



COLLEGE OF
Business
A&M-COMMERCE

COLLEGE OF BUSINESS NEWSLETTER

COMMERCE MEANS BUSINESS

FALL 2019



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College of Business Newsletter is published by the Texas A&M University-Commerce Marketing Communications Department in collaboration with the College of Business. The Newsletter is distributed to alumni, faculty and staff members, and friends of A&M-Commerce.

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MESSAGE FROM THE DEAN

Shanan Gibson



SHANAN GIBSON, PhD
Dean and Professor of Management

Like many of you, I have a favorite quote. Mine is from E.B. White: “I get up every morning determined to both change the world and have one heck of a good time. Sometimes this makes planning my day difficult.” In the College of Business at A&M – Commerce we believe that transformation begins with a willingness to try something new, to take a risk, and to move in new directions. During the past year we have restructured our college to capture efficiencies and promote synergistic programs. We are building

a vibrant college where in-demand competencies are developed through a variety of degrees, certificates, and corporate training programs. We are growing a culture of curiosity and lifelong learning by capitalizing on the strengths of our faculty, staff, students, and alumni and the sense of community that has always characterized Texas A&M University – Commerce.

We are a community of educators, scholars, students, and professionals who are committed to making a positive difference in the world.

We leave our mark through the people we teach, the projects we undertake, the teams we lead, and the influence of our research. You are a member of our community and we invite you to engage deliberately with us – speak with a class, hire a student intern, endow a scholarship, bring us a project to complete, or even pursue your own life-long learning by enrolling in one of our specialized certificates. Reach out and let me know how you want to engage; I promise we can find the perfect place for you!

The College of Business at A&M – Commerce is a place of energy! When you talk to the faculty, staff, students, and the alumni, there is an openness and willingness to do more, and do it better. It is truly about being a #BestInClass college! This spirit is what drew me here and what invigorates me every day.

Thank you for your support of the College of Business and Go Lions!

Shanan Gibson

Best in Class Student

Interview with Donesia V. Williams

Donesia Williams is a junior BBA accounting student who was awarded the Public Company Accounting Oversight Board Scholarship for the 2019-2020 academic year, receiving \$10,000. Below is an interview she did with Dr. Shanan Gibson, dean of the College of Business.

Dr. Gibson: Why the TAMUC College of Business?

Williams: TAMUC College of Business has that competitive edge that every student needs to keep us driven. Pair that with passionate and talented professors and you have an amazing college with endless opportunities.

Dr. Gibson: Why accounting?

Williams: I did not find accounting; it definitely found me. I knew I wanted to major in something business-related, so I picked accounting completely on a whim. Once I took my first accounting class, it just came to me naturally. I found it interesting and learned that there are a vast number of fields you can go into with an accounting degree. Soon after, I started tutoring in accounting on campus to show others that accounting is like a puzzle; every piece fits with the pieces around it.

Dr. Gibson: Why did you pursue an internship, and how do you believe it is impacting your career preparedness?

Williams: Because there are so many fields accountants can go into, I wanted to get an idea of what area would be most fitting for me by applying for internships. Also, internships give you that background knowledge and experience that will prepare you for life after graduation. This internship has impacted my career preparedness by allowing me to make so many connections with people of a variety of skill sets levels, professions and backgrounds. This internship has prepared me for an interconnected world and has taught me something new every day about accounting and self-development.

Dr. Gibson: What has been your most impactful college experience?

Williams: My most impactful college experience would have to be being a Resident Assistant. Being a person of contact for first-year students has taught me emotional intelligence, conflict resolution, time management and the importance of being a role model. The people I've met and the experiences I've had have molded me into a well-rounded student.

Dr. Gibson: Your advice to others 1.) beginning their college experience? 2) contemplating an accounting degree?

Williams: My advice to first-year students is to get involved and be open to meeting people that come from all walks of life. College is the best time of your life, so make the most of it and find a balance between your academics and your social life. It's OK if you don't know what you want to do for a career; it will come to you. For others who are contemplating an accounting degree, I highly encourage them to do it. No matter the industry you want to go into with your accounting degree, they will need accountants for audits, taxes, or consulting. I think it is one of the most versatile degrees one can have.

Dr. Gibson: Any final comments on your college/internship/university experience?

Williams: Everyone should be comfortable being uncomfortable. Every new chapter in our life is going to be scary. We're creatures of habit and change frightens us, but that is OK. Be driven by those nerves and be willing to adapt.





Scholarship Founded to Honor Distinguished Management Faculty

Faculty of Management started a scholarship to honor Dr. Mildred Golden Pryor's distinguished career as a teacher and mentor. Dr. Pryor has

36 years of experience in academia and 17 years in industry. She was recently named Regents Professor, which is one of the most prestigious

designations in the Texas A&M University System. She won several meritorious awards throughout her teaching and industry career.

Student Scholarship and Internship Banquet

This year's Scholarship and Internship Banquet was held in the Rayburn Student Center with more than 160 students, faculty, staff, alumni and employers present. The theme for the banquet was "Our Future is Golden," featuring keynote speaker and alumnus Steven Dawson. Dawson is a financial planner with Raymond James in Allen, Texas.

The evening also included a silent and live auction, which raised almost \$2,500 for future student scholarships. More than \$70,000 in College of Business Scholarships was awarded to 60 students. Dr. Dawn Gomez, coordinator for career services, recognized the attending recipients of the 130 student internships awarded

during the school year. Recognition was also given for internship employers. L3 Technologies received

the "Impact on Education" award and the "Employer Appreciation" award went to Carlos Rivers.



AACSB Accreditation Renewed

The College of Business at A&M-Commerce has received a five-year extension of accreditation from AACSB International, an association founded in 1916 to advance quality management education worldwide. The AACSB accreditation signals to the world that an institution has met the most rigorous standards of excellence in business education. Institutions that bear the AACSB-accredited mark demonstrate that they are committed to upholding—and advancing—the quality of their programs both at the

undergraduate and graduate levels. The college has been AACSB accredited since 1976. "Reaffirmation of our long-held AACSB accreditation is a direct reflection of the outstanding work and transformational learning that occurs every day in the College of Business," said Dr. Shanan Gibson, dean of the college. She added, "My congratulations go to all of the faculty, staff and students whose hard work and accomplishments are recognized by the accreditation process."



MARKETING FACULTY MEMBER RECEIVES THE DISTINGUISHED GLOBAL FELLOW AWARD

Mary Anne Doty (marketing instructor) received the Distinguished Global Fellow award, which recognizes sustained engagement in global activities including teaching courses with a global focus, conducting research to expose students to global concepts, and involvement in study abroad and other travel opportunities. The Global Fellow Program also creates and maintains a diversified and multi-disciplinary team with specialized global experiences and resources for students.

Center for Excellence Hard at Work

Throughout the last year, 30 students undertook a consulting project on behalf of Lockheed Martin Aerospace. Under the direction of Dr. Chris Myers, Dr. Mohamed Komaki, Dr. Stan Holmes and Dr. Brandon Randolph-Seng, these students researched state-of-the-art practices and systems for the protection of Intellectual Property Assets. Periodic presentations were provided to Lockheed Martin's sponsoring executive and outside consultants. The students took the Effective Communications Method Course developed by Distinguished Alumnus Joe Griffith to polish their speaking skills. Academic credit was earned by incorporating this project within the internship course taught by Dr. Dawn Gomez.

Each student was compensated from our billing to Lockheed Martin. Going forward, participating students will receive a scholarship from the newly established College of Business Center for Excellence Fund. Most importantly, participating students will graduate with real-world business experience that they can place on their resumes when pursuing employment.

If your company or organization might benefit from a similar collaboration, please contact Frank Smith at (903) 468-6058. The Center for Excellence can generally undertake any project that is connected to the academic specializations of our faculty.



COB Students Receive Awards from the Quality Enhancement Program (QEP)

Seven students from the College of Business received Global Scholar recognition on March 13. The Global Scholars program is designed to prepare students for an interconnected

world. Students are recognized for taking global courses and participating in global events on campus as well as international travel.



Marketing & Business Analytics Students Participate in IT Audit Competition

Dr. Zaki Malik led a team of six Marketing and Business Analytics Organization students to the ISACA North Texas IT Audit competition held in conjunction with the 14th Annual Fraud Summit on Friday, March 29. The event took place at the UTD Jindal School of Management, with several other local university competitors. The competition required a presentation

from the student team regarding a case that was distributed three weeks in advance. In the three weeks, the students had to research and formulate their findings of innovative use of process automation methodologies like Robotic Process Automation (RPA), Artificial Intelligence, and Machine Learning, across the three lines of defense of Management,

Risk/Compliance, and Internal Audit. A panel of experts from top Dallas-area businesses judged the students' solutions and presentation skills. The event allowed students to collaborate, learn and devise solutions in a non-classroom environment, adhering to the mission and aims of the TAMUC College of Business.

Marketing & Business Analytics Faculty Receive the Internship Advisor Award



During the annual COB Scholarship and Internship Banquet, Drs. Chris Myers

and Mohamed Komaki were awarded the Internship Advisor Award. They led a group of eight graduate students on a Center for Excellence (CFE) project. The project for Lockheed Martin involved in-depth research to derive business insights, which are to key to the company expanding its product development process. For the students, this was a significant

learning experience. They researched competitive information and customer data, gained proficiency in their business disciplines, and provided conclusions, implications, and actionable recommendations. The outcome was a success and resulted in the client providing additional projects to the CFE.



Marketing & Business Analytics Students Learn AGILE for Excellence

The student chapter of the IIBA at TAMUC had the great privilege of hosting Mr. Trent Leopold, who works for the City of Dallas in a confidential capacity. Leopold took time to educate young analysts about the AGILE process methodology and its

longstanding ramifications on project management, especially with the advent of important new concepts such as "Big Data" and "Deep Learning." He shared some invaluable notes with each attendee which contained a treasure trove of information

pertaining to BA process models, human cognitive attention spans, focus and excellence intermingled with management planning processes such as SWOT analyses, elicitation of data, analysis of data, monitoring and controlling, and solution evaluation.

Professors Present Research on REMI Webinar

Drs. Steven Shwiff, Frannie Miller and Lirong Liu along with Dr. Stephanie

Shwiff from National Wildlife Research Center were invited to give a

presentation on a webinar by Regional Economic Models, Inc. (REMI), one of the largest leading companies in modeling economic and policy analysis. The webinar was held online on November 28 and was broadcast at the Rayburn Student Center. During the webinar, the presenters showcased the use of REMI models in estimating the economic impact of an FMD outbreak in the U.S. under different vaccination protocols. REMI selected the research on FMD because of its unique use of REMI models on wildlife and agricultural diseases.



Students Attend Financial Planning Conference in College Station

The Department of Economics and Finance provided full scholarships for five financial planning students to attend the Financial Planning

Career & Education Conference in Fall 2018. Students networked with employers and learned about cutting-edge research in financial planning.

Marketing Faculty Member Nominated for "Hats Off to Women"

March is Women's History Month and in conjunction, the Serving Engaged Empowered & Diverse Students (S.E.E.D.S.) Office honored nominees for the Annual Hats Off to Women Award. The event celebrates the accomplishments of women at Texas A&M University-Commerce and the community. This year, Dr. Alma Mintu-Wimsatt from the Department



of Marketing and Business Analytics was among the faculty nominees.



Meet Peter Spurgeon, TAMUC Regents Scholar and Texas Society of CPAs Award Winner

A summa cum laude graduate in May 2019 graduate, Spurgeon was awarded the Accounting Excellence Award 2019 by the Texas Society of CPAs (presented by Dr. Caroline Hartmann). He received the Honors College Regents Scholarship and holds the office of president of TAMUC's Catholic Student Organization. Peter was home-schooled by his parents. "Peter always made the job of home-schooling him easy, because of his dedication to the completion of his goals," his mother said. "He was diligent in his studies, making sure to put in the effort to study, research and learn all that was required of him. He has carried this work ethic into college and his accounting internship and makes us very proud of who he has become."

COB Interns at Work

Internships are the Differentiator

Internships provide undergraduate and graduate College of Business (COB) students with practical, high impact learning practices outside of the classroom, fostering reflection and consolidating understanding of content. This year,

students majoring in marketing, accounting, management, business analytics and finance continued to earn credit and gained valuable experience. Some of the firms that participated in our program include: L3 Technologies; Innovation First

International; Guaranty Bank & Trust; Oxy Petroleum; RDM Management; Fastenal; Patti Meguire, C.P.A.; Texas Department of Transportation; Scott, Singleton, Fincher & Co., PC; Fincher, Moss Adams; Sabre; CBRE; Daseke, Inc.; and GM Financial.

Advising Staff Attend Valuable Conference

Shanna Hoskison, Janeen Gibson, Patrick Donawho and Micah Miles attended the NACADA Region VII Conference in San Antonio in March. The overall theme of the conference was "Let's Salsa: Strategic Advising Leads to Student Achievement." The keynote

speaker was Dr. Gage E. Paine, senior consultant at Keeling & Associates, a comprehensive higher education consulting firm focused on creating change for learning. Dr. Paine currently serves as the VP for student affairs at the University of Texas at Austin. COB

advising team members attended several breakout sessions, including "Low-Cost Efforts to Move the Needle on Retention Rates," "It Takes Two to Salsa: The Neurodivergent Student and the Strategic Advisor," "Generation Z: Advising Our Future" and many others.

New Members Inducted at Beta Alpha Psi Conference

The Beta Alpha Psi Southwest Regional Conference was held in Dallas February 22-23. Attendees included Katy Perea, Stephanie Moore (President), Cheryl Scott (Faculty Advisor), Tara Lockaby, Abbey Martin and Joshua Carter. Six new members were also inducted, including Joshua Carter, Maria Ortiz Olalde, Ashlyn Kennedy, Abbey Martin, Tara Lockaby and Katy Perea.



Marketing & Business Analytics Students Learn Business Etiquette

ISACA North Texas Business Etiquette Event is a great platform to learn about business etiquette and to network with professionals. The Marketing and Business Analytics Student Organization provides an opportunity for members to participate in this event every spring semester. This year 21 students representing Texas A&M

University-Commerce participated in ISACA '19 at the Brookhaven Country Club under the mentorship of Dr. Chris Myers, Dr. Bo Han and Billie Lynn Abell. The event started with two training sessions focusing on "How to Network in the Industry" and "Email Etiquettes." Students from other local schools also attended the event. At lunch, students

were assigned different tables, and at each table, business executives from top companies like CITI, AT&T, Wavier and other top accounting firms were seated. Our students had the opportunity to interact with top business executives, engaging in healthy conversation regarding current trends in the market and future scope in the industry.

College of Business ENGAGEMENT

Becker Meet the Firms

Hosted by Becker and the Dallas CPA Society, undergraduate accounting students from Texas A&M University-Commerce attended the Becker Meet the Firms Event held at Dave & Busters

in Dallas on November 8, 2018. Firms included: Armanino, Beaird Harris, Capin Crouse, CliftonLarsonAllen, LLP, Cornwell Jackson, Carr Riggs Portraits & Ingram (CRI), Dixon Hughes Goodman, Fox Byrd, Howard, Goldin Peiser & Peiser, Huselton Morgan & Maulsby, Lane Gorman Trubitt, Salmon Sims & Thomas, and Saville, Dodgden & Co., PLLC.



Third Annual Financial Planning Day Held in McKinney

Our Financial Planning Day was held at the Collin Higher Education Center in McKinney on November 2. This year's event was the largest gathering of financial planning professionals and students with more than 150 attendees at the event. The day was

filled with networking, three CE credits and included a keynote speech from the honorable Harry LaRosilliere, CFP®, Mayor of Plano. The event's sponsor for the third consecutive year was alumnus Terry Doyle, CFP® from Doyle and Associates.



2018 Homecoming 5k Fun Run

A 5k Fun Run was organized during homecoming by Dr. Frannie Miller from the Department of Economics and Finance and Sherman Burns, an alumnus, Gold Blazer recipient and member of the University Foundation Board. The run had 110 runners comprised of students, faculty and staff, alumni, and community members. Generous sponsorship from Campus Recreation allowed all current students to participate free of charge. Special thanks go out to Jonathon Johnston from Campus Recreation, the College of Business student volunteers, the Alumni and Business Engagement Committee, and Angela Owens from the College of Business. Dr. Miller said, "I had a great time working on this project. It's



neat seeing the commitment Sherman has to paying back and supporting Texas A&M University-Commerce, and it's a blessing to work with student volunteers who are equally committed to supporting this amazing university."



Casey Weese, a business administration student, Coast Guard reservist and avid ultra-marathon runner did an outstanding job as the race director.



Another Great Homecoming!

On October 27, 2018, TAMUC Lions took on West Texas A&M University and won 41-16! The College of Business's Mardi Gras-themed stand included great food, gifts, and an opportunity to meet/greet and network. We invite you to come to this year's homecoming, have fun with us and cheer the Lions to another victory against the New Mexico Mustangs on October 26!

Expanded Business Leadership Council

The College of Business added new members to its Leadership Council, including Amy Wehr, Chris DeLong, Mitrankur (Mit) Majumdar and Steven Dawson.



Chris DeLong is a proud graduate of East Texas State University, earning his BBA in Marketing in May of 1985. Starting his career as a campus hire, Chris retired last year after 33 years with PepsiCo. He served as a vice president for nearly two decades, finishing his career as

the vice president of sales for North American Beverages. Originally from Wapakoneta, Ohio, Chris now resides in Commerce with his wife of 32 years, Karol Ann, where they manage an investment fund and several real estate ventures.



Amy Wehr graduated with both an M.B.A. and B.B.A. in Marketing from the College of Business at A&M-Commerce. She has been with PepsiCo/Frito Lay since the age of 15, giving her 24 years of experience with the company. She started in the sales office in 1995 in Plano, Texas. She has experience for the family of brands that

include Frito Lay, Pepsi Bottling Group, PepsiCo and PepsiCo Mexico.

She has had assignments in the sales office, in the sales field, in data management and project implementations. She takes pride in her time with this company and the experience she brings to the table every day at work.



Mitrankur (Mit) Majumdar serves as the vice president and regional head at Infosys, where he manages the services sector globally with complete P&L responsibility. The services sector includes - Publishing & Information Services, Travel & Hospitality, Professional Services, Education, Real Estate, EPC, etc. This responsibility includes growing the existing set of accounts, acquisition of new logos, delivering programs and projects, ensuring

client and employee satisfaction, revenue collections, providing low resource attrition, and more. Mit holds a bachelor of engineering degree in electronics and telecommunication and an MBA from McCombs Schools of Business, University of Texas. He also completed a one-year Global Leadership course with Stanford. In addition to A&M-Commerce, he is also a board advisor for the University of Illinois, Chicago – College of Engineering.



Steven Joseph Dawson is an alumnus of A&M-Commerce where he received both his Bachelor of Science in Speech Communications and a Master of Science in Managerial Economics. He holds a CFP designation. Upon graduation from the

university, Mr. Dawson spent several years in the financial services industry. He and his wife, Jalauna Dawson, also a graduate of A&M-Commerce, sponsor three scholarships annually through the Foundation for Allen Schools. Dawson Private Wealth

works with the university by granting internships to A&M-Commerce students. He also serves on the Advisory Council for the College of Business and is the 2019 Economics and Finance Alumni Ambassador.

Marketing and Business Analytics Alumni Ambassador

Amy Wehr graduated with a bachelor's degree and an MBA in marketing from A&M-Commerce. Wehr has been employed with PepsiCo/Frito Lay since age 15, serving the company for 23 years. She began her career with the company in the Plano, Texas, sales office in 1995. Wehr has had assignments in the sales office, sales field, data management and project implementations. Wehr's former professor, Dr. Alma Mintu-Wimsatt, significantly

impacted her. Mintu-Wimsatt encouraged students to stay engaged with the world around them, form opinions, read, learn and grow. Wehr currently lives in Frisco, Texas, with her husband of 14 years and their two children. Her husband, Jeffrey, is presently a student at the A&M-Commerce College of Business. Her brother-in-law and extended sister also hold degrees from A&M-Commerce. They are a family of Lions!



COB Faculty Showcase their Departments at the Graduate School Expo

The university hosted a Graduate School Expo/Open House at the Alumni Center on April 18, 2019. Penny Dodd represented the College of Business. Dr. Pane-Haden and Dr. Malik served as the faculty

representatives for their departments (management, and marketing and business analytics, respectively), answering any student questions about graduate programs.



Dr. Alex Williams Appointed as Faculty Athletic Representative

This fall, Dr. Alex Williams was appointed the university's faculty athletic representative by President Mark Rudin. In this role, he serves as the academic voice, ensuring a balance between academics and athletics for the benefit of the student-athlete and university. "Many times, student-athletes get treated as, and perhaps consider themselves, just athletes,"

said Dr. Williams. "Therefore, part of my responsibility is to promote the education, safety and well-being of our student-athletes." His duties have already included being part of a delegation that represented A&M-Commerce at the 2019 NCAA convention in January. Dr. Williams is an associate professor of management and has been with A&M-Commerce since 2012.



Kevin Housing, Department of Management Alumni Ambassador

Kevin Housing is a career-long human resources professional. He began his career with a large staffing firm in Dallas before moving on to Rent-A-Center and Genuine Parts Company. Housing began working at GM Financial in January 2016 where he served as assistant vice president of human resources until his recent move to cybersecurity. In his current role as assistant vice president of cybersecurity, Housing focuses on reducing threats to the corporate network, assets and users through practical training and awareness campaigns. His team also plays a vital role in the continued training for the broader cybersecurity department, keeping up to date with developments and risks that impact the group. Housing holds both a bachelor's and a master's degree from A&M-Commerce.



Faculty Speaks in the University's First Series of Leo Talks

Economics Professor Dr. Steven Shwiff was the guest speaker for the university's first series of Leo Talks. These short talks are a way to promote interdisciplinary discussions and networking across the university. Dr. Shwiff's talk focused on the issue of inequality and how it affects the economy.



Dr. Ramya Aroul Elected as Chair for the FLARES Committee

Dr. Ramya Aroul, assistant professor of finance, is the elected chair for the FLARES (Future Leaders of the American Real Estate Society) committee for the American Real Estate Society this year. For this year's annual event, the committee is organizing a panel discussion and the College of Business is one of the main sponsors for the event. This adds a lot of visibility to the college and the university in the real estate academic and practitioner community.



Marketing and Business Analytics Faculty Speaks at the Faculty Senate Awards

Dr. Alma Mintu-Wimsatt served as the speaker during the Faculty Senate Awards Ceremony. Dr. Mintu-Wimsatt received the Mayo Professor in 2017. Dr. William Mayo espoused the creed of fearless industry, ceaseless investigation, unfettered thought and unselfish service to others.

College of Business INNOVATION



Innovative Lions!

The 2019 Lions Innovation Showcase featured students and entries at both the university and high school level. Students from Texas A&M University-Commerce and high school students from Caddo Mills ISD, Commerce ISD and Greenville ISD entered the

various categories. Faculty and community members judged approximately 40 entries among artistic expression, business plans and innovative products/ideas. Entries consisted of both individual work and team entries.

Sponsors for the event included Bell Helicopter; Harrison, Walker, Harper; L3 Technologies; Lockheed Martin; and the Upper Trinity Water District. Special recognition goes to Mr. & Mrs.

Freddy O'Pry who sponsored a sizable portion of the 2019 event -- pictured above with the 2019 LIS Chair, Dr. Elva A. Resendez. More than \$2,000 was awarded in total to university students who placed in the top three. First-place winners in each category earned \$500. In the high school categories, winners received individual medals and each winning school received a personalized LIS 2019 winning plaque for display.

USDA Grant Brings Unique Training Opportunities to the COB

The College of Business received a grant from the U.S. Department of Agriculture (USDA) Rural Development to conduct a series of free training to support workforce and business development. Frank Smith, director of the Center for Excellence, wrote the grant. Dr. Frannie Miller served as the faculty director, charged with overseeing the training funded by the grant. The grant allowed students from surrounding school districts, including Commerce, Sulphur Springs and Cooper, to come to campus and attend public speaking and job search training sessions.

Faculty involved in the training included Dr. Stanley Holmes, Dr. Guclu Atinc, Dr. Jared Pickens, Dawn Gomez and Dr. Frannie Miller, as well as Dr. Rafael Bakhtavoryan from the College of Agriculture. Offered training included:

- Training to help established businesses develop revenue forecasts. Taught by Dr. Stan Holmes, vice president of business development for Oracle Corporation before working at A&M-Commerce.
- Training to assist emerging entrepreneurs with developing their

ideas into actual businesses, led by Dr. Atinc, associate dean, in collaboration with the Paris Small Business Development Corporation.

- Workshops for small farmers and training to help rural entities apply for rural economic development loans and grants.
- Training for students from surrounding school districts to develop their public speaking skills, provided by Joe Griffith Effective Communication.

Marketing & Business Analytics Faculty Explore AI in Customer Service

Faculty members in the Department of Marketing and Business Analytics attended the tech industry luncheon in January held by Tech Titans, the largest technology trade association in Texas. This conference includes remarkable speakers and a community of ambitious and accomplished entrepreneurs, industrialists and academics. This year's Tech Titan luncheon featured an "Artificial Intelligence" themed topic.

The invited speaker, CIO and Chief Experience Officer for TGI Friday's Sherif Mityas, introduced how their company uses A.I. and machine learning to create personalized messaging and customer experiences. The Department of Marketing and Business Analytics at A&M-Commerce has been a member of Tech Titans for some time and has won several awards from the organization.



Marketing and Business Analytics Department Goes Beyond the Classroom

The IIBA chapter in Commerce got off to a great start bringing in such eminent personalities in the analytics world such as Don Hartman of RapidValue Solutions, Stacy Pulikkathara of Toyota, IIBA Chapter Operations Manager Danelkis Serra and Director for Regions and Chapters of the IIBA Jared Gorai. The event was a great success with the



panelists discussing a wide variety of topics including agile, cybersecurity, digital analysis and strategic execution. The focused turned to the dos and don'ts of the interview process, role-played wonderfully by Ms. Pulikkathara and Ms. Serra. Mr. Hartman provided more crucial insights into marketing and networking skills. Hartman

gave pointers on networking in the business analytics world, interwoven with a biblical narrative, which was truly unique and revelatory. The entire event was presented, with high competence and professionalism by the president of the Commerce chapter of the IIBA, Nneoma Iheonunekwu.

Team Building Thursdays with COB Advising



Going to work is one thing, but getting to work with people you like is a whole new ball game, and we can proudly say that when it comes to the COB advising staff, we have scored a remarkable homerun! In a small group of different personalities and various skills and talents, the team found a way to vibe and mesh together. Every Thursday, the entire COB staff is invited to participate with the group in various team-building events. Activities include a team lunch with a unique theme, playing a friendly game of bingo, or simply wearing the same color to work on Thursdays. Like any relationship, it takes work to become and remain successful. A team that builds together should stay and ultimately work efficiently together!

Business Analytics Faculty Assist Air-Taxi Company Bell Helicopter

Dr. Bo Han and Dr. Son Bui from the Department of Marketing and Business Analytics helped Bell Helicopter, Inc. build a flight simulation for its Bell Nexus taxi. The system captures real-time data of a pilot's performance, in addition to other aviation flight controls. Data from the simulation will be used to improve unique in-flight experiences. Students from the College of Business were also involved in testing the simulation before it was displayed at the Consumer Electronics Show (CES) - the biggest consumer technology conference in the world.



Experiential Learning in the Classroom

Judd Murray was a guest lecturer in Dr. Miller's Principles of Macroeconomics course. The semester starts with a discussion of supply and demand principles as they apply to perfect competition. Murray has approximately 20 years of work experience in and around Northeast Texas livestock auctions and sits – quite literally – where demand and supply intersect to create a market price. After he shared his perspectives, he auctioned some TAMUC swag and raised \$20 for the excellence fund. Murray also donated his services for a TAMUC auction that raised funds for COB scholarships. He was presented with a frame created by Scott Thomas Saddlery of Cumby, Texas in appreciation of his donation.



L3 Distinguished Lecturer Endowment

Ten years ago, building on its long association with defense contractor L3 Technologies, the COB developed an even more exclusive relationship with the company. Now part of the new L3Harris, L3 shared its own organization needs for developing next-generation leaders for the company, along with constant demands for new talent pipelines and new skills training for its professionals. Endowing a chair called the *Distinguished Lecturer Endowment* within the college enabled one of L3's respected leaders, Jack Cooke, to help create programs that benefitted both the college and the company. Programs that resulted include the Master of Science in Management cohort program, the L3 intern program, the introduction of SAP training, and numerous on-campus leadership forums and trainings.

Intent on furthering this program's success, Dean Gibson met with company officials and was able to secure additional funding for the chair as well as a renewal of company commitment to the relationship. Funding was secured for faculty SAP training, industry studies, student licenses, employee training and for the *Distinguished Lecturer Endowment*. Beginning in January of this year, the second placement of an L3 executive occurred when Tom Brown was selected to fill that role. Mr. Brown served as senior vice president of human resources for the company and has worked with these and other COB programs for many years.



COB Lions go to Scandinavia

Dr. Liu and Dr. Malki led a three-week study abroad program with 12 students in Sweden, Denmark and Norway during Summer 2019. During the program, students visited four government agencies that promote business and design innovative government policies, eight high-tech companies that represent entrepreneurship, one of the leading innovation centers in Lund University, and a conference on international trade. The trip was a great success as it provided students with global exposure and experiential learning.

SAP Training Initiative in the College of Business

The College of Business has decided to include SAP training in curriculum based on requests from our business partners/advisors. SAP is used in more than 85% of all business transactions and has become the leader in Enterprise Resource Planning Software. Frank Smith has led the charge in getting A&M-Commerce connected to the SAP University Alliance. Faculty from all departments received training

in different capacities and the management department started incorporating SAP into its courses in Spring 2019. Dr. Gerald (Jerry) Burch has been instrumental in SAP initiative and incorporated SAP in his online and face-to-face undergraduate Operations Management courses and in the graduate Operations Management and Quality Management courses. The emphasis was placed on teaching course concepts using a simulation developed by HEC University in Montreal, reinforcing those concepts by teaching students how to make transactions in SAP using business scenarios. Dr. Gerald Burch also received the Distinguished Paper Award at the Small Business Institute Conference for the paper *Emotional Labor and Positive Discrete*

Emotions: The Key to Entrepreneurial Performance. Authors: John Batchelor, Ronald Humphrey and Gerald Burch



Finance Faculty Publishes High-Impact Research

A forthcoming paper titled "A Generic Stress Testing Framework with Related Economic Shocks and Possible Regulatory Intervention" by Dr. Dror Parnes and Michael Jacobs (from PNC Financial Services) in *The Journal of Risk* recently received a lot of exposure. On February 10, *Risk Magazine* published an article on this particular study, stating that this is indeed a revolutionary study that enhances the way the Federal Reserve Bank (and other regulatory institutions) could conduct their annual supervisory stress testing for bank holding companies.

The article stresses the significant added values of the proposed mathematical model as being more flexible and more comprehensive than the current regulatory scheme (which only considers three basic macroeconomic scenarios – baseline, adverse, and severely adverse, and further ignores the inter-relationships across feasible macroeconomic shocks). The piece created some buzz in the industry as some executives and the Google AI division have expressed interest in the proposed model.



Marketing & Business Analytics Faculty Active in Research

The Department of Marketing and Business Analytics faculty have been very active in the research community

in the past year. Dr. Alma Mintu-Wimsatt served as the co-chair for the Marketing Education Track of

the 2019 Academy of Marketing Science World Marketing Congress. Dr. Bo Han published on topics related to benevolence in social media and self-determination in the *International Journal of Business Information Systems* and the *European Journal of International Management*, respectively. Dr. Zaki Malik also published regarding profit maximization in long-term e-service agreements. His other research regarding wisdom extraction in knowledge-based information systems (published in the premier *Journal of Knowledge Management*) has generated considerable interest. Dr. Malik's preliminary work on value-creation practices on social media was selected as a research spotlight at the American Marketing Association's flagship Winter Academic Conference (February 2019).

College of Business

STUDENT HIGHLIGHTS



SAMIRA BATEN **MS in Business Analytics**

Samira Baten is a graduate student pursuing an MS in business analytics. She is currently working as a graduate assistant with the Department of Management, where she is involved in various research projects with different professors. One of her research papers titled "Gender Quota and Organizational Outcome: a comparative study between countries that mandate gender quota and that do not" was accepted for presentation at Southwest Academy

of Management (SWAM) 2019. She presented the paper at the SWAM annual meeting in March 2019 in Houston. Her research is timely since a global effort to increase female representation on corporate boards is gaining momentum. The focus of her study is to compare the countries that mandate gender quota on boards to those that don't. She proposed that firms from countries that mandated the gender quota may not efficiently utilize female board members' knowledge and skills as compared to firms from countries that do not mandate gender quota.



MAHMOUD AHWAL **MS in Finance**

Mahmoud Ahwal graduated with a bachelor's in international accounting from the German Jordanian University in Jordan. He was among the top 10 students in his class. During that time, he did an exchange semester abroad in Germany for six months and was able to obtain an internship with Mercedes Benz (Daimler AG) for six months in the Financial Reporting Department at the headquarters. Upon returning to Jordan, he started

working with PricewaterhouseCoopers (PwC) in the Assurance Department as an External Auditor. He was part of a team that handled multi-billion dollar companies within various industries such as oil and gas, pharmaceuticals and financial services. After joining the Master's in Finance Program at A&M-Commerce, he sat for the CFA Level 1 exam under the guidance of Dr. Alper Gormus and has completed it. In February 2019, he started an internship with DailyFX as a Forex and commodities analyst.



SOMTO D. OBUZOR **MS in Finance and MS in Business Analytics**

Somto is a graduate student pursuing degrees in finance and business analytics. He is also a graduate assistant in the economics and finance department. Before his pursuit at Texas A&M University-Commerce, he worked in risk and assurance in the banking industry in Nigeria and continued in that career path in the oil and gas industry, where he grew to the rank of assistant

manager of audit and control in the firm where he worked. He has also had the privilege to intern at Franklin Templeton Investments, Florida. As part of his activities in school, he held the position of president of the Economics and Finance Society and has had the privilege of teaching/tutoring economics at the undergrad level. He hopes that with his pursuit in finance, business analytics and, lately, information systems audit, he will achieve a career in risk and assurance in the professional services or finance industry.

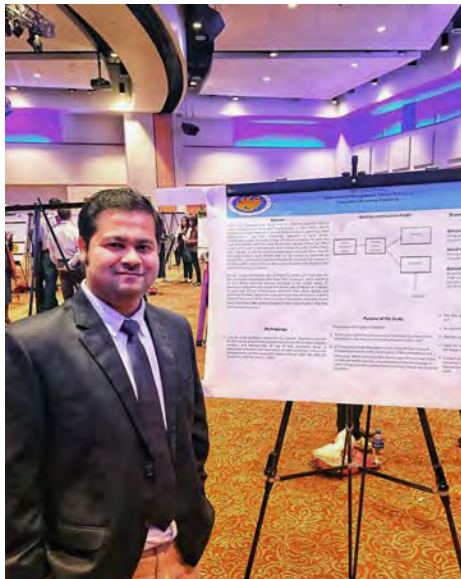


JASMYN POE **NABA Student – Student Internship at BOA**

Jasmyn Poe, MBA student and former TAMUC student-athlete, received the Global Scholars scholarship to travel and study abroad. A driven student, she is a Regents' Honor Scholars and member of Phi Kappa Phi, NAACP, NABA and AAUW. Poe will do a summer internal audit internship for Bank of America's Corporate Audit Analyst Program at its Charlotte, NC headquarters.

College of Business

STUDENT HIGHLIGHTS

**MD. KAMRUL HASAN**
MS in Management

Md. Kamrul Hasan is currently pursuing an MS in management at Texas A&M University-Commerce and is working as a graduate assistant with the Department of Management. He is involved in several research projects with different professors in the department. One of his research projects, under the guidance of Dr. Mario Hayek, was selected for the presentation at 15th Annual Texas A&M System Research Symposium held November 1-2. The symposium is competitive and only a few students were selected from different

universities within the Texas A&M System to showcase their research. Md. Kamrul Hasan is investigating the role of activist entrepreneurs as drivers of ideologically-driven progressive societal and political changes. Little is known as to how activist entrepreneurs articulate their stories to formulate/create a social identity that can be viewed as legitimate to society. This is particularly important because the motivation for activism is not transparent and altruism can be easily confounded with the desire for social and/or economic power.

**CASSIE CARNINE**
BBA in Finance

Cassie Carnine is set to graduate in May 2020 with a bachelor's degree in finance with a minor in personal financial planning. She was involved in the Economics and Finance Society, serving as vice president for two semesters and as president for one. With the EFS, she traveled to New York City for the G.A.M.E. (Quinnipiac Global Asset Management Education) conference and expanded her knowledge of an interconnected world. In Fall 2017, she partnered with students from a university in China and traveled throughout Texas to build an export plan to ship pecan oil to China. In Summer 2018, she

traveled to China with the College of Business and joined some of those same students for a class, comparing Chinese and American business models. Cassie traveled to Sweden and Denmark in Summer 2019 to visit with companies that lead the world in business innovation. She continues to pursue leadership in her operations internship at L3, a local Fortune 500 defense contractor. She volunteers at a local kids' club where college students lead games and lessons for elementary-age children. She is an avid rock climber and competed collegiately last spring. The day before starting freshman year, Cassie took and passed her flying test to become a certified private pilot.

FACULTY
HIGHLIGHT**RAN LING, PH.D., CPA**
Accounting

Dr. Ling joined the faculty of TAMUC as an assistant professor of accounting in Fall 2018. Dr. Ling did her undergraduate and masters work at the University of Kentucky. Her research areas of interest are auditing and financial reporting. She has attended three American Accounting Association (AAA) conferences this year: Auditing (Nashville, TN, Jan. 2019), International Accounting (Miami, FL, Jan. 2019) and Ernst & Young's *New Faculty Consortium* (Leesburg, VA, Feb. 2019). Dr. Ling was joined by new faculty members from universities such as Harvard, MIT, Penn State and Cornell.

**JAMES HAMILL,**
PH.D., CPA

Dr. James Hamill was appointed to serve as head of the Department of Accounting and Finance. Dr. Hamill has published six articles this past year in *TAXES – The Tax Magazine*, *Real Estate Taxation*, and *Practical Tax Strategies*. Since 2002, Dr. Hamill has written a weekly tax column titled "On the Money" for the *Albuquerque Journal*. Of interest this past year have been his columns on the "Tax Cuts and Jobs Act of 2017." He is also doing considerable work with qualified business income deduction and investments in opportunity zones. He has authored several articles on these topics and other 2017 Tax Act planning issues within the last year and did a presentation on the qualified business income deduction at the Louisiana Tax Conference in New Orleans in December.



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