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Topics such as

- UNDERSTANDING TEXT AND WEB MINING
- CORRECTING BEHAVIOR IN THE WORKPLACE
- LEADING THROUGH RELATIONSHIPS
- GOAL SETTING AND ACCOUNTABILITY
- STORYTELLING: A POWERFUL COMMUNICATION TOOL
- OTHER TOPICS

Presented by
OSU Spears School of Business Faculty
AVAILABLE WEBINARS

Business Analytics

UNDERSTANDING TEXT AND WEB MINING
Dursun Delen, Ph.D.

More than 80 percent of data is in some type of unstructured, often textual, form. Text mining is the process of deriving novel information from a collection of textual data. One difficulty is that databases are designed for computer programs to process automatically, whereas text is written for people to read and understand. In this session you will learn processes applicable to text mining projects.

REAL-WORLD KNOWLEDGE DISCOVERY WITH DATA MINING
Dursun Delen, Ph.D.

Today's businesses are under immense pressure to make the most out of their assets. Data is perhaps the most important asset for any organization. Data mining is the process of extracting useful knowledge from data in order to improve managerial decision making. Increasingly more capable hardware and software offerings are available for organizations to use data mining in supporting business decisions. Understand the definition and motivation for data mining via real world examples, learn the step-by-step process of conducting data mining projects, and become familiar with popular data mining methods and tools.

PRESCRIPTIVE ANALYTICS WITH OPTIMIZATION AND SIMULATION
Dursun Delen, Ph.D.

Prescriptive analytics is at the top of the analytics hierarchy. It promotes finding optimal solutions to complex business problems. Prescriptive analytics uses data and models to better understand business situations and prescribes the best course of action for the best business outcome. Understand the need for and the nature of prescriptive analytics, learn how to formulate and solve optimization type business problems, and learn to develop and analyze simulation models for complex business problems.

Human Resources

CORRECTING BEHAVIOR IN THE WORKPLACE
Rebecca Greenbaum, Ph.D.

Leaders often find it uncomfortable to deliver unfavorable information including instituting effective disciplinary measures. This webinar discusses common problems associated with discipline and how to overcome such challenges.

LEGAL ASPECTS OF THE HIRING PROCESS
Griffin Pivateau, Ph.D.

Every business depends on selecting the best possible employees. Unfortunately, an employer cannot rely solely on business concerns in making hiring decisions. Instead, the employer must remember that the law guides the employer's conduct at each stage of the hiring process. In this session, we review the legal aspects of employee selection, identify the pitfalls, and discuss proper (and improper) techniques.

PERFORMANCE APPRAISAL
Ken Eastman, Ph.D.

Managers routinely report that performance appraisals are among their least favorite activities, and employees often report that they are not too fond of them either! In this session we will discuss how we can make appraisals more accurate and relevant. We will also discuss how to more effectively review appraisal results with employees.

PERFORMANCE MANAGEMENT
Ken Eastman, Ph.D.

Employee performance is too important to leave to a once-a-year discussion. In this session we will discuss what leaders can do to more effectively manage the performance of their employees. It is important to set clear performance standards and communicate expectations when conducting evaluations with employees.

REWARDING AND MOTIVATING PERFORMANCE
Matt Bowler, Ph.D.

This webinar will provide managers with the tools to encourage their employees to want to give their best effort at work. We will explore ways to find out what motivates each employee and how to translate that into employee rewards.

SELECTION ASSESSMENTS: CHOOSING THE RIGHT PERSON
Bryan Edwards, Ph.D.

Selecting strong talent to meet the needs of organizations is crucial for building and maintaining a competitive advantage. In this session we will discuss best practices in selection with a particular emphasis on honesty and integrity testing.

SUCCESION PLANNING: TRANSFERRING KNOWLEDGE AND SKILLS TO THE YOUNGER GENERATION
Ken Eastman, Ph.D.

Experienced employees leaving the workforce take with them years of knowledge. A concern for many organizations is the transfer of company knowledge and values to their successors. In this session we will discuss how to develop an effective succession plan to fill the knowledge gap left by turnover and prepare for the future.

OSU Spears School of Business
LEADING GENERATIONS AT WORK
Ken Eastman, Ph.D.

Much has been written about the need for us to appreciate the benefits that a more diverse workforce can bring to organizations. One often overlooked aspect of diversity is “generational” diversity. While there are individual differences within each generation, we can more effectively interact with others if we have a greater appreciation for their generation’s life experiences. In this session, we will examine the characteristics of each generation and how each generation “sees the world” and how these views affect their behaviors.

LEADING THROUGH INFORMAL SOCIAL NETWORKS
Matt Bowler, Ph.D.

It has been said that companies succeed in spite of organizational charts, not because of them. In this session participants will learn the value of assessing the informal social networks within and between departments in the company that actually facilitate company success. The various types of informal social networks will be discussed including communication, trust, influence, advice, and even rudeness networks. Finally, participants will learn the value of social capital and how to properly harness that value.

LEADING THROUGH RELATIONSHIPS
Ken Eastman, Ph.D.

Leading peers, employees, even bosses depends more on relationships than on authority. People tend to react negatively to orders even if they agree with such directions. Political skills are an essential component of building effective relationships with others. Unfortunately, many working Americans have a negative view of office politics. I believe that such characterizations of organizational politics are unfortunate and counterproductive. In this session, we will discuss the misperceptions surrounding office politics and the techniques that will enhance your ability to influence the hearts and minds of others.

LEADING WITH FAIRNESS
Rebecca Greenbaum, Ph.D.

When employees perceive that they are being treated unfairly by leaders, they are likely to respond to unfairness by reducing job satisfaction, intending to leave the organization, reducing job performance, and engaging in counterproductive work behaviors. Although it makes intuitive sense that employees will respond unfavorably to leader unfairness, leaders may not be aware of when they are behaving unfairly. The “Leading with Fairness” webinar reviews four types of fairness that are important to employees: (1) outcome fairness, (2) process fairness, (3) interpersonal fairness, and (4) informational fairness. Additionally, the webinar discusses why employees care about each form of (un)fairness.

STORYTELLING: A POWERFUL COMMUNICATION TOOL
Lee Manzer, Ph.D.

This webinar focuses on storytelling as a method to improve employee performance – using purposeful narrative to achieve a practical outcome with an individual, a community, or an organization.

ABC-ALWAYS BE CHARMING: BUSINESS ETIQUETTE ESSENTIALS
Ken Eastman, Ph.D. and Andrew Urich, J.D.

The key to getting ahead is getting along – with everyone with whom you work. Sure people are annoying but we need to learn how to coexist with them anyway. We also need to make sure that we are not subconsciously irritating our coworkers. In this webinar you will learn skills that will help you meet the expectations of polite business society. Our goal is to help you dazzle others and build productive business relationships.

GOAL SETTING AND ACCOUNTABILITY
Lee Manzer, Ph.D.

Effectiveness and efficiency in the workplace are essential attributes of employees in your organization. This webinar will assist you in setting and achieving your goals for your own benefit and the benefit of your company. We will also discuss how to hold yourself and your employees accountable for goals.

3 PRACTICAL WAYS TO ENHANCE CUSTOMER SERVICE
Lee Manzer, Ph.D.

Enhance your awareness of the principles and techniques of establishing and maintaining good customer service through credibility, motivation and communication.

Professional Development
Ken Eastman, Ph.D., is Dean of the Spears School of Business at Oklahoma State University and Norman and Suzanne Myers Chair and Richard W. Poole Professorship. Dr. Eastman has presented over 200 seminars on topics such as leadership, performance management and organizational politics.

Dursun Delen, Ph.D., is a Professor for Management Science and Information Systems; he is also the William S. Spears Chair in Business Administration and the Patterson Foundation Chair. He has participated in over 25 national and international conferences as speakers on topics related to Business Intelligence, Decision Support Systems, Knowledge Management and Data Mining.

Rebecca Greenbaum, Ph.D., is an Associate Professor and Ph.D. Coordinator for the Department of Management. Her research interests include behavioral ethics, dysfunctional leadership, organizational justice, and workplace deviance.

Andrew Urich, J.D., is an Associate Professor of Management in the Spears School of Business at Oklahoma State University and Director of Student Development in the Eastin Center for Talent Development. Dr. Urich is a lecturer, researcher, and consultant in the areas of negotiation, consumer protection, and commercial law and is a recipient of numerous teaching awards.

Matthew Bowler, Ph.D., teaches seminars that draw upon his research and experience to provide participants with first-hand knowledge. Dr. Bowler focuses his research on leadership, change, social networks, compensation, influence and citizenship behaviors in organizations. He has received multiple teaching awards from the OSU MBA Student Association.

Lee Manzer, Ph.D., is a professor of marketing at Oklahoma State University with years of practical experience. He has served in a variety of roles at O.S.U. including Chair of the Department of Marketing, Director of Graduate Studies, and Director of the Small Business Institute. Lee is a nationally recognized expert on service implementation. He worked previously as a sales representative and marketing research assistant for Dow Chemical Company.

Bryan Edwards, Ph.D., is an Associate Professor and Joe Synar Chair for the Department of Management. Dr. Edwards is an expert in selection, training, performance management, leadership, organizational development, and team effectiveness. His current research interests are training and development, performance management, and organizational change and development.

Griffin Pivateau, J.D., is an Assistant Professor for the Department of Economics and Legal Studies in Business. His research interests focus on the intersection between law and business strategy, assisting business managers to achieve competitive advantage using the law. His research has been cited by numerous state and federal courts.
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