



McCOY COLLEGE OF BUSINESS
TEXAS STATE UNIVERSITY

25 Points of Pride

..... 2018





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. The College offers undergraduate majors in accounting, computer information systems, economics, finance, management, and marketing. At the graduate level, degree programs include the master of business administration, master of accountancy, master of science in accounting and information technology, and master of science in human resource management. The following 25 points of pride reflect a sample of our accomplishments in the 2017–2018 academic year and our commitment to excellence in teaching and learning, and advancing knowledge to improve business practices.

01.

In June 2018, **Leanna Mouton**, a junior honors student pursuing a BBA in management and a minor in communication and honors studies, was appointed by Governor Greg Abbott as the **Texas State University System student regent** for the 2018-2019 term. Mouton is a residential assistant at Jackson Hall, Bobcat Pause director and serves as the president of the Texas State Student Foundation.



02.

During her scholarly visit to the Stanford Center for Education Policy Analysis at Stanford University, **Dr. Li Feng**, economics, collaborated on a research article published in October 2017 in the *Journal of Policy Analysis and Management*. The article titled “The Impact of Incentives to Recruit and Retain Teachers in ‘Hard-to-Staff Subjects’” was a featured article in the journal.

03.

Eight MBA cohort students completed an **international field project** in spring 2018 for **ARCA Continental**, the second-largest Coca-Cola bottler in Latin America and third-largest worldwide. Students evaluated and analyzed the transportation data for Lima, Peru and developed recommendations to reduce or eliminate gaps and weaknesses in ARCA’s transportation model within the Peruvian market. During a study abroad trip, they presented their recommendations to **Mauricio Costa Bedoya**, chief of distribution; and **Antonio Quintana Suarez**, manager of distribution, at ARCA headquarters and distribution plant in Lima. The students also visited other businesses and traveled to Machu Pichu.

(L to R)

Dr. Bill Chittenden,
Zachary Carden, Sara
Wall, Kelly Mitchell,
Marcus Smith, Michael
Loredo, Amanda Perez,
Jesse Crider



04.

McCoy College alumni **Kenneth R. Hewitt**, BBA, accounting, chief financial officer, Texas Southern University; **Deborah J. Kissire**, BBA, accounting, retired vice chair, regional managing partner, Ernst & Young, LLP; and **Michael Raiford**, BBA, computer information systems, vice president, FAB Factory Engineering, Samsung Austin Semiconductor, were recognized as **Texas State 2018 Distinguished Alumni**.

05.

McCoy College faculty completed four corporate externships in AY '18. Participants toured facilities and attended presentations covering a multitude of topics relevant to business practice. Thirty-two faculty members completed externships with **Caterpillar, Ember Industries, Grant Thornton** and **Rush Industries**.

06.



Katie O'Brien & Madison Ivers

Four Texas State students attended the Liberty Mutual Southwest Sales Competition in October 2017 at the University of Houston. Senior marketing major **Kiley Barry** placed first in the competition and received a \$5,000 scholarship. **Mr. Wayne Noll**, assistant director, Center for Professional Sales, was Barry's coach. In April, four sales students attended the 20th annual National Collegiate Sales Competition. Graduate students **Madison Ivers** and **Katie O'Brien** competed in three rounds. Based on their combined scores, Texas State won the championship trophy in the graduate division. **Ms. Vicki West**, director, Center for Professional Sales, is the faculty mentor and coach.

07.

Business law faculty **Drs. Pat Pattison** and **Don Sanders** won a Best Paper Award for "Disabled Employee or Just a Jerk?" published in *The Southern Law Journal*, fall 2017. **Dr. Linda Alkire**, marketing, and her co-authors won the Robert Johnson Award – Outstanding Paper, *Journal of Service Management*, 2018 for their paper titled "Showcasing the diversity of service research: Theories, methods and success of service articles."

08.

Kelechukwu Isabor, an economics major, was named one of 50 **Oxfam CHANGE leaders** for 2017-2018. Oxfam is a Boston-based international relief and development organization working to end poverty. Each year Oxfam brings together a select group of 50 student leaders nationwide who receive skills training, resources and year-long support to transform their passion for issues into meaningful action on campus and in their communities.

09.

The Texas State Chapter of **Beta Gamma Sigma**, the honor society for AACSB accredited schools of business, inducted 211 students in two ceremonies in 2017-2018. **Mr. Gene Roe**, co-founder, Symmetry Financial Solutions; **Mr. Randall James**, retired Texas Banking Commissioner; **Mr. Will Holder**, retired president, Trendmaker Homes; and **Dr. Andrea Golato**, dean of the Texas State Graduate College, were recognized as chapter honorees.

10.

McCoy College hosted three visiting scholars in AY '18. **Dr. Eva Maaninen-Olsson**, associate dean at Mälardalen University in Vasteras, Sweden, collaborated with college faculty and shared her expertise through guest lectures during the year. **Kotaiba Aal**, a Ph.D. student in business administration at CTF, Service Research Center at Karlstad University, Sweden, worked with **Drs. Ray Fisk** and **Linda Alkire** on an article on service ecosystem transformation. **Mirella Lindsay Haldimann**, a Ph.D. student in business innovation from Linköping University in Sweden and EAWAG in Switzerland, presented her mid-thesis defense to marketing faculty.

11.



Liz Bohannon

The **2018 Business Leadership Week** focused on the theme **“Integrity in Business.”** Over 2,822 students participated in events that included keynote speaker **Liz Bohannon**, co-founder and CEO of Sseko Designs; distinguished speaker **Billy Petty**, certified fraud examiner for Heyman and Associates, PLLC; and an executive leadership panel with **Bill Day** of Frost Bank; the Honorable **Daniel Guerrero**, former mayor of San Marcos; and **Brian McCoy**, CEO, McCoy’s Building Supply. The week also included an alumni panel, the McCoy Career Expo, a student organization leadership fair and 12 classroom speakers.



12.

The **Center for Entrepreneurial Action** hosted two **3-Day Startup** programs, one each in fall and spring. Approximately 70 participants, including undergraduate and graduate students, joined faculty, industry mentors and judges for intensive weekend workshops. Fifteen startup ideas resulted from the events. Three startups were selected to represent Texas State at **SXSW** including **Pockets**, an innovative design of women's jeans; **Kosmik Energy**, a device that captures sunlight to light a room; and **Spot Light**, a software app for booking performers at live venues.

13.



John Lee and Eun Jeong Lee

John Lee, a marketing sophomore, and Eun Jeong Lee, a graduate student in the School of Journalism and Mass Communication, participated in an internship for NBC's *Today* show at the **2018 Winter Olympics** in Pyeongchang, South Korea. The students were accompanied by Michael Burns, senior lecturer in communication studies. Sales students **Maria Halam** and **Ricardo Nova** participated in a **UPS global sales internship** in Barcelona, Spain during summer 2018.

14.

Dr. Dennis Smart, management; and **Cara Frederick**, McCoy College outreach coordinator, developed 22 unique business research and consulting **field projects** for graduate students enrolled in Management 5313. Teams of three to five MBA students worked with company representatives to address organization-defined issues. Clients included: Central Texas Life Care; Eden Hill; Mensor Corp.; Hawk Custom Pools; Kings Highway Animal Clinic; LifeSteps; Total Body Board; A Novel Idea (Auntie Anne's Cinnabon); Chosen; Drive a Senior; New Braunfels Economic Development Foundation; Round Rock Chamber of Commerce; Rush Enterprises; Volt480; ARCA Continental; and the materials, science, engineering and commercialization program at Texas State University.

15.

Graduate students **Elisa Amkreutz** and **Julia Lara**, master of science in accounting and information technology, and accounting undergraduates **Joseph Courville**, **Peyton Dilts** and **Greg Russell** submitted a video for their research and analysis of a big-box retailer to the **Institute of Management Accountants (IMA) Case Competition**. The video earned the students and their faculty advisor, **Dr. Carolyn Conn**, accounting, a top-four finish and a trip to compete at the IMA national meeting in June 2018.

16.

In partnership with the **Society for Human Resource Management** Texas State undergraduate students majoring in management with an HR concentration or students in the master of science in human resources management program that have completed 500 hours of HR-related experience are eligible to sit for the SHRM-CP exam in their final year. **Dana Reiley** and **Amy Wielbacher** are the first students to receive preliminary passes on their certification exams. Texas State is one of a few universities in the country that qualify for this partnership as its HR curricula is fully aligned with the SHRM Learning System.

17.

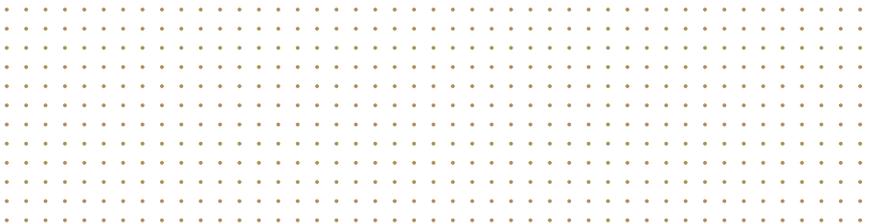
Accounting students **Steven Alvarado, Alex Barbosa, Mistik Castillo Garcia, Erick Garza** and **Nick Oloteo**, along with **Drs. Ann Watkins** and **Keith Kebodeaux** and faculty advisor **Ms. Laurie Brown**, attended the **Beta Alpha Psi SouthWest Regional Conference** in Oklahoma City. The Texas State students co-hosted the conference and competed in the Best Practices “Launching into the Next Century” competition. The team placed third for their presentation.

18.

The 8th annual **Roundtable 360°** “The Eyes of Justice: A 21st Century Conversation,” hosted by McCoy College, was held in October 2018. Guest panelists included **Ashton Cumberbatch, Jr.**, policy advisor for the office of Austin mayor Steve Adler and executive pastor at Agape Cristian Ministries; former Texas Supreme Court Justice **Craig Enoch**; and Dallas County sheriff **Lupe Valdez**. Each speaker presented an aspect of justice as it pertains to their work.

19.

The **3M Company** donated \$75,000 to equip three sales laboratories for the Texas State **Center for Professional Sales**. The center is a member of the University Sales Center Alliance, a group of universities that offer a professional selling program with a major, minor or concentration in sales. The labs will allow corporate role-playing in business-to-business sales, a key component of success for sales center graduates.



20.

Texas State **Net Impact** was named the 2017 Chapter of the Year. In AY '18, the chapter was a finalist in the Up to Us Challenge, a leading national program that engages students in raising awareness about the nation's fiscal future and economic opportunities. Project manager **Darrian Bell** was invited to attend the Up to Us Fiscal Leadership Summit in Washington, D.C. The chapter also placed first out of 35 teams in the Future of Energy Challenge sponsored by Shell. The winning team of **Nikita Demidov** and **Joseph Fischer**, finance; Cedrik Chavez, digital media and innovation; Muhammad Abdullah, mechanical engineering, University of Michigan; and Milad Korde, geographic information science and environmental studies, presented their winning project at the Shell Powering Progress Together Conference in April. Net Impact advisor **Dr. Janet Hale** was named the Faculty Mentor of the Year by the Texas State.



(L to R)
Muhammad Abdullah,
Cedrik Chavez, Joseph
Fischer, Nikita Demidov,
Milad Korde

21.

The McCoy College team of **Katlyn Batterton**, management; **Brittney Lopanec**, marketing; and **Luis Maldonado Chaves**, computer information systems, was one of four co-winners in the general category poster competition at the **12th Annual Texas State Undergraduate Research Conference** held in April. More than 110 posters were submitted to the competition. The poster titled "What Makes You Happy" was based on research using data analytics and applied statistics tools. **Dr. Tahir Ekin**, CIS & QM, was the faculty advisor for the team.

22.

San Marcos Mayor **John Thomaides** kicked off the "**Smart Food Hackathon**" hosted by Texas State. The Hackathon is an interdisciplinary event with students from computer science, communication design and business. Students join forces to develop a business plan for a software application designed to alleviate food insecurity in the community. Only 20 universities in the country were selected to host these events.

23.

Drs. Enrique Becerra, marketing; **Vivek Shah**, CIS & QM; and **Dennis Smart**, management, accompanied 50 undergraduate students enrolled in computer information systems, management and marketing courses to **Barcelona, Spain** in May and June 2018. Management faculty **Drs. Melissa Baucus** and **Rob Konopaske** accompanied 29 graduate students enrolled in cross-cultural management and international leadership to **Lima, Peru** in June 2018.

24.

Eight students from the **Student Managed Investment Fund (SMIF)** practicum attended the **Global Asset Management Education Forum (GAME 2018)** with faculty advisor **Dr. Holland Toles**, finance. The McCoy SMIF team was awarded first place in the Fixed Income Division in the portfolio competition. The presentation team consisted of **Cordell Bunch, Michael Madu, Emily Ordonez, Amanda Pownall** and **Quangqing Zhang**. A team of SMIF students, along with teams from Baylor, Texas Lutheran, Tulane and UNT, was selected as finalists to compete in the Portfolio Management Competition at the **TIPS/Southwest U.S. Research Challenge** held at Southern Methodist University.

25.

McCoy College faculty hosted over **60 industry leaders** in classes and student organization events including the following guests in the **Studies in Entrepreneurship** course: Pat Oles, Barshop and Oles Company; Tim DeJong, Wimberley Glassworks; Alan Graham and Meagan McCoy Jones, Mobile Loaves and Fishes; Scott Emerson, The Emerson Group; Monica McNabb, McNabb and Co.; Brian Olson and Sabin Steinbacher, Bosstex Venture Corp.; Karen Carroll, 3M; Gay Gaddis, T3; Randy Weiss, Radius Squared, LP; James Fosler, Veteran Entertainment and Resource Connection; Rio Rodriguez, San Marvelous; Alan Dreeben, Republic National Distributing Company; Clay Hauk, Hauk Custom Pools; Darrell Kirksey, Allied Hand Dryer, and Jody Kirksey, H-E-B (retired); Carol Huntsberger, Quality Seafood; David Graffagnini, PerkUp; Mark Adams, Direct Biologics, LLC; Brian McCoy and Meagan McCoy Jones, McCoy's Building Supply; Jodi Edgar, Basintek, LLC, and Matt Edgar, Sawtooth Capital Management; and Larry Kapavik, Kapavik Transport, LLC.



Meagan McCoy Jones and Alan Graham, Mobile Loaves and Fishes

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