“Expectations were low in Canada, but the government and business interests believed that adding Mexico would expand the market and create future trade and investment opportunities. The expectations have proved a little disappointing because Mexico remains a relatively small partner, in part because the rise of China robbed Mexico to become the low-cost producer in an integrated North American market,” Hart said.

McKinney said Mexico had unrealistic expectations of increased development in Mexico.

“There is no doubt that the violence in Mexico is discouraging foreign investment. The Mexican government also thought that NAFTA would slow down migration from Mexico, but the opposite occurred. For 10 years there was more migration. However, in the last couple of years, net migration has fallen to zero partly due to demographic changes and partly because there are more job opportunities in Mexico,” he said.

NAFTA has had minor effects on the U.S. economy, according to McKinney.

“NAFTA took effect during a time of strong economic expansion, so it is difficult to detect adverse employment effects. The biggest success has been the integration of industries between the U.S. and Mexico, and the U.S. and Canada. Production between U.S. and Mexican firms is highly integrated as seen by the fact that the value of U.S. content in imports coming into the U.S. from Mexico is 40 percent, much higher than any other country,” he said.

Changes in the world also have affected NAFTA. While Mexico traded and invested before 9/11 it had not occurred and advances in the energy industry were in their infancy.

“The oil and gas industry also has seen widespread changes because of technology. Previously, Canada had been a major supplier of oil and natural gas to the U.S., but innovations in shale oil and gas production, such as fracking, have enabled the U.S. to become an exporter. Canada is developing its own shale resources. Approval of the Keystone XL pipeline would further integrate energy markets. NAFTA’s legacy might have spawned other regional agreements. A recent report in Financial Times pointed out that the World Trade Organization is no longer at the forefront of the global trade negotiating agenda, and instead megaregionalism is becoming the dominant player.

“Should the TPP negotiations succeed and the terms of the agreement be implemented, this will likely upgrade the current provisions of NAFTA,” McKinney said. “The TPP negotiations could also result in expanded intellectual property rights, broadened e-commerce provisions and simplifications of rules of origin.”

“Both Mexico and Canada have separately negotiated free trade agreements with the European Union, although Canada’s awaits parliamentary approval,” he continued. “A major issue in these negotiations will be harmonization or mutual recognition of product standards and other regulations. All United States trade agreements since NAFTA have included more specific labor and environmental provisions than those of NAFTA and dispute settlement provisions for these issues similar to those used for commercial disputes.”

Hart thinks NAFTA was a historically significant document that served its time and has been surpassed by other agreements.

“NAFTA’s legacy might have spawned other regional agreements. During its 20-year existence, NAFTA has yielded benefits for each of the participating countries,” he said. “The countries are well positioned individually for participation in the global economy going forward, but working together they can further enhance the region’s prospects. Cooperation and coordination of policies will enable the countries to take full advantage of the region’s abundance of energy resources. Proactive consultation and working together can enable the countries to obtain the best results from super-regional trade negotiations. Together, the countries of North America can have a more positive impact on the Western Hemisphere and on international institutions than they can achieve by working alone.”
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ACCOUNTING & BUSINESS LAW

Laurie Burney, associate professor, with co-author S. Widener, wrote “Behavioral Work Outcomes of a Strategic Performance Measurement System-Based Incentive Plan,” which was published in Behavioral Research in Accounting, 2013.

Burney, with co-author and presenter Michele Matherly, presented “Evaluators within Your Classroom: The Processes and Outcomes of Student Peer Review and Assessment” at the AAA Annual Meeting in Anaheim, Calif., August 2013.

Burney, with co-author and presenter M. Matherly, presented “The Impact of SPMEs on Employee Outcomes and Store Performance in a Retail Environment” at the Management Control Association Conference in Brussels, Netherlands, September 2013.

Charles Davis, Emerson O. Henke Chair of Accounting and Walter Plummer Professor of Accounting, authored the presentation “The Real World of Forecasting and Budgeting,” which was presented at the Wiley Faculty Network via webinar, April 2013.

Davis, with co-author Elizabeth Davis, executive vice president and provost, authored Managerial Accounting 2nd ed., July 2013.


Davis authored “Closing the Generation Gap: Tips for Interviewing Millennials” with co-author Anthony Herrera, which was accepted for publication in Today’s CPA, October 2013.

Cari Edison, lecturer, presented “Specialized Knowledge – Engaging Students from Day One” at the 6th Annual Conference on Teaching & Learning in Anaheim, Calif., August 2013.

Carrie Ford, clinical professor, with co-author Jacob Peng, authored “Fraudulent Expense Reporting: Impact of Manager Responsiveness and Social Presence,” which was accepted for publication in the Journal of Applied Accounting Research, July 2013.

Ford presented “How to Design and Teach an Undergraduate-Level Accounting and Tax Research and Communication Course” at the 2013 Conference on Teaching and Learning in Accounting in Anaheim, Calif., August 2013.

Ford served as discussant on “A Perspective on Preparing and Teaching a Case Class” at the 2013 Conference on Teaching and Learning in Anaheim, Calif., August 2013.

Marty Stuebs, associate professor, with co-author Jason MacGregor and Michael Robinson, wrote “Managing Effective Whistleblowing Procedures,” which was accepted for publication in Strategic Finance, October 2013.

Charles Thomas, J. E. Bush Professor of Accounting and Master Teacher, authored “Safety in Numbers: Clarifying the Standard for Group Audits,” which was published in the Journal of Accountancy, December 2013.


Brett Wilkinson, the Roderick L. Holmes Chair of Accountancy, with co-author Kate Wilkinson, wrote “The Creditability of Foreign Taxes: Form versus Substance and the PPL Case,” which was accepted for publication in The Tax Adviser, October 2013.

Steve Green, professor, presented “Inflation Protection in Long-Term Care Insurance” in San Antonio, Texas, September 2013.

Thomas Haines, preceptor coordinator for Robbins MBA Healthcare program and lecturer, moderated “Medical Tourism” at the Continuing Education Event in Temple, Texas, May 2013.