Dear UCR Business Alumni,

I invite you to join us for our “Blues and Brews” Homecoming Celebration at the UCR School of Business Administration on Saturday, March 2, 2013, from 1-3 p.m. at Anderson Hall.

At the event, you will be treated to a brats/hot dogs lunch along with a selection of fine beers from several local breweries. In addition, we will have a live jazz quartet for your listening pleasure.

You are part of a distinct alumni network over 14,000 strong, with much to be proud of. Not only did you graduate from a business school accredited by the Association to Advance Collegiate Schools of Business (AACSB), but also from one named by the Princeton Review as one of its Best 296 Business Schools in 2013.

It’s an exciting time to call yourselves alumni of the UCR business school!

I have much more to share with you about your alma mater’s many other recent successes, so come home in March to share in the festivities.

Yunzeng Wang, Ph.D.
Interim Dean, School of Business Administration
sobaalumni.ucr.edu

RSVP to: tamra.johnson@ucr.edu

UPCOMING ALUMNI EVENTS

Homecoming
March 2, 1-3 p.m.
Anderson Hall, UCR Campus
Join us for a “Blues & Brews” celebration. To RSVP, contact Tamra Johnson. View the flyer.

Darin DeCarlo, Lilly USA
March 8, 10:30 a.m.
Genomics Auditorium, UCR
The Senior Director of Sales at Lilly talks about “Why Managers Fail.” Part of the Dean’s Speaker Series.

Meet Chancellor Conoley
April 10
San Francisco, CA
Join Interim Chancellor Jane Close Conoley for an alumni reception. Tune in to the UCR Alumni Blog for upcoming online registration.

Meet Chancellor Conoley
April 22
San Diego, CA
Join Interim Chancellor Jane Close Conoley for an alumni reception. Tune in to the UCR Alumni Blog for upcoming online registration.
Dean Meets Successful SoCal Attorneys with Riverside Roots
On January 10, Dean Yunzeng Wang met with three well-respected attorneys from the Southern California region: Justice John Gabbert, David Robinson and William Thomas. Read more...

Economic Forecast Conference Signals Hope
For the third year in a row, the UCR School of Business Administration, in partnership with Beacon Economics, hosted the 2012 Riverside/San Bernardino Economic Forecast Conference, held yesterday at the DoubleTree by Hilton in Ontario. According to the forecast, home values are 5 to 6 percent higher than last year, new housing construction is on an upward stride, and length of time that existing homes are up for sale has dropped to below six months. Read more...

Retail Therapy is Real
Retail therapy is real, according to an article by Assistant Professor of Management Ye Li published in Psychological Science. His co-authored article, “The Financial Costs of Sadness,” shows that people who are sad are willing to forgo greater future monetary gains in exchange for instant financial gratification. His research has been covered by CNN, Wall Street Journal, and the Daily Telegraph, among many others. Read more...

Owners of Regional Properties, Inc. Visit UCR
Pam & Mark Rubin, owners of Regional Properties, Inc. visited the UCR business school for a presentation on “Mistakes I’ve Made in Business,” as part of the Dean’s Speaker Series. Read more...

SoBA Receives $200,000 Gift from SolarMax
SolarMax Technology, Inc. established a $200,000 graduate fellowship fund for the UCR School of Business Administration. Dean Yunzeng Wang accepted the gift at a ground breaking ceremony for the company’s headquarters on November 5 in downtown Riverside. Read more...

Business School Among the Best (Princeton Review)
The UCR School of Business Administration is among the top 296 business schools in the nation and one of the best in the west, according to The Princeton Review’s “The Best 296 Business Schools: 2013 Edition.” Dean Yunzeng Wang said of this accomplishment: “Our MBA program continues to grow each year, and it is great validation to have the Princeton Review once again recognize our efforts at the business school.” Read more...
Armed with an MBA from UCR and a master’s degree in industrial and operations engineering from the University of Michigan at Ann Arbor, Yue Cheng (MBA ’10) now has her sights on her next goal: a Ph.D.

“I have enjoyed working as a research assistant and a teaching assistant for the past three years,” she said. “And my experience in supply chain management has led me to pursue additional research in this area.”

She first stoked her passion for operations management when as an MBA student, she did a simulation project about the value of information in supply chain. Other research opportunities and challenging studies at UCR also stimulated her interest in supply chain management.

“I still remember Dr. Mohsen Elhafsi, who wrote a recommendation letter for my application,” she said. “He gave me some very interesting papers about disruptions in supply chain management. Meanwhile, Dr. Long Gao, who taught me statistics and simulations courses, gave me some basic knowledge needed for supply chain research. Although the simulation class is kind of difficult for MBA students to handle, it provides an opportunity for those students who want to pursue further education to build up some modeling background.”

She is now pursuing a Ph.D at the Smeal College of Business, following in the footsteps of her father, an engineering professor. “His career experience showed me a picture of research life and I realized I loved it,” she said.

Immersed in her doctoral studies, she feels she's now in a different world.

“Compared to a college education, a Ph.D. program is not just taking classes. It is more like running a company and you are the only employer and employee. You need to not only learn academic knowledge, but also build and increase the ability to gather information and help from outside. Communication and socialization are very important to business school students.”

Cheng offers these helpful tips to would-be Ph.D. students: “I would suggest for MBA students who are interested in the supply chain area to do at least one independent project with faculty members before submitting their application,” she said. “There are three reasons for this. First, you will get an idea of how to write a research paper. I realized it is more complicated than I expected. Second, you will know if you really like research and are willing to contribute your time and energy for the next five years. Third, once you make up your mind to do the application, this independent study experience could be part of your personal statement.”
An international student from China, Ting Luo came to UC Riverside in 2007. She pursued a graduate degree in chemical engineering, working on renewable energy and porous materials, before transferring to the MBA program and ultimately graduating in June 2012.

She regards her two years in the MBA program as a formative time in her life.

"In the MBA program, you get exposed to a variety of courses in business," she said. "I viewed it as an opportunity to find what I truly liked... Here you meet people from all over the world and later you can develop business relationships and friendships that may last for a lifetime. I am still in contact with some classmates...and we still discuss how to make AGSM better."

She views the courses in the MBA program as having benefited her greatly. In particular, she cites a simulation class "in which we learned how to solve problems by modeling in a spreadsheet. It saves time and provides us more advantages in our current jobs." She also cites a corporate finance class she took, "because it is very applicable in evaluating projects and making decisions in most business cases.

Now, Luo has her eyes set on a doctorate. She is currently enrolled in the Ph.D. program in operations management at The University of Texas at Dallas.

"A Ph.D. in business prepares you to work in academia," she said. "Personally I like this lifestyle of working in academia. My research requires the employment of mathematics to strategically improve business performance. I found it is where my interest lies and where I could make a difference."

Though the MBA program at UCR was rigorous, she said the challenges are higher in a Ph.D. program, as can be expected.

"It is different from the MBA program in the content of your coursework and the goal of your study. The program requires enormous quantitative skills and a thorough understanding of the business operations, therefore you have to be fully engaged in your work."

For those looking to pursue a Ph.D., Luo has some advice.

"First, you must figure out if you truly like research or not," she said. "What you can do is try to get some suggestions from current faculty members. It is better to do some research together with your coursework and go for a thesis toward your MBA degree, though it is not required."
Join us for a

"Blues and Brews"

Homecoming & Parents Day Celebration

at the UCR School of Business Administration

March 2, 2013
1-3 p.m.
Anderson Hall

RSVP to Tamra Johnson at
tamra.johnson@ucr.edu