

# UTRGV TM Robert C. Vackar College of Business & Entrepreneurship

# NEWSLETTER

**Volume 3 Issue 2 - December 2020**

**GIVE TO RCV**

## IN THIS ISSUE

[Message from the Dean](#)  
[New Degree Program](#)  
[Student Spotlight](#)  
[Faculty Highlight](#)  
[Engagement](#)

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

## CONTACT US

Edinburg:  
 ECOBE 114  
 (956)665-3311

## MESSAGE FROM THE DEAN



Greetings from The RCV! We are hopeful that the next newsletter finds us all with a return to some form of pre-pandemic normalcy. But in this edition we want to highlight the many successes and achievements of our students, faculty, and staff that have continued during the pandemic. Be it winning a national championship in a Battle of the Brains or making our community stronger, RCV students have remained engaged and successful. Or consider our faculty who continue to emerge as thought leaders in their fields through their scholarly activities. And we can't forget our staff who support us all in so many ways – including securing a seven figure grant to help local businesses survive and thrive during these challenging times. While we all want to see a post-pandemic world sooner rather than later, we take great pride in our stakeholders of RCV for furthering their positive impact on campus and community during the pandemic. We expect that impact to grow in the post-pandemic world. Until then, we wish you a safe and joyous holiday season.

Go Vaqueros!

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

## NEW DEGREE PROGRAM

### Accelerated Online Master of Science in Global Commerce

The Department of International Business and Entrepreneurship (IBE) launches a new accelerated online Master of Science in Global Commerce starting from spring 2021. The

Brownsville:  
BMAIN 2.504  
(956)882-5828

Email:  
[cobe.media@utrgv.edu](mailto:cobe.media@utrgv.edu)

[RCV in the Press](#)

program provides students with a solid foundation to become effective professionals and global leaders in an constantly evolving international business landscape. Students will learn in-demand strategies needed to lead corporations and companies in the commerce sector at a global scale. **Dr. Russell Adams**, IBE department chair, was interviewed by the KURV morning drive radio program regarding this new degree program. [Click here](#) to learn more about this program.

## STUDENT SPOTLIGHT

### HSI Battle of the Brains National Champions

At the inaugural 2020 HSI Battle of the Brains in October, a group of UTRGV students including RCV students **David Gonzalez** and **Gema Hernandez** presented their idea on the creation of an app called ARC Learning and was crowned national champions. The app uses augmented reality to create a classroom feel and facilitate students in remote learning. The student group was awarded a \$20,000 grand prize and a \$5,000 technology champion scholarship for its winning app idea. [Read more](#)



## Global Movement WE2020 Weekly Women Entrepreneurship

**Women Entrepreneurship Week 2020**

**EMPOWERED WOMEN TALKS**  
Powered by Montclair State University



CEO Brownsville  
CEO - Edinburg



**Monica Rivers**



**Orfa Blanco**



**Marie Garcia**



**Regina Garza**



CEO Edinburg

**OCTOBER 7 - 12:30 PM - 1:30 PM** • Zoom Meeting ID: 918 9780 4975 • PASSCODE: 212 156

FOR SPECIAL ACCOMMODATIONS CONTACT [CEO.BROWNSVILLE@GMAIL.COM](mailto:CEO.BROWNSVILLE@GMAIL.COM)



Under the mentoring of faculty advisor **Sylvia Robles**, RCV student organization **CEO Brownsville & Edinburg** participated in the Global Movement WE2020 Weekly Women Entrepreneurship sponsored by Montclair State University. This year's events have been reformatted to take place 100% virtually weekly beginning September 21 through November 13. At UTRGV, CEO students were inspired and heard practical advice as RGV female founders and leaders took the stage to share how they did it while launching a startup and to empower other women. UTRGV will celebrated WE2020 with an inspiring event: "Empowered Women Talks" with Monica Rivers, Orfa Blanco, Marie Garcia, and Regina Garza.

## FACULTY HIGHLIGHT

### Faculty Research Spotlight



**Dr. Incheol Kim**, assistant professor of finance, reveals how residents can reduce environmental pollutions by local firms through the purchase of their stocks in his research "Institutional Investors and Corporate Environmental, Social, and Governance Policies: Evidence from Toxics Release Data" published in *Management Science*, an elite business journal. Resident shareholders achieve this outcome first by asking firms to act pro-socially. In addition, local institutional shareholders have lower information acquisition and negotiation costs than other institutional shareholders that enable them to exert a greater influence over local facilities to reduce pollution. Dr. Kim's research highlights the importance residents play in effectively mitigating local facilities' pollutions.

## Faculty Awards and Honors



**Dr. Russell Adams**, associate professor and chair of the international business and entrepreneurship department, was named the V.F. (Doc) and Gertrude Neuhaus Chair for Entrepreneurship. Dr. Adams is the Director and Principal Investigator of the NSF I-Corps at UTRGV.

**Dr. Jerald Hughes**, associate professor and department chair of information systems, delivered a keynote speech at the 2020 Virtual International Conference on Business Interventions and Technology sponsored by the PUNE Institute of Business Management in India on December 11. Dr. Hughes' talk focused on consumers as information ecosystem where he shared insights on technology-fused changes in the role of consumers and the information flow between businesses and consumers.



**Dr. Sylvia Robles**, lecturer of international business and entrepreneurship, was appointed as the UTRGV Sustainability Faculty Fellow 2020-2021.

## EVENTS AND COMMUNITY ENGAGEMENT

### Economic Development Administration Grant

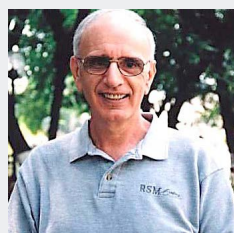


RCV **Center for Innovation and Commercialization (CIC)** received a \$300,000 grant from the Economic Development Administration (EDA) to help valley entrepreneurs and small businesses during the COVID-19 pandemic. **Laurie Simmons**, director of the CIC, said conducting business today has added challenges. “Through EDA grant funding, we are offering three programs to help entrepreneurs and small businesses, she said. “And we are hoping that this support can make a difference during this challenging time.”

The CIC will be offering and coordinating a student internship program to help businesses that have been affected by COVID-19 and, as a result, have had to reduce their staff. The internships will be in person, virtual or hybrid, based on the company's need. RCV students are encouraged to apply. Each intern will be expected to complete 100 hours during the internship and will be awarded a one-time stipend of \$1,000. Applications will be accepted through Jan. 31, 2021 at <https://www.utrgv.edu/cic/covid-19-business-support/index.htm>.

Read more about the grant by [clicking here](#).

### Master Teacher Workshop



RCV hosted a Master Teacher Workshop for 50 faculty members, who represented RCV and other UTRGV academic groups. The workshop was provided by Dr. Harvey Brightman, a Regents’ Professor Emeritus and Teaching Excellence Award recipient at Georgia State University. He is a distinguished scholar and has delivered teaching excellence workshops across the globe. The series of interactive lectures spanned October 19 to November 4 for faculty to develop critical, effective teaching strategies, deepen classroom presentation, enhance exam development skills, and improve overall teaching excellence.

## ENACTUS Thanksgiving Food Drive



Despite the pandemic, RCV student organization **Enactus** continued their Thanksgiving food drive tradition since 2015. “This year has been an especially difficult year for Valley families,” said **Maria Leonard**, Enactus faculty adviser. “And the goal of this student organization is to make the holiday a little brighter for those in need.” The group was able to provide full Thanksgiving meals for 300 families thanks to \$5,500 in funding from the McAllen Elks Lodge as well as contributions from community partners Lineage Cold Storage, Lone Star Citrus and multiple individuals. [Read more](#)

## Emerging Leaders Series Training for the City of Brownsville



RCV Sam Walton Fellow and management lecturer **Maria Leonard** provided two training sessions on emotional intelligence and time management to the City of Brownsville as part of their Emerging Leaders series through the UTRGV Continuing Education Office. Maria conducted the sessions pro-bono, and they were part of a larger collaboration between RCV student organization **Enactus** and the City of Brownsville Workforce Solutions.