



SOULES **college** *of business*

The Soules College of Business had an exciting 2017-18 academic year, with the naming of the College by the Soules family, the reaffirmation of AACSB accreditation and our upcoming move to the new College of Business building. These three very significant events will enable the College to launch new student success initiatives, increase the richness of student engagements, and provide both a platform and launching pad for community engagement and scholarly and research contributions.

DR. ROGER LIRELY
INTERIM DEAN

ENROLLMENT, RETENTION & EDUCATIONAL INITIATIVES

The College experienced modest growth of 2% overall, led by 12% growth in the PhD in HRD program, and totaled nearly 2,700 students as of Fall 2017. Retention of Freshmen and transfer students from Fall 2016 to Fall 2017 were 76% and 81%, respectively, so our efforts to connect with and retain students is paying off. We anticipate that, as these students spread the news of their experiences at UT Tyler, we will see increased growth, especially with new freshmen.

We wish to highlight three retention and educational initiatives. First, Adrienne Hampton, Rebecca Kling and Roger Simms, advisors in our Academic Resource Center, taught three sections of UNIV 1000 – Student Success Seminar, a non-credit course we require of new freshmen, who are part of the Student

Learning Communities Program. Topics include career exploration, learning style inventories, time management strategies and effective study skills. We attribute a significant part of our retention successes to the efforts of these three very capable advisors. Second, as part of a student success initiative funded by the Department of Academic Success, Marketing faculty created an OnCourse Digital Success Toolkit for MARK 3311-Principles of Marketing and Accounting faculty and members of the Beta Alpha Psi Accounting Honor Society created a Toolkit for ACCT 2301-Principles of Accounting I. Third, to better-prepare our accounting students for the CPA exam and to encourage them to complete their graduate degree at UT Tyler, we obtained approval to launch the Integrated MAcc (the i-MAcc), which will enable students to be accepted into the MAcc and begin taking graduate courses during their senior year.

Soules College of Business Enrollment



ACCREDITATION

The College hosted an external accreditation review team from the Association to Advance Collegiate Schools of Business in February. We received notification in April that our accreditation has been extended for an additional five years.

RESEARCH & SCHOLARSHIP

The SCOB faculty published 87 papers in peer-reviewed journals or conference proceedings. Sixty-one of these were basic scholarship, 24 were applied scholarship and 2 were teaching and learning scholarship.

Mary Fischer, Professor of Accounting, is the Editor of the *Federation of Business Disciplines Journal*, Kim Nimon, Associate Professor of Human Resource Development, is the Co-Editor of the *Human Resource Development Quarterly*. Greg Wang, Professor of Human Resource Development, is the Editor of the *Journal of Chinese Human Resource Management*.

Dr. Muhammed Ali and Drs. Venugopal Gopalakrishna-Remani and Sherry Jackson were the 2018 recipients of healthcare management grants funded by Academic Partnerships.

A paper authored by Brent Beal and Marina Astakhova, both Associate Professors of Management, and two co-authors was a Best Paper finalist at the Academy of Management Annual Meeting, Social Issues in Management division.

Research and scholarship efforts of the faculty will be enhanced, because the College was able to fully equip nine new special-purpose laboratories in the new College of Business building: industrial materials, robotics, cyber projects, networking, non-metals, metals, software engineering, digital forensics and data analytic.

COMMUNITY ENGAGEMENT

The College engages the community primarily through its centers and institutes, student organizations, and class projects. The major college-wide event this year was the second Women in Leadership for all UT Tyler female faculty and staff. This year's event featured a panel discussion, SHOW-UP POWER, moderated by the SCOB's Executive in Residence, Barbara Bass,

CPA, former Mayor of Tyler and current Partner at Gollob Morgan Peddy. Panel participants were Holly Rand, Owner of Project Progress, Joyce Buford of JoyceBufordEmpowers.com, and Diedra Brelsford, Co-Principal of Brelsford Personnel.

The Texas Productivity Center offered training sessions for Lean Champion Certification for the City of Palestine and Lean Six Sigma Green Belt Certification training at two locations in Longview.

The Center for Family and Small Enterprises held their annual Small Business Roundtable, providing marketing, human resource, entrepreneurial and financial advice to attendees.

Dr. Rodney Mabry became the Executive Director ad interim of the Hibbs Institute for Business and Economic Research in January 2018 and immediately began working to increase the visibility and productivity of the Institute. Dr. Manuel Reyes joined the Institute as Senior Research Analyst at the end of February. Since then, the Institute has organized an advisory board, purchased economic development software tools and completed major projects for the City of Tyler and the City of Las Cruces, NM. In June, the first newsletter, Hibbs Outlook, was produced and emailed to more than 6,000 regional stakeholders.

One of our student organizations, Society of Human Resource Management, completed two consulting projects. For Bethesda Clinic in Tyler, the students collectively spent 250+ developing an a 30-page employee workbook and basic HR functions. SHRM also spent 200+ hours consulting with the McGuire Law Firm in Tyler on how to jumpstart formal HR functions.

The Accounting honor society, Beta Alpha Psi, held its 5th annual "Meet the Firms" event with 20+ firms and over 100 students in attendance to network and explore careers with accounting firms and other employers. BAP also hosted more than of 20 professionals in their weekly meetings speaking on topics ranging from the development of professional soft skills, business loans, new accounting and tax laws and standards and making career choices.

FACULTY

Jim Tarter, Professor of Management, retired in May after

nearly 23 years with the University. With the exception of the academic year 2003-2004, when he was the Interim Provost and Vice President of Academic Affairs for the University, Dr. Tarter was Dean of the College of Business and Technology from 1995 until 2009.

Dr. Paul Roberts, Associate Dean and Associate Professor of Human Resource Development, is one of only 7 winners in the history of the Academy of Human Resource Development of the AHRD Service Award for his lifetime contributions to research combined with service to AHRD as demonstrated through his time, energy and support.

Kerrie Anne Clark, Lecturer of Management and Director of our Executive MBA in Healthcare Management, received a 2018 Regents' Outstanding Award for non-tenure track faculty

Kerri Camp, Associate Professor of Marketing and Undergraduate Programs Director, won the 2018 Outstanding Distance Learning Faculty Award from NETnet (Northeast Texas Consortium).

Veronda Willis, Associate Professor of Accounting and Director of the Masters of Accountancy program, was a finalist candidate for the national President of Beta Alpha Psi and was elected President of the East Texas Chapter of the Texas Society of CPAs beginning in June.

Heshium Lawrence, Associate Professor of Technology, was named Chair-elect of the Association of Technology,

Management, and Applied Engineering and will Chair the organization beginning in November 2018.

Roger Lirely, Professor of Accounting and Interim Dean, was elected to the Board of Directors of the Tyler Innovation Pipeline.

Jennifer Reynolds, Lecturer of Accounting, Jie "Jay" Yang, Assistant Professor of Management, and Marina Astokhova, Associate Professor of Management, won the College teaching, research and service awards, respectively.

Vivek Pandey, Professor of Finance, and Sherry Jackson, Associate Professor of Management, won the Academic Partnerships teaching awards for the MBA in Healthcare Management program.

Abdullah Bari, Assistant Professor of Management, and Rob Schumaker, Associate Professor of Computer Science, were Golden Quill winners at the UT Tyler Celebration of Scholarship in April

STUDENTS

Dr. Kenneth Ben Levan, PhD in HRD 2017, won the Esworthy Malcolm S. Knowles Dissertation of the Year Award at the February 2018 Academy of Human Resource Development Annual Conference.

For the third year in a row, the Student Society of

Human Resource Management Chapter was awarded Outstanding Chapter, the top award from the National Society for the Human Resources Management for innovativeness and contribution to the community. In addition, a SHRM student team placed 3rd in the national SHRM case competition.

The Department of Technology student team finished second in the Robotics Contest at the National Meeting of the Association of Technology, Management and Applied Engineering. This was the first time a UT Tyler team had competed in the event.

A team of student members of the Accounting Honor Society, Beta Alpha Psi, placed 3rd in a Best Practices competition at the BAP regional meeting in February in Oklahoma City.

Business majors Kellie Dudley and Marissa Frear presented a research poster presentation at the Category Management Association national conference in May.

Students in Special Topics in Marketing taught by Dr. Kirst Swimberghe, Associate Professor of Marketing, presented the results of their semester-long consulting engagement on product and online shopping opportunities for the Brookshire's Banner Shopper to the officers and other executives of Brookshire's Grocery Company. Brookshire's launched their same-day shopping and delivery service app in July 2018.

In May, the Soules College of Business held its first annual awards dinner and Beta Gamma Sigma initiation at the Willowbrook Country Club, and the Accounting faculty held its third annual awards dinner at the Hollytree Country Club. Over 400 family members, friends, special guests, and faculty honored 19 outstanding undergraduate, masters and PhD students at the two events.

ALUMNI

Tommy Chambers, BBA Accounting 1981, a partner at Gollob Morgan Peddy, was received a Meritorious Service Award, for his service as the Founding Chair of the UT Tyler Accountancy Advisory Council.

John Boyd, BBA Accounting 1993, a partner at Saville Dodgen and Company, was named Outstanding Alumni, at the Accounting Awards Dinner in May.

Dr. Kathryn Ostermeir, MBA 1014, accepted a position as Assistant Professor Management at Bryan University in Smithfield, RI. She is the daughter of Kerri Camp, Associate Professor of Marketing and Undergraduate Program Director in the Soules College of Business.

Matthew C. Sanford, BBA/MBA Accounting 2012, is a serial entrepreneur in the Fort Worth, TX, area. He and his wife, Katie, are the founders, officers and/or managers of Redbud Commercial and Residential LLC, American Pride Ranch LLC, Corin Insurance Group LLC, John David Logistics LLC, and Talented Tenth Properties LLC.

Matthew Adam, BBA Management 2011, was promoted to Senior Network Engineer, with Fidelity Investments.

Ursula Diaz, BBA Accounting and Finance, was promoted to Vice President and Financial Lead Analyst at Citi, Dallas.

DEVELOPMENT

\$1,067,175,000 was given to the Soules College of Business for endowed scholarships, research support, and community engagement and student success initiative.

Construction is near-completion on the new \$53 million, 140,000 square foot business building that will house the Soules College of Business.

LOOKING AHEAD

The College is doing a study on the feasibility of a hospitality management and sport management program, with hopes of launching both in Fall 2019.

A grant proposal that seeks \$500,000 in funding from the Economic Development Administration will enable the College to hire a full time Director of the Entrepreneurship and Innovation Institute and expand its activities to a nine regional east Texas counties.

Space has been identified and plans are being developed for a state-of-the-art financial analytics laboratory and trading floor that the College hopes to open in Spring 2019





Published September 25, 2018