



McCoy College of Business Administration

Winter 2015

Research News

Welcome to the 2015 winter edition of the McCoy College of Business Administration Research News. In academic year 2015-2016 McCoy College awarded the first recipients of two new professorships. The recipients, Dr. Ha-Chin Yi and Mrs. Vicki West, are highlighted in this issue. Additionally this issue features award recognitions and grants garnered by McCoy College faculty, an introduction to the McCoy College research coordinator, a faculty publications list, and resources found in the Alkek Library databases.

College Awards Two Professorships

In spring 2015, two new professorships were announced for McCoy College of Business faculty. Each professorship has a three-year term. Wholehearted congratulations are extended to each of the faculty members, described below, who received these prestigious professorships.

- **Dean Paul R. Gowens Excellence Professor in Business Administration: Vicki West**, a faculty member in the Marketing Department and Director of the Center for Professional Sales, was named the first Gowens Excellence Professor in Business Administration. The professorship is named for Paul R. Gowens, a past dean of the College of Business.

Ms. West received her MBA from Georgia College in Milledgeville, Georgia. After serving as the administrator of Coliseum Associates at Hospital Corporation of America, she came to then-Southwest Texas State in 1989. West has received numerous awards for her work in sales and free enterprise. In 1994 and again in 2014, West was a recipient of the McCoy College Teaching Excellence Award. In 2005, the Alumni Association of Texas State honored West with the Professor of the Year award for her work in both professional selling and free enterprise. In 1999, she won the National Freedoms Foundation Award for Excellence in Private Enterprise Education. In 2002, she won both the Best Professor in Free Enterprise national award for overall performance and the National Champion of SIFE (Students in Free Enterprise) award for her work in Central America.

For many years, West's primary focus has been fielding competitive student teams in both sales and free enterprise to complement the classroom learning experience. In sales, Texas State students garnered a first place finish at the National Collegiate Sales Competition in 2004. At the same competition from 2008-2011 and again in 2014, West led her students to win that competition in the graduate division. In 2013, West's sales students won both the undergraduate and graduate divisions of that competition, a first-time accomplishment for any participating university.

In 2012, the Center for Professional Sales in the McCoy College of Business was established. The Center was also named an accredited member of the University Sales Center Alliance (USCA) group. Texas State has been named a top sales program by the Sales Education Foundation in each year from 2011 to 2014. The Corporate Partners and the Professional Sales Student Ambassador programs are part of the Center's activities and are used as "best practice" examples within the USCA.

The free enterprise team known as SIFE/Enactus has had the privilege of serving as US National Champions and

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Professorships con'td.

representing the US in the World Cup competition three times—winning the world championship in 2000.

Part of West's plans as the Gowens Professor is to investigate possible endowment sources for both the sales and free enterprise programs to help ensure continuation of opportunities for McCoy College students.

- **Tom and Jo Roddy Excellence Professorship in Finance: Dr. Ha-Chin Yi**, Associate Professor of Finance, is the first recipient of the Tom & Jo Roddy Excellence Professorship in Finance. Dr. Yi received his PhD from the University of Kentucky and came to Texas State University in 2002. Yi's research is primarily focused in the field of corporate finance, specifically on bank loan financing. Much of his research has been in exploring investments, with a focus on behavioral finance and retirement planning. As the Roddy Professor, Yi plans to extend his research agenda into international business by attending conferences and networking with other researchers in those areas.

Yi's articles have been published in the Journal of Banking and Finance, Real Estate Economics, Financial Management, and Journal of Financial Research, among other journals. His work has been recognized with several awards and invitations to speak at national and international conferences. Some of his papers have been given "Outstanding Article" and "Outstanding Paper" designations. Yi's article in the Journal of Financial Research has been downloaded over 1,900 times from the Social Science Research Network (SSRN) and another article was invited for a research seminar at Cambridge University (also winning a \$12,000 research grant funded by the Real Estate Research Institute).

Yi serves as a reviewer for several journals and is currently a member of the editorial review board of Global Business and Finance Review. Yi has also been recognized within the McCoy College, receiving the Gary S. Woods Research Award in 2007-2008. Yi was a runner up or a dean's nominee for the Presidential Awards for Excellence in Scholarly/Creative Activities for the years of 2005, 2007, 2008, 2009, 2010, and 2012.

Yi expresses gratitude to his McCoy College of Business colleagues (including Drs. James LeSage, Todd Jewell, Ivilina Popova, and Pat Pattison) for their mentoring/supporting activities.

McCoy College welcomes its very own Research Coordinator!

In November 2015, **Yvonne Abrego** began serving as the McCoy College Research Coordinator. Yvonne is a long-time member of the Texas State family and brings over 12 years of experience working with grants. She is available to provide support for proposal development and funding identification. She works with faculty to ensure that proposal requirements are met, aids in budget development, edits and reviews documents upon request, and works closely with OSP to streamline the submission process.

Faculty interested in research may contact Yvonne at yr11@txstate.edu to set-up a meeting.

McCoy College Faculty Receive Recognition and Grants

The McCoy Faculty have made substantial impacts during 2014 with their research activities. Numerous award recognitions and grants were garnered both internally and externally.

Texas State University Research Awards

Li Feng: 2014 Presidential Distinction for Research

Ivilina Popova: 2014 Presidential Achievement Award for the Presidential Award for Excellence in Scholarly/Creative Activities

Margot Quijano: Runner-Up for 2014 Presidential Achievement Award for the Presidential Award for Excellence in Scholarly/Creative Activities

McCoy College of Business Research Awards

Linda Campbell: 2014 College Achievement Award for the Presidential Award for Excellence in Scholarly/Creative Activities



Recognition and Grants con'td.

McCoy College of Business Research Awards

Enrique Becerra: 2014 Gary V. Woods Research Award

Brian Miller: 2014 College Achievement Award for Research

Anna Turri: 2014 College Achievement Award for the Presidential Award for Excellence in Scholarly/
Creative Activities

Departmental Research Awards

Margot Quijano: 2014 Department of Finance and Economics Award for Excellence in Research

Diego Vacaflares: 2014 Department of Finance and Economics Award for Excellence in Research

Research Publication Awards from External Sources

Linda Campbell, Cecily Raiborn and Janet Butler: Lybrand Bronze Medal for an outstanding article by the Institute of Management Accountants for *Minimizing Fraud during a Boom Business Cycle*.

James LeSage: Inclusion of *Spatial Growth Regressions: Model Specification, Estimation and Interpretation* in the 10th volume of *Spatial Economic Analysis*.

Micki Kacmar: Highly commended paper by the Journal of Research in Marketing and Entrepreneurship for *Increasing Customer Satisfaction in the New Venture Context*.

Annie Liu: Publication Award for articles in A-Level Journals by the School of Marketing and International Business, Victoria University of Wellington.

Lucille Montondon: Best published academic paper in 2014 by the Association of Governmental Accountants for *Government's New Normal: A Changing Role for Auditors*.

Patricia Pattison: 2014 Hoeber Memorial Award for Outstanding Article in *Journal of Legal Studies Education* for *Outrage and Engage: A Story of Eminent Domain*.

Janet Payne: Best educational research paper by the Financial Education Association for *Real-world Application: Forecasting and Valuation Pedagogy as Compared to Industry Practice*.

Steven Rayburn: Highly commended paper in *Journal of Services Marketing* for *Improving Service Worker Affect: The Transformative Potential of Work Design*.

Jeremy J. Sierra: Outstanding Paper in the *Journal of Product & Brand Management* for *Brand Tribalism: An Anthropological Perspective*.

External Grants Received for Research

Annie Liu: Marsden Registration Grant from Victoria University of Wellington to research knowledge networkers in Asia-Pacific.

Internal Grants Received for Research

Annie Liu: McCoy Faculty Development Grant to work with the Global Science Sales Institute to update 'best practices' and 'new ideas' for global sales research, training, and workshops

Annie Liu: McCoy Summer Research Grant to examine the formative role of positive 'sense and respond' and problem-focused coping in successful customer win-back strategies.

Steven Rayburn: University Research Enhancement Program Grant and McCoy Research Grant to research service captivity experiences in the NICU (total of \$4,860)

Todd Jewell: University Research Enhancement Program Grant for a proposal entitled "Environmental Justice, Environmental Rhetoric: Citizen Participation under U.S. Trade Treaties" (total of \$7,075)

Taewon Suh and Rick Wilson: University Research Enhancement Program Grant to study attention to advertising content that uses facial recognition software embedded within the structures of place-based advertising in South Korea (total of \$15,980)

Looking For Information To Use In Your Research?

In case you didn't know what's available, here are some of the Alkek library's non-periodical databases:

Primarily Accounting/Finance Items

Audit Analytics: Detailed audit information on over 1,500 accounting firms & 20,000 publicly registered companies. Shows who is auditing whom & how much they are paying for what services. Allows creation of reports by auditor, fees, location, & industry.



Looking For Information To Use In Your Research? con'td.

Checkpoint: Accounting & Auditing: Accounting & auditing library, expert RIA analysis, FASB, GASB, AICPA, PCAOB, International Accounting Standards and more.

eStatement Studies: Online version of RMA Annual Statement Studies. Includes data from both Annual Statement Studies publications: Financial Ratio Benchmarks and Industry Default Probabilities and Cash Flow Measures.

Hoover's: Hoovers Company Profiles and Basic Company Reports can be found in Campus Research; Hoovers Company Records and Industry Snapshots can be found in LexisNexis Academic.

IMF eLibrary – Data: Cross search 4 sets of statistics. International Financial Statistics – all aspects of international and domestic finance, with history to 1948. Direction of Trade - value of exports and imports between countries and their trading partners, with history to 1980. Balance of Payments - international economic transactions data and International Investment Position, with history to 1960. Government Finance Statistics - budgetary and extra-budgetary financial operations data of governments, with history to 1990.

Mergent Online: Financial data on US and International public & private active and inactive companies, municipal entities, corporate & municipal bonds, dividend information, SEC filings & annual reports. D&B 20M Plus Private Company Search. Institutional holdings, insider trading, expanded long term debt, and global historical stock prices. Corporate calendars, executive biographies, competitors, & company news. Joint ventures, subsidiaries, & properties. International financial reports & country profiles.

Morningstar Document Research: Previously known as 10K Wizard. SEC EDGAR filings from US and global companies are available immediately and can be downloaded in various formats.

Standard & Poor's NetAdvantage: U.S. public company & industry financials & investment data. Includes industry surveys, stock reports, mutual fund reports, bond issues, dividends, stock earnings estimates, corporation records, & company directory information.

Value Line Research Center: Stocks, mutual funds, options, convertible securities, & special situation stocks. Company outlook discussion, beta value, timeliness and safety of buying stock, current, projected & historical financials. Online access to Value Line's leading publications: The Value Line Investment Survey, The Value Line Investment Survey - Small and Mid-Cap, The Value Line Mutual Fund Survey, The Value Line Daily Options Survey, The Option Strategist, The Value Line Special Situations Service, The Value Line Convertibles Survey, and Exchange Traded Funds (ETFs).

World Bank: Data catalog provides access to numerous datasets including World Development Indicators, Global Development Finance, Global Economic Monitor, Education Statistics, Health Nutrition and Population Statistics, Gender Statistics, Doing Business Database, World Governance Indicators and much more.

Primarily Economics Items

Economagic: Economic data including national income accounts, the Federal Reserve, the Bureau of Labor Statistics and more. Has graphing function & allows downloads to excel worksheets and simple statistical functions. Core economic data sets are for the whole US. Most data is employment data by state, county, MSA, and many cities & towns.

EIU.com: Global economic forecasting and Country Commerce reports on operating conditions and commercial laws in over 60 countries. Additional political information included in Country Reports & Profiles for Argentina, Brazil, Chile, Colombia, Mexico, and Peru.

FAQSTAT: International statistics of production, trade, food balance sheets, producer prices, forestry trade flow, land use, irrigation, forest products, fishery products, population, food quality control, fertilizer & pesticides, agricultural machinery, food aid shipments, & exports by destination.

Data-Planet Statistical Datasets: Interactive database of statistics that enables users to create tables, maps, and figures from a variety data sources covering banking, criminal justice, education, energy, food and agriculture, government, health, housing and construction, industry and commerce, labor and employment, natural resources and environment, income, cost of living, stocks, transportation, and more. Data holdings for the United States are significant with some data available at state, county, or local geographies. International data, available at the country level, include population, food and agriculture, labor, trade, and more. Data are organized by subject and source.

USA Trade Online: U.S. export & import information on more than 18,000 commodities world wide. Features 2- through 10- digit HS commodity code (the more digits, the more exact the description) in the following



Looking For Information To Use In Your Research? con'td.

data tables: Exports - current month & previous month, cumulative year to date, current year & prior year, annual two year, historical Imports - current month & previous month, cumulative year to date, current year & prior year, annual two year, historical.

Primarily Management/Marketing Items

Advertising Red Books Online: Contains U.S. and international agency profiles, global advertiser profiles and brands by company. Listings include executive names, emails, advertising expenditures, media categories, annual sales, brand names, SIC/NAICS codes, and other key data. The Agency Database contains detailed profiles with accounts lists, fields of specialization, key agency personnel, emails and more.

American Firms Operating in Foreign Countries: Interactive directory of multinational businesses with contact information for headquarters, branches, subsidiaries, and affiliates within any specified location. Covers over 200 countries.

Compliance Week: Business management, U.S. and global economics. Annual studies of top executive & director compensation, & corporate giving. Fortune 500 company business trends, leadership decisions, performance excellence, corporate governance, HR, productivity, and Consumer Relationship Management (CRM). Historical economic data on The Conference Board Leading Economic Index[®] (LEI), Consumer Confidence Index[®] (CCI), The Conference Board Employment Trends Index[™] (ETI), and The Conference Board Measure of CEO Confidence[™]. Also includes The Total Economy Database - macroeconomic time series on global output and productivity for over 120 countries.

Business Source Complete: Marketing, management, MIS, economics, finance, accounting, & international business. Includes SWOT analyses and 55 videos from the Harvard Business School Faculty Seminar Series.

First Research: Business, Marketing & Advertising, and Management. Contains over 900 Industry Segments, updated constantly with monthly statistics and indicators as well as quarterly trend updates, and State Profiles to monitor monthly employment, business and real estate trends in each of the 50 US states.

Foreign Firms Operating in the United States: Interactive directory of multinational businesses with contact information for headquarters, branches, subsidiaries, and affiliates within any specified location. Covers over 200 countries.

MarketLine Advantage: Company, industry, financial and country profiles that include company description, history, products, competitors and key employees. Industry profiles include segmentation, competitive landscape, leading companies, forecasts, economic performance, potential development and business environmental analysis. Case Studies offer concise evaluations of the latest innovative company strategies.

Marketresearch.com Academic: Market research reports. Industries covered - Service, Consumer Goods, Demographics, Food & Beverage, Heavy Industry, Life Science, Public Sector, Technology & Media.

IBISWorld: NAICS collection analyzes industries at the 5-digit level offering the latest content on 700 industries. Each report consists of 30 to 40 pages of key statistics and analysis on market characteristics, operating conditions, current and forecast performance, major industry participants and more.

MRI+ University Reporter: Consumer demographics, psychographics/lifestyles, product & brand usage, and media preferences based on a national probability sample of 27,000 households. Does not analyze all consumer items.

ORBIS: Comprehensive information on companies worldwide including industry reports from Datamonitor, company financials, news, market research, and scanned reports. Search by hundreds of criteria to research individual companies or find companies with specific profiles. View results in flexible and fully customizable lists.

Passport: A global market information database with extensive industry, company, country and consumer reports and statistics. Reports on emerging industries, country and consumer trends.

Reference USA: Directory of 20 million US and Canadian businesses, 222 million US and Canadian consumers, US New Businesses, US New Homeowners and Movers, US Healthcare, and US Consumer/Lifestyle. Use the database to find hot areas of development, create marketing plans, conduct competitive analysis, and research consumer interests.

SimplyMap: Extensive demographic, business and marketing data from sources such as census data from 2000 and 2010, Current Estimates, Five Year Projections, the Experian SimmonsLOCAL[®] and Nielsen Claritas PRIZM[®] Data Packages.



2014 Published Articles by McCoy College Faculty

Following are citations for the articles published by McCoy College faculty (boldface) during the 2014 calendar year. Keep up the hard work!

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Upcoming Workshops

How to Find the Data You Need- Register at www.ibis.sap.txstate.edu

Monday, March 21, 2:30 - 4:30 p.m. or Tuesday, March 22, 8:30 - 10:30 a.m., JCK 623 - Register at www.ada.txstate.edu

Need data to help you make a decision? This Institutional Research Workshop teaches attendees how to find and interpret various data sources at Texas State and beyond. We will demonstrate how to find information on students, curricula, faculty, staff and other areas of higher education.

Presenter: Dr. G. Mark Turner, Research Analyst, Office of Institutional Research

Effective Strategies for Crafting Competitive Research Proposals for External Funding

Tuesday, March 29, 11 a.m. - 12 noon, Alkek 105/106 - Register at www.ada.txstate.edu

Preparing a compelling research proposal for external funders requires strategic decisions throughout the project development and writing processes – approaches that are very different from those used when preparing other scholarly works. Whether you are a new or experienced grant writer, Effective Strategies will provide specific, practical information you can immediately use to make your proposal stand apart from competing submissions.

Presenters:

- Dr. Nicole Wagner, Assistant Director, Research and Federal Relations, Office of Research Development
- Ms. Stephanie A. Korcheck, Research Coordinator for Proposal Development, College of Education

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