



NEWSLETTER

Volume 1 Issue 2 - March 2019

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PROGRAM SPOTLIGHT

Bestmastersprograms.org ranked UTRGV's online Master's programs 19th among 25 most affordable online Master's degrees in 2019. Among these are VCOBE's accelerated online [Master in Accountancy](#) and [Master in Business Administration](#) with multiple

MESSAGE FROM THE DEAN



Greetings Colleagues,

It's Spring break and the annual march toward Commencement is in full swing. Academic institutions seem to have mixed feelings around this season, combining, usually, warm anticipation of the Summer research and writing season with the accumulating load of grading, panicked seniors, employment recommendations for job seekers, and weary students.

With a few recent and rapid changes in leadership, staff, students and faculty seem to be resilient and take it all in stride.

The dean search committee is working hard and I expect my replacement to be present and functioning by September 1.

We received the results of our campus climate survey in late Fall and we're all working through the implications and opportunities, leading toward action planning due on April 1. We just finished two town halls in Brownsville and Edinburg respectively, with all hands invited, and the chairs are wrapping up their own action plans for departments. We learned that communication is always important, that most everyone is generally happy to be here, our compensation is never worthy of our true talents, and that we need to invest creatively to take greater advantage of our Brownsville resources and facilities. We were able to propose some solutions for the latter in our budget presentations in late February.

Personally, I am greatly enjoying my time here and will be both happy that an excellent new dean will be taking over, but regretful to be leaving a fine institution with great students, staff and faculty, committed to excellent values and a strong future, when that time comes.

I hope you enjoy learning about what we've been up to in the following pages!

concentrations.

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](#)

Wesley Balda, Ph.D.

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

NEW DEGREE PROGRAM

PhD in Business Administration in Accounting



The School of Accountancy launched a new [PhD in Business Administration with a concentration in accounting](#) in spring 2019. The program provides students with rigorous training in research skills that will allow them to conduct high quality research pertaining to the valuation and stewardship role of accounting information for organizations. Students specializing in this area conduct high quality research on topics such as capital markets, auditing, and corporate governance.

VCOBE DEAN SEARCH UPDATE

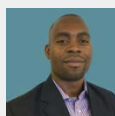
The VCOBE Dean Search Committee met for the first time on November 30th. Since then Greenwood/Asher & Associates, the search firm that assists us in our dean search process, has been busy calling prospects, getting applications, and doing the other things search firms do. Thank you to those that provided nominations! We were originally scheduled to have our prospect review meeting on January 30th. This meeting was delayed until late February to give the search firm additional time to attract high quality candidates into the pool. We anticipate the process to speed up considerably from this point forward. If you have any questions, please feel free to contact your department representative on the committee and/or the search committee chair John Sargent directly.

FACULTY HIGHLIGHTS

ABDC A* Journal Publications



Wang, Y.J., Capon, N., Wang, V.L, and **Guo, C.** (2018), Building Industrial Brand Equity on Resource Advantage, *Industrial Marketing Management*, 72, 4-16.



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.

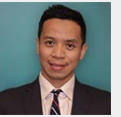
Pongou, R., **Tondji, J. B.**, Pongou, R. (2018). Valuing inputs under supply uncertainty: The Bayesian Shapley value. *Games and Economic Behavior*, 108, 206-224.

ABDC A Journal Publications

Elnahas, A., Hassan, M. K., and Ismail, G., Return Predictability: The Dual Signaling Hypothesis of Stock Splits, *The Financial Review* (forthcoming).



Flinchbaugh, C., Mortaza Z., Chadwick, C., **Li, P.**, and Essman. S. (2019). The Influence of Independent Contractors on Organizational Effectiveness: A review. *Human Resource Management Review* (in press).



Kock, N. and **Moqbel, M.** (2019). Social Networking Site Use, Positive Emotions, and Job Performance. *Journal of Computer Information Systems* (in press).



Phan, H. V., **Nguyen, N. H.**, Nguyen, H. T., & Hegde, S. (2019). Policy uncertainty and firm cash holdings. *Journal of Business Research*, 95, 71-82.



Faculty Awards and Honors

Dr. Marie Mora, professor of economics, received multiple prestigious awards and honors in 2018 and 2019.



- Dr. Mora was appointed to the [Board of Directors of the Federal Reserve Bank of Dallas San Antonio Branch](#) in 2018. This appointment had to be approved by the Board of Governors of the Federal Reserve System.
- Dr. Mora was also named one of the [Top 75 Economics Influencers to Follow](#) by FocusEconomics, a leading provider of economic analysis and forecasts for 130 countries in Africa, Asia, Europe, and the Americas.
- Dr. Mora received the **2019 Outstanding Service Award from the American Society of Hispanic Economists**, which was presented during the ASHE annual meeting at the American Economic Association/Allied Social Science Association meetings in Atlanta, GA, in January 2019.

Dr. Lakshman Chandrashekhar, assistant professor of management, gave a keynote speech on doing business in India at *the Nordic-India Business Conference* in Sweden in October 2018.



STUDENT SPOTLIGHTS

STUDENT AWARD

A team of three VCOBE undergraduate students consisting of **Christopher Martinez**, **Michael Villarreal**, and **Jose Naveja** won first place at the 15th annual CME Group Trading Challenge in 2018, beating more than 500 teams from 37 counties. The team was supervised by **Dr. Bruno Arthur** from economics.



STUDENT CONFERENCE PARTICIPATION

America's Lodging Investment Summit



In January, five students from VCOBE attended and participated in the ALIS conference in Los Angeles. The conference is the largest gathering of Hotel Investors and provided students with a learning and networking opportunity at the various sessions and forums. **Dr. A.J. Singh**, an annual

speaker at the conference, conducted the opening session on ALIS 101, which provided various attendees at the conference with the basics of Hotel Investments.

EVENTS AND COMMUNITY ENGAGEMENT

Battle of the Deans



UTRGV deans from different colleges, including our own **VCOBE Dean Balda**, participated in a halftime free throw shooting competition on February 14, 2019 together with students from their colleges. *"For those of you who follow this intensely competitive annual event, you will be aware that we apparently had our highest finish in recent history, though we ended up in second place. Our student volunteer, Ryan Montero, gets the lion's share of the credit for this, with some very sharp shooting. Let the record show that Walter Diaz [with a badly injured hand] was not up for participating and brought in a 'ringer'; I don't believe the ringer was actually a dean of some sort, so I'm claiming we won. No sore losers here, though,"* said Dean Balda.

Expanding Learning Horizons: Invited Hospitality Industry Leaders

The Introductory class in Hospitality and Tourism, hosted eight industry leaders and executives. **Mr. Michael Flores**, Director of the South Padre Island CVB, explained the role of Tourism and Destination Marketing Development. **Mr. Larry Delgado**, Chef-Owner of the Delgado Collection. He took the students on a Farm to Fork journey based on his and his wife's Journey from working on a farm to owner of three fine dining restaurant. **Mr. Jeff Lowder**, General Manager of the McAllen Country Club, hosted the students at the club and provided them with an operational overview of the club through various departmental positions. **Mr. Kevin Norrell**, General Manager of the newly opened Yard House Restaurant, reviewed elements of effective Restaurant Management and Operations. **Mr. Rajiv Trivedi**, President of La Quinta Hotels, took students on a career journey to the corporate suite and discussed elements of executive excellence. **Mr. Matt Wechsler**, Director of Acquisitions for High Gate hotels, discussed the process of investing and acquiring hotel properties. **Mr. Barry Patel**, President of Perspectives Hospitality discussed various aspects of economic development in the Valley, importance of innovation and elements of hotel management. **Ms. Peggy Berg**, Entrepreneur and Director of the Castell Project, shared her entrepreneurial experience as a woman hotel owner and investor and the role of the Castell Project to position hospitality women executives for leadership positions.





PhD Program Distinguished Speaker Series



The VCOBE PhD program hosted **Dr. Yue Li** from the University of Toronto-Mississauga on February 13. Dr. Li is a Fellow of the Michael Lee-Chin Family Institute for Corporate Citizenship at Rotman. His research focuses on the disclosure and valuation relevance of corporate environmental performance and corporate social responsibility, as well as corporate governance and IPO valuation. Dr. Li serves as an ad-hoc editor for *Contemporary Accounting Research*, as an associate editor for the *Asia-Pacific Journal of Accounting and Economics*, and as a guest editor for the *Journal of Management Accounting Research*. His presentation is entitled "do auditors consider clients' compliance with environmental regulations?"

Valentines Lunch



The Brownsville crowd put on a memorable Valentine's lunch on February 14. Candy was passed around and a good time was had by all. Please note the healthy salads on that table.

ALUMNI SPOTLIGHT



Jean-Luc Mette, MBA, '17, is now an international economic development manager for the City of San Antonio, propelled by the MBA degree he received from VCOBE's [accelerated online program](#). [Read more](#)



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