BAY LOR BusinessBUZZ

HAPPENINGS / EVENTS / HONORS / THE LATEST NEWS FROM HANKAMER

BAY LOR BUSINESS / MAKING AN IMPACT AROUND THE GLOBE

BAYLOR MOVES UP TO NO. 6 AMONG TOP 25 UNDERGRADUATE SCHOOLS FOR ENTREPRENEURSHIP STUDIES
Baylor University offers one of the nation’s top entrepreneurship programs for students who aspire to launch their own businesses, according to the latest rankings released by The Princeton Review and featured in Entrepreneur magazine. Baylor’s Entrepreneurship program in the Hankamer School of Business moved up to No. 6 in this year’s rankings of the top 25 Best Undergraduate Programs for Entrepreneurs.

MCBRIDE CENTER HOSTS CONFERENCE ON INTERNATIONAL BUSINESS AND ECONOMICS
The Baylor University McBride Center for International Studies hosted the Texas Conference on International Business and Economics and a policy forum on “Trade integration in the Americas” in November at the Paul L. Foster Campus for Business and Innovation.

BAYLOR’S MBA HEALTHCARE PROGRAM JOINS CAHME MENTORSHIP PROGRAM
Baylor University’s Robbins MBA Healthcare program has been selected to join the inaugural group of programs in the Commission on Accreditation of Healthcare Management Education Mentorship Circle.

BAYLOR BUSINESS HOSTS 2018 DALE P. JONES BUSINESS ETHICS FORUM
Baylor University’s Hankamer School of Business hosted the 2018 Dale P. Jones Business Ethics Forum last fall. The theme was “The Ethics of Artificial Intelligence.”

BAYLOR UNIVERSITY’S EXECUTIVE MBA PROGRAM FINDS NEW HOME IN DALLAS
Students in Baylor University’s Executive MBA program in Dallas moved into their new location in January.

ACCOUNTING PROFESSOR LAURIE BURNEY RECEIVES IMA R. LEE BRUMMETT AWARD
Laura Burney, associate professor of Accounting & Business Law, received the R. Lee Brummet Distinguished Award for Educators from the Institute of Management Accountants (IMA). This is the highest award given by the IMA, and it recognizes professors who have exemplified a distinctive commitment to teaching, a record of scholarship, service to the IMA and the promotion of management accounting as a profession.

CERTIFICATE PROGRAM IN ENERGY COMMERCE PREPARES STUDENTS FOR CAREERS IN ENERGY INDUSTRY
Undergraduate students may obtain a Certificate in Energy Commerce, in addition to the BBA degree from the Hankamer School of Business. This program was developed to prepare students for careers in the energy industry.

UNDERGRADUATE BUSINESS ANALYTICS CERTIFICATE TEACHES STUDENTS BIG DATA SKILLS
Baylor Business undergraduate students now have the opportunity to receive a Certificate in Business Analytics, in addition to their BBA degree from the Hankamer School of Business. The program was added to teach students the techniques necessary to understand and interpret big data and business analytics.

ENTREPRENEURSHIP PROFESSOR PETER KLEIN AWARDED SEJ BEST PAPER PRIZE
Peter Klein, W. W. Caruth Chair and Professor of Entrepreneurship, has been awarded the Strategic Entrepreneurship Journal Best Paper Prize by the Strategic Management Society. This award recognizes papers that were published five or more years prior and are selected by the editors of the journal based on quantitative measures, such as number of citations, and subjective measurements of the paper’s influence in the industry.

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ENTREPRENEURSHIP PROFESSOR MATTHEW WOOD AWARDED AIME BEST PAPER
Matthew Wood, assistant professor of the Department of Entrepreneurship & Corporate Innovation, received the 2018 Academy of Management Entrepreneurship Division “Best Conceptual Paper Award.”

HOW TO GET A DISCOUNT EVEN IF THERE’S NO SALE
Research by Professor of Management Emily Hunter on consumers’ ability to find a lower price was featured in MarketWatch, Associated Press and The New York Times.

EXAMINING THE RELATIONSHIP BETWEEN STRESS AND REMOTE WORK
Research led by Sara Perry, assistant professor of Management, and Emily Hunter, associate professor of Management, about the impact remote work has on the personal wellbeing of employees has been featured on DZone, Phys.org and Health Medicine Network.

ENTREPRENEURSHIP BOOSTS WELL-BEING BY MEETING KEY PSYCHOLOGICAL NEEDS
Boris Nikolaev, assistant professor of Entrepreneurship, contributed to a study that showed how entrepreneurial work can lead to improved well-being, which was featured in Forbes.

HAVING UNEMPLOYED PARENTS AFFECTS CHILDREN’S FUTURE WELL-BEING
New research by Boris Nikolaev, assistant professor of Entrepreneurship, found that parental unemployment during childhood affects children’s psychological well-being in their later years. It was featured in Brookings Institution.

WHY PEOPLE WON’T WATCH THE NFL
Kirk Wakefield, executive director of Sports Strategy & Sales, discussed recent changes in technology that impact TV and sports viewing culture in Forbes.

CHARITABLE GIVING TAKES A HIT
Research by Professor of Management Lora Tu about the success and impact of charitable giving was featured in Phys.org.

THE DIFFERENCE A PENNY MAKES
Recent stories on Phys.org and KGU 110 focused on research by Assistant Clinical Professor of Marketing Lora Tu about the success of pricing strategies to determine if prices ending in “9” led to higher purchases.

GET ORGANIZED, IMPROVE WORKPLACE PRODUCTIVITY
Research by Associate Professors of Management Emily Hunter and Cindy Wu about ways to stay organized and efficient during the workday was cited in West Plains Daily Quill, TravelLeisure, Yahoo! News, TIME and Fast Company.

THE LATEST NEWS FROM HANKAMER

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- Research by Marketing faculty members James Roberts and Meredith David that uncovers the relationship between religiosity and charitable giving was featured in Phys.org.
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