

Soules College of Business



A Message from the Dean

DR. KRIST SWIMBERGHE

Interim Dean, Chair, Associate Professor of Marketing

The academic year 2020–2021 is a year many of us will not soon forget. While the COVID-19 pandemic presented us with many challenges, it also provided us with opportunities to show resilience and persistence. “Adapt and overcome” became an everyday mantra for students, faculty, staff and administrators. Video conference technologies such as Zoom and Microsoft Teams facilitated classes and meetings. PPE became an acronym all of us became intimately familiar with as we sought to provide a degree of normalcy in offering selected face-to-face classes and meetings. Finally, this past year gave us an opportunity to show grace and pull together in support of colleagues and students who struggled.

Yet even in the throes of adversity the Soules College of Business faculty, staff and students worked diligently...and with amazing results. This annual report introduces the reader to the Soules College of Business faculty and staff who recently joined our team. It highlights the achievements of three of the Soules College of Business auxiliaries: the Hibbs Institute for Business and Economic Research, the Longview Small Business Development Center (SBDC), and the East Texas Entrepreneurship Center (ETEC). Faculty, staff, student and alumni honors and award recipients are recognized. Student organizations continued engaging their members in their respective academic and professional areas and conducted many of their activities virtually. Guest speakers shared their knowledge and advice, students competed, prizes were won and honors received. Of note is the creation of a new student organization, Minorities in Business.

This annual report also highlights faculty research and scholarship in all five of the Soules College of Business departments: Accounting, Finance and Business Law; Computer Science; Human Resource Development; Management and Marketing; and Technology. While at first one would assume lower productivity during these challenging times, the Soules College of Business faculty continued their path of excellence. Faculty successfully pursued grants, published novel research in high quality outlets and continued to present their projects virtually to their peers, thus advancing their own reputation as well as the reputation of the Soules College of Business and The University of Texas at Tyler. Finally, the Soules College of Business faculty and staff welcomed a new cohort of healthcare executives to the Executive Master of Business Administration in Healthcare Management (EMBA-HCM).

I am honored to serve and lead the Soules College of Business as the interim dean. I look forward to the future, and I am excited about the opportunities that the merger of UT Tyler and the UT Health Science Center bring with it. I am confident that Soules College of Business faculty, staff and students will play an important role in moving the University of Texas at Tyler forward. I believe that our best days are yet to come!



New Faculty

Mr. David Marks



Joined the accounting department in fall 2020. He received his Bachelor of Business Administration with a concentration in marketing from the State University of New York College at Brockport and his Master of Professional Accounting from The University of Texas at Arlington. David is currently licensed as a Certified Public Accountant (not in public practice), spent five years on the KPMG audit staff in Dallas and 23 years in various accounting, operations and operations analysis positions at JCPenney Direct Marketing Services/Transamerica in Plano. His teaching interests are financial accounting, managerial accounting and accounting information systems.

Dr. Dennis Jones



Joined the technology department in fall 2020 as an assistant professor. Dr. Jones is an experienced professional with 25+ years of Industrial Engineering and Manufacturing Engineering experience. He is familiar with all aspects of the manufacturing process. Dr. Jones was employed for several years by the General Motors Corporation and the John Deere Company. Dr. Jones has worked with

several business/industry partners through University consulting and private consulting. Dr. Jones has several years of teaching experience both at the undergraduate and graduate levels in the areas of industrial engineering, systems engineering, project management, technology, business, computer science, human factors engineering, ergonomics, safety and technology implementation/management. His teaching and research interests include, but are not limited to, Industrial and Systems Engineering, Industrial Technology and Management, Advanced Manufacturing and Manufacturing Processes, Project Management, Occupational Safety Management, Total Quality Management, Lean Manufacturing and Six Sigma.

Dr. Yonjoo Cho



Joined the human resource development department in fall 2020 as an associate professor. Dr. Cho is also the editor-in-chief of Human Resource Development Review. Previously, she was an associate professor of Instructional Systems Technology at Indiana University (2008–2020). Before joining academia, she worked in profit, non-profit and academic sectors in South Korea. Her latest position was MBA director/visiting professor of the KAIST Business School. Dr. Cho's research interests include action learning in organizations, international HRD, and women in leadership. She has published three books including: Trends and Issues in Action Learning Practice: Lessons from South Korea (Cho & Bong, 2013) with Routledge and Current Perspectives on Asian Women in Leadership: A Cross-Cultural Analysis (Cho et al, 2017) and Korean Women in Leadership (Cho & McLean, 2018) with Palgrave Macmillan.

New Staff Members



MacKenzie Bernardino
Undergraduate Academic Advisor



Rebecca Kling
Undergraduate Academic Advisor



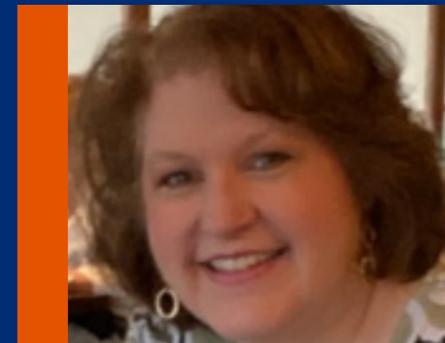
Sheldon Sager
Undergraduate Academic Advisor



Zachary Bourne
Graduate Program Coordinator



Lauren Hendley
Graduate Academic Advisor



Rachel Dingler
Administrative Associate
Management and Marketing Department

East Texas Entrepreneurship Center (ETEC)

Open to all UT Tyler students, faculty, staff and residents in the East Texas region, ETEC helps people create companies. Our motto is: "Ideate, Validate and Cultivate!" During the 2020–2021 academic year, ETEC successfully applied for and received an Economic Development Agency (EDA) CARES Act grant, which brought on board two additional staff: Mr. Dane Clarke, associate director, and Mr. Andy Alvarado, coordinator. ETEC also added Mr. Brandon Reynolds, director of competitions and mentoring. In addition, Dr. Kerri Camp and ETEC staff applied for an additional EDA (Office of Innovation and Entrepreneurship) grant. ETEC will launch three business competitions beginning with the Idea Challenge in October 2021, followed by the Business Model Competition in February 2022, and concluding with the Business Plan Competition in late spring 2022.



Jeff Howlett
Executive Director, East Texas
Entrepreneurship Center

Hibbs Institute for Business & Economic Research

The Hibbs Institute helps businesses, regional economic development councils and local governments expand business activity in greater East Texas. Also, the Institute provides professional economic research and analysis for organizations, companies, and investors considering locating, expanding, or investing in East Texas. One of the initiatives the Hibbs Institute successfully initiated this year was to invite several faculty fellows to contribute.

Dr. Marilyn Young contributed a Hibbs brief which discussed veteran entrepreneurs in East Texas. Dr. Manuel Reyes and the Hibbs Institute are working towards consolidating the relationship with Universidad Autonoma de Nuevo Leon, one of the most recognized universities in Mexico in the field of economics. Finally, Dr. Reyes was awarded an internal grant to study salaries and wage disparities among gender, race and ethnicity in East Texas.

Longview Small Business Development Center

May 1, 2021, marked the second year of operation for The UT Tyler-Longview Small Business Development Center (SBDC) led by center director Day Shellmire. In its first two years of operation, the SBDC counseled more than 530 small business clients while providing over 4,200 hours of one-on-one counseling. These efforts helped start over 60 new businesses, created over 300 new jobs and helped secure more than \$22 million in small business loans and owner equity. As an SBA Resource Partner, the center's business advisers helped small businesses apply for CARES Act loans and grant funding during the COVID-19 economic disaster. In 2020, the SBA, through the CARES Act, appropriated over \$300,000 in additional funding to the SBDC for COVID-related small business recovery efforts. This enabled the director to hire three additional business advisers, open five satellite offices in its six-county service area, conduct targeted training webinars, form a recovery team of experts in the areas of bookkeeping, digital and social media marketing and government contracting and management training, and sponsor continuing education courses.



Day Shellmire
Director, Longview Small Business
Development Center

Faculty, Staff, Students & Alumni Honors

Dr. Heshium Lawrence, interim associate dean and associate professor for the technology department, was the recipient of the prestigious Epsilon Pi Tau's William E. Warner Professional Practice Award for Region 4.

2020–2021 Outstanding Student Award Recipients

Accounting, Finance and Business Law

- Outstanding Undergrad Accounting Student: Malcolm Banks of Bossier City, Louisiana
- Outstanding Master of Accountancy Student: Zoila Mojarro of Lindale
- TXCPA Excellence Award: Robert Taylor of Tyler
- Outstanding Undergrad Finance Student: Rebekah Neiman of Wills Point

Computer Science, Computer Information Systems and Information Technology

- Outstanding Undergrad Computer Science Student: Amanda Joy Peterson of Jewett
- Outstanding Undergrad Computer Information Systems Student: Alix Marie Owens of Tyler
- Outstanding Undergrad Information Technology Student: Jason O'Brien of Hallsville
- Outstanding Graduate MS Computer Science Student: Keith Wolcott of Gladewater

Human Resource Development

- Outstanding Ph.D. HRD Student: Joanna Norman of Katy
- Outstanding Undergrad HRD Student: Brayden Max Lee of Overton
- Outstanding MS HRD Student: Kayla Danielle Vaughn of Portland

Technology

- Outstanding Undergrad Industrial Technology Student: Aaron Wheeler of Garden City, Kansas
- Outstanding Graduate Industrial Management Student: Mitchell Trocino of Austin

Management and Marketing

- Outstanding Undergrad Marketing Student: Sarah Williams of Midlothian
- Outstanding Undergrad Management Student: Lance Mayhugh of Grand Saline
- Traditional MBA Outstanding Student: Monica Kinzie of Pilot Point
- AP MBA Outstanding Student: Jordan Kiser of Houston

Two HRD PhD alum received awards for their dissertations. Jennifer Duplessis received the Esworthy Malcolm S. Knowles Dissertation of the Year Award from the Academy of Human Resource Development. Kristin Scott received the Leo and Margaret Goodman-Malamuth Dissertation Award from the American Association of University Administrators.

Outstanding Faculty and Staff Awards

The Soules College of Business annually recognizes faculty members who have made significant and impactful contributions in the areas of teaching, research and service. This year due to the pandemic, these awards have been postponed until the fall 2021 semester.

Student Scholarships

In September 2020, the Texas Retailers Foundation added \$10,000 to our existing TREF scholarship that was originally established with \$25,000. As part of the September 2020 gift from TREF, they also provided \$12,000 for the Category Management program for a total in 2020 of \$22,000.

The Kerri and Danny Camp Marketing Scholarship is now fully funded at \$15,000.

The Texas Bank and Trust–Jerry Woolverton Memorial Investment Fund, was established in honor and memory of Jerry Woolverton

with a \$25,000 gift to the college. This fund will allow student members of the Financial Management Association (FMA) to experience analyzing stocks and investing real money, participating in funded activities of the FMA including trips to Wall Street and other financial centers, networking and educational interactions with business leaders, investing challenges, and attendance at the FMA Annual Meeting and/or the Student Leadership Conference, marketable skills of value to employers, experience working with software and databases housed in the Soules College Financial Analytics Laboratory and Trading Floor, including Eikon, Computstat, DataStream and QuickBooks.

A total of \$25,500 was awarded to 11 students through the Soules Scholars. Students who received the awards were:

William Andrews
Riordan Brown
Aaron Collier
Hyatt Hines
Kevin Huynh
Cullen Malone
Ethan McCarthy
Courtlyn Shubert
Connor Worsham

Returning student scholarships were awarded for a total of \$38,800. This included \$30,800 at the undergraduate level and \$8,000 at the graduate level.

Student Engagement

Financial Management Association – Stock Market Challenge

The stock market challenge is a way for students to compete in the real-time market with use of counterfeit currency. Students are able to trade just like they would on a real platform and keep track of different holdings. It's a great way for students to test their trading skills before entering into the "real market." The challenge is equipped with various search tools, screeners and performance markets that help students make educated decisions when choosing sound investments. The winners of the Fall 2020 Stock Market Challenge were first place: Chrystal Carr, second place: Jonathan

Whiting, third place: Ben Buchanan, fourth place: Elijah Focht, and fifth place: Angel Sanchez.

Student Society of Human Resource Development

The Student Society of Human Resource Development (SSHRD) was launched this year supporting HRD students across all three degrees. The SSHRD has designed a fantastic summer speaker series. Sheron Williams, director of human resources at the City of Shreveport, Louisiana, will present "Career Transition to HRD: A Journey from Law to Leadership." Greg Duckworth, director of HR and talent acquisition at Redwood Software, will present "Mind Control for Dummies." Stephanie Findlay, vice president of learning and development at ABM, will present "Measuring Challenge and Success in Corporate L&D Strategy."

Beta Alpha Psi

Kyle Shamburger, a senior accounting major representing UT Tyler's Mu Kappa chapter of Beta Alpha Psi, was a member of the winning team for the Project Run With It consulting project for Cultured Kids, Inc. at the Beta Alpha Psi Annual Meeting. Kyle is the first UT Tyler student to participate on the winning team in this annual consulting competition. Beta Alpha Psi is the international honor organization for financial information students and professionals and has been in existence for over 100 years. Only universities accredited by AACSB or EQUIS can have BAP chapters. There are now 333 chapters and over 300,000 members around the world. Kyle was also selected to serve as an alumni representative



for both the Southwest and Missouri Valley Regions for the 2021–2022 academic year. He will be representing a total of 55 chapters.

Future Business Leaders of America

The Future Business Leaders of America (FBLA-PBL) student organization hosted numerous online events during the academic year. Various executive level guest speakers engaged our student group through presentations, open forums, Q&A sessions, etc. Yaziri Orrostieta, chief executive officer at WorkHub, is a UT Tyler alumna who presented about Entrepreneurship and Networking. Roy Martinez, president of Swan Transportation Service, also a UT Tyler alumnus, engaged our students on the topic of Dealing with Extreme and Unexpected Change. Bryan Pannagl, chief financial officer at CHRISTUS Highland Medical Center, delivered a dynamic presentation on Finance in Business — a Healthcare Executive's Perspective.

Student Success

Bell Textron, Inc. Internships and Career Opportunities

Kerrie Anne Ambort-Clark worked with Bell Textron, Inc. executives, an American aerospace manufacturer headquartered in Fort Worth, to connect college leadership and undergraduate and graduate students to advance student opportunities in the Soules College of Business. A special promotional video was adapted for our student population and Bell Textron, Inc. executives came to campus to host the networking event, engaging Soules College of Business accounting and finance majors for internships and career opportunities.

Women in Computing: Female Undergraduate Success Initiative

As an initiative to further sustain retention rates among female computing majors and contribute towards our partnership in the Academic Alliance of the National Center for Women & Information Technology, the Department of Computer Science continued its Women in Computing student success initiative. A success coach was employed to focus on female computing majors at all levels

in their undergraduate studies. Engagement between students and the success coach were conducted via Zoom beyond the normal class day schedule. During these sessions activities included programming assignment assistance, test preparation, post-test reviews and other focused content-related topics. Fifty-nine participants joined a special Canvas course so that involvement could be tracked, discussion groups created and additional resources provided.

Human Resource Development PhD Student Advisor Team

The PhD Student Advisor Team was launched this year to support the unique needs of HRD PhD students. Among its many initiatives including mentoring and lunch and learns, the group raised \$3,600 in crowd source funding providing support for more than 15 HRD PhD student to attend the virtual Academy of Human Resource Development conference. The HRD department will hold its first writing retreat to support HRD PhD students, candidates and alumni. The retreat covers a 48-hour time of writing along with fun activities like axe throwing.

Soules Ambassadors

The Soules Ambassadors participated in bi-weekly meetings with Dave Anderson, the author of Becoming a Leader of Character. Six principles discussed were courage, humility, integrity, selflessness, duty and positivity. Each student received a copy of Mr. Anderson's book along with access to his online, self-paced videos and exercises. The Soules Ambassadors held a forum for students in the Soules College of Business. This event was held face-to-face as well as through Zoom. Individuals in attendance were able to ask questions of college faculty and address their comments and concerns of several subjects.

American Marketing Association

The American Marketing Association at UT Tyler hosted nine business professionals to help provide guidance and enhance professional development this year for UT Tyler students. Guests included leaders from Brookshire's, Trane, the Tyler Hispanic Business Alliance and more. New leadership teams both in faculty and students are poised to lead the chapter into the future.

Community Engagement

Minorities in Business

Minorities in Business was officially established in fall 2020 to provide leadership opportunities to minority students majoring in business, to cultivate a supportive community for minorities and to promote the various business professions. MIB invited various minority speakers to share their journey and provide advice to our members. These speakers included Will Pugh, CPA, president, Mentoring Brother 2 Brother; Patrice Wither-Stephens, First United Bank; Nancy Rangel, president of Tyler Hispanic Business Alliance; and Dimeta Smith, owner of Dimeta Smith, CPA, LLC. In March 2021, MIB partnered with Beta Alpha Psi to host local high school students interested in business professions. The day was memorable as our members shared valuable advice to students from Tyler Legacy, Tyler High and Early College high schools and concluded with lunch in the UT Tyler Met and a tour of campus.

Research and Scholarship

Accounting, Finance and Business Law Department

The Department of Accounting, Finance and Business Law had more than 20 publications this year. These publications were in journals such as the Journal of Business Finance and Accounting, Quarterly Review of Economics and Finance, Journal of Business Research, Journal of Corporate Finance, Oil, Gas and Energy Quarterly, Journal of Accounting

and Finance, Journal of Applied Business and Economics, Federation of Business Disciplines Journal, Journal of Behavioral and Experimental Finance, North American Journal of Economics and Finance, and Review of Financial Economics.

Computer Science

During the 2020–2021 academic year, the Department of Computer Science faculty published seven journal articles, three conference proceedings (and associated presentations), one journal reviewer and one presentation. The faculty also had two community presentations. Three Department of Computer Science faculty members received or submitted proposals for eight (internal and external) grants. In total, the four accepted awards exceeded \$247,701.

Human Resource Development Department

The human resource development faculty contributed 35 scholarly outputs this year including 14 peer-reviewed journal articles and five book chapters. Among the 14 articles, three were A+. The HRD faculty also had five conference proceedings and 11 other scholarly outputs. In addition, department faculty received \$60,000 in grant funding. Dr. Nimon was awarded a National Science Foundation grant in collaboration with UT Dallas and the University of North Texas. Drs. McWhorter and Roberts received a Presidential Interdisciplinary internal grant in collaboration with Mr. Alger and Dr. Delello.

Management and Marketing Department

The Management and Marketing department was productive during this challenging year. Several faculty saw the challenges

that the COVID pandemic presented as a unique opportunity. This was exemplified by Dr. Caldas' co-authored publication in the Journal of Applied Psychology and Dr. Gopalakrishna-Remani's recording and publishing of a series of interviews with local civic and business leaders discussing servant leadership on YouTube. Journal outlets in which faculty published include the Journal of Business Research, the Journal of Consumer Marketing, the Journal of Organizational Behavior and more. Several faculty including Dr. Morgan and Dr. Wooldridge received internal grants. In addition, several management colleagues such as Dr. Young, Dr. Cater and Dr. Al-Shammari had papers accepted at the Academy of Management annual conference and will be presenting them virtually.

Technology

The Department of Technology's faculty published two books, two papers and made three refereed national conference presentations this academic year. Dr. Ali was awarded an internal grant to assist with an external grant totaling over \$100,000 in micro- and nano-particle toxicity. Dr. Miller earned two more robotics certifications, so he can now certify students in programming Motoman and Universal Robots. Ms. Griffin became a Certified Reliability Leader, allowing her to certify her students with various maintenance certifications.

With the support of the Hibbs Institute, Dr. Nimon and HRD PhD student Katie Stone conducted an Employee Engagement Survey with John Soules Foods. In May, they presented to a room full of top management (30+ people), and the results were spectacular! John Soules Foods has invited UT Tyler to replicate our presentation with the management at their Gainesville Florida facility later this year.

Kerrie Anne Ambort-Clark, executive director EMBA-HCM Program and lecturer in management, presented to the UT Health Family Medicine Residency Program connecting this physician group to the executive education opportunities available to them related to the business side of healthcare. Additionally, she delivered a presentation to nurse manager



leadership at CHRISTUS Trinity Mother Francis Health System on empathy and the patient experience.



Kerrie Anne Ambort-Clark, executive director EMBA-HCM Program and lecturer in management

Executive MBA Healthcare Management Program (EMBA-HCM)

In fall 2020, the Executive MBA Healthcare Management 2019 Cohort graduated. During the course of the program and upon graduation, a majority of these now EMBA-HCM alumni earned promotions from senior project manager, program director, to senior analyst, chief of staff and beyond.

In spring 2021, the EMBA-HCM program welcomed our third cohort of 20 highly skilled healthcare professionals from across the state of Texas. This impressive group of professionals hold executive titles ranging from medical director, program

Business, we are proud to play a role in educating the next generation of executive healthcare leadership.

Human Resource Development PhD Program

Dave Silberman, Andy Krouse, Janice Chretien and Rob Carpenter successfully defended their dissertations. Rob Carpenter successfully defended the first multi-paper format dissertation in the Soules College of Business.

director and physician to senior business development director.

Through executive healthcare education initiatives in the Soules College of



EMBA-HCM Graduates.



EMBA-HCM.



Human Resource Development PhD Program Graduates.



Minorities in Business.