Final Four

Professor Michael Crew Wins TPUG Distinguished Member Award

Whitcomb Center for Research in Financial Services creates "The Clearinghouse Project" to offer guidance for exchanges, traders and regulators

Rebranding Belfast: an international collaboration

Faculty Insight: Court ruling suggests taxpayers obtaining MBA as means to enhance existing career may be able to deduct tuition expenses

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

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Cheating: You Have To Sweat The Small Stuff

Forbes.com (New York, NY) - February 17, 2009
Cheating is widespread in our culture. Research conducted by Donald McCabe, a professor of management and global business at Rutgers Business School, shows that more than 70% of students across all types of education institutions report that they engage in some form of cheating. HireRight, a company that does background checks, estimates that 80% of all résumés are misleading.

Erin Patton: The Man Behind the Brand, RBS Lecture

YouTube.com - February 11, 2010

NYSSA Announces Final Four in 8th Annual Challenge

Earth Times (New York, NY) - February 9, 2010
The New York Society of Security Analysts (NYSSA) announced the four finalist teams for its 8th Annual Investment Research Challenge. Student teams from Cornell University’s Johnson School; Fordham University’s College of Business Administration; Rutgers Business School-Newark and New Brunswick; and Stony Brook University will present their research to a panel of senior Wall Street executives on February 25.
John Cantwell to be New Editor-in-Chief of JIBS
DGA Media (New Brunswick, NJ) - February 3, 2010
Division of Global Affairs Core Faculty member and Professor of International Business, Dr. John Cantwell, will be the new Editor-in-Chief of the Journal of International Business Studies (JIBS), for a three year term from 2011-2013. JIBS is the official publication of the Academy of International Business. Cantwell will take responsibility for processing new submissions to JIBS starting on July 1st, 2010. He was previously an Associate Editor of JIBS, and is currently a Consulting Editor of the journal.

Spotlight on innovators in green technology
North Bay Business Journal (Santa Rosa, CA) - February 1, 2010
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MBS hosts entrepreneur maker
MBS News (Victoria, Australia) - February 2010
Melbourne Business School’s Centre of Leadership for Social Impact hosted an entrepreneur-maker from the U.S. this week. The Professor from a business school in New Jersey, known by the unusual name of Dr. dt ogilvie uses her business school resources to produce millennia generation entrepreneurs.

Unleashing the Power of Project Management
Project Success Tips Blog - February 2010
Dr. Aaron J. Shenhar, Professor of Project and Program Management at Rutgers Business School and the CEO of the Technological Leadership Institute, a consulting and training company in technology and project leadership gives tips on project management.

Rebranding Belfast
Rutgers University News (New Brunswick, NJ) - January 2010
How do 31 students in a Rutgers MBA class develop a promotional plan for a city thousands of miles away? Through teamwork and innovation—and with the help of a professor willing to leverage her international connections and experiment with a real-world marketing study. That’s just what happened in Professor Elizabeth Hirschman’s Advertising and Promotion Management class at Rutgers Business School–Newark and New Brunswick. For a class project, Hirschman’s students produced a detailed marketing plan to assist cultural and political leaders in the Northern Ireland capital of Belfast.

Can cheating in school predict white collar crime?
Examiner.com (New York, NY) - January 29, 2010
Even though colleges and universities have standards for academic integrity and fairness, do today’s students even believe in an honor code? We’re talking about cheating on tests, plagiarizing, fabrication of facts, aiding/abetting, falsification of records, and gaining unauthorized access to materials. Donald McCabe of Rutgers University (as reported by U.S.News & World Report) stated that 56 percent of grad students in business had cheated at least once.

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Unifying the Front Lines of Graduate Management Education: List of Top Universities Supporting NSHMBA Grows
PR Newswire (Dallas, TX) - January 29, 2010
Higher education and the support of Hispanics to achieve it is the mission of the University Partnership Program (UPP). The National Society of Hispanic MBAs
(NSHMB) has teamed up with the now 43 college and universities including Rutgers Business School across the United States whose objective is to increase the number of Hispanic students completing bachelor and master's degrees.

**The Poor Work Ethics Risk Future U.S. economy, education, and ultimately freedom**

*Ethics Blog* - January 28, 2010

In 2005, Donald McCabe of Rutgers University published a survey that more than 70% of students cheat at least once admitted to an examination. Cheating is not reserved only for altitudes students. McCabe also surveyed students and found fraud settings: 56% of business students, 54% of engineering students, 48% of the training of students and 45% of Law School Students.

**Entrepreneurs complete Rutgers Business School training program to help grow business, create jobs**

*PR Log* (Newark, NJ) - January 27, 2010

On a bright January day in Newark, 50 beaming entrepreneurs gathered at the Paul Robeson Center on Rutgers-Newark’s campus to celebrate the completion of the Entrepreneurship Pioneers Initiative which had started back in May 2009. “I will be my own boss,” they cried in unison at the completion of the graduation ceremony. “I work for no one but myself,” they promised.

**Rutgers Offers New Business-Science Hybrid Program**

*Find-MBA.com* - January 21, 2010

Rutgers University has announced plans to start a new "Master of Business and Science" (MBS) degree in the fall that essentially unites an MBA program with a Master's in Science, and will be offered by Rutgers Professional Science Master's Program (PSM).

**Business School Inspires Community, Engages Local Redevelopment**

*The Observer* (Newark, NJ) - January 19, 2010

The Presence of Rutgers Business School at 1 Washington Park definitely appears to be leaving an indelible mark on the city of Newark NJ. Located in the heart of Newark’s bustling business epicenter, Rutgers Business School, or RBS, has certainly caught the attention of not only the academic community, but also the city’s residents.

**Upcoming RBS Events**

More events at business.rutgers.edu/events

**Rutgers Mini-MBA: Strategic Marketing February 23 – May 18**

February 23, 2010

**RBS Graduate Admissions Online Chat**

February 24, 2010

**8th Annual Investment Research Challenge**

February 25, 2010

**Rutgers Mini-MBA™: BioPharma Innovation**

March 1, 2010

**Supervisory Roles and Responsibilities Workshop**

March 1, 2010

**The Business Case for Translational Medicine in the Pharmaceutical Industry: The Do or Die Case Study**

March 3, 2010

**RBS Undergraduate New Brunswick: Careers in Business Symposium**

March 5, 2010

**MBA Information Session**

March 6, 2010
Graduate Admissions Information Session  
March 8, 2010

RBS Graduate Admissions Online Chat  
March 10, 2010

Win the Race for 21st Century Jobs: Put CEO Power into your Job Search and Career  
March 11, 2010

Graduate Admissions Information Session  
March 16, 2010

Entrepreneurship Bootcamp  
March 19, 2010

RBS Graduate Admissions Online Chat  
March 24, 2010

MBA & GRADUATE ADMISSIONS OPEN HOUSE  
March 27, 2010

Faculty Industry Symposium  
April 2, 2010

RBS Graduate Admissions Online Chat  
April 7, 2010

MBA & GRADUATE ADMISSIONS OPEN HOUSE  
April 10, 2010

Leadership: Charting Your Course to Success  
April 14, 2010

MBA Information Session  
April 17, 2010

Pitch Seminar  
April 19, 2010

Graduate Admissions Information Session  
April 20, 2010

RBS Graduate Admissions Online Chat  
April 21, 2010

ALUMNI CELEBRATION: RBS New Brunswick  
April 24, 2010

Ten Year Anniversary Celebration of the Pharmaceutical MBA Program  
April 26, 2010

Finding a Workplace You’ll Love  
April 28, 2010

2010 Program in Pharmaceutical Management  
April 29, 2010 to April 30, 2010

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