Accounting & Business Law

Juan Alejandro, adjunct lecturer and director of Internal Audit and Management Analysis, presented “Participative Auditing: Working with Management” at the Texas Internal Auditor’s 2011 Annual Conference sponsored by the Texas Association of College/University Auditors held in Houston, Texas, April 2011.

Martha Agee, senior lecturer, presented “Advanced Purchasing Law” at The University of Texas - LBJ School of Public Affairs, March 2011.

Laurie Burney, associate professor, with coauthors Timothy Biggart, Richard Flannagan and William Harden wrote “Is a Balanced Scorecard Useful in a Competitive Retail Environment?” published in Management Accounting Quarterly, Vol. 12, No. 1.

Gia Chevis, clinical professor and director of Graduate Accounting Programs, served as a discussant at the American Accounting Association’s (AAA) Annual Meeting, August 2010. Chevis also served as a discussant at the International Accounting Section Midyear Meeting, January 2011.

Charles Davis, department chair and Walter Plumhoff Professor of Accounting, with Elizabeth Davis, Baylor University provost and executive vice president, wrote a solutions manual, instructor’s manual and PowerPoint slides to accompany their book Managerial Accounting, Preliminary Edition, Hoboken, NJ: John Wiley & Sons, October 2010.

Carie Ford, clinical professor, served as a discussant for “Improving Audit Evidentiary Triangulation Through the Utilization of Order Effects” at the AAA ABO Midyear meeting held in Denver, Colo., October 2010.


Kathy Hurtt, associate professor and holder of the KPMG/Holton Chair of Accountancy, presented “Linking Professional Skepticism to Auditor’s Behaviors” at the European Accounting Association meeting held in Istanbul, Turkey, May 2010. Coauthors for the presentation were Martha Eining and David Plumlee.

Hurtt presented “Using Qualitative Techniques in Enterprise Research Planning Systems Research” at the SIG-AYS Pre-ICIS conference held in St. Louis, Mo., December 2010. Coauthors for the presentation were Martha Eining and Kimberly Dodson Gilbey.

Jason MacGregor, assistant professor, presented “The Effect of Patriotism on Tax Morale and Attitude Towards Tax Compliance,” coauthored by Brett Wilkinson, associate professor and the Roderick L. Holmes Chair of Accountancy, at the AAA’s ABO Sectional Meeting held in Denver, Colo., October 2010.

Patricia Nunley, associate professor, presented “Call to Action: Employers Prepare for the Expanding Liability Threat of Employee Retaliation Claims” at the Academy of Legal Studies in Business Annual Meeting held in Richmond, Va., August 2010.

Michael Robinson, professor, wrote “Evidence on the Effect of Financial Distress on Type II Audit Errors,” which was presented by coauthor Paul Wertheim, at the Southwest Regional Meeting of the Decision Sciences Institute held in Dallas, Texas, March 2010.

Marty Stuebs, associate professor, served as a discussant at the AAA Public Interest Section Meeting, April 2010.

Bill Thomas, professor and holder of the J.E. Bush Professorship in Accounting, presented “Ethics Education for CPAs in Texas: An Update” at Ethics Boot Camp sponsored by the AAA held in San Francisco, Calif., July 2010.


Blake LeCrone, senior lecturer, presented “Sexual Harassment and Gender Issues” for the Sexual Harassment Training for Economics 3335 held at Baylor University, April 2010.


Economics


Lee Bewley, adjunct professor, wrote “Evaluating the Impact of Investments in Information Technology on Structural Inertia in Health Organizations” published in the Army Medical Department’s AMEDD Journal, October 2010.

Scott Cunningham, assistant professor, presented “Moonlighting Prostitution and the Returns to Education” for
the Economics department at Tulane University held in New Orleans, La., and at the Baylor College of Medicine in Houston, Texas, 2010. The presentation was coauthored by Todd Kendall.


James Henderson, Ben Williams Professor in Economics and academic director of the Robbins MBA Healthcare program, presented “Post-Obamacare Prospects for the Future of Medical Care Delivery” and “Medical Travel: A New Form of Competition in Medical Markets” at the Institutional Evolution Toward Freedom and Prosperity meeting sponsored by the Association of Private Enterprise Education held in Nassau, Bahamas, April 2011.

Henderson presented “Institutional Supports for Ideal Health Insurance” at the Allied Social Science Association meeting sponsored by the American Economic Association held in Denver, Colo., January 2011.

Charles North, associate professor and associate director of Baylor Business Fellows, presented “Religion and the Emergence of the Rule of Law” at the Western Economic Association International held in Portland, Ore., June 2010. North, with coauthor Carl Gwin, wrote “Religion and the Emergence of the Rule of Law,” which was included in Religion, Economy and Cooperation, Berlin: De Gruyter, August 2010.


Van Pham, associate professor, presented “Walmart as Catalyst to U.S.-China Trade” for the Economics department at Dong Thap University in Dong Thap, Vietnam, October 2010. Pham presented “Imports R Us: Retail Chains as a Platform for Developing Country Imports” for the School of Economics at Singapore Management University in Singapore, China, February 2011.

Pham presented “Trade Cooperation and Conflict” for the School of Economics and Finance at the University of Western Sydney in Sydney, Australia, April 2011, and for the School of Economics at the National Institute of Development Administration in Bangkok, Thailand, March 2011.

Pham presented “Trade Cooperation and Conflict” at the Southeast Asia Fulbright Enrichment Conference held in Bangkok, Thailand, March 2011. He also presented “The Role of Technology Change and Economics of Scale in Expanding Platforms for Developing Country Trade” for the faculty of Development Economics at the University of Economics in Ho Chi Minh City, Vietnam, July 2011.

Pisciotta, with coauthor Earl Grinols, wrote “Taxing Wealth is No Answer to the Budget Crisis” and “Social Security ‘Trust Fund’ Doesn’t Earn our Trust” published in the Waco Tribune Herald in July 2010 and October 2010, respectively. Pisciotta wrote “Gridlock Defines Congress, Budget” published online at NEWSMAX.com, January 2011.


VanHoose presented “Regulating Bankers’ Pay” for the Scott College of Business at Indiana State University in Terre Haute, Ind., February 2011.


James Garven, professor, the Frank S. Groner Memorial Chair of Finance, and Risk Management and Insurance program director, presented “The Use of Web 2.0 Technologies for Enhancing Course Delivery” at the educational showcase held at Baylor University, March 2011.


Information Systems


Theresa Edgington, assistant professor, presented “Evidentiary Database Analysis of Organizational Coordination and Questions of Group Fragmentation” at the INFORMS Annual Conference sponsored by the Institute for Operations Research and Management Science held in Austin, Texas, August 2010.


John Knue, senior lecturer and coordinator for the Business Education major, presented “The Business Administration Minor” at the A.D.V.I.S.E Workshop sponsored by Baylor Academic Advising, February 2011.


Cindy Riemenschneider, associate professor, presented “Challenges and Barriers Facing Women in the IS Workforce - How Far Have We Come?” at the Association for Computing Machinery’s 2011 SIGMIS meeting held in San Antonio, Texas, May 2011. Coauthors for the presentation were Margaret Reid and Jason Nelms.


Riemenschneider, with coauthors Deb Armstrong, Margaret Reid and David Gomillio, wrote and presented “A Study of the Perceived Uniqueness of the IS Profession: The Role of Gender” at the 2011 Americas Conference on Information Systems, held in Detroit, Mich., August 2011.


Randal Vaughn, professor, served as a discussant for “The Future of Counter eCrime Research” at the IEEE eCrime Researchers Summit held in Dallas, Texas, October 2010.


Kevin Castello, director of the Baylor Angel Network, presented “Creating, Building, and Growing Effective Angel Networks” at the Venture Montery 2011 Conference sponsored by the Institute of Innovation & Technology Transfer held in Monterrey, Nuevo Leon, Mexico, March 2011. Castello served as a panelist for fundability at the “Is Your Venture Fundable?” conference sponsored by EFactor and Blue Entrepreneur held in Dallas, Texas, March 2011.

Jamie Collins, assistant professor, wrote “Waco’s Miller Family Celebrates 100-year-old Car Business” published in the Waco Tribune Herald, August 2010.

Greg Leman, Curtis Hankamer Chair in Entrepreneurship and director of University Entrepreneurial Initiatives, with coauthor Cynthia Fry, dean of Baylor’s School of Computer Science and Engineering, presented “Telling your Story the Supercoach® Way” at the KEEN Network fall meeting sponsored by the Kern Family Foundation and held in Milwaukee, Wis., October 2010. Mitchell Neubert, with coauthors Emily Hunter, assistant professor; Sara Perry, Evan Weinberger, Lisa Penney, L. Witt and Lisa Walther; presented “The Virtues of Servant Leadership” at the annual meeting of the Society for Industrial and Organizational Psychology held in Chicago, Ill., April 2011.

Marlene Reed, adjunct professor, working with Rochelle Fashion Merchandising, contributed “Starbucks” to the textbook Strategic Management, 14th edition, April 2011. Reed wrote and presented “Daktronics: Staffing for a Billion Dollar Dream” at the North American Case Research Association meeting held in Gatlinburg, Tenn., October 2010.

Pedro Reyes, associate professor, wrote and presented “RFID in the Service Industry” at the Industry Studies Association 2nd
Annual Conference held in Chicago, Ill., May 2010. Coauthors were Patrick Jaska and Gregory Heim.

Reyes, with coauthor Patrick Jaska, wrote and presented “Coordination in Emergency Supply and Distribution: Practices, Challenges, and Opportunities” at the 41st Annual Meeting of the Decision Sciences Institute held in San Francisco, Calif., November 2010.

Reyes, with coauthors Patrick Jaska and Gregory Heim, wrote and presented “Technology Applications for Emergency Supply Chain Response” at the Institute for Operations Research and the Management Sciences Annual Meeting held in Austin, Texas, November 2010.

Reyes, with coauthors Patrick Jaska and Gregory Heim, wrote and presented “Impacts of RFID on Customer Service” at the ALIO-INFORMS Joint International Meeting sponsored by the Institute for Operations Research and the Management Sciences held in Buenos Aires, Argentina, June 2010.

Mike Umble, professor, with Liz Humble, associate professor, wrote and presented “Enhancing Decision Sciences Curricula with the Theory of Constraints’ Thinking Process Tools” at the 41st Annual Decision Sciences Institute Conference held in San Diego, Calif, November 2010.

Theodore Waldron, assistant professor, with coauthor Gideon Markman, wrote and presented “Activist Attack Strategies” at the Academy of Management Meeting held in Montreal, Canada, August 2010.


William Worthington, assistant professor, Jamie Collins, assistant professor, and John Shoem’s, lecturer, research on succession planning was cited in Garden Center magazine, May 2010.

Cindy Wu, associate professor, with coauthor and co-presenter Ju-Chien Wu, presented “Sustainable Social Work Practice: How Social Support Affects Worker Health” at the Council on Social Work Education Annual Meeting held in Portland, Ore., October 2010.

Wu, with coauthor Joe Cox, and coauthor and co-presenter Yongmei Liu, presented “Linking Ethics-focused HR Practices to Firm Performance” at the Society for Industrial and Organizational Psychology meeting held in Chicago, Ill., April 2011. Wu also wrote and presented “Guiding Undergraduates to I/O: Attracting Talent and Providing Opportunities” at the conference. Sharmin Tunguz and Ju-Chien Wu served as coauthors and co-presenters, and Jennifer Diamond also served as co-presenter.

### Marketing

Christopher Blocker, assistant professor, wrote “Are We on the Same Wavelength? How Emotional Intelligence Interacts and Creates Value in Agent-Client Encounters” published in Baylor University’s Keller Center Research Report, December 2010. Blocker presented “Emotional Intelligence Symmetry in Consumer-Salesperson Interactions” at the Texas Marketing Faculty Colloquium held at the University of Texas-San Antonio in San Antonio, Texas, March 2010.


Marjorie Cooper, professor, presented “I’m Number One: Biblical Perspectives on Narcissistic Leadership” at the Christian Business Faculty Association’s Making the Familiar Different Annual Conference, held at Mount Vernon Nazarene University in Mount Vernon, Ohio, June 2011.


Richard Easley, associate professor and director of the European Business Seminar, contributed the manuscript “Study Abroad Programs Roundtable” for the Society of Marketing Advances, November 2010.

Charles Fifield, senior lecturer, wrote “The 10 Necessary Conditions to Highly Effective Personal Selling” published in Baylor University’s Keller Center Research Report, summer 2010, and “Necessary Condition #1 - The Right Attitude” for the fall 2010 issue.

Morris George, assistant professor, with coauthors V. Kumar and Dhruv Grewal, presented “Multi-category Catalog Mailing” at the Direct Marketing Education Foundation’s Direct/Indirect Marketing Research Summit held in San Francisco, Calif., October 2010.

Stan Madden, Ben H. Williams Professor of Marketing and director of the Center for Non-Profit Studies, with Richard Easley, contributed the manuscript “Teaching the Ethics
Continuum: Consumer Ethics, Yes, Consumer Ethics, to Corporate Ethics” for the Society of Marketing Advances, November 2010.

**Ann Mirabito**, assistant professor, with coauthor Leonard Berry, presented “Social Movements Meet Social Marketing” at the American Marketing Association’s Winter Educators’ Meeting held in Austin, Texas, February 2011.


**Chris Pullig**, department chair, presented “Trademark Dilution: New Conceptualizations of Perceptual Dilution and Visual Diversion” for PhD students at the University of Caen in Caen, France, December 2010.


**CJ Jackson**, director of Communications and Marketing, presented “Linking In, Tweeting Up, Creating Interactivity: How Nonprofit Organizations Can Use Social Media and Interactive Strategies to Build Community” for a Waco Nonprofit Network meeting sponsored by the Cooper Foundation in Waco, Texas, February 2011.

**Jackson** presented “Linking In, Tweeting Up, Creating Interactivity: Using Social Media and Interactive Strategies to Build Brand and Community” for the Public Relations Student Society of America at Baylor University, March 2011, and for the National Association of Female Executives meeting held in Waco, Texas, April 2011.


**Tanner**, with coauthors Tom DeCarlo, Manfred Krafft and F. Poujol, wrote “Incentive Systems and Corporate Strategy, Sales Managers, Sales Professionals, and Customers—What We Know and Need to Know,” which was presented by DeCarlo at the Academy of Marketing Science Annual Conference, May 2011.

### Recognitions & Honors

Several faculty members were recognized at the Hankamer School of Business Outstanding Faculty Awards at the Senior Appreciation Banquet on April 11, 2011. **Joseph McKinney**, Ben Williams Professor of Economics, received the Distinguished Professor Award and **Steve Bradley**, assistant professor of Management and Entrepreneurship, received the Young Researcher Award. **Kimberly Mencken**, senior lecturer of Economics, and **Les Palich**, associate professor of Management and Entrepreneurship, both received the Outstanding Teaching Award. Alpha Kappa Psi presented the Most Popular Business Professor Award to **Fred Hulme**, senior lecturer of Information Systems.

**Bill Thomas**, professor and holder of the J.E. Bush Professorship of Accounting, received the Outstanding Professor Award from Baylor’s Austin Executive MBA Program. **Mark Barfield**, adjunct professor, was honored with the Outstanding Professor Award from Baylor’s Dallas Executive MBA Program.

**Gary Carini**, associate dean of Graduate Business Programs, received the Outstanding Professor Award from the Army-Baylor Graduate Program in Health and Business Administration.

Four faculty members were granted tenure, effective August 1, 2011, in the most recent tenure review process: **Kathy Hurtt**, associate professor of Accounting; **Marty Stuebs**, associate professor of Accounting; **Cindy Riemenschneider**, associate professor of Information Systems; and **Christopher Meyer**, associate professor of Management.

### Office of the Dean

Susan Etheredge, senior lecturer in Finance and managing director of the Southwest Securities Financial Markets Center, was honored at commencement as a 2010-2011 Outstanding Professor by Baylor University.

Mike Nolen, computer hardware technician, and John Adams, program coordinator for the Center for Professional Selling, were named the 2010-2011 Outstanding Staff Members for the Hankamer School of Business.

In Memorium

W. James Truitt, Professor Emeritus of Economics at the Hankamer School of Business, passed away June 7, 2011. Truitt earned a bachelor’s degree in Economics and Mathematics from Southern Methodist University. He then attended Purdue University, where he earned his master’s degree in Economics and met his wife Cecile, who was working on her master’s degree in Mathematics. They married and moved to the University of Illinois to work on their PhDs in their respective disciplines. After obtaining his doctorate in 1969, Truitt became chair of the department of Economics and Finance at Baylor. After the departments were split, he continued as chair of the department of Economics until 2000. When Truitt retired as department chair, he continued as a part-time faculty member until August 2004.

After becoming a part-time faculty member, Truitt served the Lord through his work with One Mission Society (OMS) and Asbury University, serving as chair of both organizations’ finance committees and the investment committees. He is survived by his loving and encouraging wife, Cecile; two daughters, Susan Truitt and Catherine Truitt Newman and her husband, Tod, and their three children, Zachary, Hannah and Samuel; brother, Dale Truitt and wife, Alice; and numerous cousins, nieces and nephews.