

Accounting & Business Law

Kathy Hurtt, assistant professor of Accounting, and **Kevin Kobelsky**, assistant professor of Accounting, presented a session entitled, “Is Anyone Learning? Classroom Tools to Help Assess Daily Classroom Learning.” This was taught through Baylor University’s Seminars in Excellence in Teaching.

Kobelsky, with V. Aswathi and S. Bee, published “The Impact of Different Types of Information Technology on Business Processes and Performance: An Active Learning Exercise,” in the Fall 2007 issue of *Review of Business Information Systems*.

Kobelsky, with V. Richardson, R. Smith and R. Zmud, will publish “Determinants and Consequences of Firm Information Technology Budgets” forthcoming in *The Accounting Review*.

Marty Stuebs, associate professor of Accounting, will publish “Simply Academic: Linking Reporting Environments” forthcoming in *Issues in Accounting Education*.

Paul Erickson, professor of Accounting and holder of the R.E. and Marilyn Reamer Professorship in Accounting, published “State Tax Considerations for Retirement Relocation Decisions” in the February 2008 issue of the *Journal of Retirement Planning*.

Gia Chevis, assistant professor of Accounting, along with P. Ashcroft and L.M. Smith, published “Faculty Perspectives on International Accounting Topics” in *Advances in International Accounting*, Vol. 21.

Economics

Charles North, associate professor of Economics, co-authored a book with Bob Smietana entitled *Good Intentions: Nine Hot Button Issues Viewed Through the Eyes of Faith*.

David VanHoose, professor of Economics and Herman W. Lay Professor of Private Enterprise, and Carl R. Gwin wrote “Disaggregate Evidence on Price Stickiness and Implications for Macro Models,” which will be published in a forthcoming issue of *Economic Inquiry*. In addition, **VanHoose** and Gwin will publish “Alternative Measures of Marginal Cost and Inflation in Estimations of New Keynesian Inflation Dynamics” in a forthcoming issue of *Journal of Macroeconomics*.

VanHoose wrote a paper titled “Theories of Bank Behavior under Capital Regulation,” which was published in the December 2007 issue of *Journal of Banking and Finance*.

He also authored “Market Discipline and Supervisory Discretion in Banking: Reinforcing or Conflicting Pillars of Basel II?” in the 2007 issue of *Journal of Applied Finance*.

Management & Entrepreneurship

Patricia Norman, associate professor of Management & Entrepreneurship, with Frank Butler and Annette L. Ranft, presented “Examining Downsizing Activity: Hints of Trouble to Come or Managing the Future?” at the 2007 Academy of Management Meeting in Philadelphia.

Marlene Reed, part-time lecturer in Management & Entrepreneurship, wrote “Skoda Auto: The Czech Carmaker,” which was published in the August 2007 issue of *Perspectives in Business*.

Reed’s “Skoda Auto: The Czech Carmaker” will also appear in the Spring 2008 issue of *Strategic Management Cases*.

In addition, **Reed** published “Aries Catering & Aries Tours of Armenia,” “The Fleet Sheet,” and “IPC Media: Challenges of a British Magazine Publisher,” in the book *Strategic Management: Theory and Practice, 3rd Edition*.

Kevin Johnson, assistant professor of Management & Entrepreneurship, published “Are you an Innovator or Adaptor? The Impact of Cognitive Propensity on Venture Expectation and Outcomes” forthcoming in an issue of the *New England Journal of Entrepreneurship*.

Leslie Palich, associate professor of Management & Entrepreneurship, along with J.G. Longenecker, C.W. Moore, J.W. Petty, authored a forthcoming book entitled *Small Business Management: Launching and Growing Entrepreneurial Ventures, 14th ed.*

Palich, along with L.B. Cardinal and C.C. Miller, presented the paper “Assessing Half a Century of Research on International Diversification and Firm Performance” at the international meeting of the Academy of Management, Philadelphia, Pa.

Palich and **Ray Bagby**, associate professor and the Robert M. and Louise Rogers Professor of Entrepreneurship, presented the paper “Highlights of Trade Trends in the Transatlantica: A Profile of SMEs in the United States and Europe” at the 2007 national meeting of the United States Association of Small Business and Entrepreneurship, Orlando, Fla.

Pedro Reyes, assistant professor of Management and Entrepreneurship, with P. Jaska presented “Better Service for Customers

with RFID” at the 38th Annual Meeting of the Decision Sciences Institute, Phoenix, Ariz.

Reyes, will present “RFID Attractiveness in Supply Chain Management: An Update” at the 18th Annual Conference of the Production and Operations Management Society, La Jolla, Ca. in May.

Reyes, along with Alan Cannon, Gregory Frazier and Edmund Prater, published “RFID in Contemporary Supply Chains: Multiple Perspectives on its Benefits and Risks” in a forthcoming issue of *International Journal of Operations and Production Management*.

Cindy Wu, assistant professor of Management and Entrepreneurship; **Jeffrey McMullen**, assistant professor of Management and Entrepreneurship; and **Mitchell Neubert**, Chavanne Chair of Christian Ethics in Business, H.R. Gibson Chair in Management Development, and associate professor of Management and Entrepreneurship; authored “The Influence of Leader Regulatory Focus on Employee Creativity” forthcoming in the *Journal of Business Venturing*.

Gary Carini, associate dean of graduate programs and professor of Management and Entrepreneurship, and **Mark Dunn**, professor of Marketing, published “The Business of Medicine: Developing a Patient-Focused Culture” in the *Group Practice Journal*, Vol. 56, No. 10.

Carini, along with Bill Townsend, co-authored “\$152,000 for Your Thoughts” published in the *Harvard Business Review* Vol. 85, No. 4. **Carini** also authored “Encouraging Ideas” which was published in *Business Review Weekly* Vol. 29, No. 31.

Dawn Carlson, associate professor of Management & Entrepreneurship, with J. Grzywacz, published “Conceptualizing Work-Family Balance: Implications for Practice and Research” in *Advances in Developing Human Resources*, Vol. 9, No. 4.

Carlson, with J. Grzywacz, K. M. Kacmar, and J. Wayne, published “Work-Family Facilitation: A Multilevel Perspective on the Synergies Between Work and Family” in the *Journal of Occupational and Organizational Psychology*, Vol. 80, No. 4.

Finance, Insurance & Real Estate

Chuck Delaney, associate professor of Finance, Insurance & Real Estate, participated in an on-line panel discussion with other real estate experts in Texas regarding commonly cited rules of thumb in the real estate industry: “Real Estate Rules of Thumb--True or False?” The event was hosted by *Texas Realtor*, November 2007.

James Tipton, associate professor of Finance, and **Ernest Fletcher, Jr.**, lecturer in Finance, published “McCall Oil Incorporated: Cash Flow v. Free Cash Flow Analysis” in the Summer 2007 issue of *Journal of Financial Education*.

Soku Byoun, assistant professor of Finance, wrote “How and When Do Firms Adjust Their Capital Structures Toward Targets?” in a forthcoming issue of *The Journal of Finance*.

Charles Delaney, associate professor of Finance, and **John T. Rose**, professor of Finance and Harriette L. & Walter G. Lacy, Jr. Chair of Banking, published “Case Studies in Real Estate Education: The New AACSB Accreditation Standards and a Proposed Case Study in Real Estate Management” in the Fall 2007 issue of *Journal of Real Estate Practice and Education*, Vol. 10, No. 2.

Rose also published “Using a Project/Case Study to Teach Financial Statement Analysis in the Introductory Finance Course” in the January 2008 issue of *Journal of Business Case Studies*.

William Reichenstein, professor of Finance and the Pat and Thomas R. Powers Chair in Investment Management, published “Calculating After-tax Asset Allocation is Key to Determining Risk, Returns and Asset Location” in the July 2007 issue of *Journal of Financial Planning*. He also published “Implications of Principal, Risk and Returns Sharing across Savings Vehicles” in the *Financial Services Review*, Vol. 16, No. 1.

Reichenstein, with Larry Swedroe, co-authored “Investment Products: If it has to be Sold, Don’t Buy It!” which appeared in the July 2007 issue of *AII Journal*, published by the American Association of Individual Investors.

Reichenstein, with **Tom L. Potts**, professor of Finance and FSP program director, published “Clueless: What Graduates Need to Know about Making Financial Decisions” in the January 2008 issue of *AII Journal*.

Management Information Systems

Randall Waller, senior lecturer of Management Information Systems, co-presented “Corporate Advocacy, Corporate Storytelling, and the Corporate



Website: A Case Study of PhRMA.com” with H. Littlefield of the University of Minnesota at the 72nd Annual International Convention of the Association for Business Communication.

Robin Wakefield, assistant professor of Management Information Systems, presented “The Effects of Social Digital Interfaces on Functional and Hedonic Retail Websites” at the American Accounting Association Annual Conference. The paper was also published in the conference proceedings.

Hope Koch, assistant professor of Management Information Systems, and **Timothy Kayworth**, professor and chair of Management Information Systems, presented “Using Information Systems Theory to Increase IS Enrollment” at the Americas Conference on Information Systems. The paper will also be published in the proceedings.

Marketing

Charles S. Madden, the Ben H. Williams Professor of Marketing, wrote and presented the paper “Marketing Audit Assignments as a Source of Nonprofit Classroom Decision Cases,” which was published in the 2007 *Society for Marketing Advances Proceedings* by the Center for Nonprofit Leadership and Service.

Madden also wrote the chapter “The Promise of Marketing in Higher Education: Where We Have Been, Where We Are and Where We Are Going,” in the book *The Routledge Companion to Nonprofit Marketing*.

Dan Rajaratnam, associate professor of Marketing, presented “Changing Perceptions of Executives of Foreign Firms Operating in Japan Concerning the Japanese Distribution System” at the Academy of International Business/ Association of Japanese Business Studies Annual conference. The paper was co-authored by **Joseph A. McKinney**, professor of Economics and Ben Williams Professor of International Economics, and was published in the conference proceedings.

Dean’s Office

Cynthia J. (C.J.) Jackson, director of Communications & Marketing, presented “What Your PR/Marketing/ Communications Staff Want You to Know but May be Afraid to Tell You” at the International Conference and Annual Meeting of the Association to Advance Collegiate Schools of Business in 2007.

Dark Reading.com: “New DNS Technology Flags Bad Guys Before They Act.” Randal Vaughn, a DNS expert and a professor of Information Systems, is quoted on detecting online fraud.

The New York Times: “Behind the Jackpot; The Lottery Industry’s Own Powerball.” Article on state-sponsored gambling and lottery start-ups quotes Earl Grinols, distinguished professor of Economics.

Philadelphia Inquirer: “A Sure Bet to Be Losers.” Column quotes Earl Grinols, distinguished professor of Economics, about the personal effects of gambling.

Arkansas Democrat

Gazette: “Faith and Work.” Mitchell Neubert, Chavanne Chair of Christian Ethics in Business, H.R. Gibson Chair in Management Development, and associate professor, is quoted on the effect of faith in the workplace.

Smart Company: “Sell Like a Woman: Same Same, but Different.” Article on sales motivation mentions study co-authored by John Tanner, associate professor of Marketing.

Investment News: “An After-Tax Approach to Allocation.” Article authored by Bill Reichenstein, professor of Finance and the Pat and Thomas R. Powers Chair in Investment Management.

The New York Times: “The Right Places to Learn Entrepreneurship.” Article about university Entrepreneurship programs lists Baylor as one of the best places to learn family business.

U.S. News & World Report: “How to Spend Enough in Retirement.” Article on retirees’ reluctance to withdraw “nest egg” principal amounts quotes Bill Reichenstein, professor of Finance and the Pat and Thomas R. Powers Chair in Investment Management.

Newsday: “Too soon? Game of Life Introduces Kids to Credit Cards.” James Roberts, associate professor of Marketing and W.A. Mays Professor of Entrepreneurship, is quoted on popular board games scrapping cash for credit cards.

Entrepreneur magazine: “Top of the Class.” Article about the top 50 university Entrepreneurship programs highlights Baylor’s program centering on social entrepreneurship and quotes Kendall Artz, chair of Management and Entrepreneurship.

The Arizona Republic: “Going All Out for the Love of Christmas.” Article about holiday spending patterns quotes James Roberts, associate professor of Marketing and W.A. Mays Professor of Entrepreneurship.

The Waco Tribune-Herald: “Making an Invention Idea a Reality Can Be a Hard Road.” Article about inventions and patents mentions “innovation evaluations” done by Baylor’s John F. Baugh Center for Entrepreneurship and quotes Mary Abrahams, the center’s associate director.

in the
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