



NEWSLETTER

Volume 1 Issue 1 - December 2018

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PROGRAM SPOTLIGHT

[Onlinemasters.com](#) ranked VCOBE's [accelerated online MBA in financial planning](#) #2 among online MBAs in finance and best for financial planners in 2019.

MESSAGE FROM THE DEAN



Greetings Colleagues,

First, and most important, thanks for inviting me to come! I'm looking forward to being with you and supporting you as you move through the search for Dean Kroll's successor and onward. When I visited there with some of you a few weeks ago, the message was clear from senior leadership that momentum was to continue. My appointment letter from the EVPAA said this:

"Your primary responsibilities, among others, in the interim dean position will include increasing student recruitment and retention; increasing external research funding in coordination with the Office of the Executive Vice President for Research, Graduate Studies, and New Program Development; building and maintaining business and community relationships; increasing funding through philanthropy with the Office of University Advancement for the College; and maintaining the momentum in the college in the development of doctoral (PhD) programs.

As you know, student success is one of the highest priorities for UTRGV. As Interim Dean you will play a key leadership role in ensuring that every aspect of the students' educational experience is aligned with and focused on their success at UTRGV."

These all are visible in the strategic plan and are worthy tasks.

I expect to spend significant time at the various UTRGV/VCoBE sites and look forward to meeting each of you,

Wesley Balda, Ph.D.

Interim Dean, Robert C. Vackar College of Business and Entrepreneurship

UPCOMING EVENT

Economic Forecast Event (January 18, 2019)

Come to learn expert assessment of the Rio Grande Valley and the Texas economic outlook and find out how it impacts you at this must-attend event. [Learn more](#)

Do you, someone you know, or a program deserve recognition in the VCOBE newsletter? Or do you need help publicizing your event? Email us at cobe.media@utrgv.edu with the subject line "VCOBE Newsletter Content."

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[VCOBE In the Press](#)

NEW DEGREE PROGRAMS

Bachelor of Science in Hospitality and Tourism Management



New to VCOBE is the [Hospitality and Tourism Management Bachelor of Science degree program](#) set to launch in spring 2019. This program will let students build a fundamental business foundation, and select from four concentrations: Lodging Asset Ownership and Management, Event and Destination Management, Restaurant Entrepreneurship and Management and Healthcare Hospitality. A rigorous 600-hour internship and capstone class will further prepare them before graduation. A Minor in

Hospitality and Tourism Management will be offered for students enrolled in other majors.

Accelerated Online Master of Accountancy Program

The School of Accountancy launched its [accelerated online Master of Accountancy \(MACC\)](#) program in fall 2018. The AACSB-accredited program satisfies the 150-hour requirement of the Texas State Board of Public Accountancy for the Certified Public Accountant examination. "All the program's courses have undergone a rigorous state-of-the-art blueprinting design process using Quality Matters standards," said Dr. Penny Simpson, interim director for the School of Accountancy. "The online MACC is especially convenient for accounting professionals who work full-time, who frequently travel for their jobs, or for those people who just cannot come to campus."



Graduate Certificate in Business Analytics

The information systems department launched a [graduate certificate in business analytics](#) in fall 2018. The 12-hour certificate allows students to gain knowledge and hands-on experience in the high-demand area of big data and analytics. Click here to learn how the program can boost your career potential - quickly.

FACULTY HIGHLIGHTS

ABDC A* Journal Publications



Adhikari, B. K., Agrawal, A. (2018). Peer Influence on Payout Policies. *Journal of Corporate Finance*, 48, 615-637.

Bachrach, D., Lewis, K., Kim, Y., Patel, P., **Campion, M.**, & Thatcher, S. (2018). Transactive memory systems in context: A meta-analytic examination of contextual factors in transactive memory systems development and team

performance. *Journal of Applied Psychology* (forthcoming).



Sharma, S., Escobari, D. A. Identifying Price Bubble Periods in the Energy Sector. *Energy Economics*, 69, 418-429.



Forst, A., Hettler, B. (2018). Disproportionate Insider Control and the Demand for Audit Quality. *Auditing: A Journal of Practice & Theory* (forthcoming).



Javadi, S., Nejadmalayeri, A., Krehbiel, T. L. (2018). Do FOMC Actions Speak Loudly? Evidence from Corporate Bond Credit Spreads. *Review of Finance*, 22(5), 1877-1909.

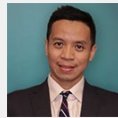


Kim, I., Wan, H., Wang, B., Yang, T. (2018). Institutional Investors and Corporate Environmental, Social, and Governance Policies: Evidence from Toxic Release Data. *Management Science* (forthcoming).

Francis, B., **Kim, I.,** Wang, B., Zhang, Z. (2018). Labor Laws and Innovation Revisited. *Journal of Banking and Finance*, 94, 1-15.



Vora, D., Martin, L., Fitzsimmons, S.R., Pekerti, A.A., **Lakshman, C.,** & Raheem, S. Multiculturalism within Individuals: A Review, Critique, and Agenda for Future Research, *Journal of International Business Studies* (forthcoming).



Chadwick, C., **Li, P.** (2018). HR systems, HR departments, and perceived establishment labor productivity. *Human Resource Management*. 57(6): 1415-1428.



Ryou, J. W., Hong, H. A., Griffin, P. (2018). Corporate innovative efficiency: Evidence of effects on credit ratings. *Journal of Corporate Finance*, 51, 352-373.



Chen, Y., Lu, Y., **Wang, B.,** Zhao, P. How Do Products Recommendation Affect Impulse Buying? An Empirical Study on WeChat Social Commerce. *Information and Management* (in press).

ABDC A Journal Publications

Abebe M., Alvarado, D. (2018). Blessing in Disguise? Social and Institutional Determinants of Entrepreneurial Intentions following Involuntary Job Loss. *Journal of Small Business Management*, 56(4), 555-572.

Abebe, M., Tangpong, C. (2018). Founder-CEOs and Corporate Turnaround among Declining Firms. *Corporate Governance: An International Review*, 26(1), 45-57.



Ahluwalia, P., Merhi, M. (2018). Understanding Country Level Adoption of E-Commerce: A Theoretical Model Including Technological, Institutional, and Cultural Factors. *Journal of Global Information Management* (forthcoming).



Asamoah, D., **Andoh-Baidoo, F. K.** (2018). Antecedent and Outcomes of Extent of ERP Implementations in the Sub-Saharan Africa Context: A Panoptic Perspective. *Communications of the Association for Information Systems*, 42(1), 581 – 601.



McCarthy, J., Bauer, T., Truxillo, D., **Campion, M.,** Van Iddekinge, C., & Campion, M. A. (2018). Improving the Candidate Experience: Tips for

Developing “Wise” Organizational Interventions. *Organizational Dynamics* (forthcoming).

Yoo, D., **Cho, S.** Role of Habit and Value Perceptions on m-Learning Outcomes. *Journal of Computer Information Systems* (forthcoming).



Elnahas, A. M., Jain, P.K., and McInish, T. H. (2018). Exploring the manipulation toolkit: The Failure of Doral Financial Corporation. *Applied Economics*, 50, 157-171.



Fu, J. The Sophistication of Chinese Mutual Funds and the Mispricing of Accruals. *Journal of International Accounting Research* (in press).



Gonzalez, J., Ragins, B., Ehrhardt, K., Singh, R. (2018) Friends and Family: The Role of Relationships in Community and Workplace Attachment. *Journal of Business and Psychology*, 33(1):89-104.



Hou, W., Lovett, S., & Rasheed, A. Stock Option Pay Versus Restricted Stock: A Comparative Analysis of Their Impact on Managerial Risk-Taking and Performance Extremeness. *Strategic Organization* (forthcoming).



Kim, C., **Kim, I.**, Pantzalis, C., Park, J. C. (2018). Corporate Political Strategies and Return Predictability. *Financial Analyst Journal* (forthcoming).

Kim, C., **Kim, I.**, Pantzalis, C., Park, J. C. (2018). Policy Uncertainty and the Dual Role of Corporate Political Strategies. *Financial Management* (forthcoming).

Kim, I., Pantzalis, C., Wang, B. (2018). Shareholder Geographic Proximity and Stock Price Informativeness. *Journal of Business Finance & Accounting*, 45, 686-713.



Cabral, R., Carneiro, F., **Mollick, A. V.** Inflation Targeting and Exchange Rate Volatility in Emerging Markets. *Empirical Economics* (in press).



Nguyen, N. H., Shantaram Hegde, Hien Nguyen, and Hieu Phan. Policy Uncertainty and Firm Cash Holdings. *Journal of Business Research* (forthcoming).



Osatuyi, B., **Qin, H.** (2018). How Vital is the Role of Affect on Post-Adoption Behaviors? An Examination of Social Commerce Users. *International Journal of Information Management*, 40(C), 175-185.



Sun, J. (2018). Ubiquitous Computing Capabilities and User-System Interaction Readiness: An Activity Perspective. *Information Systems Frontiers* (forthcoming).



Yang, Z., **Sun, J.**, Zhang, Y., **Wang, Y.** (2018). Peas and carrots just because they are green? Operational fit between green supply chain management and



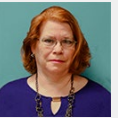
green information system. *Information Systems Frontiers*, 20(3), 627–645.

Aguiar, V. H., Pongou, R., **Tondji, J. B.** (2018). A Non-Parametric Approach to Testing the Axioms of the Shapley Value with Limited Data. *Games and Economic Behavior*, 111, 41-63.



Pongou, R., **Tondji, J. B.**, Pongou, R. (2018). Valuing inputs under supply uncertainty: The Bayesian Shapley value. *Games and Economic Behavior*, 108, 206-224.

Turner, E. H., Wheatley, C. M., Dugan, M. T. (2018). Liability of Foreignness--The Impact of the Elimination of the Reconciliation Requirement on International Asset Allocation by U.S. Investors. *Journal of International Accounting Research*, 17(2).



Liang, X., **Wu, S.**, & Zhang, S. (2018) From Friendship to Family: Jiangyiqi and strong interpersonal relationship development in Chinese organizations. *Management and Organization Review*, 14(2): 275-303.



Zhou, H., Sami, H., Gupta, P. (2018). Do Companies with Effective Internal Controls Over Financial Reporting Benefit from Sarbanes–Oxley Sections 302 and 404. *Journal of Accounting, Auditing and Finance*, 33(2), 200-227.



Faculty Awards and Honors



Dr. Francis Andoh-Baidoo, associate professor of information systems, was awarded the Carnegie African Diaspora Fellowship in summer 2018.

Ms. Maria Leonard, VCOBE **ENACTUS** faculty advisor, was elected to serve on the ENACTUS United States Faculty Advisory Committee in 2018.



Dr. Bin Wang, professor of information systems, received the 2018 UTRGV Faculty Excellence Award in Teaching in the tenured/tenure-track category.

STUDENT SPOTLIGHTS

STUDENT AWARDS

Hazel Dadanlar, doctoral candidate in management, was awarded the prestigious Jess Hay Chancellor's Graduate Fellowship in 2018. She was one of two fellows selected from all UT institutions.



Keshab Acharya, doctoral student in management, received the best doctoral student paper award in Track Careers/Social Issues/Diversity Issues/Ethics at the 2018 Southern Management Association (SMA) meeting in Lexington,



KY. His research is entitled “Wearing Their Thoughts on Their Sleeves: Nature and Consequences of CEO Outspokenness” and was done in collaboration with Drs. Michael Abebe and Mark Kroll.

Joseph Simpson and **Hazel Dadanlar**, two doctoral students in

management, received the best doctoral student paper in Track Strategic Management at the 2018 Southern Management Association meeting in Lexington, KY for their research entitled “Cleaning House, Jumping Ship, and Jumping on Board: Director Exits and Appointments.”

Kelvin King-Kizito, doctoral student in information systems, won the first place award among VCOBE graduate students in UTRGV Graduate College’s inaugural Graduate Research Symposium in spring 2018. MBA student **Taiwo Abraham** received the second place award among VCOBE participants.



MBA student **Joe Shaver** received the prestigious Texas Business Hall of Fame scholarship in Houston in November 2018. Dr. Akinloye Akindayomi, MBA Program Director, represented VCOBE at the event.

STUDENT PUBLICATIONS AND PRESENTATIONS

- **Alazazi, M.**, Sun, J., Xiao, N. (2018). Clinician Satisfaction with In-house and Cloud-based EHR Vendors. *The 24th Americas Conference on Information Systems*, New Orleans, LA.
- **Dongjun R.**, Minor, M.S. and de Erasquin, G.A. (2018). Mapping Consumer Cognition and Emotions: An AI Approach. *The 2018 Society for Neuroscience Annual Conference*, San Diego, CA.
- **King, K.**, Sun, J. (2018). Investigating User Disclosure of Sensitive Information: An Extended ELM Theory. *The 24th Americas Conference on Information Systems*, New Orleans, LA.
- **Treku, D. N.**, Wiredu, G. O. (2018). Information systems implementation and structural adaptation in government-business inter-organization. In Rita Lamboglia, Andrea Cardoni, Renata Paola Dameri, Daniela Mancini (Ed.), *Lecture Notes in Information Systems and Organisation*, 24, 21-41.
- **Treku, D.**, Sun, J. (in press). Understanding the Effects of Temporal Differences in User-Centered Workflows on Solution Satisfaction. *The 52nd Hawaii International Conference on System Sciences*.
- **Wairimu, J.**, Sun, J. (2018). Is Smartwatch Really for Me? An Expectation-Confirmation Perspective. *The 24th Americas Conference on Information Systems*, New Orleans, LA.

STUDENT ORGANIZATIONS

Institute of Management Accountants



The Institute of Management Accountants (IMA) Brownsville attended the Student Leadership Conference in St. Louis, MO from November 1 to 3, 2018. At this event, IMA students networked with many IMA members from across the country, learned interviewing

skills, and applies for internship positions. During this three-day event, IMA students attended many sessions including a Certified Management Accountant (CMA) Jeopardy session on what the CMA exam would be like.

Association of Information Technology Professionals

The Association of Information Technology Professionals (AITP), under the guidance of **Dr. Jerald Hughes**, offered the first-ever Cybersecurity

Boot Camp for PSJA high school students in summer 2018.



STUDENT PLACEMENT

Congratulations to our 2018 graduates for a job well-done! This is just the beginning of the endless opportunities and career success a degree from VCOBE presents to you.

Ph.D. in Business Administration

- **Juan Gutierrez** (Finance, California State University, Bakersfield)
- **Santosh Nandi** (Management, University of South Carolina Sumter)
- **Cindy Pham** (Marketing, Brooklyn College)
- **Corey Shank** (Finance, Dalton State College)
- **Shahil Sharma** (Finance, Texas A&M University, San Antonio)
- **Andre Vianna** (Finance, Ministry of Finance of Brazil)

Bachelor of Business Administration

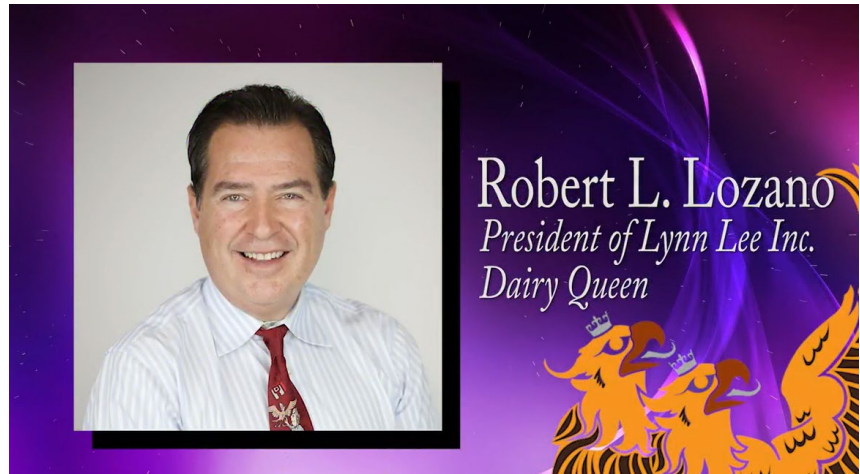
- **Jorge Gonzalez** (Information Systems, Facebook)

COMMUNITY ENGAGEMENT

Business Leaders Lunch



The Robert C. Vackar College of Business and Entrepreneurship (VCOBE) hosted its third annual business leaders lunch on October 17, 2018 honoring three business leaders: **Robert L. Lozano**, **Gregorio Garza Uribe**, and **Randolph K. Whittington**. More than four hundred leaders from the business community attended the event with the proceeds supporting ten VCOBE student organizations. Click on the video links below to learn more about this year's honorees:



Young Entrepreneur Conference



The Pharr - San Juan - Alamo (PSJA) Independent School District hosted its third annual Young Entrepreneur Conference in partnership with the Robert C. Vackar College of Business & Entrepreneurship and the U.S. Small Business Administration on Friday, November 30, 2018 on the UTRGV Edinburg Campus. The conference welcomed nearly eighty students from across all PSJA Early College High Schools and granted them the opportunity to hear from Bert Ogden owners Robert C. Vackar and Janet Vackar, attend entrepreneurship sessions, participate in a scavenger hunt to connect with university students, hear from a panel of PSJA alumni who are currently VCOBE business students, and participate in a business pitch competition sponsored by the Pharr, San Juan, and Alamo Economic Development Corporations. The purpose of the conference is to instill a sense of entrepreneurship among students and to connect with the university, cities, and business partners.

Center for Innovation and Commercialization Grand Opening

UTRGV Robert C. Vackar College of Business and Entrepreneurship's Center for Innovation and Commercialization (CIC), located at 307 E. Railroad Street in Weslaco, held its grand opening on Thursday, Nov. 29. The building is a collaborative effort between the city of Weslaco and UTRGV to serve as a regional entrepreneurial hub and catalyst for economic growth in the Rio Grande Valley. The state-of-the-art facility offers access to desk spaces, conference rooms, 3D printers and scanners, professional services like accounting and

marketing, and accessible mentors and educational opportunities. The CIC building will also be the new home to the VCOBE PhD program. “The CIC will provide entrepreneurial training and support for students, faculty and the community to create new ventures and bring their innovations to market,” said **Laurie Simmons**, manager of the CIC. Click on the image below to view the CIC grand opening video.



Business and Tourism Research Center

SPI Survey: The Business and Tourism Research Center is working with South Padre Island Convention and Visitors Bureau to conduct economic impact of event studies. The Center has completed a year of events for the Island and has involved 220 UTRGV students in eight student organizations on both the Brownsville and Edinburg campuses to administer onsite surveys. “Working on these events has given our students valuable skills in project organization, professionalism and in front-line market research while earning funds for their organizational activities,” said Center Director, **Dr. Penny Simpson**.





Winter Texans 2018: The Business and Tourism Research Center completed another study of the spending and activity patterns of Winter Texans in the Rio Grande Valley this summer. This year's study of 744 respondents and 63 RV/mobile home parks estimated that 106,000 Winter Texans were in the region during the 2017-2018 season, an increase of 10.4% found during the last study. However, total spending of the Winter Texans was found to have declined 30.5% from \$760 million in the prior study to \$528 million.

Hospitality and Tourism Program

Dr. A.J. Singh, Founding Director for VCOBE's Hospitality and Tourism Management program, conducted an educational panel discussion on "Asset Value Creation for Hotel



Owners: The Role of Operational Excellence" at the leading hotel conference – the HX conference - in New York City on November 11, 2018. The panel participants included Christine Devers, Hotel General Manager for the Renaissance and W hotels in New York and Sean Hennessey, President of Lodging

Advisors, a New York based investment advisory company. The key takeaways for the attendees were practices that increased top line revenue, processes that made hotels operations more efficient and increased flow through, the role of technology, optimal capital allocation, and various opportunities and threats facing the hotel industry today.

I-Corps Competition

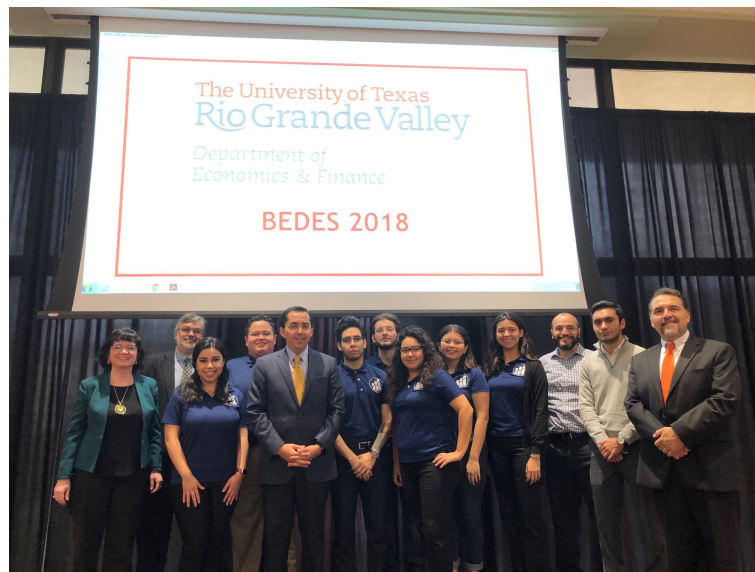
The Department of International Business and Entrepreneurship hosted its first regional NSF I-Corps cohort in fall 2018. In conjunction with

manufacturing
engineering
department Drs.
**Pablo Rhi, John
Sargent, and Sylvia
Robles** mentored
both college and



community teams to the successful completion of the competition, and all teams have been selected to participate in the national cohort (\$50,000 each). **Laurie Simmons** and **Russell Adams** also continued their training as I-Corps instructors during the process. A special thanks to Pablo Rhi for managing the coordination of cross disciplinary courses and Laurie Simmons for hosting the event at the CIC.

BEDES 2018



The Department of Economic and Finance held its annual Border Economics, Development, and Entrepreneurship Symposium (BEDES) on November 28, 2018. BEDES is a collaboration with the Federal Reserve Bank of Dallas. This year our keynote speaker was Dr. Roberto Coronado, Vice President in Charge and

Senior Economist at the Federal Reserve Bank of Dallas, El Paso Branch. The title of his presentation was "A Primer on the Federal Reserve and Economic Update on the Rio Grande Valley Economy." More than two hundred VCoBE student attended the symposium.

ALUMNI SPOTLIGHTS



Ngoc Cindy Pham, Ph.D. in Marketing, '18, upon leaving UTRGV in August, wasted no time in applying her fashion marketing talent to promoting designer Omani Jones' show at the New York Fashion Week in fall 2018. [Read more](#)

Luis Leal, MBA, '15, interned at the Hispanic Heritage Foundation in Washington, D.C. as an Archer Fellow in summer 2018.



Monica Hernandez, Ph.D. in Marketing, '05, joined St. Edwards University as an associate professor of marketing in fall 2018.