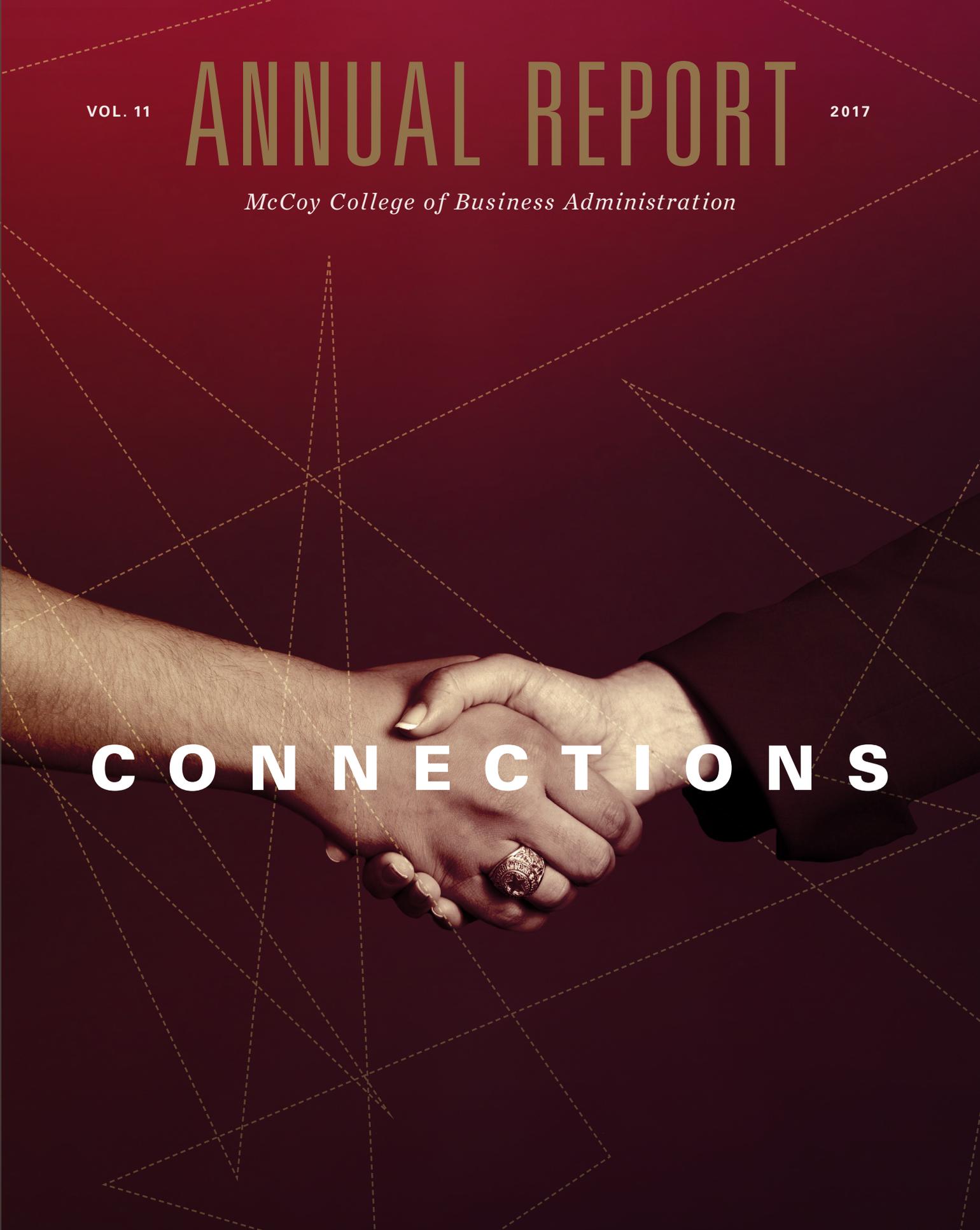


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ANNUAL REPORT

2017

McCoy College of Business Administration



C O N N E C T I O N S

CONNECTIONS

Strong connections are at the foundation of any great organization or institution. Successful businesses connect with consumers, and dynamic leaders connect with people.

Every day at the McCoy College of Business Administration, faculty collaborations lead to new breakthroughs in research and mentors help students link their academic studies to real-world problem-solving.

This year, the power of our connections is reflected in the many triumphs celebrated throughout our McCoy College family and impacts in serving our communities.



Dean's Letter

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

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Breaking Barriers is Good Business

Fellowship helps M.B.A. student explode the “gamer geek” myth

By Rodney Crouther

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.

“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.

“I didn’t start playing video games until I was an adult, so I really don’t fit any of the stereotypes about gamers. But that’s kind of the point — there’s not just one kind of person who represents this field,” Landgrebe says.

Reflecting broader perspective is deeper than having a token female or minority character in a game, Landgrebe says. Having diverse management and creative teams building new products from the ground up creates richer game experiences that connect with a wider consumer base.

Competition for the fellowship is intense, according to Dr. Andrea Hilkovitz, research coordinator for the Texas State Graduate College. She says Landgrebe had to show real capability to make a game-changing impact in her field to earn her award.

“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.”

STUDENT
SPOTLIGHT



AMA



NET IMPACT

Stellar streak continues in student AMA Case Competition

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

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.

“

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.

”

Gail Zank

Students Making a Big Net Impact with Sustainability Projects

Cultivating ingenuity and dedicated service in business leadership

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.

With more than 100,000 members and over 300 chapters around the world, Net Impact's mission is based on sustainability in business. Members take on challenges to protect the environment, invent new products and orient business toward the greater good.

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 these goals as we engage students, campus and community, and work to make a positive impact through our projects."



C F A

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.

Texas State first entered the prestigious competition just five years ago, announcing their arrival by winning the local competition that year.

“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.”

T I P S



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 decision 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.

Blending Academics and Global Business

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 amazing opportunity.

"The company is looking at expanding into Peru and other parts of South America," Bill Chittenden, associate dean of graduate programs at McCoy College, says. "They essentially contracted with the class to

research their different product lines and determine whether they might work in Peru and other countries."

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.

"It might sound corny or a little cliché, but it was really neat seeing the students make connections from the classroom to the real-world experience," Chittenden says.

M.B.A. graduate Eddie Rodriguez agrees, "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 a plant manager at Goodyear Lima or a Peruvian mining company executive makes it much more real."

With an increasing number of applicants for the fall 2017 cohort, Chittenden shared that interest in the program has been strong, drawing students from universities across Texas and beyond and from a variety of academic disciplines. "It's been very successful, and I certainly hope it will become one of our premier programs," he says.

Seizing the opportunity for adventure

Making the most of their study abroad journey, the full-time M.B.A. cohort came together to share one last extraordinary experience before returning to campus for graduation.

After concluding their meetings with the business leaders of Lima, the students bid farewell to their professors and booked a side trip to the legendary, ancient Incan citadel Machu Picchu.

"It was definitely a memorable experience and one many of us would not have had without the university-sponsored portion that got us into the country," graduate Eddie Rodriguez says.

Hidden high in the Andes, Machu Picchu is known as one of the most remarkable cultural sites in the world. The four-day trek up the stony mountain trails is regarded as one of the premier hiking experiences on earth.

"Hiking the Inca trail was a physical and mental challenge, and a wonderful metaphor for what we will face post-graduation," Rodriguez says. "There will be peaks and valleys and stumbling along the way. There will be times we will need to rely on the people around us, but if you keep your eye on the end goal and just keep moving forward, you'll get there."

A Generation of Young Investors Returns to McCoy

Celebrating 10 years of great returns in experiences and friendship

By Rodney Crouther



Since it began a decade ago, the Student Managed Investment Fund (SMIF) course has been more than just a class on the road to graduation. It's an experience that opens doors to careers and has grown into a community bond that unites students, graduates and professionals.

This year, SMIF alumni and faculty held their first formal reunion, welcoming back dozens of graduates to celebrate the success of the program.

"We had students come back from every year since we began," McCoy College Assistant Chair and Associate Professor Ken Moon says. "It was almost a tearjerker, seeing them get together and share stories."

More than 300 students have been a part of the SMIF program since it began in 2007, with more than 65 attending the reunion.

"The SMIF reunion was the single best homecoming experience I've ever had," says Daniel Shanklin, who was a member

of first SMIF class. "I feel incredibly fortunate to be a part of such an illustrious and industrious network."

He said the opportunity to work hands-on with the same technology as professional investors, make formal presentations and manage a real portfolio as a student gave him a definite edge after graduation.

"Without question, the SMIF program was the reason I secured my first job out of college at a large hedge fund in Dallas/Fort Worth, with more than \$2 billion in assets under management," Shanklin says.

The reunion was also a chance for current students to connect to more people in the ever-growing community of successful Bobcat professionals. Fostering connections with former students, Moon said, has long been one of the strengths of the program.

Shanklin, who "retired" from his job and returned to Austin after nine years, said he loves coming back to campus to share his experience with students, some of whom go on to become part of his professional network.

"Students seek out and accept new knowledge without old biases, and they routinely teach me new things," Shanklin says. "I love mentoring any student willing to learn and grow."

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 busyness — 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



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?"

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.

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."

“

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.

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FACULTY

SPOTLIGHT

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 to devote to them (most of their capacity is dedicated to other functions, such as navigating the crowd).

Knowing this, marketers can plan campaigns that harness the high number of impressions from a crowded location and turn them into higher quality impressions. With digital advertising, for instance, marketers might implement two versions

of their message: a short, easy-to-consume version for high-density times and a longer version to display when crowds are light and consumers have more attention capacity. Thinking strategically about ad locations and crowd densities lets marketers work with the circumstances, not against them.

Suh 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. Dr. Mina Pizzini, associate professor of accounting, and her colleagues were able to overcome these obstacles with a data set of 450 geographically-dispersed hotels owned by one national chain.

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 chain management to monitor.

Going the Distance

Striving for physical and academic rigor

When she's not teaching accounting courses or doing research, Associate Professor Mina Pizzini competes in triathlons.

In August 2017, she won USA Triathlon's Olympic-distance national championship for women in her age group: swimming 1500 meters, cycling 40 kilometers and running 10 kilometers in just two hours and 20 minutes. As if that weren't impressive enough, she also competed in the Ironman world championships in October, an event made up of a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. She's already planning ahead for the next qualifier (Ironman Texas 2018, in Houston) and hopes to compete again at the world level — it would be her fourth time.

It was in college that Pizzini found her aptitude for triathlons. After a running injury, she tried competitive cycling. "I discovered that I was a much better cyclist than I was a runner," she remembers.

Pizzini acknowledges that it's a challenge to be this active while also teaching and doing research — "It's kind of like having two jobs" — but the process keeps her motivated. "Even if I'm not training for something, I'm working out," she says. "It's a controllable process. If I put in the hours, I'll see results." This contrasts with the process of research, which is often nonlinear and doesn't always lead to an expected result. "Here at the university, it's all thought," says Pizzini of her work. "There, it's a bit of a release from all that. It's a nice balance."



STUDENT HIGHLIGHTS

Four Texas State students represented McCoy College at the Liberty Mutual Southwest Sales Competition in October. **Kiley Barry, Jayton Burba, Dillon Marrs** 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.

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 Kebodeaux**, 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)** attended the BAPsi Regional Conference in February. **Stephanie Cantu, Collton Thomas** and **Isaac Williams** participated in the

Best Practices Leadership Development competition and placed second. The chapter also was chosen to host the 2018 conference that will take place in Oklahoma. **Ms. Laurie Brown**, lecturer; and **Dr. Keith Kebodeaux**, assistant professor of accounting, are the faculty advisors.

Two professional sales students, **Cesar Esquivel** and **Yessica 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 Capuozzo** 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.

M.B.A. student Jessica St. John is the recipient of a 2017 **Texas Business Hall of Fame** \$15,000 scholarship. Before pursuing her graduate degree, St. John founded a holistic body and home product company called Moonlight Botanica. She spends time coaching alternative health practitioners who need help setting up and growing their practices.

Thirty members of the **Association of Information Technology Professionals (AITP)** attended the 2017 National Collegiate Conference and participated in national competitions in St. Louis, Missouri, from April 7–10, 2017. Out of 58 universities represented, Texas State AITP was awarded the Best Chapter Overall and 2017 Top Monkey Award for best attendance and participation. **Mr. Kevin Jetton** is the AITP faculty advisor.

David Godinez, finance major and member of the golf team, is the male recipient of the **2017 Texas State Outstanding Scholar Athlete Award**. The recipient must have completed one full year at Texas State, be a letter winner of junior or senior status and maintain a minimum 3.2 GPA.



Interview Express



BAPsi Best Practices Competition

The Center for Professional Sales hosted **Interview Express** in October. Over 250 sales students attended the event and networked with representatives from 21 corporate partners. Included in 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** received a scholarship for \$2,500 and **Breonna Ruffin** 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.



AACSB International

The McCoy College of Business successfully completed AACSB Continuous Improvement Review in fall 2016. First accredited in 1997, the college has been reviewed every five years. In 2013, and affirmed in academic year 2017, the Department of Accounting achieved additional specialized accreditation for its accounting programs.

AACSB International—the Association to Advance Collegiate Schools of Business provides quality assurance and professional development opportunities and connects educators, students and businesses. With a vision to transform business education for global prosperity, its mission is to foster engagement, accelerate innovation and amplify impact in business education. The McCoy College is proud to be included in the 799 business institutions and 185 accounting programs accredited by AACSB in 56 countries and territories.

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. David 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 Sawtooth Capital Management, LLC; **Mr. Randall James**, President, Randall S. James & Associates, Inc.; **Mr. Charles E. “Gene” Roe**, CEO, Planto 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 Major de San Marcos.

The McCoy College graduate program hosted two new-student orientation events for incoming MBA, MAcy, MSAIT and MSHRM 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

Matt and Jodi Edgar
BGS Honorees



Distinguished Alumni
Mr. Ken Huewitt, Ms. Debbie Kissire and Mr. Michael Raiford

and enhance research opportunities for faculty and students. Jewell also will coordinate international programs including study abroad.

Dr. Li Feng, 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 Alumni** 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 Raiford** (Computer Information Systems '90), Vice President, FAB Factory Engineering, Samsung Austin Semiconductor, were honored.

Dr. Linda Nasr, assistant professor of marketing, received the **“Best Service Consumer Paper”** award for her paper titled “Bring me sunshine: Developing a deeper understanding of positive customer feedback.” The paper was published in the *Journal of Services Marketing*. Nasr 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 Cristian 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 (ILS) 2016 conference will be published in this special issue. Additionally, Dr. Temponi is the editor for a Special Post Proceedings edition of the 2016 ILS conference sponsored by Springer. Eighteen papers presented at the conference in the discipline of Supply Chain Management will be selected for this special edition.

McCoy College Business faculty were recognized with the following college awards in 2017: **Dr. Rick Wilson**, associate professor of marketing, received the **McCoy College of Business Advisory Board Teaching Excellence Award**. **Dr. Tahir Ekin**, assistant professor of Quantitative Methods and Brandon Dee Roberts Excellence Professor, received the **Gary V. Woods Research Award**. **Dr. Andrew Ojede**, 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 a co-authored publication, “Mindfulness at work, resource accumulation, well-being,

and attitudes,” published in the journal *Career Development International*. 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 241 jobs and save 287 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 **Alexis 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 Mogab**, 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 Nasr**, 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

Highlights from BLW 2017

February 13-17

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 Sciences 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 Nielsen, Special Assistant to the VP of Information Technology, Texas State

STUDIES IN ENTREPRENEURSHIP

Scott Emerson, Founder & CEO, The Emerson Group

SUSTAINABILITY PANEL

Melissa Bouilly, Social & Environmental Responsibility, Dell

Paula Ivey, President & Founder, The CSR Group, LLC

Justin Murrill, 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 Chesson, Sr. Recruitment Branding Specialist, JCPenney

Laly Cholak, U.S. Army veteran and Alamo Regional Outreach Coordinator

Andrew Eckerman, Founder, Yellow Brick

Derek Ezell, 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



Executive Leadership Panel
Koy McDermott, Rey Arellano, Amberly Russell



Mini-Case Competition



Interactive Fair

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

Accounting	826
Computer Information Systems	282
Finance and Economics	976
Management	1,419
Marketing	1,022

GRADUATE STUDENTS 392

MAcy	104
MBA	257
MSAIT	18
MSHRM	13

ALUMNI | 2012–2017

Undergraduate	5,489
Graduate	819

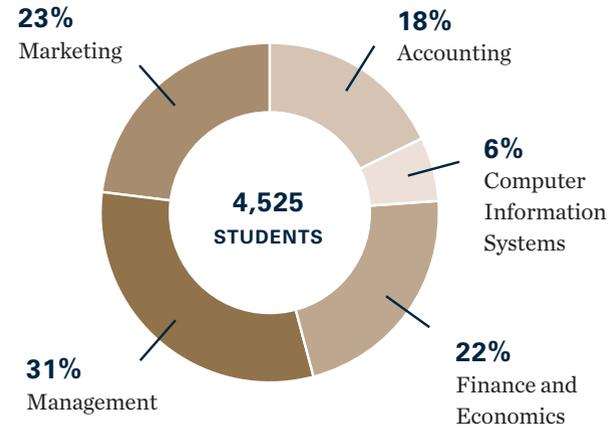
MAcy
Master of Accountancy

MBA
Master of Business Administration

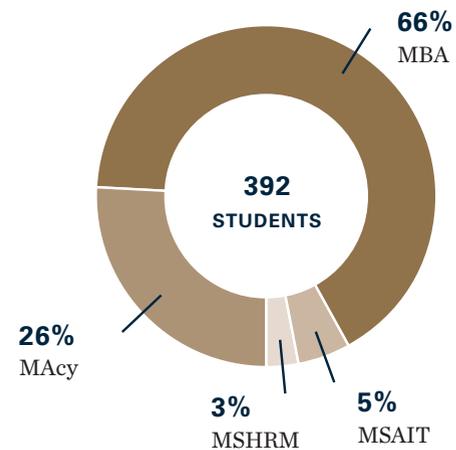
MSAIT
Master of Science in Accounting and Information Technology

MSHRM
Master of Science in Human Resource Management

UNDERGRADUATE MAJORS



GRADUATE MAJORS



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.

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Texas State is a tobacco-free campus.

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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.