Accounting & Business Law

Gia Chevis, assistant professor, along with David Hurtt, associate professor, presented “An Industry Comparison of CEO-Worker Wage Ratios” for the American Accounting Association’s (AAA) Southwest Regional Meeting held in Dallas, Texas, March 2010.


Kathy Hurtt, assistant professor, wrote and presented “Professional Skepticism” with co-presenter Charles Davis, department chair and Walter Plumhoff Professor of Accounting, for Webinar on Professional Skepticism sponsored by AAA Audit Section, March 2010.


Marty Stuebs, assistant professor, with coauthors Michael Robinson, professor, and David Hurtt, associate professor, wrote “The Gatekeepers’ Tools,” which was published in Strategic Finance, January 2010.


Thomas, along with coauthors Tom Harrison and Charles Horngren, contributed to the textbook Financial Accounting, Vol. 8, published by Pearson Prentice-Hall.

Brett Wilkinson, assistant professor and the Roderick L Holmes Chair of Accountancy, with coauthor Marty Stuebs, wrote “Restoring the Profession’s Public Interest Role in Tax Practice: Lessons From Tax Shelter Activities,” which was published in CPA Journal, Vol. 79, No. 11.


Wilkinson wrote and presented “Accounting Research Homogeneity and the Possibilities of Structural Change” for the AAA Southwest meeting held in Dallas, Texas, March 2010, and for the AAA Public Interest Mid-Year Meeting held in Washington, D.C., April 2010. MacGregor wrote “The Effect of Patriotism on Tax Morale and Attitudes Toward Tax Compliance,” which Wilkinson also presented at the AAA Southwest meeting.

Economics

Scott Cunningham, assistant professor, presented “Prostitution 2.0 - Examining the Effect of the Internet on Commercial Sex Markets” at the First Annual Economics of Risky Behaviors meeting sponsored by IZA held in Washington, D.C., March 2009.
Cunningham presented “Prostitution 2.0” at the Centers for Disease Control STD Research Division held in Atlanta, Ga., and at Georgia State University, November 2009. Cunningham presented “Parental Methamphetamine Abuse and its Effect of Foster Care Admissions” at Sam Houston University in Huntsville, Texas, April 2009.


Grinols wrote “A Route to Sensible Health Care?” published in Health Policy Matters, a newsletter produced by the Galen Institute, August 2009. Grinols also wrote “Targeted Intervention is Best,” published in Health Policy Pulse, a technical report produced by the Galen Institute, September 2009.


Grinols presented “Health Care for Us All: Targeted Intervention Plan” for Baylor’s School of Social Work and “The President’s Health Care Proposal” for KXXV-TV Waco, September 2009.

James Henderson, Ben Williams Professor in Economics and academic director of Baylor’s Robbins MBA Healthcare Administration program, presented “ObamaCare Concerns” for the Alpha Epsilon Delta Pre-Med Honor Society at Baylor, November 2009.

Henderson presented “Patient-centered Reform” for the Baylor Young Republicans and “What You Should Know About ObamaCare” for the Baylor NAACP Student Chapter in November and December 2009, respectively.


Henderson presented “Patient Protection and Affordable Care Act: Coverage and Cost” for the National Association of Procurement Managers in Waco, Texas, April 2010.


Tom Kelly, professor, director of the Center for Business and Economic Research, and director of the Center for Economic Analysis, presented an economic forecast for Central Texas Supply Managers, January 2010. Kelly also presented “Overcoming Brain Drain from Waco” for the Waco Education Summit held at the Waco Chamber of Commerce, November 2009.

Joe McKinney, Ben Williams professor of International Economics, along with Alan Dobson, wrote “Sovereignty, Politics and U.S. International Airline Policy,” which was published in Southern Methodist University (SMU) School of Law’s Journal of Air Law and Science, Vol. 74, No. 3.


McKinney wrote and presented “Real and Imagined Issues with the Current Version of NAFTA” at NAAIU NAFTA Conference sponsored by the University of Maryland, ITESM and Athabasca University held in Ottawa, Canada, April 2010.


Thomas Odegaard, senior lecturer, presented “A Survey of Global Poverty and Inequality Issues” at a February meeting of the Baylor Students for International Justice.


Pham, presented “The Economic Impact of Subfederal Immigration Regulation: An Empirical Analysis” for the University of South Carolina, School of Law; Florida State University, School of Law; and the University of Houston, School of Law, Fall 2009.

Pham presented “Imports ’R’ Us” for the American Economic Association annual meeting held in Atlanta, Ga., and for the University of British Columbia, Business School in Vancouver, Canada.

Pham presented “Supersize It: The Growth of Retail Chains and the Rise of the ‘Big Box’ Retail Format” for Clemson University, Economics department, January 2010.


Reichenstein, with coauthors Doug Rothermich and Alicia Waltenberger, wrote “New Roth Conversion Opportunities: Is Converting a Traditional IRA, 403(b) or 401(k) a Smart Move, Unwise, or Much Ado about Nothing?,” which was published in the October 2009 issue of Trends & Issues, a journal produced by TIAA-CREF.


Reichenstein served as a presenter for several organizations across the nation throughout 2009: Financial Planning Association, San Antonio, Texas; CFA Society of New Mexico; TIAA-CREF Institute Fellows Symposium, New York; Financial Management Association, Reno, Nev.; CFA Society, Oklahoma City and Tulsa, Okla.; and Baylor Business Meeting, Dallas, Texas.

Information Systems

Theresa Edginton, assistant professor, presented “Epidemiological Surveillance for Influenza: Coordination Analysis” for the Spring Health Informatics Workshop sponsored by Claremont University and Loma Linda University, April 2010.


Kayworth, with coauthor Hope Koch, associate professor, wrote “Partnering with the Majors: A Process Approach to Increasing IS Enrollment,” which was published in the Journal of Information Systems Education, Vol. 30, No. 4.

Kayworth and Koch also wrote “Solving the IS Enrollment Crisis: Baylor’s IS Career Development Program,” which was presented by dean Terry Maness at the Southwestern Business Dean’s Association Conference held in Santa Fe, N.M., June 2009.


Koch presented “Using Social Networks to Build Your Business” for the SEFA Executive Forum held in Austin, Texas, January 2010.

John Knue, senior lecturer, presented “Using Kirkpatrick’s Four-level Model to Evaluate E-Learning/ Distance Learning” for the Texas Distance Learning Association in Houston, Texas, March 2009.

Pati Milligan, associate professor, wrote and presented “IT Risk Assessment” for the Texas Association of College and University Auditors 2010 annual meeting held in Fort Worth, Texas, April 2010.

Cynthia K. Riemenschneider, associate professor, along with coauthors Deborah Armstrong and Jo Ellen Moore, wrote “Meeting the Demand for IT Workers: A Call for Research” published in the European Journal of Information Systems, Vol. 18, No. 5. Riemenschneider, with coauthors Deborah Armstrong, Myria Allen and Margaret Reid, wrote “Give IT Employees What They Need to Thrive” published in Reliable Plant through Newswise.

Riemenschneider presented “Taking Stock of Research on Gender and the IT Workforce” at the SIGMIS-Computer Personnel Research meeting sponsored by the Association of Computing Machines held in Vancouver, Canada, May 2010.

Riemenschneider wrote and presented “An Examination of Privacy Concerns and Trust Entities in Determining Willingness to Disclose Personal Information on a Social Networking Site” and “Attracting High School Minority Students to Information Systems: The Technology Awareness Program” at the Americas Conference for Information Systems held in Lima, Peru, August 2010.

Juli Rosenbaum, lecturer, presented “Creating Classroom Community Through Social Networking Sites” for the Educational Technology Showcase held at Baylor University, March 2009.

Rosenbaum wrote and presented “Gather Round The Fire and I’ll Tell You a Tale: Using the Art of Storytelling to Teach Business Communication” and “Using Social Networking to Create Classroom Community” at the Association for Business Communication (ABC) conference held in Birmingham, Ala., March 2010.


Wakefield, with coauthor Dwayne Whitten, also wrote “An Examination of Switching Costs Among Organizations that Outsource IT” published in Information & Management, Vol. 47, April 2010.

Management & Entrepreneurship

Steve Bradley, assistant professor, presented “Related or Unrelated? An Entrepreneurial Action Perspective of Corporate Venturing Logic” for the Babson Entrepreneurship Conference, June 2010.

Bradley presented “The Role of Comparative Advantage Dispersed Knowledge and Distributed Agency in Sustainable Economic Development” for Baylor University’s Poverty Summit, November 2009.

Gary Carini, professor and associate dean of graduate programs, wrote “Seize Advantage in a Downturn” published in the Harvard Business Review, Vol. 87, No. 5.

Carlson, along with coauthor Merideth Ferguson, assistant professor, wrote “The Relationship Between Work-Family Enrichment and Job Performance: A View through the Lens of Affective Events Theory” to be included in the Western Academy of Management Annual Meeting held in Kailua-Kona, Hawaii, March 2010.


Ferguson presented “Fighting Fire with Fire: Organizational Deviance as Resource Replenishment for Incivility Targets” and also presented “Is it Better to Receive Than to Give? Empathy in the Conflict-Distress Relationship,” coauthored by Dawn Carlson, at the Academy of Management Annual Meeting held in Montreal, Canada, August 2010.

Mitchell Neubert, with coauthor Bruno Dyck, wrote a textbook entitled Principles of Management, which was published by South-Western in 2009.

Jamie Collins, assistant professor, along with Jeff McMullen, wrote “Entrepreneurial Ethics and Justice Perceptions” in Frontiers of Entrepreneurship Research, Vol. 28, No. 20, published by Babson College. Collins wrote “Social Capital as a Conduit for Alliance Network Diversity” and will present with Patricia Norman, associate professor, at the Strategic Management Society 30th Annual International conference held in Rome, Italy, September 2010. Collins also wrote “Multifaceted Origins of Entrepreneurial Innovation” and will present with Kendall Artz, director of Baylor Entrepreneurship, at the same conference.

Collins, along with William Worthington, assistant professor; and John Schoen, senior lecturer; presented “Trust and Relax? Keys to Retiring Well for Family Firm Founders” at the Family Enterprise Research Conference held in Cancun, Mexico, April 2010. The three faculty members will also present “Family Business Retirement Perspectives Vary, Services Should Too” at the Family Firm Institute 2010 Annual Conference held in Chicago, Ill., September 2010.

Collins, Worthington and Schoen’s research was cited in the article “How to Choose a Successor” featured in Inc. magazine, February 2010. The research was also featured in the article “Passing the Torch: Family Business Succession Planning” included in Baylor Business’ Focus Research Newsletter (Winter 2009).

Worthington presented “Entrepreneurship at Baylor” at the 1,000 Friends of Waco meeting sponsored by the Greater Waco Chamber of Commerce held in Waco, Texas, November 2009.

Charles Fifield, senior lecturer, wrote “The Three Most Important Words in Highly Effective Personal Selling,” which was published in Baylor University’s Keller Center Research Report, spring edition. Fifield also wrote “Selling is Shorthand for Storytelling,” published in the summer edition of the report.

Greg Leman, director of University Entrepreneurial Initiatives, the Curtis Hankamer Chair in Entrepreneurship, and director of Baylor’s i5 program, presented “i5 Program - Learn by Living It” for the Global Entrepreneurship Week (China) Forum sponsored by the Entrepreneurship Foundation for Graduates held in Shanghai, China, November 2009.


Bill Petty, professor and W.W. Caruth Chair of Entrepreneurship, along with John Martin, professor and Carr P. Collins Chair of Finance, and James Wallace, wrote Value Based Management with Corporate Social Responsibility, a book published by Oxford University Press, 2010.

Marlene Reed, professor, with coauthor Rochelle Brunson, wrote "Macy’s, Inc.: Riding Out an Economic Downturn," which was included in the textbook Strategic Management, 13th edition, published by Pearson Education. Reed and Brunson wrote “Avon Products, Inc.,” which was included in Strategic Management, 16th edition. Reed and Brunson also wrote “AREGAK Microcredit of Armenia” and “IPC Media” included in Multinational Management: A Strategic Approach, 5th Edition.


Liz Umble, associate professor, presented “Process Improvement Programs and Their Effects on Perceived Ethical Climate” at the 40th Annual Decision Sciences Institute Conference held in New Orleans, La., November 2009. Presentation coauthors were Millard Umble, assistant professor, and Marjorie Cooper, professor of Marketing.

Suzanne J. Wood, Navy-Coast Guard Deputy Program director for the Army-Baylor Graduate Program, presented “A Lean Sigma Approach to Improving the Efficiency of Multidisciplinary Clinic Care Visits” at the Annual Congress meeting of the American College of Health Care Executives held in Chicago, Ill., March 2009.

Cindy Wu, assistant professor, presented “Understanding the Effects of Authentic Leadership: A Cross-Level Investigation” at the Society for Industrial and Organizational Psychology conference held in Atlanta, Ga., April 2010.


Marketing


Chris Blocker, assistant professor, wrote "The Emotionally Intelligent Salesperson" published in Baylor University’s Keller Center Research Report, August 2009.


Davis presented “Access to Healthy Versus Unhealthy Food in Developing Countries: What Can Be Learned from Low-Income Areas of the United States?” at the 2009 American Marketing Association Winter Educators’ Conference held in Tampa, Fla.

Davis presented “Empowering Consumers to Lead Healthier Lives” at the Second Transformative Consumer Research Conference held in Villanova, Penn., and “Place, Prosocial Activity, and Unhealthy Consumption” for the 2009 Association for Consumer Research North American Conference held in Pittsburgh, Penn. Both conferences were sponsored by the Association for Consumer Research.


Richard Easley, associate professor, along with Charles S. Madden, the Ben H. Williams Professor of Marketing and director of the Center for Nonprofit Studies, wrote “Issues on Replication in the Journal of Business Research,” which was presented at the Society for Marketing Advances, fall 2009.

George also presented “Optimizing Multi-category Catalog Mailing” at the American Marketing Association’s Summer Marketing Educators’ Conference held in Chicago, Ill., August 2009.


Office of the Dean


CJ Jackson, director of Communications and Marketing, presented “LinkedIn and Tweeted Up: Social Media for Nonprofits” at a social media marketing seminar sponsored by the Texas Leadership Institute, April 2010.

Jeff Tanner, associate dean for research and faculty development, with coauthors Krissy Keen and Mike Vogelaar, wrote a case with instructional materials entitled “Sacramento Kings: Priceless?” included in SMA Advances in Marketing, published by the Society for Marketing Advances, November 2009.


Recognitions & Honors

Ray Bagby, professor of Management and Entrepreneurship, was awarded the Max S. Wortman, Jr. Award for Lifetime Achievement in Entrepreneurship. Bagby was selected by a committee of his peers for the award sponsored by the United States Association for Small Business and Entrepreneurship (USASBE). The award is considered by USASBE and those involved with entrepreneurship education and research field as the highest recognition of “one of its own.”

Morris George, professor of Marketing, received the 2010 Davidson Award for Best Article in the Journal of Retailing 2008. The article, titled “Cross-buying in Retailing: Drivers and Consequences,” was coauthored by V. Kumar and Joseph Pancras.

John Martin, professor of Finance and Carr P. Collins Chair of Finance, wrote a 2008 paper on the credit market crisis of 2007. The paper is one of the top ten most downloaded papers on the Social Science Research Network (SSRN). SSRN is the leading online repository for working papers in finance, economics, law and accounting. Martin’s paper, “A Primer on the Role of Securitization in the Credit Market Crisis of 2007,” was downloaded over 2,000 times, and is now required reading for the certification program of the Global Association of Risk Professionals.

Tom Potts, professor of Finance and director of the financial services program for Baylor University, assumed his term as president of the Financial Planning Association (FPA) on Jan. 1, 2010. The FPA is a leadership and advocacy organization with more than 25,000 members who provide, support and benefit from professional financial planning.

Marty Stuebs, assistant professor of Accounting, won the Institute of Management Accountants (IMA) 4th Annual Carl Menconi Ethics Case Writing Competition. Stuebs was recognized at IMA’s Annual Conference & Exposition in Baltimore in June 2010. The case was featured in the July edition of Strategic Finance.