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Dubai Study Abroad



Dr. Irfan Ahmed—MKTG 4385: *Business in the Middle East (Dubai Study Abroad)* was successfully offered for the second time.

Highlights:

- 15 enrolled students
- Visits to American University in the Emirates, Masdar City, Shaikh Zayed Grand Mosque, Emirates Airlines, and Dubai Chamber of Commerce and Industry.

Student comments:

- Dubai was a dream come true. I loved every moment of the trip and woke up every day willing to learn something new and do something adventurous everyday, which I did. My experience exceeded any expectations I had for this trip ...
- The cultural experiences blew my mind. I truly feel like I could be able to do business in the Middle East because everyone we were acquainted with taught us the right way to do things and broke everything down and gave reasoning behind it, which helped so much. Meeting with the Chamber of Commerce was an experience in itself. I would have never gotten the opportunity to do something like that in my normal life as a college student.

From Dr. Ahmed "Overall, visiting Dubai was the greatest experience of my life the things I saw and experienced there can't be duplicated at all. I went into the Middle East with an open mindset and not the mindset that most Americans are taught to have about Muslims and the Middle Eastern countries and I'm glad I did. It is such a good feeling and opportunity to get the chance to live in someone else's culture and look at the world from another perspective." ▼

The Dubai Study Abroad program (Business in the Middle-East) was initiated in 2014 to provide an opportunity to COBA students to explore business in the Middle-East, especially the Gulf Cooperation Council (GCC) countries. The course provides academic content about the nature of U.S.-GCC business relations, and offers a first-hand look at business practice and cultural commonalities and differences between the U.S. and the United Arab Emirates, a leading member nation of the GCC. The course uses reflective learning and critical thinking pedagogies to enhance students' appreciation of the Middle-East.

—Dr. Irfan Ahmed

PMIH Scholarships

Over the past two years, the Houston chapter of the Project Management Institute of Houston (PMIH) has generously presented several students, majoring in disciplines associated with project management, scholarships to further their studies. Selected recipients demonstrated the importance of project management in their current studies and how it will affect their future. PMIH generously donated \$36,000 during Spring 2015 and \$28,000 during Fall 2015 to SHSU students. The success of this scholarship program, and gratitude of the first recipients, has inspired a third round of scholarships that is currently underway. Each of the \$2000 scholarships, will help the students with some of the costs associated with tuition and books. The PMIH Woodlands Venue meets every third Tuesday of the month at 6 p.m. on the fourth floor of the Woodlands Center.

► The Center for Innovation & Technology (CIT) works with the Center for the Intrepid in San Antonio to provide devices



Fall 2015 PMIH Representatives, Scholarship Recipients and Faculty Representative

to enhance the lives of our wounded warriors. Scott Golightly (finance), Maureen Reynolds (nursing) and Devin McCullough (MBA), are students working at the CIT under the direction of Dr. Pamela Zelbst. These students developed a working prototype of a device that allows a wounded warrior who lost all four limbs while serving in Iraq to roll her deodorant up and down so she can apply

the deodorant completely on her own. The students used SolidWorks software and a 3D printer at the CIT to produce the device. The veterans reaction helped the students understand that they didn't just help with her ability to do a routine action that we often take for granted, they also assisted in giving back some individual dignity to a brave woman. Alpha Tau Omega, a fraternity on campus, raised the funding for this project and donated the money to the CIT. COBA students' generosity of their time and effort exemplify the school motto, "A Measure of a Life is its Service." In addition to the students working at the CIT gaining the intrinsic reward of a job well done, they currently have a patent pending on this device. As these students graduate they have a unique line on their resume that will attract the attention of their future employers as an indication that they are willing to do the things that need to be accomplished for success!

► Dr. Pamela Zelbst's article, Green Supply Chain Management Practices: Impact on Performance. *Supply Chain Management: An International Journal*, was selected by Emerald publishing as one of their 'Gems' and republished as a chapter in 2015 in the book, *A Focus on Sustainable Supply Chains and Green Logistics*, Emerald Gem, Green Supply Chain Management Practices: Impact on Performance, pp 1-32, Emerald: UK. Her co-authors include Dr. Green, Dr. Meacham and Dr. Vikrem of Southern Arkansas University.

► Additionally, Dr. Zelbst is currently working on the 2nd edition of her book *RFID for Operations & Supply Chain Managers* with her co-author Dr. Victor E. Sower. The second addition will be on the shelves in 2016. ▼

Positive Impact of an ACE course

Executing an effective service-learning course requires all stakeholders (i.e., students, instructor, and community partners) to be fully vested into the course. It helps if the instructor has years of experience teaching ACE courses, has a strong commitment to the service-learning pedagogy, can identify the needs of the community partner, and is willing and able to adjust the content of the course each semester. Similarly, the course needs students who are motivated to learn, those willing and able to spend time outside class to assist the community partner, acceptable to changes throughout the semester, etc. Equally important is the role of the community partner. So as to have a positive impact, the community partner must be willing to share both the operational and the financial status of the entity, information about the people working (or volunteering) at the entity, characteristics of the organization's client/customers, etc.

There are numerous ways to assess the positive impact of an ACE course on the community partner(s). Having taught service-learning courses for twenty-four years, I can honestly say that my classes have helped entities in numerous ways including: (1) Grow both in size and revenues (e.g., Laundromat), (2) Avoid bankruptcies (e.g., Consignment shop), (3) Avoid laying-off employees (e.g., Religious Institution), (4) Incorporate greater marketing efficiency (e.g., Photograph studio), (5) Helped the underprivileged (non-profit resale store), and (6) Even recommended closing the business (e.g., bar and grill).

While teaching an ACE course takes more time and effort than teaching a non-ACE course, it is the intrinsic reward of serving "the business and/or non-profit" that motivates me to continue teaching ACE courses. As someone who has a private consulting firm (i.e., I have a sole proprietorship and an LLC that provides consulting to medium size companies) and gets paid for my service, it is the small firms and the non-profit organizations (who cannot pay consultants) that need the most help. Therefore, my ACE courses provide a great service to the community.

—Dr. Sanjay Mehta ▼

Equally important is the role of the community partner.

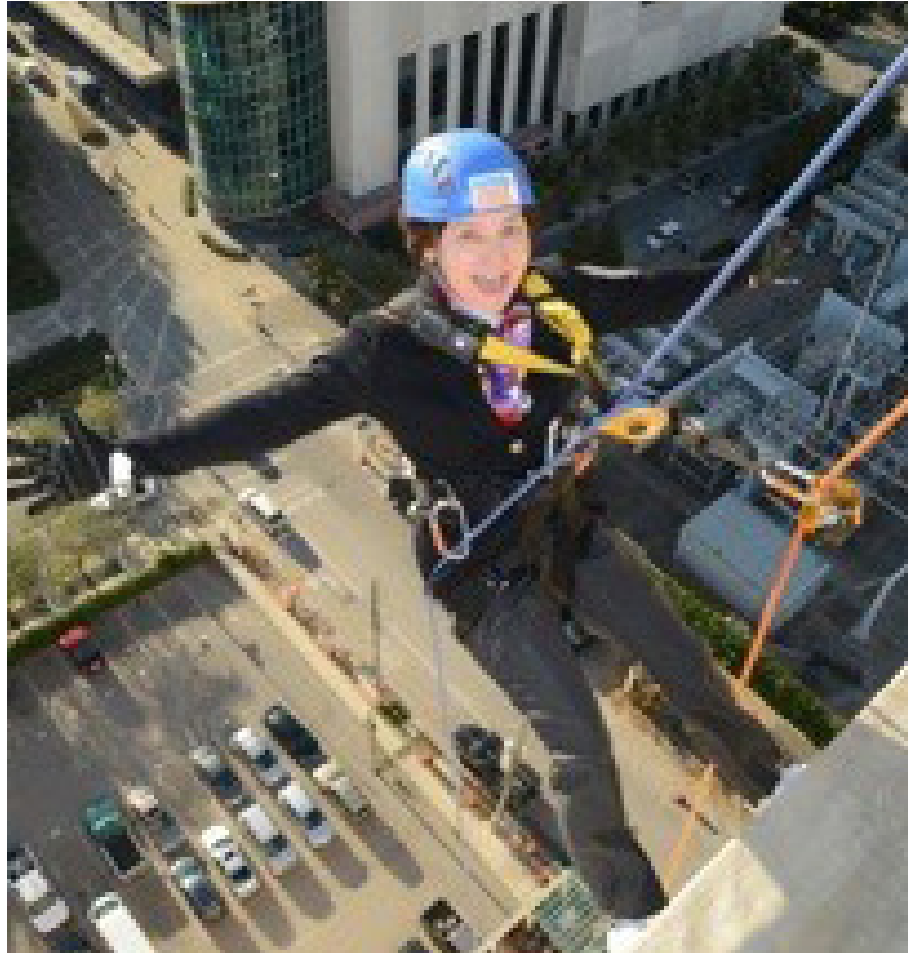


APICS Student Case Competition

APICS Terra Grande District held their 2nd annual Student Case Competition on Friday January 29th and Saturday January 30th this year. APICS Houston Chapter sponsored the awards for the teams: \$3,000 for the 1st place, \$1,500 for the 2nd place, and \$300 for all other teams that placed 3rd. After successfully hosting their first ever case competition within the Terra Grande district last year, this second event was well received. Several students and faculty members from last year were present again this year. This time there were nine teams competing: three graduate teams and six undergraduate teams. Three graduate teams and one undergraduate team from the University of Houston C.T. Bauer College of Business (UH), two undergraduate teams from Sam Houston State University (SHSU), one undergraduate team from the University of Texas at El Paso (UTEP), and two undergraduate teams from Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) competed in this year's competition.

The faculty advisors who assisted in the competition and supported students included:

- Dr. Jason Riley – Sam Houston State University
- Dr. Jose Ablanado Rosas – University of Texas at El Paso
- Dr. Gordon Smith – University of Houston ▼



Special Olympics Fundraiser

On November 14, 2015, Juliana Lilly, SHSU Management Professor, went “Over the Edge” and rappelled down the 20-story Embassy Suites Hotel in downtown Houston as part of a fundraiser for Special Olympics Texas. Dr. Lilly's daughter has participated in Special Olympics for several years and was one of Dr. Lilly's cheerleaders at the event. Special Olympics is the world's largest sports organization for people with intellectual disabilities, and fundraising events such as Over the Edge help support more than 53,000 athletes in Texas. Over 4.5 million children and adults throughout the world who typically do not have the opportunity to compete in sports learn they can succeed when given the chance to participate in Special Olympics, and Dr. Lilly is proud to support this organization. ▼

Dr. Joseph Kavanaugh facilitates strategy development for the Offshore Technology Conference

Joe Kavanaugh, Professor of Management, recently completed a three-month engagement with the Offshore Technology Conference (OTC) facilitating strategy development with the OTC Board of Directors. The OTC is the largest energy industry conference and exhibition program in the world, and regularly attracts over 100,000 industry professionals to Houston annually. The OTC also supports OTC-Asia, OTC-Brazil, and the Arctic Technology Conference. ▼

Faculty Accomplishments



SHSU Department of Management & Marketing

Dr. Gerald Kohers, Chair, Dr. Roger Abshire, Dr. Irfan Ahmed, Prof. Jerri Baker, Dr. Charles Capps, Dr. Christopher Cassidy, Dr. Jamie Collins, Prof. Gregory Dickens, Dr. Jo Ann Duffy, Dr. William Ellegood, Dr. Renée Gravois, Dr. Carla Jones, Dr. Joseph Kavanaugh, Dr. Julianna Lilly, Dr. Sanjay Mehta, Dr. John Newbold, Dr. Michael Pass, Prof. Gary Payne, Dr. Christopher Reutzel, Dr. Jason Riley, Dr. Aneika Simmons, Dr. Stanislaus Simon Solomon, Dr. Kevin Sweeney, Dr. Janis Warner, Dr. Kamphol Wipawayangkool. Colleagues or faculty not pictured in the Dept photo: Prof. Robert Barragan, Prof. Claudia Davis, Prof. Frank Williams, Prof. Fawzi Noman, Prof. Gary Payne, Dr. Kathleen Utecht, Dr. Pamela Zelbst, Ms. Caroline Balke, Prof. Robert "Trez" Jones

Dr. Irfan Ahmed is serving as Vice President of Publications for Southwest Case Research Association and Editor, Journal of Applied Case Research, as well as Vice President for Membership, Association of Collegiate Marketing Educators (ACME).

Dr. Renee Gravois is serving as Vice President of Programs/Program Chair for the Association of Collegiate Marketing Educators (ACME)

Dr. Sanjay Mehta will receive the ACME/ Federation of Business Disciplines Outstanding Educator Award for 2016

In summer 2015, the students in **Dr. Kamphol Wipawayangkool's** MGIS 3310 Management Information Systems designed and developed a web site for BaCorp Wastewater Treatment, a local business in Huntsville, Texas (Bacorpwastewater.com) as a course project under the Academic Community Engagement (ACE) initiative.

- Since fall 2015, Mr. Preston Stephenson, an MIS undergraduate student and the President of the Association of IT Professionals (AITP) Student Chapter, has been developing an e-commerce web site as an independent study with Dr. Kamphol Wipawayangkool for Stratus Support Systems, a startup company in Huntsville, Texas (Stratussupportsystems.com).
- Mr. Eric Villafranca, a recent MBA graduate and currently a doctoral student at Baylor University, and Dr. Kamphol Wipawayangkool published their research entitled "Exploring

Millennials' Malware Awareness and Intention to Comply with Information Security Policy" in *Review of Integrative Business and Economics*, Vol. 4, No. 3, 2015.

Dr. Aneika Simmons Citations

- Simmons, A. L., Baskerville-Watkins, M., Umphress, E. E. (2015). Are men tokens bad for women? The effect of social dominance orientation on high status tokens' evaluations of low status members. *Journal of Applied Social Psychology*, 45, 55-66. DOI: 10.1111/jasp.12275

Position

- Southwest Academy of Management, Representative at Large (2012 – 2015)

Guest Speaker Spots:

- Alcohol Awareness Committee Member (2011– Present). Presented, "Coping With Emotional Trauma" at the Alcohol Summit in September 2015.
- Advisor for Daughters of Righteousness. Presented, "How to Face Challenges in College" in April 2015.

Dr. Stanislaus S. Solomon

Conference Research Presentation:

- Solomon, S., Li, H., Womer, K., and Santos, C. (November 2015) Dynamic Programming Approximations For Stochastic Resource Planning Under Partial Observation, INFORMS 2015, Philadelphia, Pennsylvania.
- Chair for the Artificial Intelligence session at INFORMS 2015, Philadelphia, Pennsylvania

Awarded Research Grant:

- PI, "Large-Scale Dynamic Assignment Problems under Uncertainty", Sponsored by the College of Business Administration Summer Research Grant Program, Sam Houston State University, \$8,000, June 2015 to August 2015

MGMT 4360 Supply Chain Management: ACE Course

Worked with the SHSU Center for Community Engagement and obtained "Academic Community Engagement" (ACE) Certification for my Supply Chain Management course. In this course, students not only become familiar with the concepts (or theories, skills, content) in Supply Chain Management, but also used this knowledge to make a difference within our community. Teams of students consulted with 6 local business regarding their supply chain practices and recommended a new supply chain initiative that will improve their current practices. The objective was to improve critical thinking skills (related to Supply Chain Management) and communication skills. Student teams studied the SCM practices of the following 6 local businesses and proposed an initiative to improve them:

- Lincoln Manufacturing
- Callahan's General Store
- Fastenal Company
- Parker Drilling Company
- The Draft Bar
- A Wings N'More Restaurant

Dr. Michael Pass

Publications

- Pass, Michael W. (in press, 2015). "Sage Hill Inn Above Onion Creek: Focusing On Service Quality," *Journal of the International Academy for Case Studies*
- Pass, Michael W. (in press, 2015). "Sage Hill Inn Above Onion Creek: Focusing On Service Quality," (Teaching Notes) *Journal of the International Academy for Case Studies*

Scholarly Award

- Received "Distinguished Research Award" for the following study: Pass, Michael W., "Determinants of Manufacturer Commitment to the Independent Sales Representative," Allied Academies Fall 2015 International Conference, Las Vegas, NV, October 2015.