

COMMERCE MEANS BUSINESS

FALL 2017

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TEXAS A&M
UNIVERSITY
COMMERCE

COLLEGE OF

Business

College of Business Newsletter

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MESSAGE FROM THE DEAN



Welcome to the Fall 2017 Texas A&M University-Commerce College of Business Newsletter, “Commerce Means Business.” This past year has been one of rapid and dramatic change for both the University and the College of Business (COB). Following the death of President Dan Jones in April 2016, Dr. Ray Keck was designated Interim President and in November 2016 became the University’s 12th President. As a part of that change, Dr. John Humphreys moved from his position as Dean of the College of Business to the University’s Provost and Vice President for Academic Affairs. While the death of Dr. Jones was a shocking loss, both the University and the COB found the strength and the wherewithal to move forward.

Without doubt, Dr. Humphrey’s promotion to Provost was a classic case of COB’s loss and the University’s gain! Thanks in significant measure to his focused leadership and the generosity of our valued alumni supporters, this year the COB was pleased and honored to

announce its fourth and fifth Endowed Professorships. The COB boasts the Gary and Sandra Fernandes Endowed Professorship of Business Analytics and the Mike and Rita Cross Endowed Teaching Professorship. During the previous year Kenton and Eula Ross, and Harry and Virginia Fullwood established Endowed Professorships in Accounting. (History note: Kenton was the second Dean of the College of Business, having served in that capacity from 1979-1985). It is always gratifying to experience first-hand the “give-back” spirit of our successful alums and friends and to see just how willing they are to share their success. To Gary and Sandra, Mike and Rita, Kenton and Eula, and Harry and Virginia, a big COB Lion THANK YOU for your support.

And speaking of successful alumni, for our cover photo this year we chose Russell Armstrong, a 1981 grad who earned a BBA in Finance. A Certified Financial Planner and owner of AIS Financial in Commerce, Mr. Armstrong is a long-time supporter of TAMUC and the COB. He was selected the 2017 Alumni Ambassador of the Department of Economics and Finance and is currently taking a leadership role and making a huge difference in that department’s initiative to establish a Finance Lab. That teaching, learning and research facility will be a vital component in our drive to ensure that all COB graduates leave this institution as career ready professionals. Also joining Mr. Armstrong as Alumni Ambassadors for 2016-2017 are Mr. Bert Beal (Department of Management), 1985 BBA grad and President and CEO of GO Federal Credit Union of Dallas, and Mr. Patrick Lee (Department of Marketing and Business Analytics), 2009 BA grad and owner of PDL Financial Services of Dallas. In addition to their participation in the Awards Luncheon

all three graciously met with current students and shared their experience and advice. That kind of engagement is an invaluable but integral part of what we seek to accomplish with COB graduates.

As a long-standing AACSB accredited business program (having gained our initial accreditation in 1975), the COB continues to focus on impact, engagement and innovation. Our faculty strives to exert a positive impact on our diverse constituencies through our teaching, our service and our research. In addition to our primary focus, which is to teach students and produce outstanding graduates, our faculty continues to be engaged and excel in a variety of areas of service and scholarly activity. Whether it is research, presentations at conferences, publishing in top academic and practitioner journals, or serving on local, regional and national boards and panels, our faculty routinely excel and win awards. Through outreach endeavors such as the Lion Innovation Showcase, the SBECON, “Fill the Fieldhouse,” or other avenues of academic and community service, our faculty is engaged and has impact through leadership roles.

On a personal note let me add that if you have not been back to Commerce to visit the campus in a few years, you owe it to yourself to do so. The campus has undergone tremendous growth (and beautification) over the last decade. The transformation has been stunning. You’ll be impressed. Also, stop by and say “hello” to former professors. We’ll be thrilled to see you and to hear how and what you’re doing. The COB can only be as good as its graduates. Let us know your accomplishments. That’s what we’re about—because “Commerce means Business.”

College of Business IMPACT



Internship Awards

2nd Annual Internship and Professional Development Award Ceremony

The Annual Internship and Professional Development Award Ceremony honors students who have completed the distinction program, student interns, and internship employers for their amazing accomplishments in the past year. Real-world experience is an investment worth recognizing.

The recipients are:

(From Left to Right)

Salman Khalid, Pavan Alavala, "Dimmy" Kolawole, Paramvir Singh, Adenike Ogunpeju, Kaveri Jaiswal, Mai Truong, Anum Nazar, Dolly Yadav, Jessica Bass, Joy Nichols, Melvin Nnabuife

Employer Appreciation Awards

"None of these internships would be possible without the support of businesses and organizations in our community."

- Lacey Henderson



Employers: Vineet Pahuja; Tefany Kavanaugh with McClanahan & Holmes; Michelle Croff, District Manager of Bealls, Inc; Dameka Redic with The Federal Reserve; Ben White, City Manager of Farmersville TX; and Daniel Wodniak, District Manager at One Main.



MVP Intern, Afreen Kudari

A driven student, Afreen interned at TVM Industries all while working with the Marketing and Business Analytics Department and maintaining a GPA of 3.93. After she started her internship in the spring of 2016, TVM was acquired by Mitex. During the transition period, Afreen worked diligently under Michael Bolding, President of Mitex, helping the company to develop new marketing materials and a new website.



The Impact on Education Award

Scott Wheeler is an alumnus of A&M-Commerce and is currently the CFO of Daseke. He has served in many leadership positions, such as the Mayor of Addison and the CFO of multiple companies. He serves as an active

board member at the University, and is also an Adjunct Professor for the Economics and Finance Department. Mr. Wheeler has put together and moderated several speaker panels for the Economics & Finance Society, including topics such as “A Career in Wealth Management,” “Banking Industry,” and “Building an Accounting Career Outside of Public Accounting.” In doing so, he has connected the College of Business with multiple businesses to elevate our students’ education and growth.



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College of Business Internship Program

What Our Interns Are Doing

With more than 160 student interns gaining real-world experience in 2016, our students are doing and learning some amazing things as they work toward their professional goals. In addition to the invaluable experience they gained, 55% of interns also received credit that goes toward their degree as an elective. Here is a sample of some of the great internship experiences our driven students had in 2016.



More than 160 student interns gaining real-world experience.



Evan Meek, Statistics Intern at The Federal Reserve



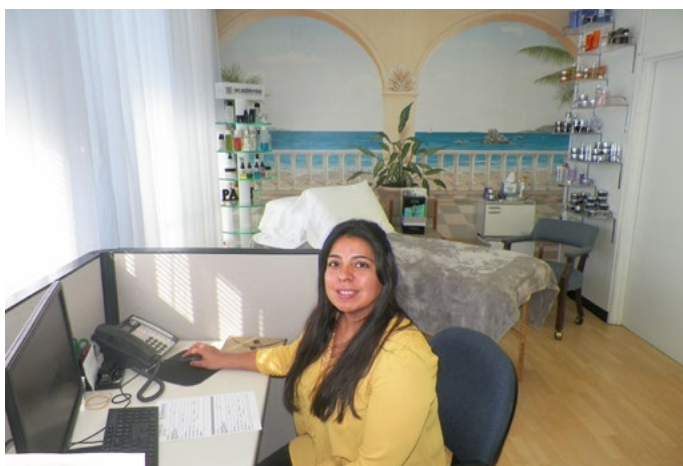
Raquel Acevedo, Business Intern at Statefarm



Joy Nichols, Accounting Intern at FDIC



MilanKumar Rana, Business Analytics Intern at RSM Technology



Noemi Deciga, Management Intern at RD Management



Dr. Virginia Fullwood announced her retirement and stepped down as a faculty member in the College of Business, Department of Accounting following the 2017 Spring semester. Dr. Fullwood began her career at Texas A&M University - Commerce in the year 2000 and taught both undergraduate as well as graduate courses in the accounting discipline becoming a valued member of the faculty and served for a time as the Head of the Department of Accounting. Dr. Fullwood also served many years as an Honor's College representative. Along with her husband and retired Texas A&M University - Commerce faculty member Dr. Harry Fullwood, she graciously donated \$100,000 to establish an Endowed Professorship in Accounting. The Fullwood Family Professorship of Accounting was the first fully funded professorship established specifically for the Accounting Department. The professor holding the endowment will be recognized as The Fullwood Family Professor of Accounting. The then-Provost and Vice President for Academic Affairs Dr. Adolfo Benavides stated of her generosity, "Through this endowment, Professor Fullwood is creating a lasting legacy that will transform lives and help shape the College of Business at Texas A&M University-Commerce forever." The Department of Accounting as well as students will miss Dr. Virginia Fullwood and thank her for her years of service.

DISTINGUISHED

FACULTY AWARDS



Alma Mintu-Wimsatt was the College of Business 2016 Faculty International Research Award winner. This award recognizes high standards of excellence in research conducted in a global context both in the field of study and the larger academic community. Dr. Mintu-Wimsatt was also named runner-up in the 2016 Axxess-Capon Distinguished Teaching Competition awarded by the Society for Marketing Advances.



Dr. Ruiliang Yan received two Outstanding Reviewer Contribution Awards for his work with the Journal of Business Research and the Industrial Marketing Management Journal. Both publications are top-tier journals in the field. Based on the quality and impact of his publications, Dr. Yan has also been recently recognized as one of the top 10 retailing research scholars in academia.



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Student Spotlight

Amanpreet Kaur graduated from A&M-Commerce in May 2016. As a member of the Marketing and Business Analytics Student Organization, she had the opportunity to attend the Tech Titan Hiring Expo where she was offered, and accepted a position at Neiman Marcus' corporate office. She credits the technical and practical skills she learned as a Business Analytics student at A&M-Commerce for preparing her to succeed in her professional career and beyond.



BUSINESS ANALYTICS FIRST GRADUATING CLASS | Student Impact

The first class of Business Analytics students graduated in the Spring 2016 semester, and the success stories have already started pouring in. Some of their recent employers include AT&T and Ford Motor Company. Many of these graduates continue to be actively involved with the department by sharing their real-life experiences with current students.



Economics and Finance Society Events

The Econ/Finance Society held several events this year with significant student turnout and impact. Two of the highlighted events were the Wealth Management (“WM”) Panel and Sherman Burns.

With the help of Scott Wheeler, who is the EVP/CFO of Daseke Inc. and an Adjunct Instructor of Finance at A&M-Commerce, the WM panel was held on October

6th, 2016. The theme of the event was “Understanding a Potential Career in the Wealth Management Industry.” The panel featured WM executives and professionals as speakers and allowed interested students to learn about the education, career path, and future of the profession.

The society also welcomed Sherman Burns as part of its Distinguished Speaker Series program. The event was themed “Forecasting Your Future.” With 35 years of experience in the security industry, Mr. Burns is a member of the Board of Directors for Dallas

Security Trades Association, a delegate for the National Security Traders Association Convention, and the receiver of the Gold Blazer and Outstanding Young Alumni



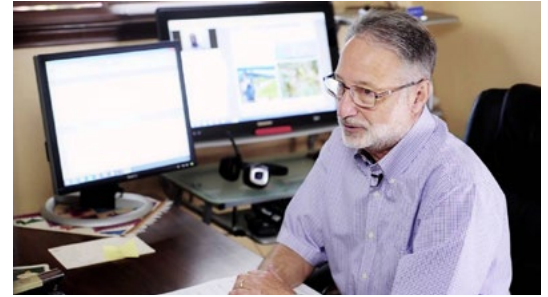
Gave students valuable insight into the securities industry and the possible career paths they can pursue.



Award. At the event, he gave students valuable insight into the securities industry and the possible career paths they can pursue.

Economic Analysis: Our National Impact

Last year, Drs. Steven Shwiff, Lirong Liu, and Frannie Miller were asked to use the computational general equilibrium model to evaluate the potential economic impact of foot mouth disease. This year, the results of their influential work were distributed to the United States Congress, fundamentally changing how the USDA deals with foot mouth disease in the US.



Provost and Management Professors Receive Outstanding Article Honor

Provost Dr. John Humphreys, Dr. Mario Hayek, Dr. Stephanie Pane Haden, and Dr. Alex Williams were part of a team of authors selected by the editorial team of the Journal of Management History to be recognized for the 2016 Best Article of the Year. The article "Insights from the Narcissistic Leadership of Robert Owen" was published in the Journal of Management History, 22(2), 146-170.

ENGAGEMENT

Distinction in Professional Development

Events and Workshops

The Distinction in Professional Development event gives students a forum to network with alumni and employers in order to pursue internship and full-time career opportunities. The event provides students the tools they need to reach their professional goals through workshops and speaker sessions



The event provides students the tools they need to reach their professional goals.



such as “Designing Your Life,” “Branding Yourself,” “Translating Your Skills,” “Resume Building,” and “Back to Business Day.”



Names listed from left to right:
Teresa Walker, Senior Manager at Bland Garvey PC, Teffany Kavanaugh, CPA at McClanahan and Holmes, Nikki Chennault, Auditor at DCAA, Mano Mahadeva, Chief Financial Officer of Solis Mammography, Joe Griffith, Professional Speaker, Shanna Martin, Executive Director at CAN-Help, Jack Cooke, Past Senior VP of L-3 Communications, Andrew Reich, CPA at McClanahan and Holmes, Chris Montoya, Diversity & Inclusion at Technology Partners, Nickalaus Goodman, VP of Operations at Apollo MD, and Lacey Henderson Career Service Coordinator



2nd Annual Internship and Professional Development Award Ceremony

Engaged Faculty/Staff Award

Students were asked to nominate faculty and staff members who have influenced their career choices, and have gone above and beyond to help them achieve success in their professional development. The recipients of these awards are Susan Lampe, Director of Undergraduate Advising for the College of Business;

Ashley Kimble, Freshmen Success Coach; and Dr. Jared Pickens, Professor of Finance. Commenting on her award, Susan Lampe said, "Working with students to help them achieve their academic goals is the absolute best way I can imagine spending my days! I am touched to receive this award."

SBECON 2017



The Sixth Annual 2017 Small Business and Entrepreneurship Conference (SBECON)

brought entrepreneurs in the region together to discuss issues of importance to small businesses. Over one hundred small business owners, aspiring entrepreneurs and business professionals met on April 4 to network, learn, and participate in workshops on topics including business plan preparation, social media and the small business, the legislative session and small business. Highlights of the conference included the presentation from the Conference Keynote Speaker, Susan Abshier, President, Oilfield Lightning Services and Abshier Energy

LLC. and the induction of Greg Walker into the Academy of Entrepreneurs.

The event was co-sponsored by the Greenville Board of Development, Commerce Economic Development Corporation, North Texas Paris SBDC, Sulphur Springs Hopkins County Economic Development Corporation, Farmersville Discover a Texas Treasure and Rockwall Economic Development Corporation.

The Seventh Annual SBECON will be held on the TAMUC Campus, April 3, 2018.

Student Organization Business Community Events

Student Organization Engagement

Marketing & Business Analytics Student Organization members attended the Information Systems Audit and Control Association (ISACA) Business Etiquette Training event on February 24, 2017. During the training, experts from the ISACA North Texas Chapter taught students proper business etiquette and how to manage information security and privacy on social media for business professionals. The ISACA North Texas Chapter continues to support our motivated students by making yearly contributions to a scholarship fund.



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The Marketing and Business Analytics Student Organization sponsors an end-of-semester event in which students have the opportunity to meet and engage with the department head, Dr. Chris Myers, and other distinguished faculty and guests “over coffee.” The guest speakers shared information and knowledge with the student audience.



In Fall 2016, Mr. Jay Demmler (former Dell employee and current Graduate Student at SMU) and Dr. Ming Li (Sr. Data Scientist for Amazon and Adjunct Instructor) were the guest speakers. Mr. Demmler shared a presentation on cybercrime and the importance of cyber

security in today’s world, and Dr. Li, via Skype, shared how important it is to make decisions based on customer data and how to enhance skill sets in the field of Big Data.

Recent graduate Nishanth Addipelly was also present and shared a video about his personal experience being new to the job market and landing a business analyst position with Ford Motor Company.

Members of the Marketing and Business Analytics Student Organization attended the Asian Scientists & Engineers (SASE) career fair at the Hyatt Regency in Dallas on October 15, 2016. The student organization

also hosted a Pre-Career Fair training session with Mrs. Lacey Henderson who gave advice on how to create positive first impressions with future employers. She covered many topics including proper business attire and how to deliver a perfect elevator pitch.



Commerce Means Industry Leader Involvement

Accounting Students – Meet the Firms Event

During the fall semester, accounting students were invited to attend a Becker-sponsored event at Dave & Busters in Dallas. Titled appropriately as, Meet the Firms, representatives from several CPA firms such as Saville, Dodgen & Company PLLC, Howard LLP, and TravisWolff LLP met with students from area colleges and universities. A representative from the Dallas CPA Society also presented information to the students on becoming affiliate members, and Becker provided information on upcoming changes to the

CPA exam. This event proved to be a great opportunity for the students to network and interview with firms in a fun and relaxed atmosphere. After enjoying a casual dinner, the students participated in a scavenger hunt designed to break the ice. Lastly, the firms met individually with interested students who submitted their resumes and interviewed briefly for internships and full-time positions. Accounting students who attended are pictured above, from left to right: Munaf Karovadiya, Richard Omiyale, Ziaul Hoque Zia, Carmen Gills, Kyria Aho, Tana Isaac, and Aaron Williford.



Department of Management Faculty Recipients of 2017 Faculty Senate Awards

The Faculty Senate Awards were presented on April 5, 2017. Three faculty members from the Department of Management were honored as award recipients.



Dr. Alexander Williams:
Innovation Award



Dr. Guclu Atinc: Paul W. Barrus
Distinguished Faculty
Award for Teaching



Dr. Mildred Golden Pryor: 2016–2017
Regents Professor Nominee

Awards Received by **Economics and Finance Faculty**



Dr. Dale Funderburk from the Economics and Finance Department received the “Ronnie Brooks Mentoring in Education Award” presented by the Texas Association of Black Personnel for Higher Education. Dr. Funderburk received this award for his persistent efforts in aiding student and faculty development.



Dr. Greg Lubiani was honored with the “Best of Show” award by the Rockwall Art League for his photo titled “Brandywine Falls.”



Dr. Steve Shwiff from the Economics and Finance Department received the “Alonzo Sosa Innovation in Teaching Award” presented by the Texas Association of Black Personnel for Higher Education. Dr. Shwiff received this award for his continuous innovative approach to teaching online as well as face-to-face classes.

Dr. Alex Williams
Honored as
Professor of
the Year



Dr. Alex Williams was selected as Professor of the Year by the Hunt/Hopkins County African American Leadership Conference. The award was presented during the annual Ray and Patricia Keck Education Awards Ceremony.



Financial Literacy Initiative

Students completing coursework in personal financial planning gave back to the community by using their skills and knowledge to help area high schoolers learn to manage their money. Graduate students Jodessa Bethelmie, Doruk Bozkurt, and Evan Meeks assisted Dr. Jared Pickens in teaching over 150 students. Their presentations focused on cash management, credit, student loans,

college planning, and career planning. The events were orchestrated and scheduled by Danielle Wright, the Economics and Finance Department's student intern at the Leo Scholar Interns program during the Fall 2016 semester.

Students relished the opportunity to give back. Jodessa Bethelmie said, "There is so much I wish I knew about money and credit before

I left high school. I feel like it's an injustice to send students out in the world without at least some basic tools to survive. That's one of the main reasons I jumped at the chance to help give financial literacy presentations to high school students. It was great to be able to give them information I wish I knew at that time."

““ **Students relished the opportunity to give back.** ””

Quinnipiac G.A.M.E. VII Forum

Continuing our yearly tradition, the Economics and Finance Department took students to the Quinnipiac Global Asset Management Education Forum in New York. James Cook, Sebastian Peters, Peter Doh, William Ohakam, Cynthia Ruiz, Abrar Mahiat, and Dr. Jared Pickens attended the conference from March 30th to April 1st. The students also had the opportunity to attend the NASDAQ closing bell ceremony and see several tourist attractions including the 9/11 memorial museum.



FINANCIAL PLANNING DAY

The kickoff event for the Personal Financial Planning minor was held at the Universities Center at Dallas. This event was registered with the CFP Board of Standards Inc., with the minor being the

only program offered in an AACSB school in the TAMU system. There were over 75 attendees including students and financial planning professionals. The event, sponsored in part by Fidelity

Investments, gave students the opportunity to interact with successful professionals, learn about the program, and ask questions regarding the current and future outlook of the field.

Management Faculty Support Profession in Key Roles

Two Department of Management faculty members are serving in key positions within the Academy of Management for the next three years. The Academy of Management (AOM) was created in 1936 and currently

boasts a membership of over 19,000 individuals representing nearly 120 nations. The 25 professional divisions and interest groups of AOM promote excellence in established management disciplines.



Dr. Stephanie Pane Haden was elected to serve a five-year leadership rotation (2015–2019) as the Management History division Program Chair for the Academy of Management. The position of Editor, AOM Best Paper Proceedings, will be filled by Dr. Guclu Atinc (2017–2020).



Dr. Atinc was also invited to speak during the junior faculty/doctoral consortium at the Southwest Academy of Management meeting and served as the co-chair for the Corporate Social Responsibility and Ethics track for the 2017 annual meeting. In addition, he was invited to serve on the editorial board for the *Thunderbird International Business Review Journal*.

中國地質大學 CHINA UNIVERSITY OF GEOSCIENCES



International Studies

China Study Abroad Class

To further awareness of the global effects on commerce and industry, ten Texas A&M University - Commerce College of Business students participated in a two-week cultural and educational

exchange with China University of Geosciences, Beijing accompanied by Professors Alma Mintu-Winsett and Jay Garrett in May of 2016.

Both American and Chinese students were enrolled in an international marketing course. The course was conducted in a traditional live study regimen and students of Texas A&M University - Commerce were teamed with students of China University of Geosciences, Beijing. As part of their coursework, students worked on

business plans for the introduction of an American product to the Chinese market and made presentations on the feasibility and implementation thereof.

In addition to the coursework, Texas A&M University - Commerce students were able to immerse into the culture of China and visited the Great Wall, Tiananmen Square, Forbidden City, along with other enriching activities. Students returned having garnered an understanding of China and had the experience of a lifetime.



COB Scholarship Banquet

The College of Business hosted the annual scholarship banquet during the Fall 2016 semester. The event titled “A Night at the Oscars” was planned and hosted by the students of Dr. Yasemin Atinc. Everyone in attendance including alumni, faculty, staff, and students had a great time celebrating both the scholarships and the bright, hardworking students who receive them. In addition to the awarded scholarships, the event raised more funds for future scholarships.

Commerce Means Outstanding Students

Lifting As We Climb - National Association of Black Accountants, Inc.

On September 29, 2016, accounting students held their first interest meeting for the academic year during which they gathered the necessary documents to start the process of forming a new National Association of Black Accountants (NABA) chapter on campus. Tana Isaac, a graduate student in accounting, led the way in coordinating this effort. Based on her previous experience as an undergraduate student in South Carolina where she received a \$2,500 national NABA scholarship, Tana knew that NABA lives up to its motto of Lifting as We Climb by providing driven students opportunities in leadership, internships, and scholarships. Dr. Sandra Gates, Accounting Department head, is the local chapter advisor, and the officers are: Tana Isaac, President; Aaron Williford, Internal Vice-President; Adenike Raji, External Vice-President; William Ohakam, Secretary; Kyria Aho, Treasurer; Shantel Norton, Public

Relations Officer; and Ziaul Hoque Zia, Student Chapter Representative. Some of the current officers, who were individual members of NABA at the time, attended the national conference last year in June 2016 in Hollywood, FL and received internship offers from Johnson & Johnson and Ernst & Young (Adenike Raji). Also, some members attended the last Western-regional conference held



NABA lives up to its motto.

“Lifting As We Climb”

in October 2016 in Houston, TX and received internships at companies such as PricewaterhouseCoopers (Kyria Aho) and Edward Jones (Damilola Quadry). Furthermore, Kyria Aho received a \$1,000 Western-regional NABA scholarship. Upon returning from the regional conference, the officers used the momentum from the event to move forward in establishing the chapter on campus. On January 24, 2017, the chapter was approved on campus and is now available on Manesync. Earlier in the spring semester, the chapter held an informational meeting

on February 15, 2017 in which Ms. Nora O’Garro enlightened students about the benefits of NABA now and after graduation. In addition, the chapter organized a collaborative session with Beta Alpha Psi on February 16, 2017 in which a Becker representative presented updates on the CPA exam. Many students plan to attend the national conference in June 2017 in New Orleans, LA. Pictured from the left are: Tundun Modile, Shantel Norton, William Ohakam, Aaron Williford, Ziaul Hoque Zia, Kyria Aho, Adenike Raji, and Tana Isaac.



Dr. Leslie Toombs Appointed to NECA Board



On January 4, 2017, The National Exchange Carrier Association, Whippany, NJ, announced Dr. Leslie Toombs, Professor at A&M-Commerce, was appointed to serve as an Outside Director on the NECA Board of Directors, filling a vacant seat. Dr. Toombs' term became effective January 2017 and runs through December 2020.

Dr. Toombs is currently a Professor of Management at A&M-Commerce. Additionally, she is considered a pioneer in Distance and Online Education, developing an online Technical Business Research course for the University of Texas System Tele Campus On-Line MBA program which was the first of its kind. She is also active in consulting and training activities with large, small, and startup sized organizations.

The fifteen member NECA board includes two representatives of Bell Operating Companies (Subset 1), two representatives of companies with greater than \$40 million in annual revenues (Subset 2), six representatives from all telephone companies with less than \$40 million in revenues (Subset 3), and five outside directors who represent all subsets.

About NECA ... The National Exchange Carrier Association, Inc., a membership association of U.S. local telecommunications companies, is dedicated to keeping customers connected on state-of-the-art communications networks. Our services help more than 1000 members across rural America deliver high-speed multi-use broadband services.

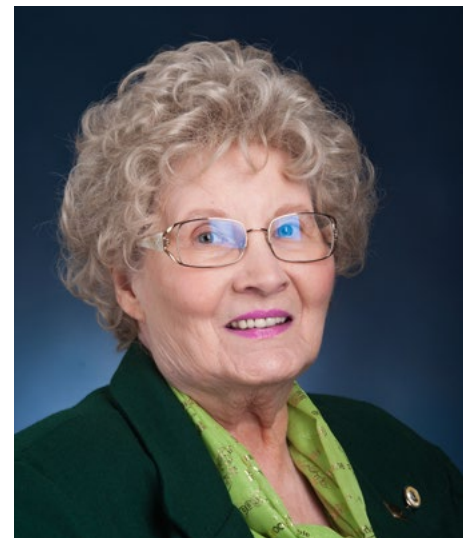
Dr. Mildred Golden Pryor Leads Quality Initiatives and Awards

TAMUC Receives Engagement Excellence Award

At the request of President Ray Keck and Provost John Humphreys, Dr. Mildred Golden Pryor, Professor of Management, serves as the leader of Quality Initiatives and Awards for A&M-Commerce. These continuous improvement initiatives are an integral part of A&M-Commerce's strategic plan and are used to achieve the following: (1) continuous improvement of processes and services as well as stakeholder relationships; (2) support for various accreditation requirements; and (3) the use of improvement results in A&M-Commerce's application(s) for excellence awards. A&M-Commerce has been notified that it is a 2017 recipient of the Engagement Level of the Texas Award for Performance Excellence. Dr. Pryor will lead the effort to apply for the highest level of the Texas Award for Performance

Excellence in 2018 and the Baldrige National Quality Award in 2020. The goal is to increase organizational efficiency and effectiveness by streamlining processes and improving all key performance indicators such as safety, quality, speed, response time, and cost. In order to implement continuous improvement vertically and horizontally throughout A&M-Commerce, everyone will need to be involved. Dr. Pryor helped start the Texas Quality Award and served as an Examiner, Judge, and Chair of the Board of Overseers. In addition, she led improvement initiatives at E-Systems/Raytheon (now L-3 Greenville) and Campbell Soup, Paris for 17 years. Dr. Pryor would like to recognize the A&M-Commerce faculty and staff who helped write the Engagement Award Application as well as the many teams and departments that are actively involved

in improving how work is accomplished. She welcomes input and assistance from all A&M-Commerce stakeholders – employees, students, alumni, and others.





COB Alumni Tailgate Barbeque on September 24, 2016

The College of Business Alumni tent was set-up for the football game between TAMU Commerce and TAMU Kingsville on September 24, 2016. COB faculty served a variety of hot dogs and drinks to visitors which included many university alumni,

faculty, students and parents. While the home team's win was certainly an added bonus, the extended COB family enjoyed their time and company over good food, laughter and great weather.

Dr. Dale Funderburk, dean of College of Business commented "These tailgate events are just a fun way to bring together our faculty,



students, alumni and other friends of the university. It's a chance to visit, enjoy good food and get ready for the game. What better way to spend a leisurely Saturday afternoon!"



Fill the Field House – Basketball Event

The second annual partnership between the College of Business and Intercollegiate Athletics reached a new height of achievement this year by topping the previous attendance record set in 2016. On January 21, 2017, a record 2,368 were in attendance to see both basketball teams win in an exciting display of talent against West Texas

A&M. The women's game was a close contest until late in the fourth quarter when the Lions opened up a lead and put the game away, 78-60. The men's game continued and built upon the energy from the women's game when the Lions won in a double-overtime, 104-103, after trailing by 4 points with 4 seconds left on the clock in regulation time. Both were incredible wins!

To make the event even more unforgettable, the College of Business awarded ten \$2,000 scholarships (\$20,000 in total) to students who attended the game. We

want to thank the following sponsors for the generous contributions they made in support of our students: Dixie Turman, Janice and W. Ben King, Zenetta Strong Drew, David Lizcano and Robert J. Grand-Lienard. Fill the Field House 2017 would not have been a resounding success without your support! With the combined commitment from College of Business and these involved community members, we look forward to partnering with the Athletics Department and to continue breaking records year after year.

AACSB recognizes alumni as one of 2016 Class of Influential Leaders among business school graduates

College of Business

Distinguished Alumnae

Zenetta Drew was chosen by AACSB as one of 2016 Class of Influential Leaders among business school graduates. She was one of 30 chosen from globally nominated business men and women.

Ms. Drew has spent a lifetime successfully confronting exclusion to create opportunities for inclusion by all. At the Dallas Black Dance Theatre, she has increased the organization's annual operating budget from \$175,000 to over \$4.9 million and grown audiences from 20,000 to 150,000 annually.



A record of 9629 lion fans were in attendance at Memorial Stadium to witness the victory including members and alumni of the College of Business.



Homecoming 2017

Colby Carthel and the A&M-Commerce Lions set record attendance for the year at the 2017 Homecoming Game against West Texas A&M. A record of 9629 lion fans were in attendance at Memorial Stadium to witness the victory including members and alumni of the College of Business.

The College of Business was well-represented by several faculty, staff and students at a pre-game tailgate event enjoyed by many. Several faculty members fired up the grill and served hot dogs with all the condiments to visitors before the Lions faced the Buffs at the 4pm kickoff. The A&M-Commerce Lions put another in the win column for the

season with a final score of 36-0. Management major, kicker, #89 K. Martinez, from Edinburg, Texas, earned field goals for the Lions. The

College of Business remains proudly represented both on and off the field. Homecoming 2017 will continue the proud tradition! See you at the game!



College of Business **INNOVATION**

INNOVATIVE STUDENT PROJECTS

Provide Opportunity to Apply Classroom Knowledge

Two Management Department faculty members have implemented innovations in the learning process through the addition of “real-world” projects in their classrooms. Dr. Leslie Toombs added an application-based semester project to her Fall 2016 Business Strategy class. Dr. Toombs and her students worked with the City of Commerce to prepare and present a strategic analysis for the city. The students worked closely with Darrek Ferrell, City of Commerce Manager, and Bonnie Hunter, Commerce Economic Development Director, throughout the semester to develop strategic recommendations to strengthen the City’s competitive position and enable the City to effectively fulfill

its mission. The team’s findings and recommendations were formally presented to Wyman Williams, City of Commerce Mayor, Ferrell, and Hunter. The City representatives expressed appreciation to the class members for their outstanding work and plan to follow through with some of the recommendations presented. They also expressed interest in working with student teams from other disciplines in the College of Business to assist the City in other areas. Members of the class were excited about the outcome of their semester project and stated that they were glad they had the

opportunity to work on a project of this nature.

Dr. Guclu Atinc is using the same type of innovative project with the members of his Spring Management 527 course being taught at the TAMUC – University Center in Dallas. He and his students are working with Jordan Harper, President of Harrison, Walker and Harper, and others at WePack Logistics Transload based in Paris, TX. For this project, students will prepare a strategic plan for the company as it grows the transload business unit component of its operations. The class will present the results of the strategic plan developed during the spring semester to Harper and his management team members.





The Annual Research Symposium

The Annual Research Symposium was held in April. Emilee Peterson, an Agribusiness Major, is working on research with Dr. Frannie Miller, Assistant Professor of Economics, on potential impacts of Foot and Mouth Disease. On the right is Tejaswini Roogi Srimanth, a graduate student studying Business Analytics, who presented research on predictive analytics. Her research was conducted under the advisement of Dr. Carlos Rivers and Dr. Shonda Gibson. Tejaswini also works with Dr. Miller as part of the GIS and Data Visualizations Club. This student group is using GIS and other software to map patterns in TAMUC Alumni as part of a service project. Emilee's research project was also conducted using GIS software she learned through the GIS Club.

FINANCIAL ANALYTICS LAB



The College of Business is in the process of securing funds to create a Financial Analytics Lab. Mr. Russell Armstrong, our alumni ambassador, graciously made the first donation. This lab will offer students and faculty a high-

tech, real-time environment that will function as a classroom, research center, and trading room for financial securities. The completely renovated “smart” room will house Bloomberg terminals, research databases, and

several live displays, making it the “sparkling gem” of the college. The lab will provide greater hands-on experience to both undergraduate and graduate students, all while boosting the college’s marketing efforts.

Economics and Finance Department Offers New Minors

The Economics and Finance Department is offering a minor in Healthcare starting in Fall 2017 and is expected to offer minors in Energy and Agriculture in Fall 2018.

With the help of Dr. Greg Lubiani, the minor in Healthcare is designed to help students gain industry knowledge from both economics

and policy perspectives.

In Fall 2018, a minor in Energy is proposed to be offered. With the help of Dr. Alper Gormus, this minor is designed to help students gain knowledge in Energy Finance, Energy Economics, and Energy Investments.

In Fall 2018, the department also proposes to offer a minor in Agriculture. With the help of Dr. Frannie Miller and the School of Agriculture, this minor is expected to increase students’ exposure to the economics and management side of the field.





Lion's Innovation Showcase

That's the idea....

The third annual showcase, held November 18 in the Sam Rayburn Student Center on the A&M-Commerce Main Campus, was sponsored by the Management Department and partially funded by a grant from the QEP Global Scholars program. Outreach activities to all academic departments throughout the University, as well as to students at Commerce High School enrolled in Ms. Christi Coplin's

Technology Class, resulted in a broader community of innovators participating in this year's event! Much of the growth in participation in this year's event came from the Art and Music departments and from Commerce High School students who participated in the event. The new venue for the event provided a weatherproof location, and over 550 participants attended the event.

Eight student groups from Commerce High School competed in the 2016 Lions Innovation Showcase. The students completed the same requirements as the college students and competed against their peers for recognition in booth marketing and sales presentations.

Over 70 business booths and artistic presentations and 14 business plan presentations were made by A&M-Commerce students, faculty, and

staff during the competition. A total of \$6,000 in cash and scholarships were awarded to The 2016 Lion's Innovation Showcase winners.

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Plans are underway for the fourth annual Lion's Innovation Showcase to be held on the A&M-Commerce campus during Fall 2017. In addition, a second showcase event will be held at Klyde Warren Park in Dallas during the latter part of Spring 2018. The specific dates for both of these events will be announced in June 2017.

College of Business GENERAL

New Team Members

Team Member Involvement



Mr. Joe Brodnax brings to the department more than 35 years of industry experience in both public and private sectors, including the past 22 years with Raytheon. He has previously taught for the University of Texas at Tyler and the University of Texas at Dallas. His primary research interest is in applications in High Performance Analytics (HPA).

“**Mr. Joe Brodnax brings to the department more than 35 years of industry experience in both public and private sectors**”



Billie Abell is the new administrative assistant for the Department of Marketing & Business Analytics. She has been employed by A&M-Commerce for 18 years. Billie is actively involved with the TAMUC Staff Council where she is co-chair of the Events and Fundraising Committee. She enjoys planning Staff Council events on campus such as the Administrative Professionals' Luncheon and the Holiday Market. Billie also serves on the Board for Commerce Parks and Recreation, is the Official Score Keeper for Lion Volleyball, and is the Shot Clock Operator for all Lion Basketball home games. She is a local girl, born and raised in Greenville, TX.

Debra Thode

Retired



The beloved secretary for the Economics and Finance Department, Ms. Debra Thode, retired this year. She gracefully served the department for more than 15 years and will be greatly missed. The faculty and staff threw a farewell party for Ms. Thode and presented her with several gifts. Her replacement is expected to start in Fall 2017.

“**She gracefully served the department for more than 15 years.**”

Commerce Means

OUTSTANDING STUDENTS



Student Spotlight - Kyria Aho

Kyria Aho is on-track to graduate with her Bachelors of Business Administration degree in Accounting in May 2017. A driven student, she is a member of the Honors Scholar program, Beta Alpha Psi, Beta Gamma Sigma,

and Phi Kappa Phi. She is a recipient of the Phi Theta Kappa Gold full scholarship at A&M-Commerce for the 2015-2016 academic year. In addition, she received a \$1,000 National Association of Black Accountants (NABA) Western-regional scholarship in 2016 and the Texas Society of Certified Public Accounting Excellence Award in 2017. Kyria has been an active participant in campus activities including copy editor for the East Texan student newspaper, membership outreach chair for the National Society of Leadership and Success, treasurer for NABA, member of Economics and Finance Society, and tutor for the Accounting Department. Her future plans include an internship this summer at PricewaterhouseCoopers in Stamford, CT and graduate school in the fall of 2017 to pursue a Master's in Accountancy and her CPA.

Alumni Ambassador

Community Engagement

Patrick Lee graduated from A&M-Commerce in the spring of 2009 with a Bachelor of Arts in Business Administration. He currently owns his own company, PDL Financial Services. Lee has worked in financial planning for school districts for the last 7 years and was recognized as the top annuity producer in the nation in 2014 by the National Life Group Company. In his free time, Lee gives back by volunteering at local schools and works hard as an Assistant Pastor at his church, Rosser Sanctuary Church of God in Christ.



NEW Economics and Finance Faculty

The Economics and Finance Department had the great pleasure of welcoming one Economics and one Finance faculty member this year and will have an additional Finance faculty member start in Fall 2017.



Dr. Greg Lubiani is an Assistant Professor of Economics and joined the department in Fall 2016. Dr. Lubiani received his Ph.D. in Economics from The University of Memphis and has a predominant background in Health Economics and Health Services Research.



Dr. Dror Parnes is an Assistant Professor of Finance and joined the department in Fall 2016. Dr. Parnes received his Ph.D. in Finance from Baruch College and has a predominant background in Credit Risk among others.



Dr. Ramya Aroul is an Assistant Professor in Finance and is expected to join the department in Fall 2017. Dr. Aroul received her Ph.D. in Finance from University of Texas – Arlington and has a predominant background in Real Estate.



Alumni Ambassador

The Alumni Ambassador for the Economics and Finance Department is Russell Armstrong. Russell is a Certified Financial Planner (CFP®) and the owner of AIS Financial in Commerce, Texas. In addition to the many things he helps with at A&M-Commerce, he also volunteers his time as a Command Pilot for Angel Flight South Central. Russell has extensive banking and investment experience, and is a crucial supporter of the Economics and Finance Department's activities and students.

GO

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the right direction



Bert Beal Selected as 2017 Management Department Alumni Ambassador

The Management Department is proud to name Bert Beal as the 2017 alumni ambassador. Mr. Beal is a former management major in the College of Business and has been highly successful in his professional career. Currently, he is the President and Chief Executive Officer of GO Federal Credit Union, formally Dallas Telco Federal Credit Union, in Dallas, TX. He brings a wealth of knowledge and hands-on management experience to the \$15 million, 80-year-old financial institution. A dedicated financial professional with 32 years of experience, he plans to continue to guide GO FCU in becoming a leader in financial services and the financial institution

of choice for all its current and future credit union members. Mr. Beal has also served on several community and industry affiliated boards, the Texas-based Texas Credit Union

League, Credit Union Resources Incorporated, Credit Union Employment Resource Corporation (CUER), and the Texas Credit Union Service Centers Inc. (TCUSC). He also served on the Board of Governors for the commercial lending service organization, Texas Business Lenders Group. Additionally, he serves as Vice Chair of the for-profit Parkview Capital Credit Board (a business development company). He also serves as Chairman of the Board for the Plano YMCA. He is a graduate of A&M-Commerce where he earned a Bachelor of Business Administration

"Mr. Beal is a former management major in the College of Business and has been highly successful in his professional career."

degree and Amber University where he earned a Master of Business Administration degree. Mr. Beal and his wife Sonya live in Plano with their two daughters, Logan and Londyn.



DR. RANDY Y. ODOM

PROFESSOR OF MANAGEMENT, PASSED AWAY AUGUST 2016

AFTER DEDICATING 25 YEARS OF HIS CAREER TO EAST TEXAS

STATE UNIVERSITY/TEXAS A&M UNIVERSITY-COMMERCE.

DR. RANDY Y. ODOM, Professor of Management, passed away August 2016 after dedicating 25 years of his career to East Texas State University/Texas A&M University-Commerce. A graduate of Garland High School, Randy earned degrees from North Texas State University, East Texas State University, and his PhD from the University of Mississippi.

Randy's passion for education and students was evident as a calling while teaching business students

at Samford University, Arkansas State University and here as a valued faculty member at Texas A&M University-Commerce.

Outside of the classroom, he volunteered his free time with the Job Connection ministry at Lakepointe Church in Rockwall, TX helping local residents by providing resume coaching, job skill development, interview skills and other valuable advice when asked/needed.

The joy on his face was constant as a dedicated family man and colleague. Randy treasured his wife Melinda, stepsons Chris and Aaron and their families. He loved and cherished his family and friends. Randy was an asset to the faculty of Texas A&M University-Commerce as a colleague, mentor, friend and ambassador as the kind of faculty who lives the creed of our founder, William Mayo of ceaseless industry, fearless investigation, unfettered thought and unselfish service to others.

JESSICA LAUREN COE PASSES AWAY

JESSICA LAUREN COE was part of the College of Business Advising Team from Fall 2011 until April 2016 as the advisor for the BS in Business Administration (BSBA) program. Her sunny disposition and approachability made her a natural for working with students. She encouraged them and celebrated their successes. Jessica was passionate about education, and was pursuing her Ph.D. in English. Jessica is survived by her parents Gary and Donna, sister Jenna, brother Jeremy and sister-in-law Emily, and nieces Shelby and Sadie.



Endowed Professorships



Mike & Rita Cross Teaching Professorship Endowment

A 1970 graduate of East Texas State University, Mike Cross along with his wife, Rita, have committed to endowing a teaching professorship within the College of Business. Their commitment came during A&M-Commerce's first ever Lion Giving Days when Provost John Humphreys set a challenge to give an additional \$10,000 to a fund he had begun several months ago for a professorship if an alumnus donor would gift the other \$80,000. Mike and Rita responded with a resounding, "Yes!" Our heartfelt thanks goes out to the Mike and Rita for this incredible, long-lasting gift to the College of Business!



Sandra Lyday and Gary J. Fernandes Endowed Professorship in Business Analytics

Sandra and Gary Fernandes have generously endowed a \$100,000 professorship in Business Analytics. Sandra is a 1964 graduate of East Texas State College and Gary spent his first three years of his undergraduate experience at ETSC as well before transferring to and graduating from another university. However, both Sandra and Gary have a passion for serving first-generation

college students and understand the impactful benefits of endowed professorships. The Fernandes' have been supportive of the university for decades – in fact, the garden by Heritage House was named after Sandra's family thanks to a generous gift back in the 1990s. We are very thankful to Sandra and Gary for their continued support of the university and of the College of Business!

Thank You




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