

Internal Audit Endowment Aims for \$1M

The endowment committee for the Center for Internal Auditing Excellence at UT Dallas has exceeded expectations since its inception in September 2011. With an initial goal of raising a half million dollars, the committee crossed that threshold after a little more than a year, Mark Salamasick, director of the center, says.

Naveen Jindal School of Management Dean Hasan Pirkul was so impressed with the push that he set a new goal of \$1 million. Dean Pirkul has been a key player in the endowment's success, Salamasick says, and has pledged to keep matching donations.

The endowment supports scholarships, teaching assistants, seminars, conferences, research and educational programs.

Memorable moments in fundraising have included a recent donor reception and the annual internal audit Fraud Summit, which last year raised \$32,000 for scholarships alone.

"When we ask people to get together on behalf of the students this way," Salamasick says, "there always seems to be a great response."

The Dallas Chapter of the Institute of Internal Auditors and JCPenney, major internal audit program supporters, helped seed the endowment. Other key supporters include the IIA Academic Advancement Fund, Southwest Airlines, A.H. Belo and KBR.

IIA has recognized the JSOM internal audit program for the past nine years as one of the top five programs globally. The largest graduate program focused on internal audit in the nation, the program prepares students to sit for the Certified Internal Auditor exam with a multidisciplinary curriculum built on a core of internal audit courses.

With internal auditing positions expected to increase in coming years, support of this program will lend itself directly to high placement of students, Salamasick says.

Make a donation online at www.jindal.utdallas.edu/iaepgift.



Dr. Aaron Conley (left), UT Dallas vice president for development, and Mark Salamasick at the endowment kickoff

Fraud Summit Surveys China

EIGHTH ANNUAL LOOK AT INTERNAL AUDITING ALSO HIGHLIGHTS CYBERSECURITY

By Eric Butterman

The Jindal School of Management's annual Fraud Summit continues to push itself to cover new ground — this year ground half-way around the world. Keynote speaker Steven Skalak, a partner in the Forensic Services practice at PricewaterhouseCoopers, spent three years in China, learning everything from compliance programs to control of intellectual property there.



Steven Skalak

Now he spreads a warning. "The manner in which the virtue of loyalty operates in China is effectively an erosion of the internal control concepts expected to be effective in Western businesses," he says.

Another leading problem to Skalak, co-author of *A Guide to Forensic Accounting Investigation* (2nd edition, Wiley, 2011), is record keeping. He found widespread use of fraud in reporting expenses, poor account structures and inconsistent summarizing practices. All these can raise issues with the Securities and Exchange Commission.

Other top keynoter Kyle Maxwell provided a strategic view on constantly evolving aspects of cybersecurity and the responsibilities auditors have in securing information and communications technologies. A senior network security analyst for Verizon Business on the RISK Intel team, Maxwell, a 2004 UT Dallas alumnus, produces unclassified threat intelligence for private- and public-sector clients and supports field investigators.

Mark Salamasick, head of JSOM's internal auditing program, head of its Center for Internal Auditing Excellence and summit host, says this expansion of offerings will keep the two-day workshop and conference a sellout event. "We give them refreshing ideas that they've never heard before," he says.

The 2014 Fraud Summit is scheduled for March 27 and 28.

NEW CITM DIRECTOR HOSTS INNOVATION EVENT

About 70 executives interested in learning how to cultivate an innovative culture within a corporate environment attended the first program Dr. Kelly T. Slaughter delivered as the new director of the JSOM-based Center for Information Technology and Management.



Kelly Slaughter

Slaughter knows innovation is increasingly becoming the top strategic initiative for many leading organizations, which is why he invited technology leaders from Concentra, Kalypso Consulting, PepsiCo and Sony to the Jindal School to speak in a March 22 panel discussion. Co-sponsored by CITM and Kalypso, "Delivering Value Through Managed Innovation" reviewed the "innovation architecture" of people, processes and technology that organizations use to generate their next great idea.

Technological advances are key to staying ahead of the competition and helping drive innovation — the lifeblood of growth, the panelists said. They were Trey Bradley, executive vice president at Sony's Video

Supply Chain; Ron Brown, PepsiCo's CIO of Global Research and Development; Daryl Risinger, senior VP of product development at Concentra; and George Young, founding partner of Kalypso Consulting.

The panel was put together by Slaughter, who joined the JSOM faculty with more than 15 years of industry experience. He previously served in the Dallas office of PricewaterhouseCoopers' management consulting practice (now with IBM), in a small Dallas-based entrepreneurial consulting company, and at Concentra. His work experience includes projects in the consumer packaged-goods, entertainment, retail and healthcare industries.

Slaughter earned a BBA from The University of Texas at Austin, an MBA from the University of Chicago and a PhD in information and decision sciences from the University of Minnesota. His research interests include information technology-business alignment and knowledge-worker productivity.

He succeeds CITM founding director Dr. Michael Savoie, who is now CEO of HyperGrowth Solutions, Inc.



George Young

STUDENT NEWS

Ideas to Improve Student Life Win Annual Business Competition

BY KARAH HOSEK

Winning ideas were all about making life easier for students at the sixth Annual UT Dallas Business Idea Competition last November. Top proposals included simplifying on-campus parking and facilitating "crowd scholarships."

Team You-Park, winner of the Dallas Mavericks Entrepreneurship Award and first place in the undergraduate division, won with a model that helps students find the most convenient on-campus parking using a mobile app.

Winners of the graduate division, Team BrainFund, run a patent-pending company that facilitates small donations from groups of

people who give to students. Team members credited the Institute for Innovation and Entrepreneurship's (IIE) academic director Dr. Joseph C. Picken with helping them prepare for the competition.

"He taught us what to learn before speaking to investors," Matthew Hinson, a student in the Professional MBA program, said.

The competition, hosted by the IIE, offered \$20,000 in cash prizes. Sponsors Amy Cockerham, Mark Cuban, Hie Electronics, Mr. and Mrs. Dan Owen, SPlus Technologies, Trailblazer Capital, Trans Global Technologies, Inc. and supporters of the institute's Innovation Alliance contributed the prize money. The

first-place teams also received incubator space in the UT Dallas Venture Development Center and office space from the Common Desk in Deep Ellum.

"I saw so many great projects this year," Jackie Kimzey, IIE executive director, said. "Many of them have the potential to go further."

Open to all UT Dallas students, the competition attracted 121 entrants organized into 48 teams. Twenty-four teams advanced to the final day of competition, where industry professionals evaluated teams' business ideas as well as their presentation quality.



Team You-Park (top, left to right): Janus (Petrus) Venter, Megan Tan, Mindy Tiu

Team Brainfund (above): Matthew Hinson (left) and Alejandro Jacobo