Accounting & Business Law

Gina Chevis, assistant professor, participated in a panel discussion entitled “International Financial Reporting Standards: A Look at What’s on the Horizon for the Accounting Profession,” which was co-sponsored by Texas A&M University-Corpus Christi and the Corpus Christi chapter of the Texas Society of CPAs. Other panel members included Fred Gill of the AICPA; Billy Atkinson of PwC and NASBA; Bill Treacy of the Texas State Board of Public Accountancy; and Jim Smith of Smith, Jackson, Boyer, & Bovard, PLLC. The panel was held Sept. 23, 2009, in Corpus Christi, Texas.


Economics

Earl Grinols, Distinguished Professor of Economics; and James Henderson, the Ben Williams Professor in Economics and academic director of Baylor’s Robbins MBA Healthcare Program; co-authored the book Health Care for Us All: Getting More for Our Investment, published by Cambridge University Press, August 2009. Henderson also wrote and presented “The Elements of Patient-Centered Reform” for the National Association of Procurement Managers meeting held in Waco, Texas, October 2009.

Thomas Odegard, senior lecturer, presented “How Can Economics Participate in the Conversation About Poverty?” at the Poverty Summit hosted by Baylor University, November 2009.

John Pizzitola, associate professor, wrote “End Earmarks to Restore Confidence in Government” in the April 9, 2009, issue of the Houston Chronicle, B9.


Finance, Insurance & Real Estate


Information Systems

Lawrence Fulton, assistant professor of Information Systems and MBA/MHA program faculty member, wrote and presented “An Analysis of Statistics Education Technologies in Graduate Health and Business Administration Programs” for the International Conference of Education, Research, and Innovation sponsored by the International Association of Technology, Education and Development (IATED) held in Madrid, Spain, November 2009.


Randall Walker, senior lecturer, along with co-author Les Palich, lectured, presented “Point/Counterpoint in the Nonprofit Hospital Debate: Two Analytical Approaches” at the Association for Business Communication 74th Annual Convention held in Portsmouth, Va., November 2009.

Management & Entrepreneurship


Arts, along with Management and Entrepreneurship faculty members J. Petty & M. Allen, Young Lassman and Las Polish, and Colleen Caldwell, senior lecturer in Finance, Insurance and Real Estate; wrote and presented “Providing a Global Entrepreneurship Education through Innovative International Education” for the United States Association for Small Business and Entrepreneurship meeting held in Nashville, Tenn., January 2010.

Rajine McCormick, associate professor, delivered the speech “Benjamin Franklin and the Real ‘National Treasure’” for an event hosted by the Friends of Franklin entitled “Ben Franklin Goes to Wall Street: Money, Investing and the Good Life.” The event was held at the National Constitution Center in Philadelphia, Penn., on April 17, 2009. The speech was published in Vital Speeches of the Day, Vol. 75, Issue 8.

Marlene Reed, professor, along with Les Palich, associate professor, and Randall Arts, wrote and presented “Involving Students in Case Writing as Research” for the United States Association for Small Business and Entrepreneurship meeting held in Nashville, Tenn., January 2010.

Pedro Reyes, assistant professor, presented a paper entitled “Improving Customer Service with RFID Technology” at the 10th International Decision Sciences Institute Conference in Nancy, France.

Reyes also presented “Improving Customer Service with RFID Technology: An Economic Analysis of Real Option Value from RFID Service Applications” at the Industry Studies Annual Conference on May 28-29, 2009, at the University of Illinois at Chicago.

Reyes, with Patrick Jaska, University of Mary Hardin Baylor; and Gregory Heim, Texas A&M University.

Reyes, along with J. Visich, S. Li, and B. Khumawala, wrote “Empirical Evidence of RFID Impacts on Supply Chain

Reyes, with co-authors Jamie Collins, assistant professor; William Worthington, assistant professor; and Mariabel Romero; also wrote “Knowledge Management, Supply Chain Technology Investments and Overall Firm Performance: Developing a Competitive Advantage” forthcoming in Management Research News’ special issue on Managing Technology in Supply Chain Operations.

Reyes, with Kenneth Green, Victor Sower and Pamela Zelbst, wrote “Impact of Supply Chain Linkages on Supply Chain Performance” forthcoming in Industrial Management and Data Systems.

Reyes, with Christopher Zane (Baylor MBA ’08), wrote “Airline Flight. Where has all the luggage gone?” accepted for publication in Management Research News, forthcoming 2010. The research project was completed while Zane was an undergraduate student, and the publication resulted from his independent study with Reyes.

Marketing
Christopher Blocker, assistant professor, with co-authors Daniel J. Flint and Matthew B. Myers, wrote “Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential of Standardization,” which was presented at the 2009 Academy of Marketing Science Conference held in Baltimore, Md. The team received the Wayne Delozier Award for the best paper in the conference across all tracks.

Blocker, with Mee-Shew Cheung and Olivier Rust, wrote “Strategic Sensemaking and Value Creation at the Base of the Pyramid in China,” which was presented at the International Base of the Pyramid Conference held in Johannesburg, South Africa, sponsored by the University of Pretoria’s Gordon Institute of Business Science and the W.K. Kellogg Foundation, November 2009.

Marjorie Cooper, professor, conducted research with Larry Basinait of ASI, which resulted in an article written by Betsy Cummings, Shane Dale, Kenneth Hein and Nicole Rollender, entitled “State of the Industry 2009: Smart Strategies For Tough Times,” which was published in Counselor Magazine, Vol. 56, No. 8.

Morris George, assistant professor, along with V. Kumar and Dhruv Grewal, presented “What, When and How Much to Cross-sell? Optimizing Multi-category Catalog Mailing” at the Marketing Science Conference held June 4-6, 2009, in Ann Arbor, Mich.

Charles S. Madden, director of the Center for Nonprofit Studies and the Ben H. Williams Professor of Marketing, presented “Applying Sarbanes-Oxley to the Nonprofit (NGO) Environment” as part of a panel session at the 2009 World Marketing Congress in Oslo, Norway. The panel session was entitled “Transparency and Accountability and Sustainability Reporting as a Source of Competitive Advantage.” Madden also served as a member of the program committee of the World Marketing Congress (Academy of Marketing Science) in Oslo, Norway.

Ann Mirabito, assistant professor, with Leonad Berry and Jelena Spanjol, presented “Is Being for a Good Doctor” at the 2009 Marketing & Public Policy Conference for the American Marketing Association held in Washington, D.C. Mirabito was selected to participate in the innovative conference which brings together consumer researchers to discuss how scholarship and actions can help alleviate the most pressing social and economic problems. The conference has led to an impressive research plan in which she is actively involved.

Jim Roberts, W.A. Mays Professor of Marketing, wrote “Examining the Impact of Servant Leadership on Sales Force Performance,” with co-authors Fernando Jaramillo, Douglas Grisaffe and Larry Chonko. The article was published in the Journal of Personal Selling and Sales Management, Vol. 29, No. 4.

Office of the Dean
Anne Grinols, assistant dean for Faculty Development and College Initiatives, wrote and presented “How Much Dirt Will You Drink?” for the Association for Business Communication 74th Annual Convention held in Portsmouth, Va., November 2009. Grinols also wrote and presented “Thriving in the New Economy: Increased Value in the Classroom” and “My Favorite Assignment: TOIF-ACE” for the convention.

CJ Jackson, director of Communications and Marketing, presented “LinkedIn and Tweeted Up: Using Social Networks to Communicate and Build Communities” for the American Marketing Association Higher Education Marketing Symposium held in Boston, Mass., November 2009.


Recognitions & Honors
Brennan Davis, associate professor of Marketing, conducted a study entitled “Proximity of Fast-food Restaurants to Schools and Adolescent Obesity” published in the March 2009 issue of the American Journal of Public Health. The co-author was Christopher Carpenter of the University of California Irvine. The study was voted “most influential research” by readers and subscribers of The Robert Wood Johnson Foundation (RWJF) Web site. RWJF is a philanthropy established by the founder of Johnson and Johnson and dedicated to “improving the health and health care of all Americans.”

Carie Ford, assistant professor of Accounting, was awarded a $40,000 grant from ConocoPhillips’ Faculty Sponsorship Program. The program awards grants to outstanding professors at the 143 universities worldwide from which ConocoPhillips recruits. Ford was one of only ten professors chosen to receive this year’s award.

James Garven, professor of Finance and Insurance, the Frank S. Grover Memorial Chair of Finance, and the Risk Management and Insurance Program director; received the Excellence in Teaching award from the American Risk and Insurance Association (ARIA). The award recognizes excellence in risk management and insurance teaching, and is awarded only in years when an exceptional candidate is identified.

Mitchell J. Neubert, Chavanne Chair of Christian Ethics in Business and associate professor of Management and Entrepreneurship, was awarded a 3-year grant from the National Science Foundation to fund a project entitled, “National Study of Entrepreneurial Behavior, Regulatory Focus, and Religion,” which is a collaboration with Baylor sociology professors Jerry Park and Kevin Dougherty.