



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

NEWSLETTER

Volume 2 Issue 4 - July 2020

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CBEST

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MESSAGE FROM THE DEAN



Dear VCOBE Family:

What can a dean say but, "I am so proud." When you see all that we have recently achieved in the college - even during the course of a pandemic - you will surely share that sense of pride. Considering that within two weeks time our faculty had to shift to completely remote learning, I am so impressed with how our faculty responded to the necessary changes to complete the semester and our staff for their support in making it happen. And I am equally impressed with our students and their resilience in continuing to learn, grow, and stay engaged. Our VCOBE family could have used the pandemic as an excuse for slowing our performance, but we didn't. Our faculty continued to publish their research in top journals with more top publications than ever in college history. They also received awards for their excellence in teaching and service. Our students remained active and engaged with students winning awards, earning scholarships, and placing in good career opportunities. And our alumni carry on the family tradition of excellence as they positively impact their communities. As we continue to navigate through these uncertain times, we know that one thing is certain - the Robert C. Vackar College of Business & Entrepreneurship and its stakeholders will rise up to face any challenge and prevail through our commitment to excellence and our mission to serve the Rio Grande Valley and beyond.

Stay safe and Go Vaqueros!

Lance Nail, Ph.D.

Dean and Distinguished University Professor

Robert C. Vackar College of Business and Entrepreneurship

FACULTY HIGHLIGHT

Newsletter Content."

CONTACT US

Edinburg:
ECOBE 114
(956)665-3311

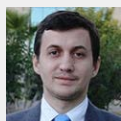
Brownsville:
BMAIN 2.504
(956)882-5828

Email:
cobe.media@utrgv.edu

[VCOBE in the Press](#)

ABDC A* Journal Publications

Arnold, J. D., Van Iddekinge, C. H., Campion, M. A., Bauer, T. N., and **Campion, M. C.** Welcome Back? Job Performance and Turnover of Boomerang Employees Compared to Internal and External Hires. In press, *Journal of Management*.



Kutlu, L., Tran, K.C., and Tsonas, M.G., A Spatial Stochastic Frontier Model with Endogenous Frontier and Environmental Variables. Forthcoming in *European Journal of Operational Research*.

ABDC A Journal Publications

Clauss, T., **Abebe, M.**, Tangpong, C., Hock, M. Strategic Agility, Business Model Innovation and Firm Performance: An empirical investigation. In press, *IEEE Transactions on Engineering Management*.



Zeynep O.-E., and **Atik, D.** Institutional Constituents of Change for a Sustainable Fashion System. In press, *Journal of Macromarketing*.
Zeynep O.-E., **Atik, D.**, and Murray J. The Logic of Sustainability: Institutional Transformation towards a New Culture of Fashion. Forthcoming, *Journal of Marketing Management*.



Atik, D., **Firat, A. F.**, Ozgun, A. and Uzunoğlu, E. Disenchantment with Market Society: Alternative Life Experiences. In press, *International Journal of Consumer Studies*.



Contreras, S., **Gonzalez, J.A.** Organizational Change and Work Stress, Attitudes, and Cognitive Load Utilization: A Natural Experiment in a University Restructuring. In press, *Personnel Review*.



Chaney, D. and **Firat, A. F.** When Consumers Live Several Experiences in One: Syncretic Thematization and Consumers' Productive Use of Free Time. In press, *Marketing Theory*.



Zeng, F., Li, W., Wang, V.L. and **Guo, C.** The Impact of Advertising Self-Presentation Style on Customer Purchase Intention. Forthcoming in *Asia Pacifica Journal of Marketing and Logistics*.



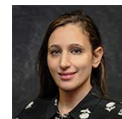
Osatuyi, B., **Qin, H.**, Osatuyi, T., Turel, O. When It Comes to Satisfaction ... It depends: An Empirical Examination of Social Commerce Users. *Computers in Human Behavior*, 111 (October 2020), 106413.



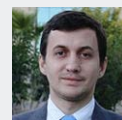
Nandi, M. L., Nandi, S., Moya, H. and **Kaynak, H.** Blockchain Technology-enabled Supply Chain Systems and Supply Chain Performance: A Resource-based View. Forthcoming, *Supply Chain Management: An International Journal*.



Khraiche, M. and Boudreau, J. Can Lower Remittance Costs Improve Human Capital Accumulation in Africa? In press, *Journal of Policy Modeling*.



Kutlu, L., Tran, K.C., and Tsionas, M.G. Unknown Latent Structure and Inefficiency in Panel Stochastic Frontier Models. Forthcoming, *Journal of Productivity Analysis*.



Lopez-Velasco, A.R. Voting over Redistribution in the Meltzer-Richard model under Interdependent Labor Inputs. *Economic Letters*, 192 (July 2020), 109206.



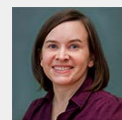
Zhang, Y., Tan, C. D., **Sun, J.**, and Yang, Z. Why Do People Patronize Donation-Based Crowdfunding Platforms? An Activity Perspective of Critical Success Factors. *Computers in Human Behavior*, 112 (November 2020), 106470.



Zhang, Y., **Sun, J.**, Yang, Z., **Wang, Y.** Critical Success Factors of Green Innovation: Technology, Organization and Environment Readiness. *Journal of Cleaner Production*, 264 (August 2020), 121701.



Welbourne, J. L., Miranda, G., Gangadharan, A. Effects of Employee Personality on the Relationships Between Experienced Incivility, Emotional Exhaustion, and Perpetrated Incivility. In press, *International Journal of Stress Management*.



Fang, J., Gul, F.A., Sami, H., **Zhou, H.** Peer Firms in Audit Pricing: Evidence Under High Uncertainty Settings. In press, *Journal of Accounting, Auditing & Finance*.



Faculty Awards

Maria Leonard, Department of Management lecturer and Sam Walton Fellow, received the 2019-2020 UTRGV Student Organization Advisor of the Year Award for her outstanding mentoring and leadership of VCOBE student organization ENACTUS. ENACTUS has been actively serving the local



community through multiple initiatives such as the Thanksgiving Food Drive, Personal Financial Planning Training, and the Sustainability Ambassadors Program. Using the UN 17 Global Sustainable Development Goals as its guide and with 72,000 students in 1,730 campuses worldwide, Enactus' mission is to "engage the next generation of entrepreneurial leaders to use innovation and business principles to improve the world."

Dr. Diego Escobari, Associate Professor of Economics, received the 2020 VCOBE Ph.D. Faculty Excellence Award for his mentorship of doctoral students. He has chaired 14 doctoral dissertation committees and served as a member on 21 others. Dr. Escobari has published 21 papers with 14 doctoral students. As one student puts it: "Thank You Dr. Escobari. I have learned a lot from you! ... Talk about ideas, you are always full of them, seeing things everyone else overlooks."



STUDENT SPOTLIGHT

Student Organization Awards

Congratulations to our VCOBE student organizations and their faculty mentors recognized by UTRGV for the following honors!

- **ENACTUS**, 2019-2020 UTRGV Fostering Leadership Award
- **ENACTUS**, 2019-2020 Diversity and Social Change Award
- **American Marketing Association of Edinburg**, "Empowered Women Empower Women," 2019-2020 Outstanding Campus Event

BBA Student Competition



As part of the UTRGV Chess Team that won the 2019 national collegiate chess championships, VCOBE Accounting majors **Vladimir Belous** (left) and **Kamil Dragun** (right) have participated in 10-minute quick plays online due to the COVID-19 pandemic. Recently, the Chess Team won a [five-hour virtual chess tournament against Kozminsky University](#), the National Collegiate Champions of Poland. During last year's season, Grandmaster Vladimir won the individual Collegiate Rapid Chess Championship, and Grandmaster Kamil won the Polish Individual Championship.

BBA Student Scholarships

School of Accountancy student **Clarissa Fausto**, right, received the Public Company Accounting Oversight Board Scholarship for the 2020-2021 academic year.



Department of Economics and Finance student **David Ornelas** received an Insurance Council of Texas Education Foundation scholarship in May 2020.

BBA Student Placement

- **Amanda Avila**, Law Center Pre-Law Pipeline Program, University of Houston
- **Michael Gomez**, School of Law, University of Texas at Austin
- **David Ornelas**, Master of Science in Personal Financial Planning, Texas Tech University

BBA Student Internship

- **Sharon Valencia**, Federal Reserve Bank of Dallas internship program

Ph.D. Student Placement

- **Keshab Acharya**, Associate Professor of Management, Central Connecticut State University
- **Ruben Ceballos**, Assistant Professor of Management and MBA Director, Angelo State University
- **MD Shahedur Rahaman Chowdhury**, Assistant Professor of Finance, Arkansas Tech University

- **Mei Han**, Assistant Professor of Marketing, Milligan University
- **Phyu Phyu Aung Myint**, Assistant Professor of Business Administration and Management, Indiana University East
- **Sudipto Sarkar**, Assistant Professor of Marketing, Massachusetts College of Liberal Arts
- **James Wairimu**, Assistant Professor of Management Information Systems, Francis Marion University

Ph.D. Student Journal Publications

- **Abebe, M., Kimakwa, S.**, and Redd, T. Toward a Typology of Social Entrepreneurs: The interplay between passionate activism and entrepreneurial expertise. Forthcoming in *Journal of Small Business and Enterprise Development*.
- Afum, E., Agyabeng-Mensah, Y., Sun, Z., **Frimpong, B.**, Kusi, L.Y., and Acquah, I.S.K. Exploring the Link Between Green Manufacturing, Operational Competitiveness, Firm Reputation and Sustainable Performance Dimensions: A Mediated Approach. Forthcoming in *Journal of Manufacturing Technology Management*.
- **Miranda, G.A., Welbourne, J.L.**, and Sariol, A.M. Feeling Shame and Guilt when Observing Workplace Incivility: Elicitors and Behavioral Responses. In press, *Human Resource Development Quarterly*.

Ph.D. Student Conference Publications/Presentations

- **Murray, R., Felix, R., Sheng, X.**, and **Firat, F.** Selfless Concern: The Moderating Effect of Altruism on the Relationship between General Beliefs and the Purchase of Green Products. *American Marketing Association 2020 Summer Academic Conference*, San Francisco, CA, August 21-23, 2020.
- **Zambrano, Z.**, "Inviting to Join the Greatest Charity Appeals: Tapping into the self-aggrandizement pursuit of narcissistic social media users to trigger prosocial behaviors," Bridging Gaps: Marketing in an Age of Disruption," *American Marketing Association 2020 Summer Academic Conference*, San Francisco, CA, August 21-23, 2020.

Ph.D. Student Award



Lorena García-Ramón, Ph.D. candidate in marketing, received the 2020 American Marketing Association HigherEd SIG Doctoral Student Grant.

2020 VCOBE Ph.D. Student Excellence Awards

- **Swapnil Saravade** (Marketing)
- **James Wairimu** (Information Systems)
- **Sarah Kimakwa** (Management)
- **Abdullah Al Masum** (Finance)
- **Md Zubair Zuven** (Accounting)

Student Startups

VCOBE student **Alejandra Jimenez** launched in June 2020 her startup "[A & J Custom Creations](#)." She was a spring 2019 "Adopt a Startup" participant placing 2nd in the internal competition with A&P Grocers, 2019 CEO President, 2019 Student Leader of the year, and currently has been admitted to the Master of Science in Business Analytics program starting fall 2020. She continues participating as VP in Community and Fundraising on the CEO board and is an administrative assistant at HEB.

Itzel Blanco launched in June 2020 her startup "[Itzel's Custom Designs](#)." She was a spring 2020 "Adopt a Startup" participant placing 3rd. in the internal competition with Amor y Pan. Currently, she is assisting 2nd. place Adopt a Startup finisher Caballero Barber Supply.

STAFF SPOTLIGHT

UTRGV Employee Service Recognition



On June 30, VCOBE program coordinator **Maggie Vasquez** was recognized for her 25 years of service to the university. Thank you for your dedication and hard work, Maggie!

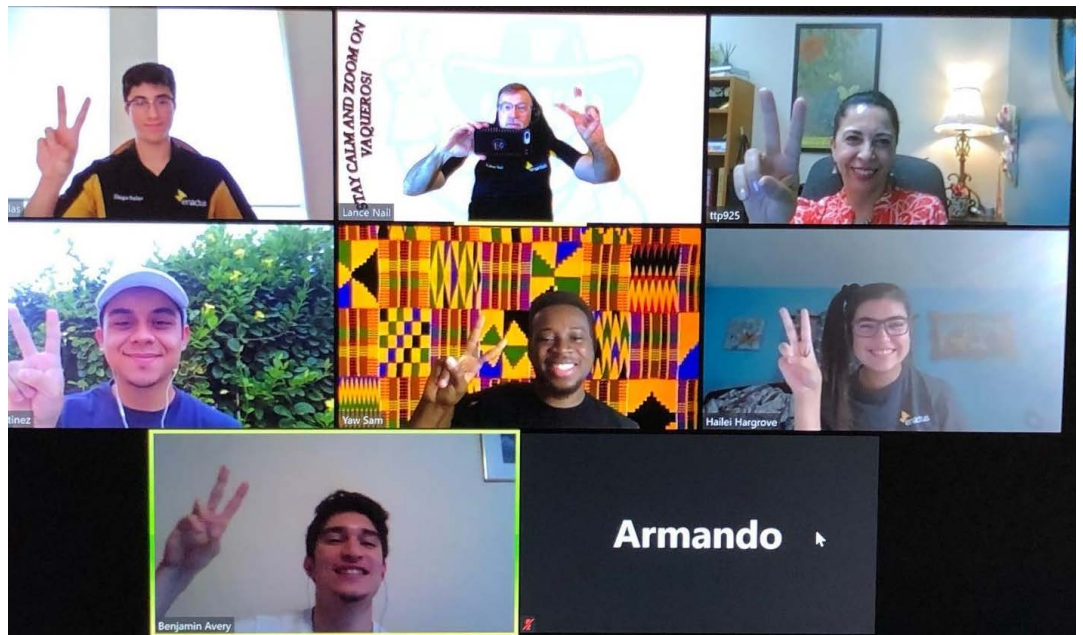
STAYING ENGAGED DURING PANDEMIC

In addition to migrating classes online in the spring and summer, VCOBE students, faculty and staff stay connected and engaged during the COVID-19 pandemic using technology by having virtual lunch and virtual student organization meetings.

VCOBE Faculty and Staff Virtual Lunch



ENACTUS Virtual Meeting



CEO Virtual Coffee with the Dean



MBA Association Virtual COVID-19 Implications for Business Discussion with Faculty



EVENTS AND COMMUNITY ENGAGEMENT

Business Plan Presentations



In collaboration with the UTRGV Entrepreneurship and Commercialization Center (ECC), **Professor Sylvia Robles** hosted Business Model Canvas Virtual Final Pitch “Adopt a Startup at UTRGV” presentations for the students in her Foundations of Entrepreneurship course. A panel of judges evaluated the presentations. The "IQ's Juice Bar" and "Caballero Barber Supply" business plans were selected as the winners and each received a free incubation service at the UTRGV ECC.

Personal Financial Planning Training

Sponsored by the State Farm grant to teach high school students and the Wells Fargo grant to teach college students, the VCOBE **ENACTUS**, mentored by **Professor Maria Leonard**, and **the Economics Society**, mentored by **Professor Jorge Vidal**, have been providing personal financial planning lessons to high school and college students in the Rio Grande Valley. They will continue offering these classes in fall 2020.



Colombian Leadership and Change Education Training

Maria Leonard, faculty member at VCOBE Department of Management and Sam Walton Fellow, traveled to Bucaramanga, Colombia, last March to deliver a face to face training to a group of 28 people on teaching the course in Leadership and Change, developed by **Linda Matthews, Jorge Gonzalez**, and **Maria Leonard**. The engaged group ranged from administrators, faculty, deans, and graduate students of the Universidad Nacional Autónoma de Bucaramanga (UNAB), and members of the business community of this city. They will now be responsible to teach this course to local executives. Students who take this course, which is currently also being developed as a Quality Matters-certified online course, use the Mixed Reality Simulation (MRS) method to apply their newly-acquired knowledge on leading radical change in organizations.



Sustainability Ambassadors Project

Under the supervision of **Professor Maria Leonard**, **VCOBE Enactus** partnered with the UTRGV Office of Sustainability and HEB to teach sustainability and triple bottom line concepts to a group of at-risk teen moms in PSJA ISD. In the fall of 2019, our Enactus chapter developed a seven-week program in which these students attended sessions related to personal sustainable practices such as personal finances, education, renewable energy, environmental issues, and food insecurity, as well as participating in academic excursions highlighting organizations who champion sustainability in the Rio Grande Valley. Every part of this program incorporated one or more of the triple bottom line concepts: people, planet, and profit. The young women who participated were asked to apply these concepts to their own lives. On the last day of the program, a group of experts was invited to judge their presentations. And the top three participants received scholarships to further advance their academic efforts.



**ICSB Special Certificate Program:
Teaching the United Nations
Sustainable Development Goals (SDGs)
(May 7th - 9th)**



Sylvia Robles, Department of International Business and Entrepreneurship lecturer, participated in the First International Council for Small Business (ICSB) Special Certificate on Teaching Sustainable Development Goals (SDGs) Program organized by the United Nations (UN) and ICSB in May 2020. On June 10, 2020, she presented the "Adopt a Startup at UTRGV" during an ICSB webinar to promote the teaching of UN SDGs and has received more than five proposals to collaborate with faculty from Nigeria, Mexico, Colombia, Kenya and

South Africa.

Redesigning Restaurant of the Future

The Restaurant Finance and Development Conference has invited students from UTRGV and three other leading Hospitality and Tourism Management programs to research and present a business concept for a Restaurant of the Future. As COVID-19 has forced the Food and Beverage Industry to rethink their current business models, this student competition will give the students an opportunity to present their creative ideas in front of the Restaurant Finance and Investment audience. The UTRGV team, under the

mentoring of **Dr. AJ Singh**, consists of two undergraduate and two MBA students who are working this summer to prepare their pitch, for the conference to be held between November 9-11 in Las Vegas.

ALUMNI SPOTLIGHT



Dr. Ngoc Cindy Pham, Ph.D. in Business Administration with a concentration in marketing '18 and assistant professor of marketing at the City University of New York-Brooklyn College, won the 2020 Brooklyn College Career Champion Award. This award is to honor Brooklyn College faculty who made significant contributions to the career success of Brooklyn College students. In addition, she won the 2020 BC Make A Difference Faculty of the Year Award and 2020 KSB Special Recognition Award for Innovative for UG Teaching and Mentoring. Moreover, Dr. Pham was interviewed 5 times by the prestigious *Wall Street Journal* in March and April. Dr. Pham has been also writing a weekly column for the Vietnamese national newspaper, Bao Thanh Nien, about life in New York City during the COVID-19 pandemic. Furthermore, Dr. Pham volunteers in her neighborhood with the Flatbush United Mutual Aid to go grocery shopping for those who are unable to shop during the COVID-19 pandemic.

Dr. Santosh Nandi, PhD. in Business Administration with a concentration in management '18 and assistant professor of management at the University of South Carolina Sumter, received the 2019-2020 Jean-Luc Grosso Award for Outstanding Faculty Scholarship and the Southern Bank & Trust Faculty Scholarship Excellence Award for 2020.



Dr. Paul Barretta, Ph.D. in Business Administration with a concentration in marketing '13 and associate professor of business at the Wagner College is named a Wagner College Robinson Family Fellow for 2020-2021 for his excellence in research.

Dr. Akash Dania, Ph.D. in Business Administration with a concentration in finance '08 and now chairperson in the Department of Accounting, Economics, and Finance at Delaware State University and editor-in-chief of *Accounting and Finance*

Research, was featured on WalletHub.com sharing his advice on taking advantage of the best credit card rates. [Read more](#)



Dr. Ebru Ulusoy, PhD. in Business Administration with a concentration in marketing '11 and assistant professor of marketing at the Farmingdale State College, State University of New York, received from its Center for Teaching, Learning and Technology the Annual Award for Outstanding Scholarly Publication in the Social Sciences or Humanities.



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