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Student Spotlight —Featuring Jacobi Hunter and Collin Marcum—The Twin Towers

Every once in a while, life will bring two people together who appreciate and complement each other. In this instance, Jacobi Hunter and Collin Marcum are the two people who happened to meet as students at SHSU. I recently ran into them in the halls of the Smith-Hutson building and witnessed Collin helping Jacobi improve his tie-tying ability. I had the pleasure of having both outstanding young men in my class, although not in the same semester. Both Collin and Jacobi embody the best that COBA has to offer, so we share their stories, as inspiration and as a celebration of COBA's role in their development.



Jacobi Hunter (pictured on the left), Collin Marcum (pictured on the right)

Collin Marcum

Q. Did you come to SHSU as a freshman? If not, what circumstances brought you to SHSU?

A. I came to SHSU as a 2nd semester freshman because I came in from high school with 21 credit hours.

Q. What is your major?

A. Finance

Q. How has SHSU uniquely prepared you to succeed?

A. SHSU has prepared me to succeed by giving me an education that I believe is a higher quality than that of other institutions. For most other colleges, the class sizes are very large and many times the class is taught largely, if not completely, by graduate assistants. However, at SHSU the class sizes are smaller and taught by professors, which has given me more one-on-one access to professionals that has allowed me to learn the material more exhaustively. Additionally, SHSU's class rigor has taught me how to manage tasks, remain focused, ask the right

Jacobi Hunter

Q. Did you come to SHSU as a freshman? If not, what circumstances brought you to SHSU?

A. No, I came to SHSU as a Sophomore. Football brought me to SHSU. I decided I wanted to transfer from University of California-Berkeley and SHSU offered the close proximity to my home in Cypress and a good group of coaches.

Q. What is your major?

A. I am a double major in Banking and Finance.

Q. How has SHSU uniquely prepared you to succeed?

A. The underdog mentality and commitment to hard work has prepared me to be ready to excel, no matter what odds are against me in the workforce.

Q. Did you have any internships during your time at SHSU?

A. Yes.

Marcum interview, con't.

questions, and how to learn and apply information quickly.

Q. *Did you have any internships during your time at SHSU? If so, where did you complete an intern?*

A. Travelers Insurance Company

Q. *What did you learn from your internship(s)?*

A. My internship taught me how to work an 8:00 to 5:00 day and, most importantly, the importance of emotional intelligence. Since I arrived at SHSU, professors and speakers that the Banking and Finance Club have hosted have continually stressed not only the importance of having a technical knowledge of the job, but the importance of empathy and getting along with people for success. This is something that I learned first-hand as I discovered that it is not always the smartest person with the highest IQ who is a leader, but the person who can galvanize those around them to accomplish tasks.

Q. *What is your next step after graduation?*

A. I will be working as a Credit Analyst at Amegy Bank of Texas in Houston starting in June.

Q. *Is there anything you would choose to do differently regarding your academic career?*

A. I am very satisfied with my academic career at SHSU. I have been able to accomplish the academic goal I set for myself of getting straight A's and have received scholarships in the process that have benefitted me greatly.

Q. *Is graduate school on your horizon? If so, what type of degree might you plan to pursue?*

A. I am not completely sure if graduate school will be something I do, but if I was able to do so I would pursue SHSU's EMBA program that was created for bankers to further their education. I have heard how great this program is from many successful bankers who have spoken at the Banking and Finance Club's meetings.

Q. *What advice would you give an incoming freshman that might help them succeed in COBA?*

A. The advice I would give to freshman is to tell them that the person who is the most committed, focused, and

driven to succeed is the person who gets the most out of their classes and accomplishes their academic goals. Before I was a college student, I always thought of success in college as an insurmountable task, but I realized that college, like everything else, is all about discipline and remaining focused on the work that needs to be done. Secondly, I would also advise freshman to never be scared to go to their professor's office hours. Going to class is essential for doing well in classes, but I found that a 1 hour and 20-minute class isn't always long enough to gain a detailed understanding of the material, so ask questions! Finally, the last piece of advice I would give is that there is no such thing as there being nothing



to do in your classes. Even if there is no homework assigned than that just means that there is more time to study what your professor has taught in lecture. I have found that constantly going over the material you learn well before your exam really helps make the information "stick".

Q. *To what or whom do you credit with supporting your success in your undergraduate academic career?*

A. I owe my success to God who has been my foundation throughout these past 3 years, my parents who have always believed in me and have given me self-confidence that I can succeed, my girlfriend who has always believed in me and has supported me unconditionally, and all of my COBA professors who have made every effort to help me learn the material that they taught and have truly desired that I reach my fullest potential. I am grateful beyond words.

Hunter interview, con't.

Q. *If so, where did you complete an intern?*

A. I interned for First Financial Bancshares in Abilene, Tx as a Loan Review Analyst. After that I worked for one of the branches in Huntsville, Tx as a Credit Analyst.

Q. *What did you learn from your internship(s)?*

A. The main lesson I learned was how to be a professional at work and work related activities. I learned how to effectively communicate my concerns and tasks that I was not comprehending with my boss. Another take away was time management.

Q. *What is your next step after graduation?*

A. I will be working at Amegy Bank as a Credit Analyst in their Officer Development Program.

Q. *Is there anything you would choose to do differently regarding your academic career?*

A. Yes, I would have joined more organizations and honor's clubs.

Q. *Is graduate school on your horizon? If so, what type of degree might you plan to pursue?*

A. I am getting a strong push from some faculty and my wife, so I would have to say yes. I would be interested in getting either a MSF, or MBA with a concentration in finance or management.

Q. *What advice would you give an incoming freshman that might help them succeed in COBA?*

A. Join clubs and organizations and look for leadership positions. Get to know your professors. Make sure you have an internship before you graduate that opens doors immensely and also help you decide if that is your desired career path.

Q. *To what or whom do you credit with supporting your success in your undergraduate academic career?*

A. I credit the entire school of business since each class progressed me forward to the man I am today. It takes a village to raise a child. With that being said I owe it to my entire family especially my wife who always encouraged me to shoot for the stars, because the worst that can happen is you land in the clouds.

The Management & Marketing Department Celebrates Dr. Pamela Zelbst's Promotion to FULL Professor

Dr. Zelbst began her academic journey as an undergraduate student at SHSU receiving a BBA. She continued her educational journey and obtained an MBA from COBA at SHSU also. The education she received provided the foundation for her career. Pam Zelbst received her PhD from the University of Texas at Arlington. After completing her PhD, she returned to SAM and has been a valuable contributor to the COBA ever since.

Pam is an accomplished scholar, regularly publishing articles and book chapters. In addition, she is the co-author of two books. She has earned several awards during her tenure at SAM, which include but are not limited to: COBA Faculty Excellence Award (2010), Certificate of Appreciation, Lightening Troop and Thunder Squadron (Given for support of returning soldiers coming home from Iraq (2009)). Students comment that her experiential approach to learning engages them in ways no other classes do.

In addition to her role as a valued faculty member of the Management and Marketing Department, Dr. Zelbst serves as the Director for the Center for Innovation & Technology and as the Director for the Sower Business Technology Laboratory. Via these positions, she has developed many patents and copyrights. Her experience is pivotal in helping students to develop



their ideas and follow her example of filing for patents and copyrights. The Center for Innovation and Technology has partnered with NASA on projects and with the Center for the Intrepid in developing products to meet the needs of veterans who have limited mobility.

Professor Zelbst's investments in the community are some of her most proud accomplishments. She is a valuable resource within her community. Her community service spans well beyond

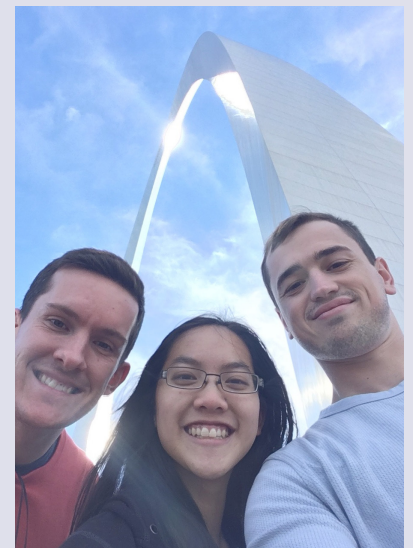
"Students comment that her experiential approach to learning engages them in ways no other classes do not."

the SHSU campus. She is active with the Rotary Club and has participated with both the Huntsville and Conroe Rotary Clubs. She eagerly shares her experience and knowledge by helping others. Dr. Zelbst truly embodies the motto of the University, "The Measure of a Life is its Service".

"Meet Me in St. Louis"— SHSU MIS Students Participate in the Association of IT Professionals 2017 National Collegiate Conference in St. Louis Next to the Gateway Arch

The Association of IT Professionals (AITP) Student Chapter sent three representatives to the National Collegiate Conference (NCC) 2017 in St. Louis on April 6th-9th. The NCC attracted over 500 participants—404 students, 61 faculty from 48 colleges/universities, as well as 48 sponsors/speakers. There were 12 contests such as MS Office Solutions, Systems Analysis & Design, Database Design, Mobile Application Development, Network Design, Enterprise Systems, Business Analytics and Security, as well as an IT Research Poster session. The feedback was that the conference "was a fantastic experience" as the students attended conference sessions, competition events and the Career Fair. One of the students is currently interviewing with a company he met at the Career Fair. Way to go SHSU!

Faculty advisors Dr. Janis Warner and Dr. Kamphol Wipawayangkool helped the students prepare for the conference and obtain 100% funding through student fundraising efforts, a corporate partner Global Shop Solutions and SHSU Student Activities.



▲ Left to right: SHSU students Brian Pitman, Nhi Do and Jonathan Neal.

MS Access Database vs. MS

Excel?? *The Center for Innovation and Technology Helps Answer that Question*

Do you need to develop a process to track information about inventory, sales prospects or customer contacts? Well, Jacob Keddy may have a solution for you. SHSU student Jacob Keddy presented his findings from an Honors research project at the SHSU Honors Symposium on April 29th. Dr. Janis Warner supervised the project while teaming up with Dr. Zelbst, she was seeking the best way to efficiently track inventory at the Center of Innovation and Technology (CIT). There are many great opportunities for students to gain hands on experience at the Center for Innovation and Technology. Please contact Dr. Zelbst for more information about project opportunities.

SHSU students participate in three case competitions.

Throughout the spring semester, the APICS student chapter has been busy competing in Texas and California. Sam Houston students started off the season by traveling to San Diego, CA and competing against students from 17 schools in the APICS West Coast Case Competition. In total there were 23 teams from schools within the US, Mexico and Asia. Overall, the undergraduates brought home 3rd place and some great memories of San Diego Bay. Then in late March the Sam Houston State APICS chapter hosted the Terra Grand District Case Competition at the Woodlands Center. Three graduate students and six undergraduates from Sam Houston partook in the competition. Sam Houston's undergraduate team finished first in the undergraduate division and fourth overall. Both teams earned cash awards for their efforts. Most recently, three students competed in a case competition hosted by the Institute of Supply Management (ISM) and held at Shell Oil's corporate headquarters. While this was the first time, Sam Houston APICS students have participated in this competition, they finished fourth overall. Looking to the future, the chapter continues to recruit new students and prepares for completion season next year.

STUDY ABROAD IN DUBAI

The Dubai Study Abroad Program (Business in the Middle East) was offered by the Management and Marketing Department for the third time, in December 2016. Twelve students participated in the 2016 program. The group, led by Dr. Irfan Ahmed, visited the American Business Council of Dubai and the Northern Emirates, Coca Cola AGL, Emirates Airlines, and were briefed by business faculty at the American University of Dubai and the American University in the Emirates. In addition, the group received exposure to cultural activities and events.

As one of the Dubai 2016 participants noted: "The whole trip has exceeded any of the expectations I had. While I could imagine and see images of Dubai through various media outlets, nothing compares to actually being there and experiencing it firsthand."

The Dubai Study Abroad program will be offered again in 2017 as a Fall semester course (MKTG 4085). Travel dates are December 8-19. As with



▲ Andres Parra Castro used some of his leisure time in Dubai to go on a skydiving trip.

previous years, the trip will include visits to corporations, trade and industry organizations, educational and cultural institutions, and visits to both traditional and modern format retailing institutions. The deadline for applications is April 17. Please contact Dr. Irfan Ahmed (irfanahmed@shsu.edu) for more information.

Management, Marketing and MIS Department Hosts ExxonMobil Executive at The Woodlands Center



▲ Pictured are Associate Professor John Newbold (Marketing), Ms. Rebecca Pearson, Professor Julie Lilly (Management), Associate Professor Jamie Collins (Management) and Professor Joseph Kavanaugh (Management).

On April 19, 2017, several departmental professors hosted a special presentation by Rebecca Pearson, Marketing Manager for Lubricants for the Americas for ExxonMobil. Ms. Pearson's talk, entitled "Creating Value for Global Business and Consumer Brands," covered a gamut of topics encompassing her 20+ years as a global marketer for one of the world's largest companies. She touched on building global brands, managing programs on a global basis, and her organization's recent brand introduction: Mobil 1 Annual Protection. The talk was followed by a Q & A session and a brief reception.

Featuring Alumnus Wes Burke

Distinguished alumnus Mr. Wes Burke returned to campus after Spring Break to present and moderate a business discussion for some of our undergraduate students. Mr. Burke is a 2007 College of Business graduate and recipient of the 2013 Outstanding Young Graduate Award given by the Department of Management and Marketing. He rose through the ranks of Target Corporation to become a Human Resource Business Partner before joining Alchemy Systems where he is now a Senior Director. He has significantly and quickly advanced in his career utilizing some best practices that he enthusiastically shared with our SHSU business students.

Mr. Burke sat with a group of students who reserved their seats at a luncheon organized by Dr. Aneika Simmons from the Department of Management and Marketing. Mr. Burke discussed topics



like transitioning from a student to a corporate employee, organizational communication, leadership, relationship building, receiving constructive feedback, and time management. He also spoke about continual learning and stated that 70 percent of what he learns is through personal experience, 20 percent is through mentorship, and 10 percent is through organizations/programs like the

Society for Human Resource Management and Continuing Professional Education. He ended the discussion by encouraging the students to follow their passion.

The event was also included in Today@SAM, please follow the link to read the article <http://www.shsu.edu/today@sam/T@S/article/2017/march2617up#outstanding>

COBA Career Panel

In March, the College of Business hosted a COBA Alumni Career Panel for our students. This is an opportunity for students to engage with our SHSU alumni. There were approximately 180 students in attendance. The panelist were from different areas of the business sector. The panelist included Mike Laine Partner from Ameritex, Tom Bonno a Field Terminal Manager with Fairmount Santrol, and Richard Ray an Executive with Schlumberger. Dr. Aneika Simmons functioned as the faculty moderator for the event.

To provide additional opportunities to speak with the panelists, COBA hosted a cookout immediately following the panel discussion. The cookout was attended by the panelist as well as SHSU faculty and students. The cookout was held in the courtyard outside of the Smith-Hutson Business Building. Please contact us if you are interested in participating on an alumni panel.

The photo displays the panelist from left to right as stated in the paragraph above.



◀ COBA enjoys tailgating!!

And we realize that no one tailgates better than SAMMY! So, we asked SAMMY to teach us how to Tailgate correctly!

You may see SAMMY offering a few more lessons come out and join COBA for subsequent Tailgating classes during most SHSU home games!

Student Networking Works! AITP Student Accepts Challenge at Networking Function and Hits the Jackpot!

As faculty advisors, we know networking is important and encourage our students to get involved. Student Nhi Do, VP of the Association of IT Professionals (AITP) Student Chapter, made the effort to go to Houston in February for a Thursday night social networking event sponsored by the AITP Professionals group and was richly rewarded for her effort when she met Mr. Bill Devlin, Executive Director of IT for Luby's Fuddruckers, Inc. Mr. Devlin worked his way up the corporate "ladder" starting as a busboy at the age of 16 years old. He lives in Huntsville and commutes south into the Spring area and is very interested in helping SHSU BearKats on an ongoing basis. Here is what he has done:



From left to right: Nhi Do-VP of AITP, faculty advisors—Dr. Kamphol Wipawayangkool and Dr. Janis Warner, Zach Gasaway-officer AITP, Mr. Bill Devlin-Luby's Fuddruckers, Inc., AITP officers- Jordan Minter, Christian Darthard, Jonathan Neal.

1. Guest speaking at a March AITP SHSU meeting discussing his experiences in team building, project management and IT strategy.
2. He is looking into:
 - a. Internships
 - b. An open house at his office
 - c. Shadowing opportunities for students at his corporate IT headquarters

3. Offered to commit to a once/month presentation for interviewing, soft skills development or bringing in a resource from his to cover specific topics (some potential topics: digital marketing, applications of data analytics in the restaurant industry, IT and management problems and solutions). What seems to hold true is that when students make the effort to network with professionals in their field of interest

the professionals recognize the effort and are truly motivated to support the students. As faculty advisors we need to keep this in mind and work to grow these opportunities.

Anyone who would like to have Mr. Devlin speak to their student group and/or class can contact Dr. Janis Warner to set up an introduction. Let's take advantage of this great resource!

Shrimp Tank Podcast



Above: Newbold (far left) and Goodwin (far right) flanking their guest, Ray Sanders, Regional President, Business Banking at Woodforest Bank. In addition to being a senior officer at Woodforest Bank, Mr. Sanders is an adjunct instructor at COBA. This particular podcast was recorded live from Mr. Sanders classroom at The Woodlands Center.

Dr. John Newbold (Associate Professor, Marketing) has served as a regular co-host on the popular Shrimp Tank Podcast, which airs live on Thursdays on a bi-weekly basis. The Shrimp Tank podcast is the creation of Daniel Goodwin, a Bearkat alumnus who founded Provident Wealth Advisors, a successful wealth management firm in The Woodlands, Texas. The relationship with the Shrimp Tank podcast was pioneered by Dr. Jamie Collins (Associate Professor, Management), who also serves as the Director of the Center for Entrepreneurship for COBA.

Each podcast consists of a 45 minute discussion with a successful entrepreneur from the Greater Houston area. Since December 2016, Dr. Newbold has appeared in over 10 broadcasts, serving as a co-host with Mr. Goodwin in querying guests about the keys to launching successful businesses. The Shrimp Tank podcasts can be found at the following url: <http://houston.shrimptankpodcast.com>

Making Connections in Cuba

As Cuba makes initial steps toward a free market in the wake of recent political reforms, could a nascent profit-driven economy that is emerging have anything to teach the United States?

Researchers from the Naveen Jindal School of Management and Sam Houston State University visited the University of Havana last month to participate in the 2nd Annual International Conference on Economics, Accounting and Management, which brought together leading business and economics faculty from across the Western Hemisphere.

Faculty conference participants shared insights on current economic policies in socialist and capitalist countries, and presented new strategies of executive leadership for both.

The UT Dallas team, led by Dr. Magaly Spector, professor in practice and assistant to the provost, delivered presentations on both days of the

among teammates—and more individual control over their agendas—report higher levels of job satisfaction when they are part of an organization that is characterized by the opposite.

“This was surprising because we expected to find that people with a more individualistic style would prefer to be part of an organization that matched their own traits of high autonomy and desire for less cohesion,” Richard said. “This might bode well for Cuban organizations which by and large have adopted a more clannish organizational culture due to the national cultural emphasis on collectivism at large.”



“There is a lack of knowledge about business and management in non-Western and developing countries ... ”

conference, Dr. David Ford, professor of organizations, strategy and international management, was part of a panel on economic equality, which examined the differences in effective leadership styles in different countries.

“There is a lack of knowledge about business and management in non-Western and developing countries, which means we know very little about business from a global perspective,” Ford said.

He closed the panel by welcoming Cuban collaborators from the University of Havana to participate in future surveys of workplace culture—surveys that one day could be compared with data already collected in his and his colleagues’ Leadership Effectiveness in Africa and the Diaspora project in which there is a big gap for Cuba, mainly because it had been off-limits for so long.

“There’s a new opportunity here to collect data from Cuban businesses, entrepreneurs, and managers regarding perceptions of leadership behavior” that might help us identify some specific leadership behaviors found to be universally accepted in many societies around the world, as well as leadership behaviors that are unique to Cuban culture and contribute to success in Cuban organizations, he said.



conference. The visit was part of a continuing effort by UT Dallas to forge stronger academic ties with Cuba and the second trip to the nation by JSOM faculty in as many years.

UT Dallas management professor Dr. Orlando Richard presented findings on employee satisfaction in clan and hierarchical organizations. Together with faculty collaborator **Dr. Carliss Miller**, an Assistant Professor at Sam Houston State University and a UT Dallas alumna, Richard showed that employees who prefer to operate with less collaboration

of Management

The findings were based on surveys of nearly 200 working professionals from across a range of industries and companies in the Dallas-Fort Worth area. Using a formula of polynomial regression to interpret the surveys of workplace duties and attitudes, Richard also assessed the cultural values that each employee displayed, and how each employee liked working for a highly supportive or less supportive supervisor, in relation to their own preferences.

On the second day of the