

GEORGE S. BOBINSKI, JR.

OFFICE ADDRESS:

School of Management
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ACADEMIC EXPERIENCE:

Associate Dean, School of Management, Binghamton University, September 2001 to Present.

Responsibilities include assisting the Dean in the discharge of his duties and serving in the Dean's place when he is absent. Consult with the Dean on affairs of the School of Management (SOM) and assist him in planning, budgeting, policy analysis, and in the writing of various reports. Serve as Academic Affairs Coordinator for the School and work with the faculty on curriculum development. Supervise the School's executive education efforts. Serve as Chair of the Masters Program Committee and the Undergraduate Program Committee. Liaison with other university units as necessary to help ensure that instructional policies/practices are established which maintain high quality teaching. Work with faculty and appropriate School and University committees in the development of resources for the School. Direct the actions associated with the recruitment of graduate students, the meeting of enrollment targets, award of financial aid, and supervise administrative personnel involved in these processes.

Key Accomplishments:

School

- Assisted in preparation of the AACSB Continuing Review Progress Report resulting in a successful AACSB reaffirmation effort in 2002, additional successful reaffirmation efforts in 2010 and 2015 as well as initial separate accounting accreditation in 2016
- Led committee which developed the initial draft of the School's strategic plan
- Developed initial exit surveys to enhance feedback from both undergraduate and graduate students leading to significant program changes
- Led initial formal School effort to develop assurance of learning
- Co-developed proposal for an undergraduate dual-diploma program in management between Binghamton University and the Middle East Technical University in Turkey, one of the top rated institutions in that country
- Launched initial policy/procedure handbooks for School faculty and instructors
- Initiated "Recognition Display" which has supported fundraising efforts
- Assisted in revising School of Management governance document

- Assisted in developing the School of Management Case Statement (which won a merit award in the Admissions Marketing Report's 21st Annual Admissions Advertising Awards program) and with the School's initial Highlight Brochure
- Led the revamp of the first two iterations of the School of Management Website

Undergraduate Programs

- The program has achieved national rankings and was ranked 14th among 25 best colleges to earn business degree by Fortune, 37th by Money Magazine and 7th (in-state) and 15th (out-of-state) by PayScale as the best value college in the nation for business. Recently the program was ranked as the 47th Best Undergraduate Business Schools by Poets&Quants
- The accounting program was ranked 7th by College Factual and #2 by Discover Accounting
- Both program size and student quality have increased. The current entering class is the largest in the School's history and has one of the highest SAT averages.
- Provided initial goals/plan for the most significant revision of the undergraduate curriculum in many years
- Initiated orientation and mentoring program for SOM transfer students to mirror mentoring program offered to all SOM freshman
- Initiated and administer program in which all SOM juniors prepare a "live" case for a national company (A+E networks initially and then Mazda). SOM may be the only business program in the country to require this for all students.
- Undergraduate job placement has increased substantially and is now commensurate with a top 15 public business school.
- Binghamton students are regularly finalists and winners in regional and national competitions
- Have taught MGMT 111 - Introduction to Decision Making in Management, the mandatory freshman class since fall 2015, with an enrollment of 200-265. Achieved steadily increasing teaching evaluations for this course that are significantly higher than the prior course offered to freshman. Also taught Strategic Media in partnership with Publicis since Fall 2015 with strong teaching evaluations

Graduate Programs

- The MBA program's ranking by US News and World Report has increased markedly going from 157 to 76 during my time as Director of the program. The 2019 ranking of 76th and 41st among publics is the programs highest ranking ever. The program has also been ranked 15th by CollegeAtlas.org.
- Developed joint BS/MBA program with the Thomas J. Watson School of Engineering and Applied Science
- Led successful revamp of MBA Curriculum
- MS Accounting Program has grown from approximately 16 students and peaked at over 200 while student quality increased; it enrolls the majority of our top BS accounting students (which is not common).
- Programs have exceeded recruitment targets in all but two of 17 years

- Directed initiation/revision of marketing materials for all School of Management graduate programs including: website, individual program brochures/mailers; graduate program brochures; acceptance and follow-up letters; direct mail, e-mail and social media campaigns
- Initiated Binghamton Fast-Track Program with the School of Business at the State University of New York at Geneseo which has resulted in additional enrollment
- Rebranded Harpur and Watson Fast-Track (combined degree) programs and revised promotional materials, with resulting significant increase in enrollment
- Initial MBA class recruited under my leadership was 20% larger than previous year and had an average GMAT score that was over 20 points higher than achieved in the history of the School. Average GMAT and GPA of our MBAs have continued to increase with numerous new records in terms of GMAT and GPA.
- Graduate job placement has increased substantially and has recently been above 85% at 90 days.
- Developed initial Ph.D. brochure
- Substantially revamped Ph.D. student policy manual
- Achieved a then record number of Ph.D. students

Executive Programs

- Developed new track in on-campus Executive MBA program for health care professionals and a strategic partnership to expand student base to include a significant number of participants from the Corning/Elmira area, resulting in a record number of participating companies and an increase in EMBA enrollment
- Developed Fast-Track Professional MBA Program in Manhattan, an innovative program that allows working professionals who recently received a bachelor's degree from an AACSB accredited school to earn their MBA in one year while maintaining their career.
- Revamped the Executive MBA program format to include a distance education component
- Assisted with the development of the copy and the design of the Fast-Track Professional MBA Program in Manhattan search piece, which received a Gold Award for direct mail at the Council for the Advancement of Education (CASE) District II Accolades 2006 Awards program
- Worked with the Dean to develop a successful proposal for the New York City office of PwC to offer continuing education ("gap" courses) for their employees during the transition to the 150 credit hour requirement.
- Introduced SOM Executive MBA Program in Manhattan.

Assistant Dean and Director of Executive Education and Budget, School of Management, Binghamton University, February 2001 to August 2001.

Responsibilities included developing a long-term strategy and mission, and serving as overall administrator of executive education including executive MBA and external programs. Also worked with the Dean in budget administration and had responsibility for maintaining internal SOM budget data, updating that data and preparing appropriate reports as designated by the Dean.

Key Accomplishments:

- Aggregated financial data from multiple sources and developed pioneer School financial statements
- Binghamton Executive MBA Program recognized by the Executive MBA Council as one of the consistent top performers on the Council's Student Exit Survey
- Presented "best practices" at the 2001 Executive MBA Conference
- All programs that I was responsible for exceeded financial goals set by the Dean

Director of Executive Education, School of Management, Binghamton University, 1997 to 2001.

Responsibilities included developing a long-term strategy and mission, developing annual budget, and serving as overall administrator of executive education including executive MBA and external programs.

Key Accomplishments:

- Started onsite Executive MBA program for Lockheed Martin (a first for this organization)
- Developed a strategic partnership to offer an Executive MBA in Health Care in cooperation with SUNY Upstate Medical University
- Initiated a successful Management Development Certificate Program
- Revamped the Executive Breakfast Series, resulting in increased profitability and participation
- Established a High Technology Executive MBA Program offered in cooperation with IBM
- Led the development of the School website and served as webmaster
- All programs under my supervision exceeded financial goals set by the Dean
- Attained an average 3.61/4.00 teaching evaluation for all courses taught (eight) while serving as Director of Executive Education

Director of Executive MBA for Health Care Professionals, School of Management, Binghamton University, 1996 to 1997.

Served as overall administrator for the program, which included recruiting qualified students, scheduling and coordinating classes, and working with faculty and students on issues related to the program.

Key Accomplishments:

- Directed inaugural Executive MBA program at Binghamton University
- Program exceeded financial goals set by the Dean.

Assistant Professor of Marketing, School of Management, Binghamton University, 1988 to 1997.

Courses taught: Advertising (undergraduate and MBA), Marketing Research (undergraduate and MBA), Consumer Behavior (undergraduate), Introductory Marketing (undergraduate), and Marketing Management (MBA)

Average of teaching evaluations for all courses was 3.59/4.00. (School of Management faculty average over these years varied between 2.75 and 3.12)

REFEREED PUBLICATIONS:

- Mishra, Debi Prasad, George S. Bobinski, Jr., and Harjeet S. Bhabra (1997), "Assessing the Economic Worth of Corporate Event Sponsorships: A Stock Market Perspective," Journal of Market-Focused Management, 2, 2, 149-169.
- Bobinski, George S., Jr., Dena Cox, and Anthony D. Cox (1996), "Retail Sale Advertising, Store Credibility and Price Rationale," Journal of Retailing, 72 (Fall), 291-306.
- Bobinski, George S., Jr. and Gabriel G. Ramírez (1994), "Advertising to Investors: The Impact of Financial-Relations Advertising on Stock Volume and Price," Journal of Advertising, 23 (December), 13-28.
- Bobinski, George S., Jr. and Amardeep Assar (1994), "Division of Financial Responsibility in Baby Boomer Couples: Routine Tasks Versus Investments," in Gender Issues and Consumer Behavior, ed. Janeen Arnold Costa, Thousand Oaks, CA: Sage Publications, 125-141.
- Assar, Amardeep and George S. Bobinski, Jr. (1992), "Issues in Voluntary Simplicity: Concepts, Measurement, and Determinants," in Marketing Theory and Applications, Proceedings of the 1992 American Marketing Association Winter Educators' Conference, Vol. 3, eds. Chris T. Allen et al., Chicago: American Marketing Association, 237-243.
- Assar, Amardeep and George S. Bobinski, Jr. (1991), "Financial Decision Making of Babyboomer Couples," in Advances in Consumer Research, Vol. 18, eds. Rebecca H. Holman and Michael R. Solomon, Provo, UT: Association for Consumer Research, 657-665.
- Bobinski, George S., Jr. and Amardeep Assar (1991), "Routine Financial Tasks Versus Investment Tasks: Gender-Related Division of Responsibility in Babyboomer Couples," in Gender and Consumer Behavior, Proceedings of the Conference on Gender and Consumer Behavior sponsored by the Association for Consumer Research and Department of Marketing, University of Utah, ed. Janeen Arnold Costa, Salt Lake City, UT: University of Utah Printing Service, 9-18.

INVITED PUBLICATIONS:

- Badame, Diane and George S. Bobinski, Jr. (2004), "Executive MBA Programs: Student Satisfaction and Other Program Characteristics," MBAR Journal, Spring 2004, 10-15.
- Badame, Diane and George S. Bobinski, Jr. (2003), "Student Satisfaction and Program Research Highlights," Executive MBA Council Magazine, Winter 2003, 12-16.
- Badame, Diane, George S. Bobinski, Jr., Brian Mahoney (2002), "Participant Evaluation of Executive MBA Programs: Attribute Importance and Program Performance" MBAR Journal, Summer 2002, 33-39.

Badame, Diane, George S. Bobinski, Jr., Brian Mahoney (2002), "What Are Our Students Telling Us?," Executive MBA Council Magazine, Spring 2002, 16-19.

Alsop, Rodney G., George Bobinski, Kate Livingston, and Penny Oslund (2001), "Executive MBA Council Benchmarking Survey Data," MBAR Journal, 2, 1, 39-56.

PRESENTATIONS:

"Actionable Insights based on EMBA Council Program Benchmarking Results," Executive MBA Conference, Orlando, Florida, 2019

"Return on Education: Results from EMBAC-LinkedIn Research Partnership," Executive MBA Conference, Madrid, Spain, 2018

"Digging Deeper Into Executive MBA Research," Executive MBA Conference, Houston, Texas, 2013

"Presenting a New and Improved Program Survey Report," Executive MBA Conference, Houston, Texas, 2013

"High Performing EMBA Programs: What Drives Their Success?," Executive MBA Conference, Paris, France, October 2012

"Executive MBA Trends," Executive MBA Conference, Key Biscayne, Florida, 2011

"Executive MBA Global Trends" Executive MBA Conference, Vancouver, Canada, 2010

"The State of Our Industry," Executive MBA Conference, San Diego, California, October 2009

"Building the Brand: Perceptions and Reality," Executive MBA Conference, Chicago, Illinois, October 2008

Faculty Member, 2008 Executive MBA Admissions and Marketing Program, "Using Industry Research Throughout the EMBA Lifecycle to Improve Your Program," Georgia Institute of Technology Conference Center, Atlanta Georgia, March 2008

"Understanding the Mosaic Marketplace," Executive MBA Conference, Toronto, Canada, October 2007

"Learning from the Best," Executive MBA Conference, Baltimore, Maryland, October 2006.

"The Value of the Executive MBA Degree," EFMD (European Foundation for Management Development) MBA Conference, Archamps, France, March 2006.

“The Future of Executive MBA Programs: Student and Employer Perspectives on Return on Investment and Trends in EMBA,” Executive MBA Conference, Barcelona, Spain, November 2005.

“Perspectives: Executive MBA Employers and the Value Proposition,” Executive MBA Conference, San Francisco, California, November 2004.

“Executive MBA Council Research Status & Results,” Opening Lunch Presentation, Executive MBA Conference and Executive MBA Council Meeting, San Francisco, California, November 2004.

“Industry Trends and Research Results,” Executive MBA Conference, San Francisco, California, November 2004.

“Industry Trends and Research Results,” Executive MBA Conference, Atlanta, Georgia, October 2003.

“State of the Industry: Highlights and Trends,” Plenary III, 2002 Executive MBA Conference, Keystone, Colorado, October 2002.

“What Are Our Students Telling Us? Satisfaction, Trends, and Best Practices 1999-2001,” 2001 Executive MBA Conference and Executive MBA Council Annual Meeting, Philadelphia, Pennsylvania, October 2001.

“EMBA Benchmarking,” Plenary IV, Executive MBA Conference and Executive MBA Council Annual Meeting, Newport Beach, California, October 2000.

“1998-99 Student Satisfaction Exit Survey Results,” AACSB Executive MBA Conference and Executive MBA Council Annual Meeting, Orlando, Florida, October 1999.

“Benchmarking Results,” AACSB Executive MBA Conference and Executive MBA Council Annual Meeting, Scottsdale, Arizona, October 1998.

“Issues in Voluntary Simplicity: Concepts, Measurement, and Determinants,” American Marketing Association Winter Educators’ Conference, San Antonio, Texas, January 1992.

“Financial Decision Making of Babyboomer Couples,” Association for Consumer Research Conference, New York, New York, October 1990.

HONORS AND AWARDS:

Albert Nelson Marquis Lifetime Achievement Award, Marquis Research Who’s Who, 2018

State University of New York Chancellor’s Award for Excellence in Professional Service, 2016-2017

Bud Fackler Service Award, Executive MBA Council, recognizes contributions to the Executive MBA Council and to Executive MBA Programs worldwide, 2008

Binghamton University Graduate Director of the Year, 2006-2007

Elected, Chair, Executive MBA Council Board of Trustees, 2004

Elected, Vice-Chair, Executive MBA Council Board of Trustees, 2003

Elected, Executive MBA Council Board of Trustees, 2002

Delta Sigma Pi Faculty of the Year, Binghamton University School of Management Undergraduate Teaching Award, 1996-1997

Binghamton University School of Management Piaker Teaching Award, Runner-up, 1997

Binghamton University School of Management Piaker Teaching Award, Runner-up, 1996 (First year that an overall teaching award was given by the School of Management)

Binghamton University Graduate Management Association, Professor of the Year Teaching Award, 1991-1992

Binghamton University Graduate Management Association Teaching Award, 1988-1989

Indiana University School of Business Award for Teaching by a Doctoral Student

OTHER PROFESSIONAL ACTIVITIES

Member, Executive MBA Council Research Center, 2009-present

Active member of a four – five person team that works on a series of research efforts on an annual basis including the Council's Program Survey, which is the comprehensive source of information available about Executive MBA Programs worldwide. The Center also collaborates with other stakeholders in business higher education such as AACSB and UNICON to develop joint research projects.

Co-Chair, Executive MBA Council Research Center, 2001-2009

Guide the Center, which is the leading source for the creation, collection and dissemination of pertinent information regarding research results and trends that address Executive MBA programs worldwide. Responsibilities include the following:

- Develop, administer and report results of all primary research covering, but not limited to, the Executive MBA life cycle (marketing through alumni) that is conducted on behalf of the Council:
 - Student Entry Survey
 - Student Satisfaction Exit Survey

- Directory/Program Survey
- Admissions Survey (conducted by GMAC)
- Alumni Survey (conducted by GMAC)
- Corporate/Sponsor Survey
- Ad hoc surveys
- Work closely with an independent research company and other strategic partners such as GMAC, AACSB – International and EFMD in gathering, coordinating and disseminating pertinent information desired by Council members worldwide
- Approve invoices from vendors as appropriate
- Prepare committee/center budget input and manage to budget

Key Accomplishments:

- Established the Executive MBA Council Research Center
- Involved research experts from both the Graduate Management Admission Council (GMAC) and the Association to Advance Collegiate Schools of Business (AACSB International) as members of the Executive MBA Council Research Center
- Conducted the first formal membership survey
- Co-directed the development and administration of a global study of MBA programs for employed participants

The following major initiatives were implemented in the Student Satisfaction Exit Survey, which measures students' opinions of the importance and quality of a broad range of program attributes, during my involvement with the Center:

- Loyalty index and key drive analysis were added
- Reporting through full-color report
- An on-line version of the survey made available
- Top-line results are available within two weeks of administration
- Competitive Benchmarking data made available

The following major initiatives were implemented in the Program Survey, which collects data from schools in the areas of curriculum, students, faculty, and staffing, marketing/recruiting, and student/alumni services, during my involvement with the Center:

- Questionnaire was streamlined significantly
- Analysis was modified to make it more actionable for program directors
- New segmentation variables were added
- Analysis was expanded
- Web-based version was introduced combining the program survey with the registration process to increase efficiency and increase response rate
- Data collection was modified to include all programs rather than just the "flagship" program
- Most recent administrations resulted in nearly 100% participation

Member, Advisory Committee for the AACSB Associate Deans and Data Management Conferences, 2006

Past Chair, Board of Trustees, Executive MBA Council, 2005-2006

Headed nominating committee and election process for Board members and Board officers. Mentored current chair and led efforts to educate and mentor new Board members. With Board input, prepared Managing Director's past year's performance review and salary recommendation.

Accomplishment:

Revised voting procedure and mechanism resulting in the highest vote total to date

Chair, Board of Trustees, Executive MBA Council, 2004-2005

Led eleven member Board of Trustees. Provided strategic direction for worldwide organization with 200 institutions of higher learning representing over 300 executive programs. Presided at annual meeting and all board meetings. Served as spokesperson for the Council. Met annually with strategic partners.

Key Accomplishments:

- Developed initial statement of strategic direction
- Board policies and guidelines revamped
- Revised bylaws developed and overwhelmingly approved by the membership
- Developed a process to exercise tighter financial controls and track income and expenditures on a monthly basis to better control finances throughout the year
- Corporate membership review process developed
- New media plan initiative developed and implemented with an overall objective to generate awareness of the Executive MBA and educate students and employers about the benefits and return on investment
- New "identity" brochure developed and produced
- Council website completely redesigned
- Expanded Exchange (three times a year) on-line magazine instituted
- Printable "matrix" of program information made available on-line
- First non-North American EMBA Council conference in Barcelona, Spain planned and executed
- Board election procedure was refined and orientation process was formalized
- Successful Marketing and Admissions course offered and Council took over sole responsibility for the Marketing and Admissions Course

Reader, Edmund S. Muskie Graduate Fellowship Program, International Research & Exchanges Board (IREX), 2005

Vice Chair, Board of Trustees, Executive MBA Council, 2003-2004

Assisted the Chair in the discharge of responsibilities and served as Chair in the Chair's absence

Board of Trustees Member, Executive MBA Council, 2002-present

The Executive MBA Council's mission is to foster excellence and innovation in executive and professional graduate business degree programs worldwide through educating, networking and informing administrators and faculty. The Council has over 200 member academic institutions worldwide and is governed by an elected board of eleven trustees.

Member, Executive MBA Council Benchmarking Taskforce, 1997-2001

Reviewer, Journal of Retailing (Special Issue on “Research Perspectives on Retailer Pricing Decisions”), 1997

Reviewer, Academy of Marketing Science Conference, 1995

Reviewer, Burrston House, Ltd. Publishing Services, 1994

Reviewer, Journal of Teaching in International Business, Special Issue on “Environmental Consciousness as an Imperative in the Development of International Business,” April 1992

Reviewer, Conference on Gender and Consumer Behavior, 1991

SELECTED UNIVERSITY SERVICE (since 2000):

Chair, International Educational Advisory Committee (2019-20)

International Travel Safety Committee (2016-present)

College Committee on Professional Evaluation (2015-present)

Building Administrator, Academic Building A (2015-present)

President’s Award for Undergraduate Student Excellence Selection Committee (2008-present)

International Educational Advisory Committee (2003-present)

Search Committee, Executive Director of Alumni Engagement, 2017

Faculty Senate Library Committee, presidential ex officio appointee (2009-2016)

Search Committee, Director of Technology Support (2016)

Learning Environment Committee (2006-2014)

Search Committee, Associate Director Fleishman Center for Career and Professional Development (2014)

Placement and Destination Data Advisory Committee, 2012-2013

Chair, Search Committee for Director of Undergraduate Admissions (2010)

Provost’s Council (2002-2010)

Faculty Excellence in Graduate Mentoring Award Committee (2008)

Search Committee for Assistant Vice President for Development (2006)

Search Committee for Director of Enrollment Marketing (2006)

Search Committee for Director of Publications (2006)

Search Committee for Associate Director for Continuing Education and Outreach (2006)

Pegasus Advisory Group (2002-2006)

Graduate Dean's Advisory Council (2002-2005)

Chair, Search Committee for Director of Placement, School of Management (2004-2005)

Interim Chair, Chancellor's Faculty Service Committee (2004-2005)

Binghamton University Distance Learning Committee (2001-2004)

Search Committee for Assistant Director for the Turkish Dual Degree Programs (2004)

Chair, Search Committee for Associate Vice President of Communications and Marketing (2002-2003)

Binghamton University Chargeback Review Team (2002-2003)

Pegasus Student System Team Design Task Force, Co-Chair Re-Engineering Group (2002-2003)

School of Management Webmaster (1998-2000)

School of Management Masters Program Committee (1996-2001)

SELECTED COMMUNITY SERVICE

Member Board of Directors, Visions Federal Credit Union, March 2019-present

Chair of Board, Visions Federal Credit Union, March 2016-March 2019

Vice Chair of Board, Visions Federal Credit Union, March 2014-March 2016

Member, Board of Directors, Visions Federal Credit Union, March 2014-present (elected), board of nine directors oversees Visions Federal Credit Union based in Endicott, NY which

has \$5.0 billion in deposits, over 200,000 members, and 50 branches in New York State, Pennsylvania and New Jersey

Member, Board of Directors, Visions Federal Credit Union, March 2011-March 2014
(elected)

Secretary, Visions Federal Credit Union Supervisory Committee, March 2010 – March 2011

Member, Visions Federal Credit Union Supervisory Committee, March 2010- March 2011

Alternate, Visions Federal Credit Union Supervisory Committee March, 2009- March, 2010

Member, Integrated County Planning Team, Broome County Department of Social Services

EDUCATIONAL BACKGROUND:

Doctor of Business (Ph.D.), Indiana University, August 1988.

Major in marketing. Supporting fields in management information systems and behavioral science.

Masters of Business Administration, Indiana University, May 1984.

Majors in marketing and finance.

Bachelor of Science, State University of New York at Buffalo, June 1979.

Major in management.