



BAYLOR *Business* BUZZ

HAPPENINGS / EVENTS / HONORS / THE LATEST NEWS FROM HANKAMER

BAYLOR PROFESSOR AWARDED AMA RECOGNITION

The American Marketing Association's (AMA) Sport & Sponsorship-Linked Marketing Special Interest Group (SportSIG) awarded Edwin W. Streetman Professor of Retail Marketing and Executive Director of the Center for Sports Sponsorship & Sales Kirk Wakefield the "Distinguished Career Contributions to the Scientific Understanding of Sports Business" Award. The award is SportSIG's highest recognition and recognizes longtime members of the group for the quality of their scholarship and willingness to mentor students. Wakefield joins a select group of nine individuals who have been afforded this honor.

BAYLOR BUSINESS ASSOCIATE DEANS AUTHOR INSTRUCTIONAL MANAGERIAL BOOK

Associate Dean for Graduate Programs and Management Professor Gary Carini and Associate Dean for Undergraduate Programs and Marketing Professor Mark Dunn authored *Wally's Workplace Wisdom: A Fly's-Eye View of Ways to Boost Employee Morale and Stimulate Productivity*. The book is an educational parable that conveys the problems and solutions to managerial malpractice using the perspective of a fly on the wall.

ARMY-BAYLOR WINS SECOND PLACE AT CLARION NATIONAL CASE COMPETITION

Students from the joint U.S. Army and Baylor University Graduate Program in Health and Business Administration (MHA/MBA) won second place at the Clarion National Case Competition in Minneapolis in April. The competition hosted 14 teams from top universities across the nation.

ARMY-BAYLOR RECEIVES NATIONAL RECOGNITION AT ACHE CONGRESS

The Army-Baylor MHA/MBA Program garnered national recognition at the 2017 American College of Healthcare Executives (ACHE) Congress on Healthcare Leadership on March 29 in Chicago, Illinois. The program received two national awards at conference. The first was the 2016 Higher Education Network (HEN) Award for the highest engagement of a graduate program with ACHE. The second was the Richard J. Stull Student Essay Competition, in which they won second place in the graduate division. In addition, Army-Baylor faculty members won several joint federal sector and Army regent awards.

BAYLOR BUSINESS HOLDS 2ND ANNUAL NEGOTIATION COMPETITION

Baylor University's Hankamer School of Business held the 2nd Annual Baylor Business Negotiation Competition in April. The competition focuses on building negotiation skills among future business leaders. Student teams compete against each other in realistic role-play scenarios and receive feedback from professional business judges.



ARMY-BAYLOR NO. 1 AT INTERNATIONAL BUSINESS PLAN COMPETITION

A joint team of graduate students from the Army-Baylor MHA/MBA program and Texas A&M University earned first place at the Free Trade Alliance San Antonio's 7th Annual International Business Plan competition in April. A second Army-Baylor team also competed and was commended as having one of the top three presentation scores.

INTERNATIONAL RANKING AGENCY RECOGNIZES BAYLOR BUSINESS GRADUATE PROGRAMS

Baylor's Master of Science in Economics (MSEco) program and Master's in Business Administration/Juris Doctor (MBA/JD) program both make a showing in the top 50 slots of Eduniversal's ranking of 32 fields of study worldwide. The MBA/JD ranked No. 48 in Business and Commercial Law, North America. The MSEco ranked No. 38 in Economics, North America.

ARMY-BAYLOR TEAM PARTICIPATES IN 75TH BATAAN MEMORIAL DEATH MARCH

A team of students from the Army-Baylor program was among the record-breaking 7,200 who participated in the 75th anniversary of the Bataan Death March on March 19. According to the official Bataan Memorial Death March website, the event is conducted in honor of service members who defended the Philippine Islands during World War II.

FOSTER CAMPUS ACHIEVES LEED GOLD CERTIFICATION

The Paul L. Foster Campus for Business and Innovation, the home of the Hankamer School of Business, is LEED Gold certified. Baylor Business held a ceremony celebrating the certification April 28. The Leadership in Energy and Environmental Design (LEED) rating system is part of the U.S. Green Buildings Council certification program which recognizes buildings and homes that have been designed, constructed and maintained using sustainable and environmentally friendly practices. The Foster Campus opened in August 2015.

BAYLOR HONORS YOUNG ENTREPRENEURS

Baylor University's John F. Baugh Center for Entrepreneurship & Free Enterprise honored a group of outstanding high school student entrepreneurs at the 2nd Annual Baylor Youth Entrepreneur Awards in April. The awards program recognizes the best of young entrepreneurs from across the country.

\$179,000 AWARDED AT 2017 BAYLOR NEW VENTURE COMPETITION

The 6th Annual Baylor New Venture Competition, hosted by the John F. Baugh Center for Entrepreneurship & Free Enterprise, offers student entrepreneurs from universities across the globe expert feedback, coaching and more than \$275,000 in cash and in-kind business support services. A team from the University of Tennessee, Knoxville earned first place at the multi-round business plan competition this year.

BAYLOR STUDENT-MANAGED INVESTMENT FUND DISTRIBUTES MONEY FOR SCHOLARSHIPS

This year, \$163,000 was distributed from the Philip M. Dorr Alumni and Friends Investment Fund. Of that amount, \$155,000 was presented to Baylor Athletics for scholarships. These funds are directed toward athletic scholarships for Baylor student-athletes who are business majors in good academic standing. In addition, an \$8,000 MBA internship was funded in the Baylor Investment Office. Established in 2000 with an endowment gift from alumnus Philip M. Dorr, the fund is managed by Baylor students in the Practicum in Portfolio Management course. Along with gifts from other alumni and friends, as well as a significant gift from Don and Ruth Buchholz, the Practicum students have increased the fund's value to approximately \$7 million while managing the portfolio.

ANDREA DIXON AWARDED TOP DISTINCTION FOR RESEARCH

Andrea Dixon, associate professor of Marketing and executive director of Baylor's Center for Professional Selling and Keller Center for Research, along with research colleagues James Peltier and Shannon Cummins, received the *Journal of Research in Interactive Marketing* Outstanding Paper distinction for their 2016 work "Omni-channel Research Framework in the Context of Personal Selling and Sales Management: A Review and Research Extensions."

TISHA EMERSON AWARDED THE 2016 KENNETH G. ELZINGA DISTINGUISHED TEACHING AWARD

The Southern Economic Association awarded Professor of Economics Tisha Emerson the 2016 Kenneth G. Elzinga Distinguished Teaching Award. The award honors exemplary educators for their contributions to economics instruction.

JOHN TRIPP AWARDED WITH EARLY CAREER AWARD

John Tripp, assistant professor of Information Systems, was awarded the Early Career Award by the Association for Information Systems (AIS). The AIS award recognizes individuals in the early stages of their careers who have made outstanding research, teaching and/or service contributions to the information systems field.

BAYLOR RANKED TOP 5 SCHOOL FOR ENTREPRENEURSHIP

Baylor University's undergraduate Entrepreneurship Program has been ranked No. 5 among the "Top 25 Undergraduate Schools for Entrepreneurship Studies for 2017," according to the latest rankings from *The Princeton Review* and *Entrepreneur* magazine. The top five ranking is the latest accolade for the program. In September, it moved up from No. 13 to No. 9 overall in the *U.S. News & World Report* business school rankings.

ROBBINS INSTITUTE FOR HEALTH POLICY AND LEADERSHIP GRANTED MEMBERSHIP INTO BUSINESS SCHOOL ALLIANCE FOR HEALTH MANAGEMENT

Baylor University's Robbins Institute for Health Policy and Leadership has been granted membership into the Business School Alliance for Health Management (BAHM). BAHM is a collaborative nonprofit organization, composed of business schools committed to the belief that management education, applied to the challenges of healthcare delivery and healthcare innovation, plays a special role in creating new and important solutions.

BAYLOR STUDENTS TAKE SECOND PLACE AT NATIONAL UNDERGRADUATE SUPPLY CHAIN AND OPERATIONS CASE COMPETITION

Baylor students took home second place at the Supply Chain Management Association's (SCMA) 3rd Annual National Undergraduate Supply Chain and Operations Case Competition in November. The team, lead by Associate Professor of Management Pedro Reyes, was comprised of Supply Chain Management majors.



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