



The M & M

Department of Management, Marketing & IS Newsletter

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A Return Visit from COBA Alumni Mr. James Lopez



Mr. James Lopez, a Sam Houston State University alumnus, earned his BBA in 1991. Currently, he is the head of Motion Pictures at Will Packer Productions. Lopez started in the music industry working for Maverick Records, he then moved to Atlantic Records where he advanced to senior Vice President of Marketing. He has worked with many platinum artists, including T.I., Bruno Mars, Flo Rida, Sean Paul, and B.o.B. He transitioned to the film industry and has worked as a director and/or producer of many popular movies that include *Girls Trip*, *The Wedding Ringer* and *Think Like a Man*. He returned to campus on March 22, 2018 in the Mafrige Auditorium and was interviewed by Dr. Aneika Simmons from the Department of Management, Marketing & IS. The room was filled with attentive students. He shared insights about the importance of dedicated hard work, having a strategy for life, being financially studious, and even the value mentorship.



COBA Student Spotlight – Seira Greckel

My name is Seira “Sei” Greckel and I am a senior at Sam Houston State University. I am pursuing my General Business degree with a minor in Management and plan to graduate December 2018. After graduation, I will continue working as a Transportation Aide for Conroe, improving mobility for the citizens of Conroe. The Federal Grant requirements for developing public programs can be very complicated, so I am planning to pursue my second bachelor’s degree in Accounting at SHSU, January 2019. My long-term career goal is to continue building teams while working on urban and rural infrastructure development.

When I was considering going back to school at Sam, I was a 41-year-old, stay-at-home mom with two kids under the age of 5 and I dreaded the thought of going back to work just for a paycheck. I have a 20-year career behind me in project management, but the workforce has become more competitive. I found myself in a place where I was too comfortable, and it would be easy to make excuses. “Do not Fear” is one of my favorite quotes from the Bible and following this advice has served me well over the years. More importantly, I want to teach my kids that even when life is scary or seems impossible, have faith, work hard and pursue your dreams.

The most memorable experience I had at Sam was a recent challenge I accepted. The professor was discussing incentives and handed out a challenge to the class. The challenge was to get up in front of the class and sing something. You could sing anything, but you had to sing. “I’ll do it,” came rolling out of my mouth before I could catch myself. My heart raced, and my hands were sweaty as I stood up and sang, *You are My Sunshine*, a song I have sung to my kids over and over. As I sang there was laughter, gasps, and eye rolls, but I found great satisfaction that no one else was brave enough to accept the challenge. After I sat down, the professor explained the exercise was to demonstrate in the real world we may have to stretch beyond our comfort level to earn incentives and to find success. To



be honest, as I recap the story I can feel my heart beat quicken like I am standing in front of the class again.

The greatest impact on my educational journey have been the people. The professors at Sam are invested in their students’ success. I have had professors treat me like a top student even when I was an average performer in their class. I did not expect to make friends because I am not your traditional college student, but the camaraderie I found with other students has been an enjoyable surprise. The greatest impact on my career is I now have a distinct advantage against my competition because I have gone to college and worked alongside the next generation of the workforce.

My advice to new COBA students would be spend time planning your study schedule and make it a scheduled routine. If you are struggling with a class, do not struggle by yourself, find a study group. To non-traditional college students the beautiful part of going back to school is you do not have to know everything, so give yourself a break. My last piece of advice would be challenge yourself and reach towards your success even when it makes you uncomfortable.



Faculty Appreciation Dinner

Jason Stevens of The Men of the Epsilon Zeta Chapter of Delta Tau Delta cordially invited Dr. Carliss Miller to be his guest at the Faculty Appreciation Dinner held on April 25th at the Delt House.

The event is held to recognize the service of Sam Houston State University Faculty & Staff whom the Organization’s membership believes has made a significant impact on members in the past academic year. During the evening, Delta Tau Delta members show appreciation for the academic guidance and mentorship they have received.

To conclude the evening, members of Delta Tau Delta performed their public Ritual, the Rite of Iris. This ceremony is the second of their three initiation Rituals. The Rite of Iris is one of the fraternity’s deepest traditions of fraternal brotherhood. By witnessing the Ritual, faculty and staff are able to learn the larger meaning behind the Organization.

Marketing Students Engaged in Nationally-Ranked Art Festival

This past Spring 2018, a group of 20 SHSU Marketing students participated in the planning and presenting of The Woodlands Waterway Arts Festival. The festival is ranked in the top 5 in the nation, presents over 200 internationally-recognized artists, and hosts over 18,000 visitors annually. Their participation was part of a Special Topics course offered by Dr. John Newbold, an Associate Professor of Marketing.

The students participated in a wide range of marketing-related activities associated with the festival: Sponsorships, Surveys of the Artists and Attendees, a VIP Preview Party, the Festival Merchandise Mart, and "Artopoly", a children-focused area of the festival. In addition to participating in the planning and preparation for the festival, the students worked as volunteers at the

festival, which took place April 7 – 8, 2018, at The Woodlands Waterway. This real-world experience complemented many lessons learned in the classroom.



SHSU APICS participates in a case competition in Mexico City



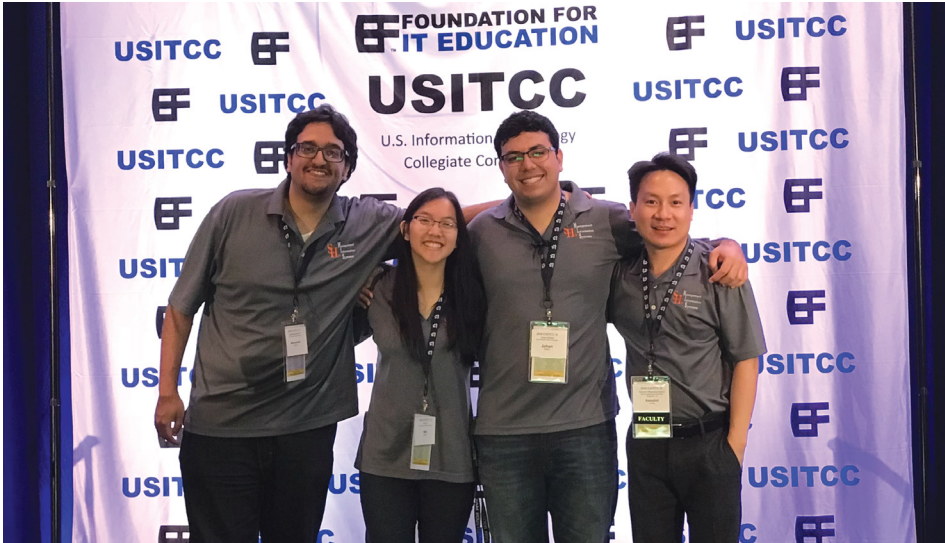
▲ Dr. Riley and Dr. Ellegood with students in Mexico City

The APICS student chapter has been busy competing in case competitions both here in Texas and in Mexico. In February, seven Sam Houston students traveled to Mexico City to compete in an international case competition sponsored by Deloitte and Touche. Besides actually competing, Allen Rodriguez, JeRail Vaughan, Megan Norton, Ashley Tedder, Kayla Kelsey, Mohammed Alsharif, and Tom Fairhurst got to network with Deloitte executives and tour the city.

In addition, in early April, a team of four students competed in a case competition sponsored by Ernst and Young and the Institute of Supply Management (ISM). Brent Hines and Faviola Romero joined Jerail Vaughan and Ashley Tedder for this competition. The team finished fourth overall and brought home some CASH!! This is the second year, SHSU APICS members have participated in the ISM competition.

Looking to the future, the SHSU APICS chapter continues to recruit new students and prepares for next year's competitive season.

1st Annual U.S. IT Collegiate Conference in San Antonio



Management Information Systems (MIS) undergraduate students Nhi Do, Johan Shirazi, and Mohammed Alsharif along with Dr. Kamphol Wipawayangkool, Assistant Professor of MIS, attended the USAA 1st Annual U.S. IT Collegiate Conference (USITCC) on April 6-7, 2018 in San Antonio at the Wyndham San Antonio Riverwalk Hotel. The conference sponsors are USAA, COMMON, College Raptor, Our Lady of the Lake University, University of Houston, and WraySec, while

Accenture, IBM, ICCP, and Texas State University also participated as exhibitors.

Out of 39 teams, Nhi Do and Johan Shirazi won an Honorable Mention in the Database competition. Among 302 people in attendance, there were 225 students and 35 faculty from 31 universities and colleges, including Purdue University, University of Houston, University of Iowa, University of Mississippi, Texas State University, Ball State University, University of Wisconsin-Stout, Georgia Gwinnett

College, Our Lady of the Lake University, Oklahoma Panhandle State University, and American University – Cairo, Egypt!

This trip is made possible by funding and support from SHSU College of Business Administration, Global Shop Solutions, an ERP software company, and Association of IT Professionals Student Chapter, where Do is the president, Shirazi is the vice president, and Alsharif is the secretary. Dr. Janis Warner and Dr. Kamphol Wipawayangkool are the faculty advisors.



▲ On April 27, 2018, Association of IT Professionals (AITP) Student Chapter, led by Management Information Systems (MIS) students president Nhi Do and vice president Johan Shirazi, organized a kickball game for MIS students, alumni, and faculty as well as Computer Science students. AITP Faculty Advisors are Dr. Kamphol Wipawayangkool and Dr. Janis Warner.

Dr. Ahmed is Showing Students How to Do Business in the Middle East!

MKTG 4085 provides students with an Introduction of doing business in the Arab Middle East. The course concludes with a trip to Dubai, which takes place Dec. 7 – 18, 2018. Please review the timeline and the cost and requirements. If you are interested in anchoring your education at SHSU with the educational experience of a lifetime, contact Dr. Ahmed for more information. Dr. Ahmed can be reached at irfanahmed@shsu.edu.

Click on the link below to SEE the some of the experiences from previous trips:

<https://youtu.be/YP21UlgzOgU>



Leadership Over Lunch

The Department of Leadership Initiatives hosts a Leadership Over Lunch series. On Wednesday, April 4th Dr. Aneika Simmons, an Associate Professor in the Department of Management, Marketing, and Information Systems presented on The Decisive Leader. Leaders make decisions every day in complex environments that are constantly changing. She discussed important concepts related to decision making such as Occam's Razor, The Secretary Problem, and managing choice overload. Further, she discussed how individuals can improve their approach to, and confidence in, their decision making processes.

Study Abroad – Dubai

Fall 2018

Travel Dates: December 7-18



Marketing 4085: Business in the Middle East

This course is intended to provide an introduction to business in the Arab Middle-East, with a focus on the Gulf Cooperative Council (GCC) Countries. The course will expose students to the cultural, legal, political and business environment of the United Arab Emirates, which is the commercial hub of the Arab Middle-east.

May be taken in lieu of MKTG 4340 (International Marketing) or as a Business elective

Prerequisites:

MKTG/MGMT 3310, Junior Standing, 2.5 minimum GPA.

Approximate Costs:

\$ 3,506 + tuition and fees. Scholarship(s) available.

For more information, contact:

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Management, Marketing & IS

COLLEGE OF BUSINESS ADMINISTRATION

SAM HOUSTON STATE UNIVERSITY

Faculty Spotlight

Dr. Irfan Ahmed served on the David L. Boren Fellowship Review Panel for the 2018-2019 award cycle. He joined faculty from other universities for a day in Washington, D.C., reviewing candidate applications for the Boren program in South Asian languages.

The Boren program focuses on geographic areas, languages, and fields of study deemed critical to U.S. national security. Boren Fellowships, an initiative of the National Security Education Program, provide unique funding opportunities for U.S. graduate students to study less commonly taught languages in world regions critical to U.S. interests, and underrepresented in study abroad, including Africa, Asia,

Central and Eastern Europe, Eurasia, Latin America, and the Middle East.

Dr. Irfan Ahmed completed his term as President of the Association of Collegiate Marketing Educators.

Dr. Carla Jones was nominated for SHSU's 2018 Excellence in Teaching Award. Over 900 nominations were received from students, faculty members, and alumni. Overall 390 faculty members were nominated for the award. Dr. Jones was not selected as the recipient of the award, however she takes great satisfaction in having been nominated.



▲ Dr. Sweeney with Students at the ISM Competition in Houston

Dubai Study Abroad students attend international conference and trade show



▲ Students participating in the fourth Dubai Study Abroad program in Fall 2018 had the privilege of attending the Dubai Association Conference as guests of the Dubai Chamber of Commerce and Industry. This conference featured speakers from the Middle-East and across the world, and students had an opportunity to network with and get career advice from professionals in various fields.

Students also had the opportunity to visit the Fall Trade Fair as guests of Al Fajer Trade Shows Company. The Fall Trade Fair, held at the Dubai World Trade Center, provided students the opportunity to learn about the dynamics of global trade shows, and to observe marketing and pricing practices in international trade.



Honoring Dr. Sanjay Mehta

On March 21, 2018, the Management, Marketing & IS Dept. gathered to celebrate Dr. Sanjay Mehta as the winner of the David Payne Award for Academic and Community Engagement (ACE). Dr. Mehta has been involved with ACE courses for more than 10 years. He thrives on showing students how to use their knowledge to enhance their communities.



▲ Dr. Sanjay Mehta, Dr. Gurinder Mehta, and Vir Mehta (son)