



The University of Texas Rio Grande Valley
**ROBERT C. VACKAR COLLEGE OF
 BUSINESS AND ENTREPRENEURSHIP**

NEWSLETTER

Volume 2 Issue 1 - September 2019

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UNIVERSITY RANKING

[Money.com](#) ranks UTRGV third among public universities in Texas that provide the best value. [Click here](#) to learn more about UTRGV's rankings.

CBEST

New CBEST issue "Texas Inequality". [Download PDF here](#).

MESSAGE FROM THE DEAN



Greetings VCOBE Family:

I want to thank you for the warm welcome and hospitality that I have received since arriving at the Robert C. Vackar College of Business and Entrepreneurship. In the month since I have arrived I have met many of the faculty, staff, students and supporters of the college and I am even more confident of our bright future and ability to advance UTRGV, the Rio

Grande Valley, and the academy. While many universities fear declining enrollments and talk about surviving program cuts, we celebrate growth and respond to market needs with innovative new programs. As a relatively "new" college we can write our own history as business educators and thought leaders rather than live one written for us. It is an exciting time to be a member of the VCOBE family.

Over the next few weeks I will be kicking off a "strategic listening" tour to gather input from all of our stakeholders to help determine the collective vision for our college and a new strategic plan to help us achieve that vision. I look forward to meeting more of our VCOBE stakeholders during this process and learning more about what makes our college great and ideas for making it even stronger. Working together we will demonstrate the positive impact of an innovative business school located within a major research university. We will create and disseminate knowledge that improves business and society. Our faculty thought leaders' research will shape the theory of business and its practice in society. This happens as peer researchers across the globe expand the body of knowledge in business by sharing their research and building upon it. But, it also happens as our faculty transfer that knowledge to our students through their excellence in teaching and mentoring. Those students in turn become the graduates who are the successful corporate executives, entrepreneurs and civic leaders who take the knowledge learned at VCOBE to develop economic value in our region and beyond. This is the history that we will write together. And I couldn't be more excited to share that history with you!

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](#)

All the best-

Lance Nail, Ph.D.
Dean and Distinguished University Professor
Robert C. Vackar College of Business and Entrepreneurship

FACULTY HIGHLIGHT

ABDC A* Journal Publications



Abebe, M. and Dadanlar, H. From Tokens to Key Players: The Influence of Board Gender and Racial Diversity on Corporate Discrimination Lawsuits. Forthcoming, *Human Relations*.



Adhikari, B.K., Agrawal, A. and Malm, J. Do Women Managers Keep Firms Out of Trouble? Evidence from Corporate Litigation and Policies. *Journal of Accounting & Economics*, 67 (1), February 2019, pp. 202-225.

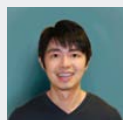


Okafor O.N., **Akindayomi A.**, and Warsame H. Did IFRS Affect Corporate Tax Avoidance? Forthcoming, *Canadian Tax Journal*.

Campion, M. C., Schepker, D. J., Campion, M. A., and Sanchez, J. I. Competency Modeling: A Theoretical and Empirical Examination of the Strategy Dissemination Process. In press, *Human Resource Management*.



Kim, J., **Cho, S.** and Ramesh, B. (2019). IT-Leveraged Network Value Cocreation: A Case Study of the Value Cocreation Process and Value Capture in the South Korean Broadcast Advertising Industry. In press, *European Journal of Information Systems*.



King, D. and Auschaitrakul, S. (2019). Symbolic Sequence Effects on Consumers' Judgments of Truth for Brand Claims. In press, *Journal of Consumer Psychology*.

ABDC A Journal Publications

Escobari, D., Rupp, N. and Meskey, J. An Analysis of Dynamic Price Discrimination in Airlines. *Southern Economic Journal*, 85 (3), January 2019, pp. 639-662.

Escobari, D. and Hernandez, M.A. Separating between Unobserved



Consumer Types: Evidence from Airlines. *Economic Inquiry*, 57 (2), April 2019, pp. 1215-1230.

Hao, A., Paul, J., Trott, S., **Guo, C.**, Wu, H.H. (2019), Two Decades of Research on Nation Branding: A Review and Future Research Agenda. Forthcoming, *International Marketing Review*.



Hazarika, G., Jha, C.K. and Sarangi, S., Ancestral Ecological Endowments and Missing Women. *Journal of Population Economics*, 32 (4), October 2019, pp. 1101-1123.



Faculty Award and Honor



Dr. Diego Escobari, associate professor of economics, was included as a full member of the Bolivian Academy of Economic Sciences. This is the highest honor for Bolivian economists. There are only 36 members and a new member can only be included if a current member passes away. Members have all been extremely influential in Bolivian academics and economic policy. Some notable members include the former president of the Development Bank of Latin America, the Economics Department Chair at Columbia University, the president of Bolivia's highest-ranked private University, three former presidents of the Central Bank and various former Ministers of State. Dr. Escobari is one of the youngest of the 36 members. For the ceremony of introduction, Dr. Escobari presented a key address, followed by a ceremony where he received a medal. The ceremony ended with a wine of honor.

Dr. Arjun Singh, professor and director of the Hospitality and Tourism Management program, was appointed by the Texas Higher Education Coordinating Board as a member of the Hospitality Administration Field of Study Advisory Committee in September 2019. Dr. Singh will collaborate with members on this committee from other universities and community colleges to identify courses that can be transferred to a general academic teaching institution.



STUDENT SPOTLIGHT

Ph.D. in Business Administration Graduate Placement

- **Amirhossein Fard**, Texas Lutheran University
- **Eduardo Millet**, Southeast Missouri State University
- **Santosh Nandi**, University of South Carolina Sumter
- **Atieh Poushneh**, California State University - Bakersfield
- **Dongjun Rew**, George Fox University
- **Bina Sharma**, Bellevue University
- **Joseph Simpson**, Virginia Tech
- **John Tarwater**, Cedarville University
- **Xi Yang**, East Stroudsburg University of Pennsylvania

Ph.D. Student Conference Publications/Presentations

The following information systems doctoral students presented their work at the 2019 Americas Conference on Information Systems from August 15 to 17 in Cancun, Mexico.

- **Massara Alazazi**. "Effect of Stigmatization and Privacy Concerns on Engagement in Virtual Health Communities." This research has been done in collaboration with **Dr. Emmanuel Ayaburi**.
- **Joseph Manga**. "Think and Act Positively: A Motivational Organizational Citizenship Behavior Approach Towards Information Security Policy Compliance." This paper has been done in collaboration with **Dr. Nan Xiao** and **Dr. Emmanuel Ayaburi**.
- **Daniel N. Treku**. "P2P Collaborative Consumption: Towards Sustainability in the Virtualization Processes of Knowledge Sharing Firms." This paper has been done in collaboration with **Dr. Qinyu Liao**.
- **James Wairimu**. "Digital Business Intensity and Entrepreneurial Alertness in Organizational Learning." This paper has been done in collaboration with **Dr. Qinyu Liao**.

ALUMNI SPOTLIGHT

Dr. Paul G. Barretta, Ph.D. in Business Administration, '13, joined the Wagner College in Staten Island, NY in fall 2019 as an associate professor of marketing. Dr. Barretta spent six years at St. Bonaventure University after graduating from UTRGV legacy school University of Texas-Pan American first as an assistant and then associate professor where he gained tenure and served as Chair of the Marketing Department for the past five years. During his time as Department Chair enrollment increased by 50%.

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