



The M & M

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In this Issue:

Dr. Newbold Coaches Local High School Student to Place among the Top 10 in International Marketing Competition Page 1

#SamSwitch Page 2

Dr. Simmons Leads Professional Development Sessions via the Learning Academies @SHSU Page 2

The PhD Project and Sam Houston State University – A GREAT Partnership, INDEED Page 3

New Student Convocation Page 4

MTA Success (Spring 2019 and Fall 2019) Page 4

Dr. Sweeney Presents Plan on Integrating New Major with Regional Business Community Page 4

Student Spotlight - Lusine Chobanyan Page 5

Meet OUR New Faculty Page 6-7

Sam Houston ASCM Teams Move on to Mexico Qualification Page 7

Vic and Judy Sower Scholarship Recipients..... Page 7

Faculty Research Productivity..... Page 8

Dr. Newbold Coaches Local High School Student to Place Among the Top 10 in International Marketing Competition



As part of Dr. John Newbold’s community investment, he coached students from College Park High School in The Woodlands, TX to compete in the DECA International Career Development Conference marketing competition (Orlando, FL). One of the students, Ashley Jue, a sophomore, placed in the top 10 finalists!

Ashley competed in the Integrated Marketing Campaign: Product category. Ms. Jue developed a comprehensive marketing campaign for an alcohol-free

hand sanitizer branded “safeHands”.

The competition concluded in late April, 2019. Ms. Jue placed among the Top 10 finalist competing against 180 students from across the U.S., Canada, Mexico, China and many other countries from around the world. The competition was evaluated on the basis of completing a comprehensive marketing exam, the quality of the written plan, and the quality of the plan’s presentation. Look out, Ashley Jue plans to compete again in 2020!



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#SamSwitch

Sam Houston State University has an annual program called "Sam Switch" where a student applies and is selected to trade places with the President of the University for a day. This year's winner was Faith Cook, a senior majoring in Supply Chain Management and is a student athlete! Faith traded places with Dr. Hoyt and was able to experience life as the president for a day. Respectively, Dr. Hoyt lived life as a student and attended Dr. Simmons' Social Responsibility of Management course. Dr. Hoyt was engaging and she was kind enough to take a class photo!

#SAMSWITCH #COBA



◀ Dr. Simmons Leads Professional Development Sessions via the Learning Academies @SHSU

Dr. Aneika Simmons conducted a session entitled, "Verbal and Nonverbal Communication in the Workplace for Managers" for the Management Academy on November 4th. The Learning Academies @SHSU provides professional development for SHSU's managers and staff. Thieme (TJ) Bittick, Professional Development Coordinator at Sam Houston State University coordinates the programs. Here are some questions discussed during the session: "What does your nonverbal messaging say about you?", "Is your resting-face impeding progress?", "How can you improve your messaging?", and "Does your stance or demeanor encourage a healthy relationship with your coworkers?" The audience was very engaged, and the session received excellent ratings!

The PhD Project and Sam Houston State University – A GREAT Partnership, INDEED

Bernie Milano's vision of a business world that embraces the richness of diversity, especially within the leadership ranks, has been greatly advanced by the work of the PhD Project. His efforts have touched the lives of so many in academia by diversifying faculty across the globe and developing scholars who relentlessly pursue excellence. Like many other universities, the College of Business Administration (COBA) at Sam Houston State University has benefited from this program by hiring 8 PhD Project faculty over the past 15 years. We stand in agreement with the work of the PhD Project, and it is our honor to celebrate this 25th Anniversary.



▲ Dr. Gina Brynildsen, Dr. Carla D. Jones, Mr. Bernie Milano, Dr. Carliss Miller and Dr. Tiffany Maldonado

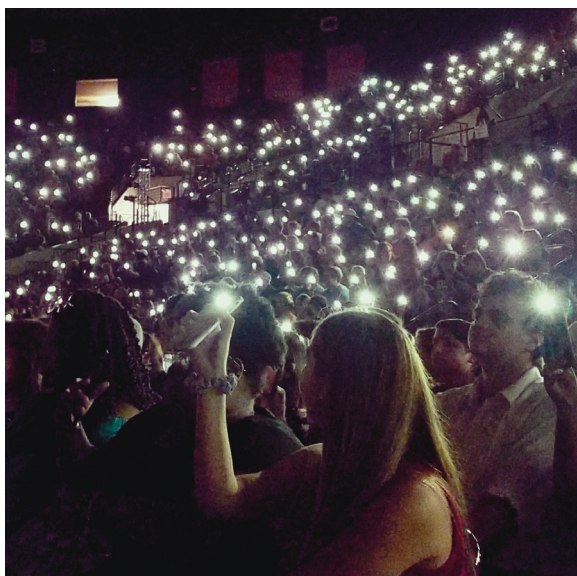


▲ Dean Mitchell Muehsam, Dr. Carla D. Jones, Dr. Tiffany Maldonado, Dr. Carliss Miller, and Dr. Gina Brynildsen. The PhD Project celebrated Bernie Milano at the 25th Anniversary Gala in Chicago, IL (Nov. 2019)

New Student Convocation



Faculty and students had a great time at the festive 2019 New Student Convocation ceremony hosted at the Bernard G. Johnson Coliseum on Sunday, August 18. It was a ceremony that commemorated the beginning of new student's academic journey. The special programs coordinator reported that SHSU had a record number of attendees this year! The program was complete with over 4,600 new students and guests, 80 plus faculty members, 75 SHSU student volunteer greeters and ushers, as well as a live twitter feed and two dynamic light shows! It was a fabulous event, Go Bearkats!



Dr. Sweeney Presents Plan on Integrating New Major with Regional Business Community

Assistant Professor of Supply Chain Management, Kevin Sweeney, recently presented ideas to the College of Business Administration Advisory Council on integrating the regional business community into the new supply chain management major being offered at Sam Houston State University. Many new initiatives will be tested with strategic corporate partner Airgas and with students in the new supply chain management classes being offered in 2020. Some classes will offer students the opportunity to participate in strategic simulations with the advice and oversight of working professionals, while others may offer them the chance to work with some low level data to develop insights for corporate partners. These initiatives will provide students the opportunity to learn from working professionals, while also providing corporate partners the opportunity to learn about the talent available at Sam Houston State University. Other possible initiatives discussed include establishing scholarships for supply chain students, as well as research projects involving faculty and corporate partners.

MTA Success (Spring 2019 and Fall 2019)

Congratulations to the following students who passed the Microsoft Technology Associate (MTA): Database Fundamentals certification exam in Dr. Kamphol Wipawayangkool's MGIS 4330 Business Database Management II in Spring 2019: Cameron Evans, Cameron Monnat, Eduardo Martinez, Franklin Junay Lemus, Jeffrey Huff, Kenneth Malone Jr., Nathan Hillger, Saad Tabba, Santos Karki, Soo Jong Cho, Travis Dixon, and Urja KC. According to Microsoft, this certification proves introductory knowledge of and skills with databases, including relational databases, such as Microsoft SQL Server.

Congratulations to the following students who passed the Microsoft Technology Associate (MTA): Database Fundamentals certification exam in Dr. Kamphol Wipawayangkool's MGIS 4330 Business Database Management II in Fall 2019: Caleb Rimato, Darrell Walters, Jacob McEntire, Jon-David Woods, Laurel Hegwood, Maria Garcia, Marleen Alvarez, Max Pendley, Megan Tafallo, Rahsul Piper, and Zachary Eaton. According to Microsoft, this certification proves introductory knowledge of and skills with databases, including relational databases, such as Microsoft SQL Server.

Student Spotlight - Lusine Chobanyan



Introducing Bearkat Lucine!!

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

I transferred to SHSU after my freshman year at UT Arlington. Because I am a student-athlete, sports is as important to me as academics. I was offered a full athletic scholarship here and I felt that I could reach my full potential at SAM both academically and athletically. I really liked the head tennis coach, Rob Hubbard, here at Sam. He is very experienced, a smart coach and has had great achievements both on the court playing tennis and off the court coaching professional and college players. At the same time, SAM offered a great educational program with knowledgeable and supportive professors that were of interest to me.

2. What is your major?

a. How has SHSU uniquely prepared you to succeed?

I am majoring in accounting with a minor in economics. SAM is a very special school. Everyone here wants you to succeed, reach all your goals, and are willing to do everything to help make your dreams come true. I have never

encountered such an encouraging and friendly community as the one at SAM. My classes have really prepared me for my future. The small class sizes, and the enthusiastic and challenging professors helped me establish a great foundation for my future success. With the help of my professors, I was inducted in Beta Gamma Sigma Honor Society, which opened many doors for me academically. Also, events like "Career Fairs" and "Meet the Firms" helped me build relationships with several company representatives and potential employers.

3. What is your next step after graduation? (where are you going to work)

In October, I received a job offer as an Audit Associate from a CPA firm in Houston. I am super excited and very much looking forward to working with them after my graduation, in May 2020. This firm's core values perfectly match with my own. I am inspired by the company's culture which supports a strong work ethic.

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

I think everything happens for a reason and I am very happy and extremely grateful how things are proceeding right now, so I do not think that I would like to change anything.

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

Yes, graduate school is on my horizon. After working for a little while, I am planning to continue my education here at SAM, by pursuing an MS in Accounting while working in public accounting. As an international student, there are not many scholarships or state/government funds that I would qualify for, so I am planning to save money while working and gaining experience after graduation. After completing my master's degree, I plan to become a CPA and continue advancing my career in public accounting.

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

I would encourage incoming freshman to communicate with their professors and

to work hard. The professors in COBA had a tremendous influence on me by encouraging, inspiring and challenging me. Do not be afraid to ask questions and do not be embarrassed to answer questions that professors ask during class. Try to be leaders. In addition, I would encourage students to always set difficult goals and try to achieve them step by step.

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

I credit my undergraduate success to my parents, to my all professors, and my current coach at SAM. My parents helped me get here by sparing no effort or resources in providing me with a great opportunity for education as a kid. They spent many hours helping me acquire all the necessary knowledge and skills to succeed not only academically and in sports but in life as well. Professors at COBA had a tremendous influence on me by encouraging and inspiring me to do and be more. Last, but not least, my current tennis coach, Rob Hubbard, teaches me important life lessons (like not giving up, and challenges me to be disciplined and decisive). Coach Hubbard pushes me and helps me grow, both on and off the tennis court.



Meet OUR New Faculty



▲ Dr. Allan Grogan

Because I am a proud native Texan, I completed both my bachelor's degree and MBA at Sam Houston State. After graduation, I wanted to continue my education and to learn about business administration and management, so I pressed on and chose to pursue my PhD at Concordia University in Montreal, Quebec. Once I finished my doctorate, I welcomed the opportunity to teach at SAM and give back to the University where I took my first course in management.

My research interests in management are multidisciplinary spanning the areas of leadership, CEO personality, corporate social responsibility (CSR), and strategic human resources management. I currently teach Principles of Management and I am scheduled to teach Business Ethics and Corporate Social Responsibility in the spring.

My personal philosophy in teaching is attributed to my interest in servant leadership, which is characterized by providing stewardship, interpersonal acceptance of others, and having an overall concern for student well-being. I believe that being accessible to students, taking the time to address their questions in class, and having an open-door policy are important antecedents of student motivation and learning. I wish each and every student, success in your studies and a great academic year at SAM.

Dr. Gina Brynildsen ►

My name is Gina Brynildsen, and I am a new Assistant Professor of Marketing in the Department of Management, Marketing, and Information

Systems. I recently completed a PhD in Business Administration with a concentration in Marketing at Florida Atlantic University in Boca Raton, FL. I defended my dissertation in August 2019 and am graduated in December 2019. My dissertation is on online brand communities, interactive communities, and retention. My research specialties are networks, consumer-brand relationships, and social media.

Here at SHSU, I am currently teaching three sections of MKTG3310 Principles of Marketing. In the future, I plan on starting a Social Media Marketing class and potentially branch out into other marketing electives. My approach to teaching and core of my teaching philosophy is to use my passion for marketing to ignite student learning. Beyond teaching fundamental course material, my goal is to engage students, build critical thinking skills, encourage lifelong learning, and prepare them for the challenges of the business world. I design my courses to focus on student interaction and lead them in learning experiences that directly achieve these goals.

My passion for academia and decision to pursue a PhD were inspired by my experiences as an undergraduate student at a small liberal arts college in the northeast. As an undergraduate, I took a marketing course on a whim and fell in love with the course material. I added marketing as a second major, and with each successive course, grew more interested in marketing content. During a course on consumer behavior, I had the chance to pursue a research study on the consumption of accessories in



a uniform-required environment. My professor said that I had an inclination for research and recommended I consider a career in academia. I began exploring doctoral programs, when I stumbled upon the PhD Project, a fantastic network of supporters, sponsors, and universities that assist Black/African-Americans, LatinX/Hispanic-American and Native Americans attain PhDs in business. I was one of the first undergraduate students to attend the conference, and after attending, knew that I wanted to pursue a career in academia. I worked my way into a PhD program by first completing an MBA at Florida Atlantic University. I worked on an independent research project with the professor who came to be my dissertation advisor.

After spending the better part of nine years in South Florida, and having grown up in Northern NJ, I am excited to be here in Texas and particularly with the SHSU family. I have found the SHSU community to be warm, welcoming, and supportive. I look forward to working with all of you and growing as a scholar and a teacher.



▲ Dr. Tiffany Maldonado

My name is Tiffany Maldonado and I received my PhD in Management with emphasis in Strategy from the University of Houston. My research interests are in strategic leadership, in particular how the values and virtues (like humility) of a CEO impacts the firm culture, innovation and performance.

I was inspired to pursue my PhD because I love learning new things and once I learned what being a professor entails from the PhD Project, I knew this was the perfect career choice. Before I

started my career as a professor, I worked as a distribution engineer for an oil & gas company and as a primary school math and science teacher. I was raised as a military brat, born in Germany, and traveled all over the world.

As such, I bring my background and experiences into the classroom when I teach Principles of Management, Strategy and Foundations of Strategy. My teaching philosophy is that I desire to bring the management world to students through reality based education. I do this via hands on activities and simulations in which students are required to use complex critical thinking skills in every class. I want students to realize that there isn't one right answer that they should be looking for. Additionally, I desire to challenge the assumptions of my students by exposing them to cultural differences regarding how management works, highlighting hidden biases, encouraging them to look beyond the superficial and delve deeper under the surface. It brings me great joy and honor to hear from former students about how my class prepared them for the diverse international workforce and even though they had to think deeply and leave with a headache, that the class(es) gave them a foundation to challenge process in their careers and personal lives.



▲ **Dr. Liu (Willow) Yang**

I joined Sam Houston State from Purdue University, where I spent 3 years teaching Supply Chain Management Technology in the School of Engineering Technology. I obtained my PhD from the University of Missouri – St. Louis, with a major in Logistics & Supply Chain Management, an MBA from Durham University in the UK, and an Engineering degree in Computer Science in China. Prior to pursuing the doctoral degree, I worked in the high-tech industry for many years. I worked for companies

including Microsoft, HP, and IDC, where I focused primarily on product and vertical marketing, market research, and business planning. I'm thrilled to be part of the SHSU family, working with and learning from top-notch colleagues in COBA.

My research interest is focused on use-inspired applied research, motivated by practical problems in industry where optimal decisions and innovative approaches are sought. I am committed to bringing innovations to business operations and decision-making through the use of mathematical modeling, data analytics, and simulation. I teach Operations Management, Supply Chain Management, and Global Supply Chain.

I strongly believe in applied learning, where I emphasize three areas: a) engaging students in the classroom to create a two-way interactive learning environment; b) sparking students' passion for the subject matter by relating course materials to real-life situations; and c) creating opportunities for students to apply knowledge to real-world problems.

▼ **Sam Houston ASCM Teams Move on to Mexico Qualification**

Sam Houston State University's ASCM organization (Association for Supply Chain Management, formally known as APICS) has had two student teams qualify the second round of the regional ASCM case competition. The two qualifying teams are JAC Consulting (Janus von Bose, Cymone Chandler, and Adam Espinoza) and Innovative Consulting (Anubhav "Mickey" Thakur, Caden Austin, Karina Montejó, and Alfredo Zavala). Both teams had to present a solution to a company's maintenance and unplanned downtime issues. Their solutions will now be presented to the regional ASCM judges for evaluation against the top teams from other schools in the Terra Grande region. Terra Grande region. The Region

encompasses the Southwestern U.S. and Central America. The best top eight teams will receive invites to participate in the regional case competition in Mexico City in mid-February 2020. GO BEARKATS!! The top team from Mexico City competition will advance to compete on behalf of the Terra Grande region against other students teams from around the world at the ASCM conference in New Orleans in September of 2020.

Last year, one of the student teams from Sam Houston State's ASCM student chapter qualified for the regional competition in Mexico City! The team won second place in the regional competition!

Vic and Judy Sower Scholarship Recipients

On November 19, 2019, a SHSU scholarship luncheon was held to recognize exceptional student achievement. Two COBA students received scholarships supported by our Distinguished Professor Emeritus of Management Dr. Victor Sower and his wife Judy. The 1st recipient, Matt Herndon, a graduate assistant for the Department of Management, Marketing, and Information Systems received the Vic and Judy Sower Scholarship. The 2nd recipient, Taylor Murdick, received the Ed and Daphne Sower Memorial Endowed Scholarship. Congratulations Matt and Taylor! The future is so bright for these two scholars!

Faculty Research Productivity

Baskerville-Watkins, M., **Simmons, A. L.** & Umphress, E. E. (2019). It's not black and white: Toward a contingency perspective on the consequences of being a token. *Academy of Management Perspectives*, 33, 334-365.

Gerber, H., **Sweeney, K.**, & Pasquini, E. (2019). Using API Data to Understand Learning in League of Legends: A Mixed Methods Study. *Educational Media International*, 56 (2), pp. 93-115.

Green, K. W., Inman, R.A, **Zelbst, P.J., & Sower, V.E.** (2019). Impact of JIT and TQM on Environmental Sustainability, *Journal of Manufacturing Technology Management*, 30(1), pp 26-47.

Inman, R. A., Green, K. W., **Zelbst, P.J., & Sower, V. E.** (2019). Comprehensive Production and Operations Management Model, *Supply Chain Management: An International Journal*, 24(5), 590-603.

Jennings, J., **Miller, C. D.** (2019). "Social Connection and Well-Being: Combating Isolationism in the Academy." Presented at the Midwest Academy of Management Annual Conference. Omaha, NE.

Jones, C. D., Jolly, P., Lubojacky, C., Gomez-Mejia, L., & Martin, G. (2019). Competitive aggressiveness and behavioral agency: Exploring the role of CEO self-interest in shaping competitive behavior. *International Entrepreneurship and Management Journal*, (1):1-23.

Jones, C. D., Li, M., & Cannella, A. A. 2019. "Top management team demographic faultlines and firm competitive repertoire complexity." Presented at the annual Academy of Management, Boston, MA.

Lilly, J. D. (forthcoming 2020). The most dangerous employees in the workplace: Those who feel excluded and disrespected. *Development and Learning in Organizations*. DOI 10.1108/DLO-08-2019-0183.

Lilly, J. D. & Wipawayangkool, K. A. "Multitheoretical Perspective on the Psychology of Workplace Disrespect." *Proceedings of the Southwest Academy*

of Management Annual Meeting, Houston, TX, March 13-16, 2019.

Lilly, J. D., Blackwell, W., & **Wipawayangkool, K.** "Redefining Leadership Roles and Structure in Special Education: Applying Organizational Theory to the Public School System." *Proceedings of the Southwest Academy of Management Annual Meeting*, Houston, TX, March 13-16, 2019.

Miller, C. D., Richard, O. C. (2019). "Status Incongruence in Supervisor-Subordinate Dyads—The Effects on Subordinate Job Satisfaction and Creative Performance." Presented at the Eastern Academy of Management International Conference. Dubrovnik, Croatia.

Miller, C. D. (2019). Exploring the crabs in the barrel syndrome in organizations. *Journal of Leadership & Organizational Studies*, 26(3), 352-371.

Miller, C. D., Richard, O. C., & Ford Jr., D. L. (2019). Ethno-racial similarity, relationship conflict and trust in supervisor-subordinate dyads. *International Journal of Conflict Management*, 30(2), 246-269.

Ndofor, H., **Jones, C. D.** & Li, M. 2019. "Political risk and equity ownership: The delicate dance involving China's investment in Africa." Presented at the Africa Research Group conference, Shanghai, China.

Rogers, S. E., **Miller, C. D.**, Giddarie, M., & Barker, B. (2019). "Job Design, Satisfaction, and Vocational Development in Paid and Unpaid Internships." Presented at the Academy of Management Annual Meeting. Boston, MA.

Rogers, S. E., **Miller, C. D.**, Flinchbaugh, C., Giddarie, M., & Barker, B. (2019, in press). All internships are not created equal: Job design, satisfaction, and vocational development in paid and unpaid internships. *Human Resource Management Review*, 100723.

Sower, V.E., Zelbst, P.J., Green, K.W. & Bonds, P. (2019). RFID: Slower Growth or Different Drivers. *Inside Supply Management*, 30(5), 30-33.

Simmons, A. L., Hawkins, A., Duffy, J.A., & Alfraih, H.S. (2019). The influence of social dominance orientation and power distance on attitudes toward women managers. *Journal of Behavioral and Applied Management*, 19, 22-40.

Sweeney, K., Tuttle, M. H., & Berg, M. D. (2019). Esports Gambling: Market Structure and Biases. *Games and Culture*, 1555412019872389.

Sweeney, K., Sweeney, D., & Campbell, J. (2019). The performance of priority dispatching rules in a complex job shop: A study on the Upper Mississippi River. *International Journal of Production Economics*, 216, pp. 154-172.

Warner, J. (2019). "How to start for success: Analyzing student led and instructor led project selection for service learning projects based on a decade of experience." Poster session presented at the Gulf-South Summit, Huntsville, TX.

Wipawayangkool, K. & Lilly, J. "Profiling Millennials' Malware Awareness: A Preliminary Study." Presented at the 50th Southwest Decision Sciences Annual Conference, Houston, TX, March 13-16, 2019.

Wipawayangkool, K. & Lilly, J. "The Role of Attitude in the Relationship between Malware Awareness and Intention to Comply with Information Security Policy." Presented at the 50th Southwest Decision Sciences Annual Conference, Houston, TX, March 13-16, 2019.

Yang, L., Li, H., and Campbell, J.F. "Improving Order Fulfillment Performance through Integrated Inventory Management in a Multi-Item Finished Goods System", *Journal of Business Logistics*, 2019.

Yang, L., Li, H., and **Ellegood, W.** "Mission Planning for Unmanned Combat Aerial Vehicle (UCAV)", invited presentation at INFORMS Annual Meeting, Seattle, WA, October 21, 2019.

Zelbst, P.J., Sower, V.E., Green, K.W. & Bonds, P. (2019). The Impact of RFID, IIoT, and Blockchain on Supply Chain Transparency. *Journal of Manufacturing Technology Management*.