ANNUAL REPORT
McCoy College of Business Administration

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CONNECTIONS
These days there are many ways to stay connected. And the numbers of people who do so are impressive. Currently there are 4.3 billion users of email, 2.1 billion active Facebook users, and 500 million people with LinkedIn accounts. On average, almost 150,000 emails are sent per minute with an office worker receiving about 121 a day. The typical Facebook user has 155 friends while a LinkedIn user has 400 connections.

Clearly a lot of people see the value in staying connected. For the McCoy College, it’s critical. As an active learning community, we appreciate interactions with business professionals, alumni, academic colleagues, prospective students and families, and friends of the college. These exchanges enhance opportunities for our students, inform curricula, support research, and ensure we fulfill our mission, which is to prepare students for successful business careers as responsible global citizens along with conducting research to address business challenges and contribute to educational innovations.

In the following pages you will see examples of the connections with McCoy College and the impact they have had. Whether through mentoring, providing internship and job opportunities, or solving business problems, each connection played a significant part in making 2017 a successful year.

Thank you for your interest in sharing our accomplishments from this year and being part of our connected community!

Denise T. Smart, Ph.D., Dean
McCoy College of Business Administration
In many ways, M.B.A. student Mari Landgrebe is the ideal student to receive an American Association of University Women’s Selected Professions Fellowship. Her chosen field is the video game industry, a career path stereotypically dominated by an especially cliquish, tech-geek, male archetype.

As a female M.B.A. student with an undergraduate degree in English, Landgrebe breaks that “typical gamer” mold on multiple levels.

Landgrebe is optimistic that the fast pace of the digital marketplace and a rapidly evolving game culture will help sweep away those stereotypes and erase barriers to diversity.

“When she was hired by an Austin-based game developer, she found a corporate culture and a team that didn’t just accept diversity — they embraced diversity,” Landgrebe says. “They are less about ‘groupthink’ and having a team where everybody is on the same page,” Landgrebe says. “They want to have different ideas and points of view in the room to challenge each other and create games that reflect more than one perspective.”

She added that it’s just smart business to be more inclusive. People from every background, social status and demographic play video games. From online games and game consoles to smartphone apps, video games are integrated into our daily lives.

“Only 24 Selected Professions Fellowships are awarded nationally every year, and Mari’s award marks the first time a graduate student from Texas State has received one — in any field of study,” Hilkovitz says.

Winning the fellowship was both an honor and important in helping her afford to continue pursuing her M.B.A. while gaining invaluable professional experience, Landgrebe says.

“‘We have really great professors at McCoy who encouraged me and helped me identify fellowships I should apply for,’” she says. “Working in the industry, she says she’s learning firsthand how the technical, creative and business management teams work together to keep the company thriving in a dynamic and intensely competitive market.

One of the great things about the video game industry, Landgrebe says, is that it combines so many of the things she is passionate about, including her degree in English.

“Storytelling is the bread and butter of life. Look at the best games,” she says. “They have stories that pull you in, and that’s what keeps players coming back.”
McCoy College marketing students brought home their second Case Competition championship from the American Marketing Association’s 2017 International Collegiate Conference in March. The AMA case competition is a yearlong challenge to develop real marketing strategies based on cases submitted by sponsoring companies. Online retailer eBay was the corporate sponsor this year.

McCoy College students have an excellent track record, previously winning top honors in 2014 and only missing the finals once in the last 12 years. But this year’s victory may be their most remarkable achievement, since this was by far the smallest team to ever represent Texas State in AMA competition.

Usually, case teams include about 10 students performing research, data analysis, creating surveys and gathering responses and developing presentation strategies. This year’s team began with four students in the 2016 fall semester. One team member graduated in December. That left Carter Kalmbach, Nathan Loftus and Shelby Payne to complete the project and make the final presentation before a judge’s panel that included business professionals and academic leaders.

That meant a lot of late nights and long weekends spent working at McCoy Hall, especially in the final weeks before the competition.

“These students made having a smaller team work for them. Each member was so familiar with every detail of the project, it became an advantage when they were fielding questions from the judges,” said Gail Zank, professor of Marketing and AMA case team advisor.

The Texas State Chapter was also recognized at the conference as a Top Five International AMA student chapter for 2017.

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Gail Zank

Students Making a Big Net Impact with Sustainability Projects

The students of the McCoy College Net Impact student organization are very serious about living up to their name. Leading a variety of business leadership, educational and hands-on projects, Net Impact students stay busy throughout the year.

Even for a group with a track record of making tangible, positive impacts with their projects, this was an exceptional year for Net Impact. The chapter was named “BOKO Student Organization of the Year” by Texas State in April. It then went on to be named the 2017 Chapter of the Year by Net Impact’s international organization.

“What an honor! This is the third chapter of the year award earned by McCoy College Net Impact in seven years as an organization,” says Dr. Janet Hale, faculty advisor for the chapter.

In January, the chapter earned a spot to compete in the Unilever UniGame, a national business case competition in New York. Led by students Nikita Demidov, Joseph Fischer and Tayler Walter, the McCoy College team’s presentation won the national popular vote and the silver award overall for the competition.

Sophomore team member Tayler Walter so impressed the judges that she was offered an interview and subsequently an internship at their national headquarters during the summer. Taylor shares, “I gained an invaluable experience of working for a multi-national company that I will be able to apply toward my future marketing career.”

To name a few other projects Net Impact completed this year, the chapter collaborated with Circuit of the Americas (COTA) in Austin to launch composting at the first Moto GP event; provided energy audits for Texas State University and the San Marcos business community; and partnered with Bank of America to present Better Money Habits, a workshop on financial literacy.

Dr. Hale states, “Texas State University’s mission values student-centered education dedicated to excellence and innovation through creative research projects focused on stewardship of resources and the environment. Our Net Impact chapter embraces those goals as we engage students, campus and community, and work to make a positive impact through our projects.”

Stellar streak continues in student AMA Case Competition

Tight-knit team excels, earning competitive and overall chapter accolades

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Future Analysts Aim High in Global Competition
Undergrads show professional skills in financial analytics

Competing against the best young financial analysts in Texas, Oklahoma and Louisiana, McCoy College students Bradley Anderson, Christopher Harrington, Benjamin Ricard and Nathaniel Vasquez stood among the 10 finalists in the 2017 Chartered Financial Analyst (CFA) Research Challenge, a global competition hosted by the CFA Institute.

"Our first year, we placed ahead of Rice (University). Their team was M.B.A. students and our team was all undergraduates. What does that tell you about the work they do?" McCoy College Associate Professor Janet Payne says.

In the Research Challenge, one company is selected for each local competition. With mentorship by a faculty member and an industry mentor, each team makes a "buy, sell or hold" recommendation, and conducts exhaustive research to support their decision.

Based on their written submission, the top 10 teams are selected to make presentations before CFA judges in the local competition. Only the top team from each local competition moves on to the regional level.

Payne, who has coached the Research Challenge team in all five years of competition, says the event is truly global. Our "local" area covers three states, including Texas, Oklahoma and Louisiana. With the help of the team’s industry mentor, Mr. Richard Piotrosky, McCoy College students have twice advanced to the regional level, pitting them against the strongest teams from North, Central and South America.

First held in 2002 with just five teams, all from the New York City area, the CFA Research Challenge now includes teams from more than 1,000 universities in 75 countries.

"The team members put in hundreds of hours of work on this. It is very intense, and our students who participate go on to start great careers," Payne says. "It’s professional-level work. Employers take notice."

Student Investment Managers Make a Unique Impression
With a strong record and professional approach, McCoy College students set themselves apart

At the 2017 Texas Investment Portfolio Symposium (TIPS), the McCoy College Student Managed Investment Fund (SMIF) team didn’t fit the mold of most hopefuls in the portfolio competition.

To start, they were the only undergraduate program to reach the finals of the competition, which is hosted by CFA Societies of Texas, Oklahoma and Louisiana and features schools from all three states.

Students Joey Bochat and Kyle Manuel made the finals presentation for the Bobcat team and were awarded third place, just behind M.B.A. teams from Tulane and Rice, respectively.

"The judges were debating feverishly. We were told that at different points, each of the three winners appeared to be the favorite. The competition was that close," says Holland Toles, McCoy College senior lecturer and SMIF faculty advisor. The competition requires teams to present as if they were making a pitch to a potential client, with a written report detailing at least three years of returns versus a relevant benchmark. Each of the five finalists made live presentations before a panel of judges at the symposium.

In addition to being the only undergrad team in the finals, the Texas State team brought other unique assets and skills to the table.

"Most schools’ portfolios were 100 percent (domestic) equity, just stocks," Toles says. "Our students also invest in fixed-income and international equities. That sets us apart."

Also, the McCoy College SMIF isn’t simply a class project for a grade, as with many institutions. Our students manage the fund on behalf of the McCoy College Foundation and regularly report to the foundation’s board of directors.

"We have a real client that we invest for and who the students are responsible to, so they are basing their strategies and decisions on their client’s actual goals and needs," Toles says.

About 30 students are accepted into the SMIF program each year. The fund’s value topped $750,000 last year.
A journey to Peru provides real-world experience for the full-time M.B.A. cohort

By Rodney Crouther

A study abroad trip to Lima, Peru, made a spectacular final lesson before graduation for Texas State’s first full-time Master’s of Business Administration (M.B.A.) cohort. Historically, McCoy College’s M.B.A. was designed as a part-time program, typically serving working professionals. To better serve a growing number of new graduates enrolling in the M.B.A. program immediately after completing their undergraduate degree, the decision was made to develop a full-time cohort program.

Since many of the full-time students haven’t worked outside of school, the capstone project and opportunity to travel and do research abroad give them important professional experiences. Both are required for the full-time cohort.

The trip to Peru brought together many aspects of their capstone project in which the students conducted an in-depth market viability analysis for Safety Vision, a Houston-based mobile video surveillance company. When Bruce Smith, president of Safety Vision and a member of the McCoy College advisory board, learned about the new program, he volunteered to provide an opportunity for the full-time cohort.

“Getting out to Lima, we saw that business is business in any language. Finance, customer engagement and operational efficiency are universal. We are told, of course, that they are, but hearing it firsthand from local and international business leaders and connect directly with some of the companies the students investigated for Safety Vision.” Chittenden says.

M.B.A. graduate Eddie Rodriguez agrees, “It might sound corny or a little clichéd, but it was really neat seeing the students make connections from the classroom to the real-world experience,” Chittenden says.

“Blending Academics and Global Business,” he volunteered to provide an opportunity for the full-time cohort. During their week in Lima, the students had the opportunity to observe the dynamics of the local economy, to talk with both local and international business leaders and connect directly with some of the companies the students investigated for Safety Vision.

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Scott Emerson
FOUNDER AND CEO OF THE EMERSON GROUP
B.A. 1975, ACCOUNTING AND BUSINESS MANAGEMENT
2016 DISTINGUISHED ALUMNI AWARD RECIPIENT
Working Hard and Supporting Hard Work

By Isabel Ray

Scott Emerson’s passion for business—and businessness—started early. “I’ve always worked,” he says. “I’m not money motivated at all, but I’m work motivated.” His jobs included shoveling snow when he was young, then working in a restaurant at night and an oil field during the day as he started his college degree.

When he got to Texas State, then Southwest Texas State University, he didn’t slow down. “I did everything on campus there was to do, except study,” Emerson laughs. He was president and treasurer of the TKE fraternity, head cheerleader and a varsity pole vaulter, among other athletic pursuits. In fact, it was on the fast-pitch softball field that he made an important connection: His math professor was a catcher, and Emerson pitched.

As they got to know each other better, the math professor encouraged Emerson to keep working hard at his classes, advice that Emerson took to heart: “I couldn’t outsmart anybody, but I could outwork anybody.”

Personal connections between professors and students, both inside and outside the classroom, are one of the strengths that Emerson remembers from his days at the university. He knows how valuable it is for students to see that their professors care about their success, and he believes that personal attention and mentoring are vital to developing the next generation of business leaders.

Emerson himself jumped into business straight after graduating. He worked in sales at Johnson & Johnson, based out of McAllen, Texas, covering the border with Mexico. “My sales territory was 800 miles long and 15 miles wide,” he recalls.

After Johnson & Johnson, Emerson continued in the consumer packaged goods industry, building a traditional salesforce for Unilever. He then moved on to the global pharmaceutical giant Novartis.

In 1996, Emerson founded his own company. Now comprising three branches—consulting, logistics and marketing—the Emerson Group is an international organization that positions small and mid-sized businesses, often family-held, alongside their large competitors.

Healthcare and beauty products from Emerson’s clients can be found in Target, Walmart, Walgreens and Costco locations across the country.

In 2016, Emerson was recognized by Texas State University as a Distinguished Alumnus (“I don’t think I’m distinguished,” he demurs). When he returned to campus to speak with students during the Distinguished Alumni event and again for Business Leadership Week, Emerson says, “I could see the good that it would do” to reinforce McCoy College’s work.

In light of that, Emerson established the Scott Emerson Professorship in Business Administration in support of increased faculty research in the business disciplines. Recipients of the award will receive funding for research and development over the course of a three-year term.

This gift of a funded professorship will strengthen faculty research efforts and their effects in classroom learning. Emerson reflects on the value of what Texas State does: “The experience at the university, it’s authentic, and I felt good about contributing to the school.”

Chasing Goals
Student-athletes are competitive on the field and in business

When Scott Emerson spoke to a class of McCoy College students in 2016, he talked about how his experience as a student-athlete informed his career in business. One student in particular took note. “That’s kind of like me,” thought Dila Rosemond.

Rosemond is a business management major and Bobcat football player who graduated in December 2017. In the class where Emerson spoke, Rosemond asked him to explain more about how collegiate sports can lead to corporate success. After what felt like “a one-on-one conversation” about teamwork, problem-solving and natural competitiveness, Emerson approached Rosemond outside the class to exchange contact information. Rosemond followed up and earned a summer internship at the Emerson Group, where he collected data on market trends, worked on promotional strategy and did “lots and lots of networking.” “It opened up so many doors and opportunities for me,” he says.

Rosemond is already paying it forward. He and a teammate led a workshop for fellow student-athletes on skills such as résumé writing, networking and building a professional presence online. His dream is to open a school of the arts somewhere in the South to help others meet their creative potential.

As for that in-class question that led to the internship, Rosemond is modest, saying, “When business speakers come to class, I like to pick their brains. Who better to ask?”
FACULTY SPOTLIGHT

I knew that I wanted to make an impact in healthcare. I also came to understand that business and technology could make far more societal impact than traditional government or charity programs.

Managing Medications Accurately

Developing healthcare technology to keep patients safe and costs down

By Isabel Ray

In the U.S., medication errors amount to more than $20 million in unnecessary medical spending each year. Beyond the financial costs, such errors have serious health costs as well, harming an estimated 1.3 million Americans and causing about 7,000 deaths annually. Dr. Ju Long, interim chair and associate professor of Computer Information Systems and Quantitative Methods, has developed an app aiming to reduce these errors.

Doctors are experts, but they aren’t all-knowing. Because patients may have multiple medications prescribed by different specialists and may also be taking over-the-counter drugs, an individual doctor doesn’t necessarily see the whole picture. That’s why medication reconciliation — maintaining an accurate list of a patient’s medications and dosages — is so vital. These up-to-date records connect the dots to keep all healthcare providers on the same page as their patient.

Currently, medication reconciliation is done by a nurse or pharmacist who talks with patients before they see their doctor. However, this requires dedicated staff time — already at a premium — and special training, both of which are expensive.

Long’s app seeks to automate this process. In the waiting room, a patient uses a tablet populated with data from their electronic medical records to review their medications and make any necessary changes. Then, patient and doctor review this information together during the exam.

Long tested her app in an Austin clinic, where patients responded favorably. “They can use the app just fine and appreciate the fact that they can go through their medications on their own pace — not being rushed by a nurse,” says Long.

This interdisciplinary research combines Long’s passions and skills. During field study in Detroit on her master’s degree in social work, she was a firsthand witness to America’s healthcare disparities. “That was when I knew that I wanted to make an impact in healthcare,” she says. “I also came to understand that business and technology could make far more societal impact than traditional government or charity programs.”
Making an Impression
Understanding the impact of crowd density on attention to advertising

By Isabel Ray

It’s easy to ask, “Is my ad good?” Another more basic question is just as important: “Will anyone notice it in the first place?” That’s the question at the heart of a research paper by Dr. Taewon Suh and Dr. Rick Wilson, associate professors in the Department of Marketing. They used facial recognition software to collect data on how long shoppers paid attention to a video-advertising kiosk in a mall, and to quantify the changing human density around the kiosk over the day.

The data surprised them. As crowd density increased, shoppers’ attention to the marketing kiosk went down … and then back up again. It turns out that at a certain level of crowdedness, people start noticing ads more, although they have less attention capacity. Thinking strategically about ad locations and crowd densities lets marketers work with the circumstances, not against them.

Such recognizes the importance of connecting real marketing campaigns to data-driven evidence like this. His goal is “to bridge the gap between theory and practice by collaborating both with practitioners and academicians.”

The industry needs to drive more toward strategic thinking,” agrees Wilson — on the level of individual ads and even the specific time of day. Wilson sees these extra details as opportunities, not obstacles: “More so than any other form, out-of-home advertising can be three-dimensional and it can reference its physical location or what consumers are doing when they encounter it. The potential for creativity is limitless. It can be art, and the world around it, its canvas.”

Accounting for High Job Performance
Empirical data to drive compensation design

By Isabel Ray

Do a good job and you might earn a raise. But what about the reverse — if you start at an above-market wage, will you perform better? Enough to show a return on investment for your business?

Efficiency wage theory contends that above-market wages will lead to higher performance, either by attracting more skilled workers and/or by inducing workers to put forth greater effort. The theory proposes that firms should increase wages above the market wage until the benefits of the higher wage (as measured by improvements in firm profits) equal the costs of the wage premium. Although the efficiency wage theory is compelling, it is difficult to test the theory in practice because researchers cannot easily establish whether higher wages are the cause, or the consequence, of higher profits. It is also difficult to find a large number of workers who are paid different amounts to perform the same job.

Suh recognizes the importance of connecting empirical data to drive compensation design. The hotel managers in the study were paid a standard salary and housed in a rent-free apartment on hotel property; therefore, compensation was the sum of salary and the rental value of the apartment. The wide range of geographical differences in rental housing costs gave rise to significant variation in compensation for hotel managers performing the same job. For example, compensation for the hotel manager in Monterey, California, was 40 percent above that of the hotel manager in Waco, Texas, even after controlling for regional differences in wage rates.

Pizzini and her fellow researchers found that higher wages were significantly associated with higher revenues, profits and customer satisfaction. More importantly, the incremental profits associated with higher wages justified their cost. Finally they identified which settings would benefit most from offering wage premiums. The results show that wage premiums produced the greater benefit with hotels facing greater competition and those that were more difficult for claim management to monitor.
The Texas State Sales Competition team of Proschko, lecturer; and Mr. Wayne Noll, assistant director; and Ms. Vicki West, director of the Center for Professional Sales. Senior marketing student Kiley Barry placed second in the competition and received a $5,000 scholarship. The chapter also was chosen to host the 2018 conference that will take place in Oklahoma. Ms. Laurie Brown, lecturer; and Dr. Keith Keboeaux, assistant professor of accounting, are the faculty advisors.

Two professional sales students, Cesar Esquivel and Yesica Canales, completed international internships with global partner UPS during the summer. The internships included a work experience in both the USA sales headquarters and four weeks in Barcelona, Spain. Accounting student Ellery Capuzzo completed an internship in spring 2017 with KPMG in Paris, France. She spent time at the U.S. Tax Services desk preparing U.S. and state returns for international clients.

The Department of Accounting hosted the VITA (Volunteer Income Tax Assistance) clinic in February and March providing free tax return preparation for taxpayers in the San Marcos community. Drs. Keith Keboeaux, assistant professor; Chris Proschko, lecturer; and Mr. Tom Puffer, professor of practice, guided 27 accounting student volunteers. The students assisted with 64 returns and filed 57, generating more than $56,000 in refunds.

The Texas State Sales Competition team of Sydney Alvarado, Alexandra Berzsenyi, James Brownhill and Mitchell Sanderson participated in the 6th Annual International Collegiate Sales Competition in November. Alvarado and Berzsenyi finished in third place in the role play competition. Alvarado also placed first in the speed selling competition and earned a $1,000 award. The team was coached by Ms. Vicki West, director of the Center for Professional Sales.

The Texas State Kappa Eta Chapter of Beta Alpha Psi (BAPsi) traveled to Houston with faculty coaches Mr. Wayne Noll, assistant director; and Ms. Vicki West, director of the Center for Professional Sales. Senior marketing student Kiley Barry placed first in the competition and received a $5,000 scholarship. The chapter also was chosen to host the 2018 conference that will take place in Oklahoma. Ms. Laurie Brown, lecturer; and Dr. Keith Keboeaux, assistant professor of accounting, are the faculty advisors.

Two professional sales students, Cesar Esquivel and Yesica Canales, completed international internships with global partner UPS during the summer. The internships included a work experience in both the USA sales headquarters and four weeks in Barcelona, Spain. Accounting student Ellery Capuzzo completed an internship in spring 2017 with KPMG in Paris, France. She spent time at the U.S. Tax Services desk preparing U.S. and state returns for international clients.

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The Chapter for Professional Sales hosted Interview Express in October. Over 250 sales students attended the event and networked with representatives from 21 corporate partners. In 2017, the day's event was an inaugural Executive Roundtable, led by Elizabeth Terrell, vice president of international sales for UPS and chairman of the Professional Sales Advisory Board.

The Texas State’s 2017 American Advertising Federation (AAF) team placed third at the AAF District Convention and Student Competition with its campaign for corporate sponsor Tai Pei, and the team won the Special Judges Award for Best Media Plan. In addition, team members Angela Rhys was recognized for being selected as one of AAF’s Most Promising Multicultural Students for 2017. Dr. Rick Wilson, associate professor of marketing, and Jenny Buschhorn, assistant professor of practice in the School of Journalism and Mass Communication, are co-advisors.

The Accounting Club, Beta Alpha Psi, and the Accounting Department hosted four “Firm Showcase” events during spring 2017. A total of 24 accounting firms participated in the events with an average of 100 students and four to 10 firms attending each showcase.

Four Texas State students represented McCoy College at the Liberty Mutual Southwest Sales Competition in October. Kiley Barry, Jayton Burba, Dillon Marro and Oluwasegun Ojo traveled to Houston with faculty coaches Mr. Wayne Noll, assistant director; and Ms. Vicki West, director of the Center for Professional Sales. Senior marketing student Kiley Barry placed first in the competition and received a $5,000 scholarship.

The Hispanic Business Student Association (HBSA) was recognized as the “Professional Organization of the Year” at the 2017 Texas State BOKO Awards Ceremony. The award is based on a commitment to Texas State’s values and mission as well as involvement on campus and in the San Marcos community. Dr. Francis Mendez, professor of statistics, is the faculty advisor for HBSA.

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Dr. Linda Naar, assistant professor of marketing, received the “Best Service Consumer Paper” award for her paper titled “Bringing me sunshine: Developing a deeper understanding of positive customer feedback.” The paper was published in the Journal of Services Marketing. Naar also was invited to serve on the Editorial Advisory Board of the Journal of Service Management (JOSM) and The Services Industries Journal, a multidisciplinary journal devoted to services and service management.

The 8th Annual Roundtable 360 panel, “The Eyes of Justice, A 21st Century Conversation,” was held in October 2017. Panelists included: Mr. Ashton Cumberbatch, Jr., Policy Advisor, Office of Austin Mayor Steve Adler and Executive Pastor, Agape Christian Ministries; the Honorable Craig Enoch, retired, Texas Supreme Court Justice; and Ms. Lupe Valdez, Dallas County Sheriff. The panel presented their perspectives on justice to 240 attendees.

Dr. Cecilia Temponi, professor of management, served as a guest co-editor of a special issue for the Supply Chain Forum: An International Journal. A selection of seven out of 132 papers from the International Conference on Information Systems (ICIS) 2016 conference will be published in this special issue. Additionally, Dr. Temponi is the editor for a Special Post Proceedings edition of the 2016 ICIS conference sponsored by Springer. Eighteen papers presented at the conference in the discipline of Supply Chain Management will be selected for this special edition.

Mc Coy College Business faculty were recognized with the following college awards in 2017: Dr. Vick Wilson, associate professor of marketing, received the McCoy College of Business Advisory Board Teaching Excellence Award. Dr. Tahir Elkin, assistant professor of Quantitative Methods and Brandon Dee Roberts Excellence Professor, received the Gary V. Woods Research Award. Dr. Andrew Ojeda, assistant professor of economics, received the Robert J. Olney Early Career Research Award. Dr. Micki Kacmar, Fields Chair of Ethics and Corporate Responsibility, was honored with two national awards. She was awarded an Outstanding Paper in the 2017 Emerald Literati Network Awards for Excellence for her co-authored publication, “Mindfulness at work, resource accumulation, well-being, and attitudes.”

Dr. Kacmar also received the 2017 PhD Project Trailblazer Award from the Academy of Management given for mentoring and serving as a role model to doctoral students of color. Management Lecturer Dr. Noel Gould was awarded an Outstanding Paper in The 2017 Emerald Literati Network Awards for Excellence for his co-authored publication “Opportunities and opportunism with high-status B2B partners in emerging economies” published in the Journal of Business & Industrial Marketing.

In FY17, the Texas State Small Business Development Center (SBDC) served 524 clients; provided 4,417 hours of client assistance; and presented 50 professional business seminars, workshops and conferences. It helped create 141 jobs and save 247 jobs through 29 business startups and 37 business expansions. The center provided training for more than 860 participants and facilitated more than $48 million of capital infusion to qualified businesses.

The McCoy College offered three study abroad programs in summer 2017: Drs. Rob Konopaske, associate professor of management, and Alexia Stokes, associate professor of business law, accompanied 33 graduate students enrolled in management and business law courses to Santiago, Chile. Drs. David Cameron, lecturer of management, Vivek Shah, professor of statistics and Mr. Wayne Noll, senior lecturer of marketing, accompanied 55 undergraduate students enrolled in information technology, international business, and marketing courses to Barcelona, Spain. Drs. Jack Mogah, professor of economics, and Janet Payne, associate professor of finance, accompanied 20 undergraduate students enrolled in economics and finance courses to Prague, Czech Republic.

Drs. Raymond Fisk, professor, and Linda Naar, assistant professor of marketing, were invited by the Centre of Service Management (CSM) at Loughborough University in the United Kingdom to be key presenters in their first Transformative Service Research Symposium. In addition, they were invited to make a presentation at the Creating the Future of Service Collaborative at the Queensland University of Technology. Fisk also was invited to be a distinguished speaker at Fordham University, where he presented “Seeking Fairness: A Service Design Journey.”

Retiring Faculty

Diane Eure
Accounting
2005 – 2017

Larry Herring
Management
1996 – 2017

Patricia Pattison
Finance and Economics
2003 – 2017

Jose Trinidad
Finance and Economics
1994 – 2017

AREAS OF NOTE

The Center for Entrepreneurial Action (CEA) hosted a 3 Day Startup (3DS) program in October 2017. Forty-five students including undergraduate and graduate students participated in the weekend event. Ten student business plans were presented to judges on the final day. Drs. Cameron, lecturer, Corey Fox, assistant professor, Jana Minifie, professor — all of management — and Mr. Dick Johnson, interim director of CEA, facilitated the event along with 20 industry mentors.

The Texas State chapter of Beta Gamma Sigma (BGS), the honor society for AACSB accredited schools of business, recognized 206 students in 2017 and presented five chapter honoree awards to: Ms. Jodi Edgar, controller at BasinTek, LLC; Mr. Matt Edgar, Principal at Sertooth Capital Management, LLC; Mr. Randall James, President, Randall S. James & Associates, Inc.; Mr. Charles E. “Gene” Roe, CEO, Planta Roe Financial Services, Inc.; and Dr. Debbie M. Thorne, Associate Vice President of Academic Affairs at Texas State. The Texas State chapter earned Highest Honors for 2017 and was recognized at the AACSB International Conference and Annual Meeting.

Dr. Steven Rayburn, assistant professor of marketing, received a Fulbright Specialist award and traveled to Lima, Peru, to conduct training and develop programs for professors and students at the Universidad de Piura. Rayburn will return to Peru in 2018 for more workshops and project development. Dr. Ruth Taylor, professor of marketing, also participated in a Fulbright research project in Lima at the Universidad Nacional Mayor de San Marcos.

The McCoy College graduate program hosted two new-student orientation events for incoming MBA, MACy, MSNFT and MSMHR students. One hundred and seventy-one attendees participated in the McCoy Graduate Program Bootcamps held before classes started in the spring and fall semesters. The event gives incoming graduate students the information, tools and networking opportunities necessary to get off to a strong start in McCoy College graduate programs.

Dr. Todd Jewell, professor of economics, was selected to assume the newly created position of Associate Dean for Research and International Programs. The position was developed to support and enhance research opportunities for faculty and students. Jewell will also coordinate international programs including study abroad.

Dr. Li Peng, associate professor of economics, served as a visiting fellow in the Brown Center on Education Policy, at the Brookings Institution in Washington, D.C., and as a visiting scholar at the Center for Education Policy Analysis at Stanford University in California.

McCoy College celebrated three Texas State Distinguished Alumns in fall 2017: Mr. Ken Huewitt (Accounting ’85), Vice President of Finance and Administration, CFO, Texas Southern University; Ms. Debbie Kissire (Accounting ’79), retired Vice-Chair & Regional Managing Partner, Ernst and Young, LLP; and Mr. Michael Ralford (Computer Information Systems ’90), Vice President, FAB Factory Engineering, Samsung Austin Semiconductor, were honored.
Business Leadership Week 2017 focused on Inspired Leadership, Overcoming Conflict. Approximately 3,594 students attended events during the week and engaged with faculty and the local community including 34 business professionals.

Events included:

ALUMNI PANEL
Kelly Swart, Sales Analyst, CBRE
Chris Wojtewicz, Management Analyst, Texas Army National Guard
Johnathan Wojtewicz, Co-Founder, Bunker Lab

DISTINGUISHED LECTURE
Jeff Haynes, Colonel, U.S. Marines (retired)

ETIQUETTE DINNER
Kevin Gilley, College of Fine Arts & Communication, Texas State

EXECUTIVE LEADERSHIP PANEL
Rey Arellano, Assistant City Manager, City of Austin
Koy McDermott, Speaking & Presentation Coach, Leaders Inspire Leaders, LLC
Amberly Russell, Fundraising & Development Consultant, Boys and Girls Clubs of South Central Texas

INTERACTIVE FAIR
sponsored by JCPenney and SEPHORA inside JCPenney

KEYNOTE LECTURE
Jonathan Silk, Executive Director of Leadership Development, University of North Texas Health Science Center (UNTHSC)

MINI-CASE COMPETITION
sponsored by Bloomberg Businessweek

JUDGES
Brian McKay, Air Force Veteran, Assistant Director of Facilities Operations, Texas State
Jason Mock, President & CEO, San Marcos Chamber of Commerce
Milt Nolde, Special Assistant to the VP of Information Technology, Texas State

STUDIES IN ENTREPRENEURSHIP
Scott Emerson, Founder & CEO, The Emerson Group
Scott Emerson, Founder & CEO, The Emerson Group

SUSTAINABILITY PANEL
Melissa Beall, Social & Environmental Responsibility, Dell
Paula Ivey, President & Founder, The CSR Group, LLC
Justin Mullin, Sr. Manager of Corporate Sustainability, AMD

GUEST SPEAKERS
Rosie Babin, Founder & CEO of Help Our Wounded
Alexandra Barbour, Quality and Inventory Operations Manager, Amazon
Nik Bartholomew, IT Manager of Industrial Control Systems, Occidental Petroleum Corporation
David Brooks, Communications Expert, Working With Words
Daniel Chosen, Sr. Recruitment Branding Specialist, JCPenney
Lady Choul, U.S. Army veteran and Alamo Regional Outreach Coordinator
Andrew Echerman, Founder, Yellow Brick
Derek Emsil, U.S. Air Force Veteran, Aircraft Armament Systems Technician
Jeff Goodson, U.S. Foreign Service (retired)
Daniel Guerrero, Assistant Dean of Students, Texas State
Debbie Harvey, Founding board member of Sustainable San Marcos
Alice Hoffman, U.S. Army Veteran
Alison Martin, Associate Product Manager TK20
Ben Nelson, Rector of St. Marks Church
Daniel O’Connell, Principal, O’Connell & Company
Nancy Ozuna, Partner, BKD
Robert Prentice, Business Law Professor, McCombs School of Business, UT
Brian Robinson, Director of Product Development, TK20

Mini-Case Competition
Executive Leadership Panel
Key McDermott, Rey Arellano, Amberly Russell

Interactive Fair
All McCoy College degree programs are accredited by AACSB International – The Association to Advance Collegiate Schools of Business. The Accounting degree programs also hold separate accreditation by AACSB.

The McCoy College of Business Administration fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The college complements these efforts with research that adds to knowledge, provides solutions to business challenges and contributes to pedagogical advances. Texas State University, to the extent not in conflict with federal or state law, prohibits discrimination or harassment on the basis of race, color, national origin, age, sex, religion, disability, veterans’ status, sexual orientation, gender identity or expression.

This information is available in alternate format upon request from the Office of Disability Services.

Texas State is a tobacco-free campus.

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## By the Numbers

### FALL 2017

**TOTAL NUMBER OF BUSINESS MAJORS**

4,954

**TOTAL NUMBER OF BUSINESS MINORS**

2,808

**TOTAL NUMBER OF FACULTY**

175

### UNDERGRADUATE STUDENTS

4,525 students

- **Accounting**
  - 826 – 18%
- **Computer Information Systems**
  - 282 – 6%
- **Finance and Economics**
  - 976 – 22%
- **Management**
  - 1,419 – 31%
- **Marketing**
  - 1,022 – 23%

### GRADUATE STUDENTS

392 students

- **Macy**
  - 104
- **MBA**
  - 257
- **MSAIT**
  - 18
- **MSHRM**
  - 13

### ALUMNI | 2012–2017

- Undergraduate
  - 5,489
- Graduate
  - 819

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### GRADUATE MAJORS

- **MBA**
  - 66%
- **Macy**
  - 26%
- **MSAIT**
  - 3%
- **MSHRM**
  - 5%

### UNDERGRADUATE MAJORS

- **Marketing**
  - 23%
- **Accounting**
  - 18%
- **Computer Information Systems**
  - 6%
- **Finance and Economics**
  - 22%
- **Management**
  - 31%

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Macy
Master of Accountancy

MBA
Master of Business Administration

MSAIT
Master of Science in Accounting and Information Technology

MSHRM
Master of Science in Human Resource Management

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