



Spring 2013

Eye on IOHRM

Appalachian State University

Eye on IOHRM

Issue 5

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Welcome to the Spring 2013 edition of *Eye on IOHRM*!

Hello everyone,

Welcome to *Eye*! I don't have any big news or grand plans to unveil in this issue of *Eye*, but I do want to give you a few highlights of some of the exciting things going on in the program that didn't make it into this issue as a feature story.

We have been hard at work improving the program's website (IOHRM.APPSTATE.EDU), including the addition of testimonials from students and alumni and a new Photo Gallery (see the Students & Alumni page). If you have any photos from your years at ASU that could be added to the IOHRM photo gallery, please send them to Amanda Eberhardt (eberhardtaj@appstate.edu), who has been leading the charge on making the enhancements to our program's website.

Quite a number of IOHRM students have gotten involved with ASU's chapter of the Society for Human Resource Management (SHRM), which is under the direction of Dr. Brian Whitaker. First-year student Kate Thompson has assumed the role of President and is joined by fellow first-years Alli Byrd, Sarah Light, and second-year Emily Holmes on the Executive Board.

SHRM's Social Media Project team gave a presentation to a gathering of local businesses to assess the potential for disseminating their research to the businesses community. This presentation was extremely well received and the team is working diligently to make the suggested updates to the presentation and begin assisting business leaders with the complex issue of how social media impacts human resources management.

We are also continuing our work to assemble an Advisory Board for the program. Adjunct Professor Tim Bailey (introduced on page 3) is providing leadership on this project. We are making connections and planning a potential event for current students, faculty, and board members later this semester.



IOHRM classes of 2013 and 2014

(front row) Natsumi Kimura, Bethany Malpass, Rebecca Watts, Kellie Collins, Alli Byrd (middle row) Robert Keenan, Alison Blasingame, Yalcin Acikgoz, Ian Head, Jason Copeland (back row) Ricky Carroll, Pankaj Desai, Emily Welch, Amanda Eberhardt, Karolyn Hays, Stephanie Hale, Emily Holmes, Kate Thompson Not Pictured: Sarah Light

One goal of the Advisory Board is to facilitate growth of the Student Support Fund. That fund is growing— we hope you consider donating— and later this semester we will be able to provide funding for three of our second-year students, Alison Blasingame, Ricky Carroll, and Yalcin Acikgoz, who are presenting at SIOP in Houston this April. Alison and Ricky will participate in SIOP's Master's Student Consortium and Ricky and Yalcin will present their work in a symposium focused on using social media for organizational recruitment.

Thank you for your interest in keeping up-to-date with our program and I hope you enjoy the Spring 2013 issue of *Eye on IOHRM*!

Best Regards,

Tim

Timothy J. Huelsman, PhD



Faculty Spotlight: Dr. Jacqui Bergman

Dr. Jacqui Bergman is an Associate Professor of Management in the Walker College of Business. She came straight to Appalachian State from her doctoral program in August of 2005 and a year later joined the IOHRM faculty.

Dr. Bergman teaches an undergraduate-level course in Organizational Behavior as well as graduate-level courses in Training & Development and Leadership. Her favorite part about the IOHRM program is that “we get the very best students”.

She is continually impressed with the quality of students that the IOHRM program attracts. She describes them as engaged, excited about the material, and interested in learning more. She also enjoys the camaraderie between her colleagues, her fellow IOHRM faculty, noting how well they get along and always think about what is best for the students.

Dr. Bergman at a Glance:

- ♦ Ph.D. 2006, University of Tennessee Knoxville: I-O Psychology
- ♦ M.S. 2000, University of Tennessee Chattanooga: I-O Psychology
- ♦ B.A. 1991, Dickinson College: Russian & Soviet Area Studies

Dr. Bergman grew up in Slippery Rock, Pennsylvania, a small college town about an hour north of Pittsburgh. As an undergraduate at Dickinson College, she planned to pursue a career in law. She even took the LSAT and began looking into law school. When she arrived at her senior year, she felt burned out and decided to take a few years off. In the meantime, her interests changed. Dr. Bergman moved to Atlanta after graduating and began working for McKinsey & Company, a management consulting firm that she stayed with for seven years. This experience sparked her interest in the world of business. It was then that she decided to go back to school. She took

Statistics, Research Methods, and I-O courses at Kennesaw State to get the necessary background before entering her Masters program at the University of Tennessee, Chattanooga.

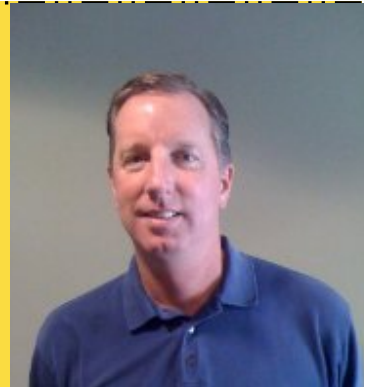
Dr. Bergman's research interests include team and group dynamics, leadership, and personality with an emphasis on narcissism. Throughout her time at ASU, she has produced a large body of work on these subjects, including numerous scholarly articles and presentations. In her spare time, she is a member of a local tennis club. She enjoys reading fiction (usually psychological thrillers), watching TV (especially the Big Bang Theory), and is a big fan of the Tennessee Volunteers sports program. She loves living in the mountains but also likes spending time at the beach. She would one day like to have a home at the beach as well so she could easily enjoy both.

Recent Presentations and Publications

- ♦ **Bergman, J. Z.**, Rentsch, J. R., Small, E. E., Davenport, S. W., & Bergman, S. M. (2012). The shared leadership process and its influence in decision-making teams. *The Journal of Social Psychology*, 152(2), 17-42.
- ♦ Westerman, J. W., **Bergman, J. Z.**, Bergman, S. M., & Daly, J. P. (2012). How Narcissistic are Business Students? An Empirical Examination of Narcissism in Millennial Students and its Implications. *Journal of Management Education*, 36 (1), 5-32.
- ♦ Bergman, S. M., Fearington, M. E., Davenport, S. W., & **Bergman, J. Z.** (2011). Millennials, narcissism, and social networking: What narcissists do on social networking sites and why. *Personality and Individual Differences*, 50(5), 706-711.
- ♦ **Bergman, J. Z.**, Small, E. E., Bergman, S. M., & Rentsch, J. R. (2010). Asymmetry in perceptions of trustworthiness: It's not you; it's me. *Negotiation and Conflict Management Research*, 3(4), 379-399.
- ♦ **Bergman, J. Z.**, Westerman, J. W., & Daly, J. P. (2010). Narcissism in management education. *Academy of Management Learning & Education*, 9(1), 119-131.

Tim Bailey: Practicum Course

We are extremely excited to announce the addition of Tim Bailey, adjunct faculty, to our program this semester. Mr. Bailey has a Bachelor of Science in Business from Bowling Green State University and a Masters in Business and Industrial Relations and Counseling from Wright State University, as well as 30 years of HR experience at the senior level of major corporations. He is eager to use his experience to support and mentor students and to assist them in their professional development. Mr. Bailey was attracted to ASU because of the beautiful location and so that he could watch and cheer on his son, who is a member of the ASU football team (Go Drew, #44!).



Mr. Bailey is currently teaching a personality psychology course and is also leading five of our second-year students in a practicum project which will span the entire semester. There are two projects on which the students will focus. Four of the students will be working with a local company, Hollar and Greene Produce, a privately owned organization with an emphasis on distribution of fresh produce via over-the-road trucking. The Department of Transportation (DOT) oversees transport vehicles on highways and provides regulations that require appropriate rest for drivers. In the past, drivers for Hollar and Greene have complied by completing "proper" logs, which can easily be adjusted to potentially meet their own personal needs. However, in 2014, the DOT will require a software application that will remove the capability of human adjustment to log management. The objectives of the practicum are to (1) understand current business conditions, (2) gain insight into the organizational implications, (3) research software solutions in the marketplace for electronic onboard recording, (4) determine internal key requirements for software selections, and (5) begin the request for proposal process by sending an RFP to potential vendors.

The second project will allow one student to work with Guardian, a start-up company based in Atlanta, GA. Guardian's focus is on creating a protective shield to be worn on the helmets of young football players in order to reduce the number of concussions suffered by athletes. For our practicum, the student will be involved with recruitment and selection for the company by posting jobs, reviewing resumes, conducting initial phone screens, participating in conference calls, and communicating with other employees at Guardian.

Both of these practicum projects will be invaluable experiences for our students and we look forward to keeping you updated on their progress!



2nd Year Practicum Students :
Natsumi Kimura, Emily Welch, Alison Blasingame,
Karolyn Hays, Rebecca Watts

Article written by Karolyn Hays, 2013

Alumni Spotlight:

Rich Cober

Originally from California, Dr. Rich Cober was a four-year water polo athlete at Washington and Lee University where he originally intended to go through pre-med and become an MD. His interest in I-O was sparked during his freshman year after taking psychology classes and learning about the field from his advisor (who had a Ph.D. in I-O) and coincided with his realization that he would not shake his aversion to blood.



Advice for IOHRM students:

- ♦ **Do everything you can to network**
- ♦ **Don't be shy in reaching out to the alumni network (make connections even if it's just a quick introduction)**
- ♦ **Enjoy the time you have in graduate school. It flies by and is precious—and you likely don't appreciate it for all it is worth**
- ♦ **Pursue a Ph.D. if you are seriously considering a position in academia**
- ♦ **If you are considering a Ph.D. program, consider going straight through while it's fresh**

During his time at Appalachian, Dr. Cober tried to take something away from every class he took. He fondly remembers conducting research and consulting with Dr. Tim Ludwig, whom he credits along with our other faculty members at ASU as a major influence in molding his professional perspective early on. Dr. Cober believes the value of the IOHRM program lies in balance between the business school applied perspective and the psychology department's research foundation. When entering his Ph.D. program at The University of Akron, he felt well prepared, having a foundation in research, the psychological dynamics of people, and the nuts and bolts of a career in business.

Dr. Cober's first job after graduating with his Ph.D. was as a visiting professor at Cleveland State University. After one year of full-time teaching, he moved to Washington D.C. and began working for a small consulting firm that did strategic planning work. Following his time there, he worked for a much larger consulting firm, Booz Allen Hamilton, and learned the ropes of management consulting, employee survey development, and strategic HR management. He was hired by Marriott in 2006 as a senior manager.

Today, Dr. Cober is the Vice President of Sales and Revenue Management HR for Marriott International. In this senior-level position, he is responsible for HR strategy and leadership, directing a team of people that perform day-to-day HR generalist responsibilities and strategic HR project work. Dr. Cober enjoys spending time with his wife Alana (whom he met at Akron and is also an I-O psychologist) and their two little girls, Makenzie (7 years old) and Avery (4 years old). He keeps busy coaching his eldest daughter's basketball team and supporting his girls in their swim teams, gymnastics, and other athletic efforts. The family also enjoys visiting the many museums in the Washington D.C. area and going to Washington Nationals baseball games!

Rich at a Glance

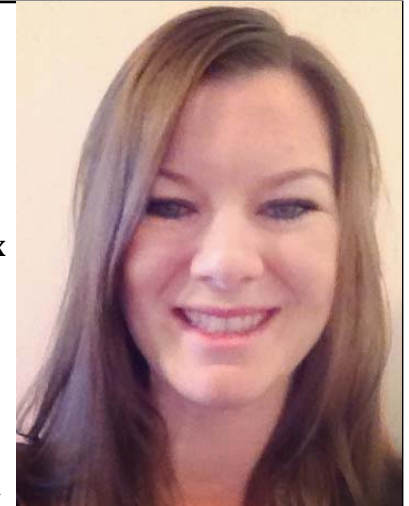
- ♦ Washington and Lee University (BA Psychology, Economics) 1992-1996
- ♦ Appalachian State University (MS IOHRM) 1996-1998
- ♦ The University of Akron (Ph.D. I-O Psych) 1998-2003
- ♦ Vice President, Sales and Revenue Management HR, Marriott International, Sept 2012-Present

Alumni Spotlight:

Beth Herron

Beth became interested in I-O during her first semester as an undergraduate when she took a Psychology class taught by a faculty member with a Ph.D. in I-O. She found that she enjoyed the mix between statistics and interpersonal skills, and was also interested in consulting.

Her most memorable experience while at Appalachian was participating in the Holland Fellows program directed by Dr. Schoenfeldt. She spent six months in Asia after graduation, one with the program and then staying for an internship with Insignia HengTian Software Ltd. afterward. The international business knowledge she gained through this experience has helped her as she grows in her career.



Beth at a Glance

- ◆ Winthrop University (BA Psychology, minor in Business) 2003-2007
- ◆ Appalachian State University (MS IOHRM) 2007-2009
- ◆ AML Risk Specialist for Bank of America

Beth's first job was as a Staffing Consultant at Accounting Principles, a third party staffing firm in Charlotte, NC. She worked for two years selling services to prospective clients, building existing relationships, and recruiting accounting and financial professionals. She also served as one of eight members on a Diversity Task Force supporting the U.S. and Canada, collecting data on national and local diversity recruiting sources in order to share that knowledge across branches. During this time, Beth also held an Adjunct Psychology Instructor position at Central Piedmont Community College in Charlotte.

She currently works as an Anti-Money Laundering (AML) Risk Specialist in Global Financial Crime Corruption Compliance (GFCC) for Bank of America. This group leverages predictive analytics to stop financial crimes such as money laundering and terrorism financing. Her group in the financial intelligence unit of the anti-money laundering division breaks these activities down into patterns in order to identify financial crimes.

Her typical day consists of creating procedures and routines, which ensure that day-to-day operations are well controlled. This entails process mapping, root cause analyses, and management of technology implementations. Her primary role is to support non-U.S. partners, particularly Singapore. In early November, Beth traveled to Asia to release a new program. While there, she promoted the new system, facilitated user training, and helped to complete testing prior to implementation.

What Beth enjoys most about her line of work is riding the fence between being very technical and clearly communicating technical subjects to the business partners. It is her job to do the research and tailor that information to people who are non-technical to specifically communicate what is interesting to them.

Advice for IOHRM students:

“Start networking for job contacts. Reach out to the larger group of I-O in order to build those relationships.

This will make finding internships and jobs easier.

Start those conversations early and reach out to those in the industry. Learn about people's jobs through information interviews.”

New Program:

Alumni Connections

A team of our current first- and second-year students have been working hard to establish our new Alumni Connections Program. The goal is to build a comprehensive database of IOHRM alumni and their contact information. By next semester, we hope to begin planning events and implementing programs such as an alumni reunion, an alumni panel discussion here at ASU, mentoring of current students, and providing internship opportunities. We are excited about the progress we have made so far in contacting alumni and hope to hear from many more in the near future! If you are interested in becoming a part of this network, please contact Dr. Shawn Bergman (bergmans@appstate.edu).

Our program would also like to encourage all professors, alumni, and students to connect on our LinkedIn social networking site. Don't have a LinkedIn profile? Getting started is simple:

1. Go to: www.linkedin.com
2. Use your name, email address, and password to establish a homepage
3. Search for IOHRM at Appalachian and click "Join Group"



IOHRM Alumni!

We would love to hear what you're up to. Please keep us informed of your career updates or anything else you would like us to know. If you are willing to be interviewed for our alumni column or wish to contribute to the newsletter in any way, please e-mail either Dr. Shawn Bergman, bergmans@appstate.edu, or Amanda Eberhardt, eberhardtaj@appstate.edu.

IOHRM Student Support Fund

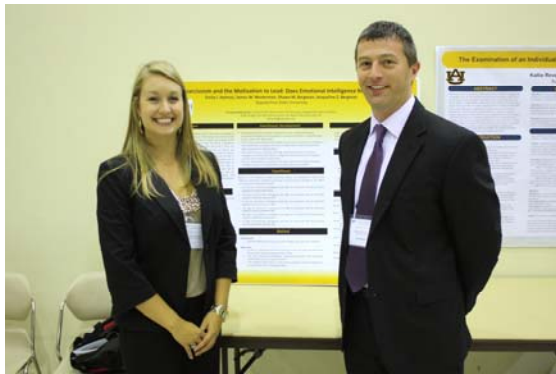
The "IOHRM Student Support Fund" is used to help provide financial assistance for student research, professional development, and travel. As our students engage in more research and professional development activities, they are encouraged to seek out opportunities to present their findings and show off the excellent work they are doing here at ASU.

Last year, we solicited donations from the IOHRM faculty to establish the fund. We are happy to report that 100% of the faculty gave, and continue to give, to the fund. However, that is just the beginning. We are now asking that our alumni look to give back to the program and help our current students achieve even more while here at ASU.

You can find a link to our Student Fund on our homepage (IOHRM.APPSTATE.EDU). Please consider contributing. We will be keeping track of our donors and report to you what our students have been able to accomplish due to your generosity. Even if you donate only \$5 a month, that will go a long way to continue to grow and expand the quality and reputation of our program and the experiences of the current graduate students. Please contact Dr. Tim Huelsman (huelsmantj@appstate.edu) with any questions.

Conference Spotlight: RCIO in Chattanooga, TN

During the Fall 2012 semester, eleven IOHRM graduate and nine undergraduate students attended the 8th Annual River Cities Industrial-Organizational Psychology Conference (RCIO) in Chattanooga, TN. In addition to attending an opening session highlighted by keynote speaker and renowned researcher, Dr. Frank Schmidt, all of the students attended presentations and talks focused on “Selecting for High Performance”.



Many students presented their own work, including second-year IOHRM student Emily Holmes who presented her thesis “Narcissism and the Motivation to Lead: Does Emotional Intelligence Matter?” (chaired by Dr. Jim Westerman). Her research looks at the relationship between individuals’ motivation to lead and level of trait emotional intelligence.

Several other students participated in a panel discussion in which they discussed and answered questions about the role of social media in human resource practices. This discussion was moderated by Dr. Shawn Bergman and Dr. Brian Whitaker, and featured current IOHRM second-year students Ricky Carroll and Yalcin Acikgoz, program alumnus Ryan Felty (2012), and ASU SHRM President Mike Ferrise. The panel covered the utility of social media for furthering organizational goals and the use of social media for recruitment and selection. General best practices, emerging trends, and potential hazards were also included. Conference participants that attended this session were enthusiastic about the topic and seemed to understand the enormity of how it may impact their professional lives.

Article written by Kate Thompson, 2014

IOHRM Students on SHRM Exec:

Kate Thompson (first-year), President
Emily Holmes (second-year), VP of Operation
Sarah Light (first-year), VP of Communication
Alli Byrd (first-year), VP of Development



IOHRM Degree: Interdisciplinary Curriculum

There are numerous reasons to keep your “eye on IOHRM” as our program continues to flourish and to develop responsible, successful leaders. A significant strength of the IOHRM program is the unique experience that is offered through the interdisciplinary curriculum. The marriage between the Department of Management and Department of Psychology remains an impressive arrangement that is both valued by students and attractive to employers. Students are offered a more complete learning experience, providing them with invaluable skills and appropriate knowledge to contribute to the job market in authentic and meaningful ways.

Kate Thompson, a current IOHRM student, believes the interdisciplinary aspect drives ASU’s ability to stand out among related degrees. Thompson draws from previous business experience when affirming that, “[IOHRM] degree recipients stand out against the immense amount of other people in the job market.” Dagmara Pawlowska (2011) also acknowledges the “practical value” that students receive through the interdisciplinary degree. “The HRM component of my degree was extremely important when I entered the job market. The psychology courses I took within the program helped me solidify my research skills and perspectives on human behavior but the HRM courses really got down to what businesses want from HR/IO employees. ... I had a leg up on those with generic I-O degrees. [Employers] were also pleasantly surprised that I could knowledgeably speak to real business issues,” explains Pawlowska.

Benefits gained from the interdisciplinary nature of the program continue to be extremely marketable and provide special opportunities long after hiring decisions are made. Cynthia Miller (2001) attributes her vast experience and career opportunities to having a “background in BOTH Psychology and HR,” as well as “the strong foundation [she] received through ASU’s IOHRM program.” Miller currently works as the Director of Change Execution at Lowe’s Home Improvement.

Jason Copeland, a current IOHRM student, appreciates the “unique composition of curriculum” which delivers an interdisciplinary learning community. Recent graduate Kerry Talbert (2012) adds, “I absolutely loved my HRM courses and deeply valued each of them.” Offering quality education integrating both Psychology and Business, IOHRM provides students with the knowledge and practical exposure necessary to be successful and effective practitioners in the business world.



Faculty Advisor

Shawn Bergman

Article written by Alli Byrd, 2014

About ASU’s IOHRM Program

The Industrial-Organizational Psychology and Human Resource Management (IOHRM) program at Appalachian State University is an Interdisciplinary Master of Arts degree program offered by the Departments of Psychology and Management. For further information on the IOHRM program, please visit our web site at:

<http://iohrm.appstate.edu>

Eye on IOHRM Newsletter

Eye on IOHRM is published by the graduate students and faculty of Appalachian State University’s IOHRM program. This newsletter is intended to highlight various aspects of our program while providing a platform for communication between current faculty and students and our prestigious alumni.



Contributors

Amanda Eberhardt, 2014

Kate Thompson, 2014

Alli Byrd, 2014

Karolyn Hays, 2013