The Core of Excellence
Message from the Interim Dean........................................................................................................4-5
Max M. Fisher Tribute..........................................................................................................................6-7
Undergraduate Programs..................................................................................................................10-13
Graduate Programs
  MBA.............................................................................................................................................16-19
  MAcc .........................................................................................................................................20
  MBLE .........................................................................................................................................21
  MLHR.........................................................................................................................................22
  PhD ..............................................................................................................................................23
  Executive MBA .............................................................................................................................26-27
Executive Education .......................................................................................................................28-29
Faculty Recognition..........................................................................................................................32-33
Intellectual Output ..........................................................................................................................34-39
Research and Business Partnership Centers .....................................................................................42-43
International Programs ....................................................................................................................44-45
Global Alumni .................................................................................................................................46-47
Giving Report..................................................................................................................................48-50
Financials ..........................................................................................................................................51
Dean’s Advisory Council.....................................................................................................................52-53
Cullman Executive Luncheon Series .................................................................................................54
Faculty and Administration ...............................................................................................................55-58
Number of students participating in study abroad programs increased 300%  

Nine world-class faculty were hired  

Enrollments increased across all graduate programs  

Fisher Commons opened as a unique housing option for MBA students selling out in the first year  

*Wall Street Journal/Harris* survey ranked Fisher 3rd by top recruiters for quality of graduates

Executive Education lean management program received top honors from *Black Enterprise Magazine*

New non-credit global Elective Treks study trips were introduced

*Business Week* gave Fisher’s Executive MBA, Executive Education custom program and MBA for Working Professionals top ratings

Undergraduate program moved up to 12th in *US News & World Report’s* college rankings
Max Fisher would be proud to know that while we celebrate what would have been his 100th birthday in 2008, we have taken measurable steps to ensure we are making a difference in our community – and in the lives of our students. And, while we commemorate the 10th anniversary of our state-of-the-art campus – we know it is just one of many factors in our success of developing effective leaders in business. We take great pride in living by Max’s example.

2008 has been an eventful year for Fisher College of Business and The Ohio State University.

E. Gordon Gee returned to Ohio State and our former Dean, Joseph A. Alutto, was appointed Executive Vice President and Provost. We gratefully acknowledge Joe, whose stellar leadership was pivotal in shaping Fisher’s success. We welcome President Gee back to Ohio State as “the University of the American dream,” and support his strategic goals with great enthusiasm, including moving Ohio State from “excellence to eminence.”

For the first time in 17 years, Fisher is experiencing a leadership transition and a national search is underway for a new dean. I am honored to serve the college as interim dean during this search process.

We continue to build momentum during this transition, embarking upon program specific goals that shape our vision to deliver the best in management education. Curriculum enhancements including a stronger emphasis on ethics, modifications to the MBA core curriculum and delivery of a Fisher academic program internationally are moving forward. Strong faculty hires, exemplary research, increased enrollments across all graduate programs, as well as top rankings of our part-time, Executive MBA, and customized Executive Education programs are all hallmarks of this past year. And, we are making great strides in further enhancing the student experience at both the graduate and undergraduate levels.

In 2008, we added a Master of Business Operational Excellence degree, the first of its kind in the nation, and just one of many strategies that is taking Fisher to new levels of excellence. And, as always, high-quality scholarship remains a primary focus to attract the best and brightest students to Fisher from all over the world.

We are also proud to note the commitment of our alumni and corporate and individual donors who support the college with their time, talents and resources. It is only with their support that we can further advance Max Fisher’s vision to be one of the top business schools in the nation. We thank all who are part of the Fisher story.

Stephen L. Mangum
Interim Dean
Max M. Fisher was many things to many people. Diplomat, industrialist, philanthropist, father, mentor, friend. His life was more than a legacy – he personified the American dream, driven for success through honesty, hard work and service to others.

Max was born in Salem, Ohio, the son of Russian immigrants, and attended The Ohio State University on a football scholarship. After graduating with a degree in business administration in 1930, he joined his father’s oil reclamation business in Detroit. He grew the business as one of the largest gas station chains in the Midwest before selling it in 1959 and investing in a variety of ventures that made him one of the country’s most successful businessmen.

That was just the beginning.

Max was a loyal advisor to many presidents and prime ministers. He was a generous philanthropist, decisive leader and empathetic listener. He was the subject of articles, TV documentaries and a biography by Peter Golden, whose book title, “Quiet Diplomat,” may have described him best.

Max believed that Ohio State’s business college could become one of the premier management education institutions in the country. In 1993, his generous gift enabled the building of Fisher’s state-of-the-art campus now recognized as one of the finest business school campuses anywhere in the world. In honor of Max’s commitment, the college was named the Max M. Fisher College of Business.

In 2008, we celebrate what would have been the 100th birthday of Max Fisher and the 10th anniversary of the completion of our campus. Max’s philosophy of making a difference is exemplified by the accomplishments of our faculty, alumni, staff -- and most importantly – our students. Max believed it was “not just the walls, but what goes on inside,” that brings out the best in our students and empowers them to impact their communities – and the world of business.

Fisher College of Business is just one chapter in the amazing life of Max M. Fisher. We remember him for his unique gift of leadership with compassion. We honor him for his special spirit of generosity. We thank him for his inspiration. And because of him, we live out our mission every day in his memory – developing effective global leaders in business.
To Live An
Examined Life
UNDERGRADUATE PROGRAM

CLASS PROFILE

4,970 enrollment
3.21 average GPA
188 honors program
37% female
11.3% minority
9.5% international

RANKINGS

9th in the nation

Public Accounting Report, 2007
Undergraduate students proved they are a force to be reckoned with at business competitions during the 2007-08 academic year.

On the nationally televised cable show, mtvU “Quad Squads,” a team of Fisher students gave the University of Michigan’s Ross School of Business team a lesson on how to execute a winning marketing strategy.

Executives from Ford hailed the Ohio State students as the victors over Michigan in a marketing plan competition for the company’s 2008 Focus automobile.

“The pressure, deadlines, budget, restraints as well as creative freedom forced our group to think outside of the box,” said Faraz Khan, who participated in the mtvU competition. “This is similar to what I expect to see in the business world.”

Over an eight-week period beginning in September, an mtvU camera crew filmed the work of the four Fisher students for the four-part series. The conclusion aired on Nov. 27 with both teams presenting their plans and the results of promotional events to Ford and advertising executives at company headquarters in Dearborn, Michigan.

The Honors Cohort marketing class also had the opportunity to gain business world experiences with another automaker. The class worked in collaboration with Honda and its Chicago advertising agency, RPA, in a class project to promote the company’s redesigned 2008 Honda Accord Coupe.

Corporate projects and competitions are examples of innovative activities in the undergraduate program to sharpen students’ leadership skills. Conquering in another Big Ten contest was the team of Michael Bookmyer, Robert Nicholson, Luba Osadchy and Matt Ricciardi in the inaugural Big Ten Leadership Case Competition at the University of Wisconsin.

Coached by Dan Oglevee, senior lecturer in the department of finance, the team took away first place honors in April for presenting the best solution for a Harvard Business Case based on management and strategic issues at electronic and appliance retailer Best Buy.

According to Oglevee, the judges commented that Fisher’s student’s succinct action plan and question and answer session set them apart from the competition that included strong teams from other Big Ten schools.

High-pressure decision-making and ticking clocks were also encountered by Fisher students and others from across the nation who participated in Nationwide-Fisher Biz Quiz National Challenge.

The Fisher team finished in second-place in October’s Biz Quiz, which tested students’ knowledge of significant business news in a fast-paced quiz show. Sponsored by Nationwide’s Financial Leadership Rotation Program, Fisher and The Wall Street Journal, 18 business schools from the Big Ten, the universities of Texas, Florida, Southern California and New York University were among those competing.

Also on the Fisher campus this fall, business undergraduates from schools as far away as France and Italy joined students from universities in Canada, Mexico and the United States to compete in the 2007 Center for International Business Education and Research Case Challenge.
Moving Up

Fisher’s undergraduate program moved to 12th -- up from 18th -- in U.S. News and World Reports’ ranking of the nation’s best business school programs. Two academic areas of study, production and operations management and supply chain management and logistics, also received top recognition among the publication’s specialty rankings. Last year, Fisher became the first business school in the nation to offer Six Sigma classes to undergraduate students to earn Green Belt certification.

Building Community

For the second straight year, Fisher Honors Cohort students traveled to Nassau, Bahamas (opposite) to develop Junior Achievement programs with elementary school students. Second and third-grade level Junior Achievement lessons focused on “our community” and “our city” to disadvantaged youth to help them understand the functions of business. In partnership with Junior Achievement of Central Ohio, cohort students also teach fundamental business concepts such as financial literacy in local Columbus schools throughout the year in elementary and high schools.

Tax Topics

A team of Fisher undergraduate students advanced to the national finals of the sixth annual Deloitte Tax Case Study Competition last November. The competition, sponsored by the Deloitte Foundation, pitted colleges against the clock to complete a complex, hypothetical case study that draws on students’ knowledge of tax topics. Fisher team members were Mike Mozes, Molly Muzevich, Nate Palmer, Ryan Watson and Greg Groom. The top 12 teams advanced to the national finals held in Orlando, Florida.
Thinking Fast

Just A Minute (JAM) – a series of workshops designed to help students build confidence in making compelling presentations – was a big hit last Spring for Fisher’s freshman class. Students learned how to react to unforeseen questions asked during presentations and job interviews. The exercises taught them how to quickly organize their thoughts, present a persuasive argument and proved beneficial during mock interviews with counselors in the Office of Career Services.

Top Honors

Entrepreneurship Magazine and The Princeton Review ranked Ohio State University’s undergraduate entrepreneurship program 25th in the nation in its fifth annual survey of programs. Previously, the program was acknowledged as a top tier national program. Ohio State’s entrepreneurship offerings span many areas of the university and include Fisher’s interdisciplinary entrepreneurship minor, launched in 2006.

AWARDS

Undergraduate Teaching Awards

Sharon Alvarez
Assistant Professor, Management & Human Resources
Major Course Teaching Award

Karl Diether
Instructor of Finance
Major Course Teaching Award

John Persons
Associate Professor of Finance
Major Course Teaching Award

Patricia West
Associate Professor of Marketing
Major Course Teaching Award

Staff Service Awards

Arleen Robinson
Administrative Assistant
Knowledge
Is Power
### Class Profile

<table>
<thead>
<tr>
<th></th>
<th>Full Time MBA</th>
<th>MBA for Working Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment</td>
<td>129</td>
<td>145</td>
</tr>
<tr>
<td>Average Age</td>
<td>27</td>
<td>30</td>
</tr>
<tr>
<td>Average GMAT</td>
<td>669</td>
<td>614</td>
</tr>
<tr>
<td>Female</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>Minority</td>
<td>12%</td>
<td>14.5%</td>
</tr>
<tr>
<td>International</td>
<td>35%</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

- Average age and enrollment figures are rounded to the nearest whole number.
Fisher MBAs had several unique opportunities last year to gain inspiration and hear first-hand accounts of leadership success from some of the world’s masterful business minds.

**Warren Buffet, Berkshire Hathaway Inc.**

Nearly one hundred MBA students from Fisher’s full-time and working professional MBA programs traveled to Omaha, Nebraska to spend a day with internationally renowned business leader and philanthropist, Warren Buffet, CEO of Berkshire Hathaway. Each year, Mr. Buffet selects business schools from around the country to join him for lunch and discussion sessions. The meeting with Buffet was arranged by David A. Rismiller, a member of the Dean Advisory Council, with support from Saunder Flaum and Jim Klingbeil. Rismiller has known Buffett since the late 1980’s, when Buffett was a member of the hiring team that brought Rismiller to Omaha to run a publicly-traded Nebraska-based bank holding company in which Buffett was a minority shareholder. Only a select number of MBA programs are among those invited. To prepare, students engaged in numerous activities in the community and on-campus, including volunteering for Junior Achievement serving as mentors to public schools students.

**Gary Kelly, CEO, Southwest Airlines**

Gary Kelly, CEO and vice chairman of the board of Southwest Airlines, shared his formula for success at the Leadership and Professional Development’s Sander Flaum lecture.

Kelly shared with students his guiding principles of leadership strategy, including empowering employees, emphasizing teamwork, competitive salaries and excellent customer service.

One of the most important factors in the company’s success has been it’s ability to provide a pleasant and fun environment for employees.

“We have been profitable, while at the same time we have been able to take care of our people,” Kelly said. “That is a component that makes us feel like a winner.”

**Jeni Britton, Jeni’s Splendid Ice Creams**

The *New York Times* and *Food Network* lauded Jeni Britton, who shared with students her success in scooping out a niche in the crowded ice cream market.

Britton, the founder of Columbus-based Jeni’s Splendid Ice Creams, spoke about entrepreneurship during a W. Arthur Cullman Executive Luncheon Series.

Britton emphasized the importance of creating an unforgettable experience for consumers. Her shops encourage sampling of flavors no matter how long the line to ensure each customer is happy with their selection. To perfect the in-store experience, Britton told students she studied the customer relations tactics of larger retailers such as Nordstrom and Bose Corp.

Her success locally and savvy marketing skills utilizing the company’s Web site helped capture the attention of national media. Her appearances in the *New York Times*, *Food & Wine* magazine, DailyCandy.com and *Food Network* have created a demand for her products throughout the country.

---

**MBA CLASS OF 2008**

*as of August 1, 2008*

<table>
<thead>
<tr>
<th></th>
<th>$90,016</th>
<th>$13,023</th>
<th>$23,107</th>
<th>89%</th>
</tr>
</thead>
<tbody>
<tr>
<td>average salary</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>average signing bonus</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>average other guaranteed compensation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>percent of class employed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Keybank Focus on Diversity

Sixteen colleges and universities participated in the Key Bank MBA Minority Case Competition in Cleveland, Ohio, presented in partnership with Fisher’s Office of Minority Student Services. The competition hosted teams of students to analyze business issues with diversity implications. This year’s case focused on a Key Community Banking issue and was judged by top Key Bank executives. Fisher’s team placed third.

Working Professionals Top Ranked

Fisher’s MBA program for working professionals placed 21st in BusinessWeek magazine’s biennial ranking developed by polling students, recent graduates and program directors worldwide. The program ranked 8th for academic quality among the 30 business schools listed. This was the first year BusinessWeek ranked part-time MBA programs. Last November, Fisher changed the name of its part-time MBA program to the “Fisher MBA-Working Professional Track,” to better reflect both the caliber of students who participate in the program and the rigorous nature of their academic experience. Students experience the same challenging curriculum as the full-time MBA program with the flexibility to complete the program in up to five years -- and pursue their degree in the same small-class setting with access to the vast resources of Ohio State.

Big Win

Fisher’s first-year MBA case team won the 16th annual Big Ten Case Competition in April, beating out nine teams to win the competition. The competition pitted teams from 10 Big Ten schools testing students’ skills in solving a complex venture capital case study. The team had 24 hours to create a solution and present it in a simulated board room setting. Fisher, along with two other finalists, Michigan State University’s Broad College of Business and Purdue University’s Krannert School of Management, will compete in the Big Ten/Pacific Ten Rose Bowl challenge in January 2009 in Phoenix.

Get Green

Fisher teams took first and second place in the second annual Get Green Business Case Competition. The competition pitted teams of master level business students from Columbus area schools against one another to come up with the best business solution to sustainability challenges faced by Limited Brands, the event’s corporate sponsor. Local business leaders judged the competition. The Green Business Subcommittee of Columbus Mayor Michael Coleman’s Get Green Team organized the competition to promote green business practices in Columbus. The Green Team advises the mayor on advancing policies to protect the environment while supporting economic growth.

Hot Topic

Securities and Exchange Commission (SEC) Director of the Office of Risk Assessment, Jonathan Sokobin, a 1984 Ohio State graduate, visited Fisher in February to discuss the economic drivers of securities regulation with Andrew Karolyi’s Securities Markets and Investments classes. Sokobin met with finance and accounting faculty and made a presentation to doctoral students. His expertise on SEC rule-making and global mutual recognition is widely recognized.

East Meets West

Fisher was among eight business schools from the U.S., China and Singapore that competed at the East-West MBA All-Star Case Challenge in January. Students analyzed Tsingtao Beer’s current U.S. marketing strategy and made innovative proposals. The panel of 12 judges included senior executives from Tsingtao, their U.S. distributor Crown Imports, as well as professors from several business schools. Fisher’s team finished 2nd and was accompanied and coached by Kewei Hou, assistant professor of finance, and Marc Ankerman, a senior lecturer in management and human resources. Ankerman also served as a judge.
21st marketing
17th finance
13th production and operations

34th worldwide
17th in the United States

12th in ability to open up new career opportunities for graduating students

Economist Intelligence Unit, 2007

6th among public business schools
4th in diversity recruiters
Tax Clinic Cited in Presidential Honor

Fisher’s Volunteer Income Tax Assistance (VITA) program and its spin-off at the Moritz College of Law were among the 12 Ohio State community service projects included in a recognition of the university on the Higher Education Community Service Honor Roll with Distinction awarded by President Bush. The President’s Honor Roll recognizes institutions of higher education that support innovative, effective and exemplary community service programs.

The Tax Clinic is staffed by student volunteers, mostly from the Master of Accounting (MAcc) program. This year, 15 MAcc students took leadership roles as VITA site managers. While created to provide a service to the community, the Tax Clinic also enables MAcc students to develop skills in delivering professional services, as they interact with taxpayers to prepare and review tax returns.

“We are very proud of the hundreds of Fisher students who have volunteered their time and tax expertise to prepare state and federal returns for Columbus residents through the VITA program,” said Bill Raabe, who launched the Tax Clinic at Fisher and teaches graduate tax courses in the MAcc and MBA programs. “This award recognizes the work of our Fisher volunteers over a five year period, as we developed a system to provide high-quality tax services to those individuals in the OSU neighborhood who otherwise could not afford to obtain them.

Fisher opened the Tax Clinic in 2003 to help low to moderate income families during tax season. The clinic under the leadership of Raabe became a chapter of the Internal Revenue Service’s VITA program during the 2004 tax year. A national program, VITA affiliates include business schools and other volunteer organizations that operate tax worksites.

The Columbus City Council and United Way also partner with Fisher to promote the program to eligible residents, focusing on bringing Earned Income Tax Credit refunds into the Columbus economy. Ohio State Extension provides organizational support for the Clinic, and the Godman Guild community center provides facilities and personnel, according to Raabe.

Ohio State’s Moritz School of Law operates a site that was a 2007 spin-off of the Fisher Tax Clinic. It has adopted the same procedures and customer service functions that the Fisher clinic developed over the years.

---

MAcc PROGRAM

MAcc CLASS OF 2008

as of August 1, 2008

$50,158
average starting salary

$2,875
average signing bonus
Beyond the Classroom

The Master in Business Logistics Engineering (MBLE), offered jointly with the College of Engineering, program offers one of the most innovative approaches with its Field Problems in Logistics course. The course involves student teams that work to solve logistics-related challenges at major companies.

The small, selective program includes courses in logistics and supply chain management, warehouse design, logistics technology, mathematical programming and computer simulation.

Footwear retailer, DSW, Inc., has partnered with the program the last two years. This year, Fisher students tackled a storage and capacity issue at its main distribution center in Columbus.

“We have multiple heads attacking a sore business spot for us, where unfortunately, we don’t have someone that we can dedicate to this project full-time,” said Jon Szekely, engineering manager for DSW.

Fisher’s team of Mikaella Polyviou, Paul Santamaria, Robert Wiedmer and Phoenix Zhang were given the assignment to analyze capacity within the five-story and 1,400-by-400-foot facility and make recommendations for new storage strategies.

The team visited the distribution center once a week over the nine-week course. Their efforts focused on finding ways to reduce waste in various activities and increase space utilization. By the end of the project, the team discovered the facility had 28% more storage potential.

“I thought they were excellent,” Szekely said of the students and the presentation of their study results at the end of the project.

The team, all international students, said the project provided them with an excellent opportunity to interact with industry professionals and work in a real business environment.

Santamaria, from Ecuador, said the project provided good experience for his career goal to become a consultant. “There aren’t too many universities that offer this type of program.”

“It’s so different from my studies in Germany,” said Weider, who praised the MBLE program for its connections to corporations and bringing industry leaders into the classroom. “We would never have the opportunity to do such a project in our studies in Germany.”

Weider and Zhang, from China, both indicated that they chose Fisher because logistics and supply chain programs are highly ranked and have strong reputations internationally.

“I think the business world and engineering world blend well together, you can see it in the program,” Polyviou said about MBLE. Polyviou, from Cyprus, plans to pursue a Ph.D in logistics.

MBLE CLASS OF 2008

as of August 1, 2008

$60,857 average starting salary

$3,267 average internship monthly salary

COMPANIES MAKING OFFERS

BMW Financial Services
Chainalytics, LLC
CSC Worldwide
Deloitte Consulting
DSW
GE
Hexion Specialty Chemical Co.
JPMorganChase
KPMG

Mars Petcare
Nestle
ODW Logistics
Parker Hannifin
Rockwell Automation
Rolls Royce
Unilever
Williams-Sonoma
First-year Masters of Labor and Human Resources students Gerard Alfred and Kelli Thompson, were each award ExxonMobil’s MLHR $2,500.00 Minority Scholarships during a luncheon on Oct. 17 at the Blackwell Inn.

Tyler Shepfer was appointed to serve as a college student representative on the Commission on Personal Finance Education chaired by Richard Cordray, Treasurer of the State of Ohio.

Shepfer was selected for this position as the result of his volunteer involvement with Junior Achievement through Fisher’s Honors Cohort Program.

“Every student that I have had the opportunity to work with is extremely driven, not only professionally, but personally. I have come in contact with some amazing people who pushed me to think outside my limits and outside my comfort level—making me a better person. The courses I have taken have helped me understand not only how the people on my team work most effectively together, but how a team fit into the organization to be successful,” said Katie Baioni, MLHR Class of 2008.
Top Marks

Of the 90 doctoral programs at Ohio State, all three of Fisher’s PhD programs were recognized last year among the very best at the university in a far-reaching Doctoral Program Assessment. The evaluation was led by Pat Osmer, vice provost for graduate studies and dean of the Graduate School.

Fisher’s three programs were among 12 rated as “high quality,” standing out in terms of their planning, focus and potential to enhance the standing of the university. The college offers doctoral level degrees in Accounting and Management Information Systems, Business Administration and Labor and Human Relations.

Conducted by a 13-member faculty committee, the doctoral program assessment was a result of follow-up recommendations and findings in a March 2007 university report, “Funding Models for Doctoral Education Based Upon Quality.”

As a result of the ratings, additional resources will flow to PhD programs as individual students qualify for enhanced graduate fellowships.

“A review like this is unprecedented at an institution of our size and stature,” Osmer said. “It was thorough and rigorous and was taken very seriously because high-quality doctoral programs are a key to the overall strength of the university. Strengthening these programs is the primary reason for the assessment.”

PhD CLASS OF 2008

53 enrollment
9% minority
55% international
28% female
Where Theory
RANKINGS AND RECOGNITION

14th in the world

BusinessWeek, 2007

4th among public universities
Inspired by the legacy of Max M. Fisher, the college’s dedication to social responsibility is evident throughout the Fisher community. Beyond voluntary service activities and lending research assistance, Fisher extends management education programs to the non-profit sector.

This year, Executive Education expanded its support of non-profit agencies by offering a new scholarship for leaders and administrators of charitable organizations. A gift from Free Hand, Inc. will fund an EMBA scholarship and support the non-credit Social Enterprise Training Program.

“The same world-class academic program and advanced management skills that corporate executives receive through our EMBA program will be provided to a leader of a non-profit organization at no cost,” said Carol Newcomb, director of Fisher’s Executive Education program. “This very generous gift from Free Hand, Inc. will not only benefit the recipient but the entire cohort in the EMBA class who work together exchanging professional experiences in a close-knit collegial community.”

Free Hand, Inc., based in Mentor, Ohio, is a foundation that provides assistance to social service organizations that support individuals in need, as well as management resources and financial assistance to those who supply social services.

“This will help us strengthen the professional and managerial skills needed to successfully lead in the nonprofit sector,” said Janet E. Jackson, President and CEO, United Way of Central Ohio. “The needs in our communities are many and growing and we need capable, well-trained leaders to address the problems we face and create lasting change.”

The Free Hand scholarship marks an on-going commitment to non-profit leadership development. Fisher currently offers a four-module certificate course, “Social Enterprise Excellence: for Non-Profit Managers” developed under the leadership of Leslie Fine, academic director of Fisher’s EMBA program and associate professor of marketing. Additionally, Executive Education reserves four seats for non-profit managers for the Fisher Business Education Series, a series of 14 one-day management courses. Funded through a gift from Nationwide, more than 80 non-profit managers have attended the series.
Fisher Hosts International Economist

A former financial economist, career diplomat and World Bank executive was the guest presenter at Executive Education’s March Breakfast Club. Jean-Francois Rischard, who holds three degrees in economics, law, and a Harvard MBA, predicts a major global crisis in the next 20 years, presented a comprehensive plan to address global problem solving. Author of *High Noon: 20 Global Problems, 20 Years to Solve Them*, and consultant to world government leaders on strategies to overhaul their economic and education systems, Rischard says population increase and the new economy are forces of change that can be addressed through a “networked governance approach,” Global Issues Networks formed around specific global issues to enforce change.

Leadership Seminar Hosts China IT Managers

Fisher finance and management and human resources faculty led a three-week finance and technology leadership seminar for 23 members of the Securities Association of China last September. The association included officials from the Shenzhen Stock Exchange and China Securities Regulatory Commission and information technology managers from securities firms. The customized program, led by Anil Makhija, the Rismiller Professor of Finance and chair of the department of finance, gave managers tools to improve and deploy effective technology in the securities field and for China’s exchanges.

Lean Training Program Top-Ranked

Fisher’s Executive Education’s Lean Training Manager Certification program was ranked fifth by *Black Enterprise* magazine as a top program, “ideal for mid-to top-level executives.” The program was listed in the Top Ten Executive Education Programs among offerings. The four-week program addresses the competencies needed by managers to be successful, including streamlining of operations processes and improvement of administration effectiveness.

Law Firm Selects Executive Education for Leadership Program

Bricker & Eckler LLP, one of Ohio’s leading law firms located in Columbus, Cincinnati-Dayton and Cleveland, selected Executive Education to facilitate “The Bricker & Eckler Leadership Development Program.” The program, designed by Anthony J. Rucci, senior lecturer in the department of management, is tailored specifically to meet the unique needs of a law firm including classroom sessions and individual coaching for participants. The program was the result of a broad strategic planning process conducted by the firm.

Business Week Recognition

Fisher’s Executive MBA (EMBA) and Executive Education custom program were recognized for their excellence by *BusinessWeek* magazine. The EMBA program ranked 14th and the custom program offered by Executive Education placed 19th in the magazine’s international rankings announced on Nov. 3. The program was lauded for its solid faculty and experienced students. The program is taught by internationally recognized faculty with strong ties to the business world, who create a first-class learning experience applicable to on-the-job-challenges. The Executive Education custom program works directly with companies to customize content and format of programs to target different levels of employees. Customized programs create a think-tank environment within a company that increases knowledge and sparks creativity.

York Wins Award

Jon York, an Executive Education faculty member, was honored in Austin, Texas along with a handful of top teachers from across the United States as a winner of the Acton Foundation’s national award for Excellence in Entrepreneurship Education.
RANKINGS AND RECOGNITION

BusinessWeek, 2007

19th in the world

2nd among public universities
Every Ideas
An Incitement

Knowledge is Power
Lambert, Ward Receive Honors

Professor Douglas M. Lambert (top), the Raymond E. Mason Chair in Transportation and Logistics, and Peter Ward, the Richard M. Ross Chair in Management, management sciences department chair and co-director of the Center for Operational Excellence (middle), both received the highest honors from scholars in their fields.

SOLE, the International Society of Logistics, awarded Lambert the Eccles Medal to recognize outstanding achievements in the development or administration of logistics education and research at the society’s 42nd Annual International Logistics Conference.

The Academy of Management, a leading professional association for scholars, selected Ward its Operations Management Scholar Award for 2007. Each year, the Academy’s Operations Management Division selects one of its members to receive the award for outstanding scholarship in the field.

Camp Named Top Entrepreneurship Professor

S. Michael Camp (bottom left), academic director of Fisher’s Center for Entrepreneurship, was named one of the nation’s top entrepreneurship professors by FORTUNE Small Business magazine. The magazine recognized Camp and 17 other professors as the nation’s best through a survey of colleagues, students and entrepreneurs in its first compilation of America’s Best College for Entrepreneurs.

Gray’s Research Receives Award

John Gray, assistant professor of operations, received the 2007 Elwood S. Buffa Doctoral Dissertation Award from the Decision Sciences Institute recognizing outstanding doctoral research addressing the impact of outsourcing on the quality of goods.
Klein and Diether Receive National Recognition
The Society of Industrial and Organizational Psychology elected Howard J. Klein, professor of management and human resources, a Fellow of the society. Fellows are recognized for outstanding contributions and performance in industrial and organizational psychology through research, teaching and professional service. A paper, co-authored by Karl B. Diether, an assistant professor in finance, on the shorting marketing and stock prices received a Smith Breeden Prize as a “Distinguished Paper” in the Journal of Finance. Diether co-authored the study with two Harvard Business School faculty. The researcher’s paper examines the link between the shorting market and stock prices.

Allenby’s Research Recognized
A research paper co-authored by Greg Allenby (right), the Helen C. Kurtz Chair in Marketing, that appeared in Marketing Science, was cited by Editor-in-Chief Eric Bradlow of University of Pennsylvania’s Wharton School as an academic “home run.” Allenby co-authored with Timothy Gilbride of Notre Dame’s Mendoza College of Business, “A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules.” Allenby is recognized as a leading researcher in applying Bayesian methods and mathematical modeling of behavioral process.

Rucci Receives Academy of Management Honor
Anthony J. Rucci (below), senior lecturer in the department of management and human resources, received the 2008 Distinguished Human Resource Executive Award from the Academy of Management’s Human Resources Division. The award is given to executives who have distinguished themselves throughout the careers in the field of human resources management.
Books


Book Chapters


An Idea Whose
Time Has Come
Fisher’s Research and Business Partnership Centers create the intellectual innovations that fuel business growth around the world. Many of the nation’s most forward-thinking companies turn to Fisher faculty for new ideas and business solutions. Our eight research centers support teaching, research development and provide a professional forum for exchange between faculty, students and the corporate community.

**Center for Business Performance Management**

The first of its kind of its kind in the United States—the Center for Business Performance Management delivers timely, accurate, and manageable information to strategic analysts and managers. Strategic worldwide alliances support its purpose of operating in a global forum.

**J. Richard Dietrich**, Academic Director

**Charles A. Dice Center for Financial Economics**

The Charles A. Dice Center for Financial Economics promotes high-quality research in financial economics.

**René M. Stulz**, Academic Director

**Center for Entrepreneurship**

Fisher’s Center for Entrepreneurship facilitates research, education and participation from the business community in entrepreneurship education and outreach, integrating state-of-the-art education programs, the expertise of world-class faculty and an innovative interdisciplinary curriculum with economic development strategies to retain the best talent, create quality jobs and sustain economic growth.

**S. Michael Camp**, Academic Director

**Jay B. Barney**, Chase Chair for Excellence in Corporate Strategy

**Sharon A. Alvarez**, Assistant Professor of Entrepreneurship

**David Greenberger**, Chair, Management and Human Resources, Associate Professor

**Judy Tansky**, Senior Lecturer, Social Enterprise Program

**Daniel Olgevee**, Senior Lecturer, Finance

**Steven Dickstein**, Senior Lecturer, Management Sciences

**Center for Operational Excellence**

The Center for Operational Excellence brings continuous improvement to the forefront for its 28 member organizations, providing programs focused on excellence in operations strategy and business performance. The center provides programs focused on innovation, supply chain management, leadership and continuous improvement.

**Peter T. Ward**, PhD, and **John Dix**, Co-directors

**Robin Rasor-Thompson**, Administrative Director

**Andrea Prud’homme**, Associate Director

**Nancy K. Lahmers**, Director, Women's Leadership Initiatives

**Peg Pennington**, Director Of Continuous Improvement
Center for International Business Education and Research

Funded by the U.S. Department of Education and one of only 31 such centers nationwide, Fisher’s Center for International Business Education and Research (CIBER) provides a supportive framework for global teaching, outreach and research initiatives. Among other initiatives, CIBER manages Fisher’s more than 30 exchange partnerships with top business schools around the world, supports language learning for students and coordinates the field study components of the Emerging Marketing Field Study courses and Elective Treks program.

Stephen M Hills, Academic Director
Melissa Torres, Director

Center for Real Estate Education and Research

The Center for Real Estate Education and Research partners with real estate practitioners, faculty and students to prompt dialogue on real estate issues, establish mentorship opportunities, and provide a forum for consultant and technical research for the industry.

Ken Gold, Director

Global Supply Chain Forum

The Global Supply Chain Forum model stresses relationship management and eight cross-functional and cross-firm processes. Offered through Fisher’s top-ranked Executive Education program, seminars have been offered in North and South America, Australia, Asia and Europe.

Douglas M. Lambert, Academic Director

Initiative for Managing Services

The Initiative for Managing Services makes customer service profitable for its partner companies by connecting them with people, process and technology to deliver a fully integrated business solution. Faculty experts offer innovative ideas to increase the productivity of organizations, create customer loyalty, develop a brand, win new business and maximize revenue opportunities.

David Greenberger, Faculty Fellow
Neeli Bendapudi, Academic Director
Michael Smith, Associate Director
INTERNATIONAL PROGRAMS

Examination of financial markets of Europe: London and Brussels, led by Karen Hopper Wruck, Associate Dean of MBA programs and Dean’s Distinguished Professor, Department of Finance and Daniel Oglevee, senior lecturer.

Study of logistics operations in Germany, led by Michael Knemeyer, assistant professor of logistics and David Cahill, Visiting Professor or Logistics.

ELECTIVE TREKS

MBA Program
China/Hong Kong – Oded Shenkar

Bolivia/Muruamaya – Management and Human Resources: Jay Barney, Chase Chair for Excellence in Corporate Strategy and Academic Director, MBA and Sharon Alvarez, Associate Professor of Management and Human Resources, Academic Director, Center for Entrepreneurship

Russia/Moscow – Jim Kinard, Associate Professor of Accounting.

Turkey/Istanbul – Marc Sandver, Professor of Management and Human Resources

Undergraduate Program
Panama—Steven Dickstein, Senior Lecturer, Management Sciences

EMERGING MARKETS FIELD STUDY
This year, students found new opportunities to study abroad and develop their global competency with a new online language program, the introduction of Elective Treks and the expansion of curricular offerings, such as the Emerging Market Field Study (EMFS) program.

Elective Treks are new non-credit global study trips focused on a specific functional area. The first two trips, led by Fisher faculty, explored logistics and finance. The experiential week-long trips were offered during winter and spring breaks.

The EMFS program also grew during the academic year. Fisher’s International Programs Office offered four sections of EMFS, enabling 61 students to participate. The previous year, only two sections were offered with 16 students participating.

A new country added to the program for the first time was Bolivia. Ten students spent their spring break working with entrepreneurs in three small impoverished villages, helping them improve operations and expand market opportunities. The Bolivia field trip is part of a new five-year partnership Fisher has formed with the villages, facilitated through Choice Humanitarian, a non-governmental organization that conducts development programs in impoverished regions of the world.

Typically, the field study component of EMFS courses are site visits, including observation of off-shore corporate operations and meeting with global business leaders. However, the trip to Bolivia with management and human resources faculty Jay Barney and Sharon Alvarez, allowed students to apply their academic knowledge to support community efforts in expanding the region’s economic development opportunities.

Students preparing for overseas trips now have access to online language tutors. InterLangua, available to students through the college’s Center for International Business and Research, provides experienced, native language tutors via live video conferencing. Mandarin Chinese language tutors—from mainland China and Spanish language tutors based in Guatemala provide face-to-face, one-on-one conversation practice.

New international partnerships with universities around the world have helped create a growing interest among Fisher students to study abroad. The International Programs Office now has agreements with more than 30 top business schools at colleges and universities on every continent except Antarctica.
Fisher Alumni Are Everywhere

Fisher alumni number 62,000 worldwide on six continents in 80 countries and in all 50 states in the United States. This year, gatherings connected alumni in locations such as New York City, Chicago, Beijing, Pittsburgh, Washington, D.C. and Charlotte, N.C. In March, the university’s Provost Joseph A. Alutto, spoke to a group of 40 Ohio State alumni and guests living in Shanghai. The networking event was coordinated by Fisher and the Shanghai Alumni Club. In addition to alumni and their spouses, the event was attended by prospective students, the Ohio Department of Development, the US-China Business Council and Cheng Kong Graduate School of Business.

Fisher Honors Distinguished Alumni

Five outstanding Fisher alums were honored at the annual 2007 Dean’s Dinner and Alumni Awards. Since 1993, the Alumni Society has recognized alumni who have brought distinction to themselves and the college through their accomplishments, generously contributed time and resources. This year, a new award, the Entrepreneurship Award, was established to recognize an alum who has been instrumental in the launch and growth of one or more successful new ventures and who is committed to helping the next generation of entrepreneurs.

2007 Alumni Award Recipients

Timothy A. Michael, Distinguished Alumni Award
Principal of Michael Freres & Associates, Inc

Jesse Tyson, International Alumni Award
President, Exxonmobil Interamerica, Inc.

Jennifer Ann Roer, Community Service Award
Executive Director, The Frank M. Tait Foundation

David Schoettmer, Young Professionals Award
President and Senior Partner, Navigator Management Partners, LLC

Vince Aveni (deceased), Entrepreneurship Award
Former Chairman, First Realty Property

PACE SETTER FACULTY AWARDS

Daniel Westerbeck Teaching Excellence Awards
Undergraduate Teaching
Daniel Jenson
Graduate Teaching
Roy Lewicki

The Bostic-Georges Faculty Service Award
Nancy Lahmers

Outstanding Research Award
Jay Anand
Leadership in Sustainable Business

In May, Fisher hosted the annual Dean’s Leadership Conference which helps exceptional undergraduate students develop leadership skills through interaction with business professionals and college administration. The one-day seminar presented a panel discussion on the challenges and opportunities associated with leadership in sustainable business, moderated by Fred Andrlle, host and executive producer of WOSU NPR News’ daily public affairs talk program, “Open Line”. Panelists included Neil Drobny, business consultant, Amy Gomberg, environmental advocate at Environment Ohio and Representative Jim McGregor, mayor of the city of Gahanna representing the city in the Ohio State Legislature.

Alumni Engagement

Fisher alumni are leaders who develop lifelong relationships within a close-knit Fisher community. They link opportunity with responsibility to make a positive difference for the next generation.

Alumni stay connected by:
- Mentoring a student
- Hiring students for internship or career opportunities
- Referring a prospective student
- Attending reunions and alumni gatherings
- Hosting an executive luncheon as a speaker
- Giving to Fisher through the Shareholders program, annual fund contributions, estate or planned giving

PACE SETTER AWARDS

Pace Setter Executive Award
Joseph A. Alutto
Executive Vice President and Provost, The Ohio State University

Walter M. Rudin Junior Scholarship
Awarded to the most outstanding undergraduate junior
Tada Yamamoto

Robert E. Georges Senior Scholarship
Awarded to the most outstanding undergraduate senior
Andrew Vicen

S. Maurice Bostic and Birch S.M. Bostic Memorial Award
Awarded to the outstanding male member of the graduating class
Robert D. Arbogast

Katherine Porter Allen Prize
Awarded to the outstanding female member of the graduating class
Michaela Bailey

Jack W. Stephens Scholarship
Awarded to the student with outstanding scholarship, leadership and athletic accomplishments
Alex Picazo
**Highlights**

Charles and Lynne Klatskin have committed $1.5 million to establish the Neil M. Klatskin Chair in Finance and Real Estate. The chair is named in memory of the Klatskins’ son, Neil, who graduated in 1982 with a BS in business administration. Neil passed away in 1989. He was beginning a successful career in real estate in the New York and New Jersey area and had a deep passion for The Ohio State University. Neil’s parents have dedicated themselves to honoring his legacy by establishing a real estate scholarship fund in his honor, as well as by naming the Undergraduate Student Lounge at the college. Charles Klatskin, managing director of Jones Lang LaSalle, is a member of the Dean’s Advisory Council and of the Ohio State University Foundation Board.

Nationwide has made a $1.08 million gift to create an enhanced risk management curriculum and to support finance research at Fisher by naming Nationwide Fellows and Scholars. The new risk management curriculum will help the college expand its course offerings in a field that is growing rapidly. Fisher Finance Professor Andrew Karolyi has been named as the first Nationwide Fellow (pictured below left to right, Stephen L. Mangum, Interim Dean, Fisher College of Business, René M. Stulz, Everett D. Reese Chair of Banking and Monetary Economics; Anil Makhija, David A. Rismiller Professor in Finance; Robert A. Rosholt, former Nationwide CFO, now a lecturer at Fisher; Larry Hilsheimer, executive vice president and CFO, Nationwide; and Andrew Karolyi, Charles R. Webb Professor in Finance).

Robert Tattersall (MBA ’71) has made a $500,000 gift to establish the Becky Erickson Graduate Scholarship, which will support graduate students with an interest in finance and investment management. The scholarship is named in honor of Mrs. Erickson, whose family hosted Mr. Tattersall when he was studying at the college.

David A. Rismiller (BSBA ’58) has completed his pledge to the David A. Rismiller Chair in Finance. The current holder of the David A. Rismiller Professorship in Finance is Anil Makhija, Chair of the Finance Department.

A gift of $255,000 over three years from the Key Foundation will create the KeyBank Leadership and Creativity Symposium for underrepresented business students from around the country. The symposium will bring together students for an intense multiday workshop on leadership, creativity, product innovation, entrepreneurial thinking and persuasive communication. In recent years, KeyBank has supported a Minority MBA Case Competition at the college.

**Student Scholarship Support**

Gifts supporting student scholarships enable the college to recruit and retain the best and brightest students.

Free Hand, Inc. has made a $102,000 gift to establish a scholarship for full tuition in the Executive MBA program for leaders and administrators of charitable non-profit organizations. The gift from Free Hand will also fund the non-credit Social Enterprise Training Program.

James R. (MBA ’81) and Melissa S. Allen have committed $100,000 to establish the endowed James R. and Melissa S. Allen Graduate Scholarship Fund, which will support scholarships for MBA students.

Jesse J. Tyson (MBA ’76) (pictured below with Ohio State University President Gordon Gee) has committed $100,000 to establish the Jesse J. Tyson MBA Scholarship Fund in honor of Dr. Frank W. Hale, former vice provost and professor emeritus. The fund will provide scholarship support to MBA students, with preference to African American and other underrepresented groups.
Programmatic Support

Income supporting programs allows the college to continually innovate and to enhance its curriculum.

Christopher M. (BA ‘78) and Sara H. (BA ‘80) Connor have made a $100,000 gift to the Undergraduate Cohort Pilot Program. The program will bring together a select group of sophomore students and provide them with a more personal, intimate experience while emphasizing soft skills to enhance their academic curriculum.

Randall T. (BSBA ‘90) and Emily V. Gerber have committed $100,000 to support the Initiative for Managing Services and to establish the Randall T. and Emily V. Gerber Undergraduate Program Support Fund.

General Raymond E. Mason has made a $100,000 gift to establish the Raymond E. Mason Logistics Fund, which is used by the Dean to support activities of the logistics program in consultation with the logistics faculty.

Norman Pessin (BA ‘60) has made a gift of $57,000 to the Norman and Sandy Pessin New York City Area Alumni Development Fund, which helps connect students with Fisher College of Business alumni and friends, especially those working on Wall Street.

The John B. and Dareth Gerlach Foundation has made an $85,000 gift to the John B. Gerlach Medalist Scholarship fund.

Patricia English Aveni has pledged $50,000 to establish the Vincent T. Aveni Entrepreneurship Scholarship Fund in honor of her late husband Vincent T. Aveni (BSBA ‘47). The fund will support undergraduate and graduate students who are pursuing a course of study in entrepreneurship.

Dr. Lester E. (MD ‘50) and Mrs. Nadean Imboden have made a $50,000 gift to establish the Scott E. Imboden Endowment Fund in honor of their grandson Scott E. Imboden (BSBA ’05). The fund will provide scholarship support for an undergraduate student who is majoring in transportation and logistics.

Randall C. Mosher and Peggy North Mosher (BS ’85) have made a $50,000 commitment to establish the Randall C. and Peggy North Mosher Family Scholarship which will support a student minoring in entrepreneurship or enrolled in classes or programs offered by the Center for Entrepreneurship who demonstrated financial need.

Timothy A. (MBA ’76) and Melinda V. Michael (MA ’75) (pictured bottom far right below with a group of MBA students they are supporting) have made additional gifts of $50,000 to the US Military MBA Fellowship Fund, which provides scholarship support to former and current US Military enlisted and officer personnel who have served on active duty.

Donald E. (BSBA ’60, MBA 1963) and Ann Fender (BS ’63) have made a $50,000 commitment to establish the Donald E. and Ann E. Fender Endowment for Real Estate Education and Research. The fund will support scholarships as well as program development at the discretion of the director of the Center for Real Estate.

Thomas L. Wheeler III (BS ’55) has made a $50,000 gift to the Wheeler MBA Internship Fund at the Center for Entrepreneurship.

Peter A. Cohen (BSBA ’68) has made an additional $50,000 gift to the Peter Cohen Innovation Fund, which is used by the Dean of Fisher College of Business to support the activities of faculty, students and staff in accordance with the strategic plans of the College.
Deferred Gifts

Estate gifts enable donors to leave a lasting legacy while providing Fisher with continued support. Last year’s gifts include:

A $128,000 gift from the estate of Bruce F. Welsh (BSBA ’55) to support the Bruce F. Welsh Dean’s Innovation Fund.

A $100,000 deferred charitable gift annuity from Karen Fife Ickes (BA ’75; MA ’79) to create the Karen F. Ickes MLHR Scholarship Fund for a student in the Master of Labor and Human Resources program.

A $50,000 gift from the estate of Mary P. Wheeler to support the Tom L. Wheeler Jr. Marketing Endowment, which is used to assist students with an interest in marketing or advertising by promoting interaction with corporate executives.
## Sources and Uses of Funds

### Current Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>2006-2007</th>
<th>2007-2008</th>
<th>Current Sources %</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Funds</td>
<td>40,488,770</td>
<td>42,887,013</td>
<td>72.0%</td>
</tr>
<tr>
<td>Earnings</td>
<td>3,958,461</td>
<td>3,373,253</td>
<td>5.6%</td>
</tr>
<tr>
<td>Endowment Income/Current Use Gifts</td>
<td>10,855,610</td>
<td>11,205,519</td>
<td>18.8%</td>
</tr>
<tr>
<td>Grants and Contracts</td>
<td>1,476,535</td>
<td>1,552,407</td>
<td>2.6%</td>
</tr>
<tr>
<td>Research Foundation (OSURF)</td>
<td>570,715</td>
<td>582,388</td>
<td>1.0%</td>
</tr>
<tr>
<td><strong>Total Current Sources</strong></td>
<td>57,350,091</td>
<td>59,600,580</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

| Net Carry Forward                     | 20,303,718      | 25,562,926      | 42.9%             |
| **Total Sources**                     | 77,653,809      | 85,163,506      | 142.90%           |

### Current Uses

<table>
<thead>
<tr>
<th>Use</th>
<th>2006-2007</th>
<th>2007-2008</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>28,054,558</td>
<td>28,111,191</td>
<td>47.2%</td>
</tr>
<tr>
<td>Benefits</td>
<td>10,057,269</td>
<td>10,707,969</td>
<td>18.0%</td>
</tr>
<tr>
<td>Supplies &amp; Services</td>
<td>8,958,864</td>
<td>9,481,827</td>
<td>15.9%</td>
</tr>
<tr>
<td>Equipment</td>
<td>723,940</td>
<td>745,355</td>
<td>1.2%</td>
</tr>
<tr>
<td>Other</td>
<td>197,919</td>
<td>129,804</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Total Current Uses</strong></td>
<td>47,992,550</td>
<td>49,176,146</td>
<td>82.50%</td>
</tr>
</tbody>
</table>

| Deductions and Transfers      | 3,497,893  | 3,978,588  | 6.7%       |
| **Total Uses**                | 51,490,443| 53,154,734| 89.20%     |

| Current Sources Less Total Uses| 5,859,648  | 6,445,846  | 10.8%      |

1. Does not include gifts-in-kind or additions to endowments & other restricted funds

## Comparison of Sources

<table>
<thead>
<tr>
<th>Year</th>
<th>General Funds</th>
<th>Earnings</th>
<th>Grants and Research</th>
<th>Endowment Market Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 1998</td>
<td>75%</td>
<td>6%</td>
<td>18%</td>
<td>$81.6 million</td>
</tr>
<tr>
<td>FY 2008</td>
<td>72%</td>
<td>3%</td>
<td>19%</td>
<td>$128.8 million</td>
</tr>
</tbody>
</table>

## Endowment Market Value

Gifts establishing endowment remain a cornerstone of Fisher’s ability to create and sustain a quality educational experience. Since 1998, the endowment has risen $47.2 million. The college effectively uses these funds in accordance with our donors’ intent to attract and retain outstanding faculty, students, and staff, to develop new programs and to support vital student scholarships and fellowships.
Fisher’s Dean’s Advisory Council, comprised of top-level business executives, provides invaluable expertise, program evaluation, assessment of new initiatives and counsel regarding new activities to support the planned growth of the college.

With their guidance, Fisher continues to maintain its status as a global leader in business management education.
Charles Klatskin  
Managing Director  
Jones Lang LaSalle

Holly Keller Koeppel  
Executive Vice President and CFO  
American Electric Power

David T. Kollat  
President  
22, Inc.

Patrick J. Martin  
Chairman, President and CEO (Retired)  
Storage Technology Corporation

Timothy A. Michael  
Principal  
Michael Freres & Associates

Elizabeth A. Mily  
Managing Director, Investment Banking Division  
Goldman, Sachs & Co.

Martin C. Murrer  
Managing Director  
Sagent Advisors, Inc.

Carl A. Nelson Jr.  
Managing Partner (Retired)  
Arthur Andersen

Lionel L. Nowell III  
Senior VP and Treasurer  
PepsiCo, Inc.

James G. Oates  
President (Retired)  
Leo Burnett Worldwide

James J. O’Brien  
Chairman & CEO  
Ashland Incorporated

Ed L. Overmyer  
Chairman  
Hilb, Rogal & Hobbs

Lawrence I. Pollock  
CEO and President  
Lucky Stars Limited

Corbett A. Price  
Chairman and CEO  
Kurron, Inc

David A. Rismiller Sr.  
Chairman, President and CEO (Retired)  
FirsTier Financial, Inc.

Jeffrey R. Rodek  
General Partner  
Accretive, LLC

John A. Russell  
President  
Competitive Communication Partners

Robert H. Schottenstein  
President, Chairman, and CEO  
M/I Homes, Inc.

Donald B. Shackelford  
Chairman  
Fifth Third Bank, Central Ohio

John M. Shepherd  
CEO  
Shepherd Chemical Company

George Sladoje  
Chairman  
North American Energy Credit and Clearing Corporation

Jesse J. Tyson  
President  
ExxonMobil Interamerica, Inc.

Charles R. Webb  
Chairman  
Ernst & Webb, LLC

Yihua Yang  
Associate  
Lehman Brothers, Inc.

Paul T. Yin  
President  
Dah Chung Industrial Company Ltd.

Gordon B. Zacks  
Senior Chairman of the Board (Retired)  
R.G. Barry Corporation
The W. Arthur Cullman Executive Luncheon Series is designed to bring students and senior executives together in an informal setting to provide a platform for students to learn about a particular profession or industry, as well as to provide executives with the opportunity to learn more about our MBA program. Past participating companies include AOL, Apax Partners, Borden Chemical, Eli Lilly, Ford, Harley Davidson, Limited Brands, Procter & Gamble, Rolls-Royce, Shell Chemical, Sherwin-Williams, Wachovia Securities, and Wendy’s International, among others. The program marked its 25th anniversary in 2007. It was established by friends and family of Dr. W. Arthur Cullman, one of Fisher’s most distinguished faculty members. The late Dr. Cullman was a respected scholar as well as a nationally recognized marketing expert and was a strong believer in the value of interaction between business professors and executives.
College Administration

Stephen L. Mangum
Interim Dean

David B. Greenberger
Academic Director, Computing and Communications Services

Stephen M. Hills
Academic Director, International Programs

Barbara L. DeYoung
Executive Director, Business and Finance

Francisco X. Gómez-Bellengé
Associate to the Dean for Special Projects

Anil K. Makhija
Associate Dean, Executive Programs

James D. Miller
Executive Director and Associate to the Dean, Office of External Relations

Carol L. Newcomb
Executive Director, Executive Education

Jeffrey D. Rice
Executive Director, Career Services

Melissa Torres
Director, International Programs

David Smith
Executive Director, Graduate Programs

H. Rao Unnava
Associate Dean, Undergraduate Programs

Karen Hopper Wruck
Associate Dean, MBA Programs

Jay Yutzey
Executive Director, Undergraduate Programs

Ingrid M. Werner
Academic Director, PhD Programs

Karen Hopper Wruck
Associate Dean, MBA Programs

Chairs and Professorships

Greg M. Allenby
Helen C. Kurtz Chair in Marketing

Anil Arya
John J. Gerlach Chair in Accounting

Jay B. Barney
Chase Chair for Excellence in Corporate Strategy

Anne L. Beatty
Deloitte and Touche Chair in Accounting

W.C. Benton
Edwin D. Dodd Professorship in Management

Kenneth K. Boyer
Dean’s Distinguished Professor

John C. Fellingham
H.P. Wolfe Chair in Accounting

G. Andrew Karolyi
Charles R. Webb Professorship in Finance

Douglas M. Lambert
Raymond E. Mason Chair in Transportation and Logistics

Roy J. Lewicki
Irving Abramowitz Memorial Professorship

Anil K. Makhija
David A. Rismiller Professorship in Finance

Raymond A. Noe
Robert and Anne Hoyt Professorship in Management

Oded Shenkar
Ford Motor Company Chair in Global Business Management

René M. Stulz
Everett D. Reese Chair of Banking and Monetary Economics

H. Rao Unnava
W. Arthur Cullman Professorship in Marketing

Peter T. Ward
Richard M. Ross Chair in Management

Michael S. Weisbach
Ralph W. Kurtz Chair in Finance

Ingrid M. Werner
Martin and Andrew Murrer Professorship in Finance

Karen Hopper Wruck
Dean’s Distinguished Professor

Academic Programs

Leslie M. Fine
Academic Director, EMBA Track

Robert L. Heneman
Academic Director, MLHR Program

Daniel L. Jensen
Academic Director, MAcc Program

David Schilling
Academic Director, General Business Major

H. Rao Unnava
Associate Dean, Undergraduate Programs
Search Underway
Berry Chair of New Technologies in Marketing

Search Underway
John W. Galbreath Chair in Real Estate

**Faculty by Department**

**Accounting and MIS**

J. Richard Dietrich, Chair  
PhD, Carnegie-Mellon University

Jennifer Altamuro  
PhD, Pennsylvania State University

Anil Arya  
PhD, University of Iowa

Anne L. Beatty  
PhD, Massachusetts Institute of Technology

Pai-Cheng (P.C.) Chu  
PhD, University of Texas

John C. Fellingham  
PhD, University of California, Los Angeles

Daniel L. Jensen  
Emeritus, PhD, The Ohio State University

Rick M. Johnston  
PhD, University of Pennsylvania

James C. Kinard  
PhD, Stanford University

Waleed A. Muhanna  
PhD, University of Wisconsin, Madison

Prakash Mulchandani  
MAcc, The Ohio State University

Richard J. Murdock  
PhD, Cornell University

William A. Raabe  
PhD, University of Illinois

Darren Roulstone  
PhD, University of Michigan

Douglas A. Schroeder  
PhD, University of Kansas

Eric E. Spires  
PhD, University of Illinois

Lawrence A. Tomassini  
PhD, University of California, Los Angeles

Patrick Turner, CPA  
BS, The Ohio State University

David E. Wallin  
PhD, University of Arizona

David D. Williams  
PhD, Pennsylvania State University

Richard A. Young  
PhD, The Ohio State University

Tzachi Zach  
PhD, University of Rochester

Haiwan (Helen) Zhang  
PhD, University of Minnesota

Teresa J. Ziegler  
MBA, The Ohio State University

**Finance**

Anil K. Makhija, Chair  
PhD, University of Wisconsin, Madison

Deborah A. Ballam  
JD, PhD, The Ohio State University

Itzhak (Zahi) Ben-David  
PhD, University of Chicago

John D. Blackburn  
JD, University of Cincinnati

Fousseni D. Chabi-Yo  
PhD, Université de Montréal

Karl B. Diether  
PhD, University of Chicago

Isil Erel-Koksal  
PhD, Massachusetts Institute of Technology

Rüdiger Fahlenbrach  
PhD, University of Pennsylvania

Kewei Hou  
PhD, University of Chicago

G. Andrew Karolyi  
PhD, University of Chicago

Robert Kimmel  
PhD, University of Chicago

Nancy K. Lahmers  
JD, University of Akron

Bernadette A. Minton  
PhD, University of Chicago

Daniel Oglevee  
MBA, The Ohio State University
Management and Human Resources

David B. Greenberger, Chair
PhD, University of Wisconsin, Madison

Joseph A. Alutto
PhD, Cornell University

Sharon A. Alvarez
PhD, University of Colorado, Boulder

Jaideep (Jay) Anand
PhD, University of Pennsylvania

Marc Ankerman
MA, Wayne State University

Jay B. Barney
PhD, Yale University

Venkat Bendapudi
PhD, University of Kansas, Lawrence

Mikelle Calhoun
PhD, New York University

S. Michael Camp
PhD, The Ohio State University

Benjamin A. Campbell
PhD, University of California, Berkeley

Jay Dial
PhD, Harvard University

Tracy L. Dumas
PhD, Northwestern University

Jill E. Ellingson
PhD, University of Minnesota

Jeffrey D. Ford
PhD, The Ohio State University

Robert L. Heneman
PhD, Michigan State University

Stephen M. Hills
Emeritus, PhD, University of Wisconsin, Madison

Larry Inks
PhD, The Ohio State University

Sharon D. James
PhD, University of Minnesota

Geoffrey M. Kistruck
ABD, University of Western Ontario

Howard J. Klein
PhD, Michigan State University

Michael J. Leiblein
PhD, Purdue University

Roy J. Lewicki
PhD, Columbia University

Robert B. Lount, Jr.
PhD, Northwestern University

Mona V. Makhija
PhD, University of Wisconsin, Madison

Stephen L. Mangum
PhD, George Washington University

Shad S. Morris
PhD, Cornell University

Raymond A. Noe
PhD, Michigan State University

Jeffrey R. Rodek
MBA, The Ohio State University

Anthony Rucci
PhD, Bowling Green State University

Marcus H. Sandver
PhD, University of Wisconsin, Madison

Oded Shenkar
PhD, Columbia University

Judith W. Tansky
PhD, The Ohio State University

Steffanie L. Wilk
PhD, University of Minnesota
Management Sciences

Peter T. Ward, Chair
DBA, Boston University

W.C. Benton, Jr.
DBA, Indiana University

William L. Berry
Emeritus, DBA, Harvard University

Kenneth K. Boyer
PhD, The Ohio State University

R. Gary Butler
MBA, University of Rochester

Mark A. Chrto bek
PhD, Temple University

John R. Current
PhD, Johns Hopkins University

Steven M. Dickstein
MBA, Rutgers University

John Gray
PhD, University of North Carolina

Nicholas G. Hall
PhD, University of California, Berkeley

Sean Handley
PhD, The Ohio State University

James A. Hill
PhD, The Ohio State University

Andrea M. Prud’homme
PhD, Michigan State University

David A Schilling
PhD, John Hopkins University

Bonnie Schroeder
MS, Purdue University

Marketing and Logistics

Robert E. Burnkrant, Chair
PhD, University of Illinois

Greg A. Allenby
PhD, University of Chicago

Neeli M. Bendapudi
PhD, University of Kansas, Lawrence

Martha C. Cooper
PhD, The Ohio State University

Keely L. Croxton
PhD, Massachusetts Institute of Technology

Leslie M. Fine
PhD, University of Tennessee

James L. Ginter
Emeritus, PhD, Purdue University

Curtis P. Haugvedt
PhD, University of Missouri, Columbia

A. Michael Kne meyer
PhD, University of Maryland

Bernard J. La Londe
Emeritus, PhD, Michigan State University

Douglas M. Lambert
PhD, The Ohio State University

Shashi Matta
PhD, University of Southern California

H. Lee Matthews
PhD, The Ohio State University

D. Terry Paul
DA, The Ohio State University

Larry Robinson
PhD, The Ohio State University

John P. Saldanha
PhD, Pennsylvania State University

Travis Tokar
PhD, University of Arkansas

H. Rao Unnava
PhD, The Ohio State University

Vasu Unnava
PhD, The Ohio State University

Patricia M. West
PhD, University of Chicago

Walter Zinn
PhD, Michigan State University