

Business Diversity Center

The Business Diversity Center, in the Pamplin College of Business, supports diversity-related efforts in the College. The Center manages the Business Diversity Minor, by providing support for curriculum development and the marketing efforts that foster the success of the Minor. These activities include, student recruitment, monitoring alignment of course content across the minor, and maintaining contacts with organizations for diversity-related internships and service-learning opportunities. In addition, the Business Diversity Center supports diversity-related research efforts in the Pamplin College of Business. The Center provides diversity-related workshops or training for faculty and staff in the Pamplin College. It also supports the annual student led Diversity Workshop.

Vision

The Business Diversity Center, along with the Business Diversity Minor establishes the Pamplin College of Business as a leader for diversity initiatives among colleges of business across the country, and throughout the world. The Pamplin College is well-prepared to address the interdisciplinary nature of creating and supporting diversity initiatives. Four of the departments in the college are providing course support for the Center's Business Diversity Minor. The Business Diversity Center leverages the knowledge and skills of faculty who are conducting diversity-related research, while offering additional support for faculty and graduate students interested in adding a diversity component to their existing research. From the viewpoint of industry, the Business Diversity Center sets the Pamplin College apart from its academic peers.



Center for Services Science, Quality, and Innovation

The Center for Services Science, Quality, and Innovation (SSQI) strives to fulfill the research, outreach, and education needs of academia, industry, and government pertaining to the design, evaluation, and delivery of service systems. It is the main point of contact at Virginia Tech for businesses and individuals who wish to improve the quality and innovation of services provided to industrial and consumer markets. It is comprised of faculty members and students, primarily in the Pamplin College of Business, who share an interest in cooperative scholarship and research. The Center for Services Science, Quality, and Innovation is associated with the departments of Accounting and Information Systems, Business Information Technology, Finance, Hospitality and Tourism Management, Management, and Marketing. The center also has partnered with The AT&T Center for Scientific Visualization of Organizations, The Business Technology Center, The Center for E-Governance, The Center for Global Electronic Commerce. It is sponsored by Accenture, IBM, KPMG, and RPG.

What We Do

The center coordinates research, instruction, and outreach activities involved in the design, improvement, and innovation of service systems. SSQI promotes a systematic approach to service design that combines an understanding of business processes, customer needs, and emerging technologies. Further, it seeks to develop measures of effectiveness for service systems and improve those systems through quality initiatives and innovation.

Centers in the Pamplin College of Business

Research

The multidisciplinary backgrounds of center participants results in research focused on a broad range of services-related topics. The center's research agenda encompasses the fields of disaster recovery, healthcare, IT, e-government, security, hospitality, banking and financial services. SSQI research capabilities include knowledge management, data mining, visualization, customer relationship management, service quality, standards for outsourcing services, optimized service delivery, service contracts, cost structures for high-contact services; security, privacy, and risk; and innovations in service design. The center supports and conducts research that has practical relevance and value for the business community and theoretical significance for the academic community.

Outreach

Center members regularly make presentations on various aspects of service quality and innovation, both within the Virginia Tech community and to academics, organizations, and corporations at the regional, national, and international levels. Members are also available for customized seminars. An annual conference of service professionals and academics is planned.

Education

The Center promotes a curriculum that enhances graduate and undergraduate education in service systems, and brings together academia and industry to share the newest developments in services. Courses taught by members of the center provide a service focus to a diverse population of students from engineering, IT, and business disciplines. Students involved

in center projects emerge as potential employees who are both technically savvy and customer focused. Businesses and governments alike need experienced workers who can simultaneously expand innovation and productivity; and can work successfully with both people and technology.

The Center for Global Electronic Commerce

Our goal is to promote interdisciplinary research on business and the internet, to respond to industry needs for internet business applications and to design a curriculum for electronic commerce education.

The recent years have seen tremendous growth in electronic commerce and electronic business applications. Numerous organizations are investigating better ways to support their electronic business systems, or electronically supported work processes. Electronic commerce, a subset of electronic business, involves all electronically supported transactions between individuals, businesses and/or governments. While technology has enabled the phenomenal growth of these fields, core business skills are still essential for organizations that wish to use this technology to the best interests of their business. The business of e-business requires at least as much business expertise as technology expertise.

Uniquely, The Center for Global Electronic Commerce, and the Pamplin College of Business at Virginia Tech bring together both strong business skills and information technology skills. We hope to enhance business partnerships, share and collaborate in research activities, and promote students trained in the specialized area of electronic commerce.