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A Message from the Dean

CBT Faculty & Staff:

I am privileged to submit to you our first official issue of the College of Business and Technology newsletter. In the short time I have served as Interim Dean, I have attempted to help establish a synergistic community and enhance the culture within our college and the East Texas business community. I believe the CBT newsletter will further unify faculty and staff in and across the Departments of Accounting, Finance and Business Law, Management and Marketing, Human Resource Development and Technology, undergraduate and graduate advising, and the Dean’s Office. The CBT newsletter offers our faculty the opportunity to share their academic accomplishments with their colleagues, and our advisors and staff the chance to highlight their successes. I have been honored to serve as your Interim Dean for part of the 2013 academic year and thank you for the support in this time of transition. I look forward to continued success with you in the new year.

Jerry W. Gilley
Staff Changes and New Hires

Amy Dushuanack moved into her new role as Administrative Services Officer (ASO) to replace Susan Adams. Rebecca Kling was hired to replace Amy as the new Administrative Assistant for the Accounting, Finance and Business Law Department.

Brandy Meadows moved into the role of Academic Advisor for the undergraduate advising office. Katherine Garibaldi was hired as her replacement for the Dean’s Administrative Assistant.

Jana Belzer transitioned into a new role as Senior Lecturer of Management. Jessica Brown replaced her in the role of Coordinator of Marketing for the college. Peggye Mahfood was hired externally to replace Jessica as the new Administrative Assistant for the Human Resource Development and Technology Department.

J. Fernando Loa was hired as an additional Academic Advisor for the graduate advising office.

Faculty Changes and New Hires

Ann Gilley was hired in the Fall of 2013 as a new Professor of Management. She is currently teaching Management and HRD courses for the college.

The college has also hired two new Senior Lecturers. Jana Belzer, Senior Lecturer of Management and Kerrie Anne Clark, Senior Lecturer of HRD and Technology.
Assistant Professor of Finance, Chialing Hsieh had the following Referred Journal Articles in 2013:


Hsieh also had two accepted presentations for 2013:

Executive Compensation and Tax Havens; with Veronda Willis, UT Tyler; 2013 Accounting Research and Education Forum, Texarkana, TX, November 2013

Managerial Ownership and Layoff Decision, World Finance and Banking Symposium, Beijing, China, December 2013

Professor of Accounting and Department Chair of Accounting, Finance and Business Law, Roger Lirely took on the role of Interim Department Chair of Management and Marketing in 2013.

Lirely also had the following two journal articles accepted for publication in 2013:


Assistant Professor of Accounting, Veronda Willis received the 2012-2013 Outstanding Educator Award from the East Texas Chapter of the Texas Society of Certified Public Accountants in May 2013. She was also appointed as the Beta Alpha Psi Chapter Advocate for Southwest Region, August 2013-August 2016, as well as the Teaching, Learning & Curriculum Regional Co-Coordinator for the Southwest Region of the American Accounting Association. Willis also had three notable presentations for 2013:

Using the PACE to Assess Accounting Knowledge; with Elaine Sanders, University of Texas at San Antonio; 2013 Southwest AAA Regional Meeting, Albuquerque, NM, March 2013

Teaching Excel in an AIS course; 2013 AIS Educators Conference, Laramie, WY, June 2013

Executive Compensation and Tax Havens; with Chialing Hsieh, UT Tyler; 2013 Accounting Research and Education Forum, Texarkana, TX, November 2013
Faculty News

Human Resources Development & Technology

**Senior Lecturer of HRD and Technology, Kerrie Anne Clark** officially joined the HRDT department in September 2013.

Clark had the following professional journal article in 2013:


**Associate Professor of Industrial Technology and Industrial Management, Dominick Fazarro** published the following journal article in 2013 along with colleague Chen Wu:


**Professor of HRD and Department Chair of HRD and Technology, Jerry Gilley** began serving as the Interim Dean for CBT in July 2013.

Gilley had the following refereed journal article in 2013:


Gilley also had the following conference proceeding in 2013:


Gilley was also the recipient of two awards:


Outstanding Faculty Member, College of Business and Technology (2013). Alpha CHI. The University of Texas at Tyler.

McWhorter also had the following two journal articles:


McWhorter also had three conference proceedings in 2013:

McWhorter conference proceedings continued:


Miller also had four conference proceedings in 2013:


Professor of Industrial Technology and Industrial Management, Mark Miller had the following textbook published in 2013:


Roberts also had the following book published in 2013:


Roberts also had the following book chapter:


Roberts also had three conference proceedings in 2013:


Roberts conference proceedings continued:

Assistant Professor of Management, Marina Astakhova received two awards in 2013:

Top Ranked Poster Award. “Understanding the antecedents of perceived fit at work in the United States, Russia, and China,” The Society for Industrial and Organizational Psychology, Honolulu, Hawaii (2014)


Astakhova had the following three refereed journal articles:


Astakhova had the following book chapter in 2013:


She also had the following conference proceeding:


Astakhova made seven presentations in 2013:


Assistant Professor of Management, Sherry Avery had the following peer reviewed conference proceedings in 2013:


Astakhova received an invitation to serve on the editorial board of The Service Industries Journal. In 2013 she was also a part of the following local service activities:

Management & Marketing Departmental Search Committee (Fall 2013)

Doctoral Dissertations Committee (4 dissertations) 2013—2014


Astakhova, M. N., Hogue, M., & Hang, H. (2013). The cross-cultural validation of the three-factor model of fit. To be presented at the Academy of Management Annual Conference, Orlando, FL. The paper has been selected as the best paper by the Organizational Behavior Division and is published in 2013 Academy of Management Best Paper Proceedings.

Astakhova, M. N., Hogue, M., & Hang, H. (2013). The cross-cultural validation of the three-factor model of fit. To be presented at the Academy of Management Annual Conference, Orlando, FL. The paper has been selected as the best paper by the Organizational Behavior Division and is published in 2013 Academy of Management Best Paper Proceedings.


Astakhova received an invitation to serve on the editorial board of The Service Industries Journal. In 2013 she was also a part of the following local service activities:

Management & Marketing Departmental Search Committee (Fall 2013)

Doctoral Dissertations Committee (4 dissertations) 2013—2014


Avery also served in the following aspects in 2013:

Dissertation committee for three Ph.D. students

Ad Hoc Reviewer, Journal of Supply Chain Management, Academy of Management Annual Conference, Decision Sciences Journal of Innovative Education

Assurance of Learning (AOL) Committee

Executive board member of the East Texas Lean Consortium

Texas Productivity Center Summit, April 2013

**Associate Professor of Management, Brent Beal** had the following book released in August 2013:


Beal had the following refereed journal articles:


Beal had the following conference proceeding:

Beal made the following six presentations:


Beal’s presentations continued:


Professor of Management, Ann Gilley joined the department in September 2013 and has been teaching courses in both management and human resource development.

Gilley had the following refereed journal article in 2013:


Gilley also had the following conference proceeding in 2013:

Assistant Professor of Management, Venugopal Gopalakrishna-Remani

Venu had two refereed journal articles in 2013:


Venu had the following book chapter in 2013:


Venu had one conference proceeding:

Gopalakrishna Remani, V., Wooldridge, B., and Jones, R Role of healthcare analytics in creating a sustainable competitive advantage: A knowledge based view of the firm. Accepted for publication in the proceedings of 2014 SWDSI conference, Dallas

Venu received the following awards in 2013:

Appointed to the prestigious early career connection on Business Analytics and Operations Research by The Institute for Operations Research and the Management Sciences in April 2013.

Management Sciences’ April 7-9, 2013, San Antonio, TX

Chosen to be among the inaugural team of UT Tyler Faculty Fellows as Data Analytics Faculty Fellow.

Certificate of completion of introductory training in STATA from The University of Texas at Austin, May 2013.

Venu made two presentations:

Role of healthcare analytics in creating a sustainable competitive advantage: A resource based view of the firm Venugopal Gopalakrishna Remani. DSI Annual Meeting, Baltimore, Maryland, November 16-19, 2013

Open source in complementary and alternative medicine Venugopal Gopalakrishna Remani; Mary Helen Fagan. DSI Annual Meeting, Baltimore, Maryland, November 16-19, 2013.
Venu’s national/local service activities for 2013 included:

Session chair for the DSI, 2013(National) 
Volunteer for Cowan Center (Local) 
Commencement Ceremony Marshall (Local)

Adjunct Lecturer of Management and Marketing and Internship Coordinator, Gail Johnson had the following conference proceeding in 2013:


Johnson also had four invited presentations in 2013:

Invited to present A New Brand You™ Developing, Communicating, and Leading with a Well-Defined Professional Brand to Suddenlink (November 2013)

Invited to present A New Brand You - Developing, Communicating, and Leading with a Well-Defined Professional Brand, at the 2013 American Association of University Women (AAUW) (June 2013)

Invited to present A New Brand You - Recognizing and Communicating Leadership Through Your Professional Brand Values at the 2013 National Conference for College Women Student Leaders (NCCWSL) (June 2013)

Employer Roundtable, Leadership Panel, Suddenlink, (February 2013)

Assistant Professor of Marketing, Krist Swimberghe had three refereed journal articles in 2013:


Krist R. Swimberghe and Barbara Wooldridge "Drivers of Customer Relationships in Quick-Service Restaurants: The Role of Corporate Social Responsibility" accepted to be published in *Cornell Hospitality Quarterly* in 2013 and is forthcoming
Swimberghe refereed journal articles continued:

Krist R. Swimberghe, Laura Flurry, and Janna Parker "Brand Communities among Children and Adolescents", accepted to be published in the *Journal of Consumer Marketing* in 2013 & is forthcoming

Swimberghe also had two conference presentations and proceedings from 2013:

A paper entitled "Consumer Ethics of Adolescents: Do Religiosity, Materialism, Love of Money, and Parenting Style Matter" was accepted for presentation and awarded the Best Paper in the Ethics Track at the 2013 *Society for Marketing Advances Conferences* which were held from October 29-November 2 in Hilton Head, South Carolina and was published in the *Proceedings of the 2013 Society for Marketing Advances*, p.91 (summary brief published).

A paper entitled "Ruffled Feathers at Chick-fil-A: The Cows are Not Commenting" was accepted for presentation at the 2013 *Society for Marketing Advances Conferences* which were held from October 29-November 2 in Hilton Head, South Carolina and was published in the *Proceedings of the 2013 Society for Marketing Advances*, p. 187-188 (abstract published).

**Associate Professor of Marketing, Barbara Wooldridge** received three teaching awards in 2013:

University of Texas System Regents’ Outstanding Teacher Recipient (2013)

Jack and Dorothy Faye White Teaching Fellowship Award (2012/2013)

Nominee for the Minnie Steven Piper Foundation Excellence in Teaching Award (2013/2014)

Wooldridge also had two refereed journal articles:


Professor of Management, Marilyn Young is a Hibbs Fellow for the Hibbs Institute for Business and Economic Research in the College of Business and Technology. Her labor market studies are published on the Hibbs website, http://www.uttyler.edu/cbt/hiber/hiberfellows.ph.

Young made contribution to the following book chapter in 2013:


Young had the following refereed journal article:

The 2013 Economic Summit was held at Rose Heights Church on October 10, 2013. The event was executed well and the guest speaker, Dr. Ronald A. Johnson, provided excellent information over the current economic outlook for the East Texas region.

Planning is already underway for the 2014 Economic Summit. The summit is planned to be executed on a much larger scale with a well-named speaker. A proposal has been submitted and approved by Dr. Mabry to invite Stuart Varney of Fox Business News to be the keynote speaker for the September 11, 2014 event. The summit would be a dinner instead of a luncheon and is planned to be held at Green Acres Baptist Church Crosswalk. If the plan becomes a reality, this will be the largest endeavor that CBT has attempted to undertake.

Please stay tuned to www.uttler.edu/cbt/hiber for update information regarding the upcoming event.

The 2014 Retail Summit was held Thursday, February 27, 2014 at the Ornelas Activity Center. Richard Dorough and Robert Wallace of PricewaterhouseCoopers (PwC) spoke about Cybercrime in the Retail Industry. An overview of how transnational criminal enterprises infiltrate retailer networks.

Training sessions were held prior to the summit at 10:30a. Attendees got to choose between two topics: Mobile Hacking and Threats to Social Networking Sites or Comprehensive Risk Management Strategy in Healthcare Organizations.

The event was a huge success and was well attended.

Texas Retailer’s Educator Foundation (TREF) presented CRE with a $20,000 check at the summit.
The Center for Family and Small Enterprises held its first Family Business Series on February 18, 2014 from 9a to 4p. The event featured Motor Trike, Inc. and took place in the CBT parking lot.

UT Tyler students, faculty and staff, as well as family and small business owners from the East Texas area had the opportunity to tour one of Motor Trike’s RVs and enjoyed an up-close look at some of their trikes.

Motor Trike is headquartered in Troup, Texas and manufacturers conversion kits that transform two-wheeled motorcycles into three-wheeled trikes. In early February, CBT faculty and staff had the opportunity to tour the Motor Trike facility and got a first-hand look at their operations.

The Center to Advance Productivity and Performance is scheduled to hold training sessions on Wednesday, April 23, 2014. Training sessions will be lead by Drs. Mark Miller and Heshium Lawrence. Topics will include Value Stream Mapping and Getting to Know DMAIC: Foundation for Six Sigma Quality.

The Value Stream Mapping Session will be lead by Dr. Mark Miller. Participants will learn how to deliver the highest possible value to customers by identifying waste, redundancies and gaps in delivery systems. The training session will show participants how to apply value stream mapping in not only manufacturing, but to office environments, logistics and healthcare organizations.

The “Getting to Know DMAIC: Foundation for Six Sigma Quality” session will be lead by Dr. Heshium Lawrence. The session is an introduction to the DMAIC toolkit, the most effective process improvement framework known today. Getting to know DMAIC will introduce participants to the five-step approach that makes up the six sigma methodology.

Both training sessions earn participants 3 continuing professional development units (CPDU) or 3 professional development hours (PDH) for attending.
Core Values

Professional Proficiency
Technological Competence
Global Awareness
Social Responsibility
Ethical Courage

Creating Leaders for a Better Tomorrow

College of Business and Technology
The University of Texas at Tyler
3900 University Blvd, BUS 109
Tyler, TX 75799
903.566.7360
www.uttyler.edu/cbt