

SOULES

COLLEGE *of* BUSINESS



A MESSAGE FROM THE DEAN DR. KRIST SWIMBERGHE

The academic year 2021-2022 was a year of “getting back to normal” or in many ways “learning how to deal with the new normal” for the Soules College of Business faculty, staff and students.

The combined effort of faculty, staff, students, and community stakeholders resulted in the Soules College of Business’ online MBA program to be recognized as a top 100 program in the 2021-2022 US News and World Report ranking as well as 53rd in the US according to Fortune magazine’s most recent ranking. Furthermore, the UT System Board of Regents and the Texas Board of Higher Education provided final approval for the Soules College of Business to offer a new Master of Science in Cyber Security and Data Analytics degree starting in academic year 2022-2023.

This academic year was also the year where Soules College of Business alumni collaborated with the College of Engineering alumni and successfully organized the inaugural alumni homecoming bash. I would like to thank the 2022 UT Tyler Inaugural Business-Engineering Alumni Bash Taskforce.

I continue to be honored to be able to serve and lead the Soules College of Business as Dean. I am grateful to all of those who play a role in making the Soules College of Business what it is today and look forward to partnering with all of you to continue to move the Soules College of Business and The University of Texas at Tyler forward.

Dr. Krist Swimberghe

Dean of the Soules College of Business

NEW FACULTY



Dr. Hoyoung Kim

Dr. Hoyoung Kim joined the Accounting Department in Fall 2021 as an Assistant Professor. Dr. Kim currently teaches managerial accounting for undergraduate and graduate students. His research focuses on managerial accounting. More specifically, his current research interests are cost management, supply chain contracts, political issues and connections, and CEO turnovers. He received a Bachelor of Science (B.S) in Accounting and Master of Business Administration (M.B.A.) from Eastern Illinois University and a Ph.D. in Accounting at Kent State University.



Dr. Hui (Eva) Liang

Dr. Hui (Eva) Liang joined the Accounting Department in Fall 2021 as an Assistant Professor. Dr. Liang currently teaches financial accounting for undergraduate students and data analytics for graduate students. Her research focuses on financial accounting and information economics. She received a Ph.D. in Business Administration with a major in Accounting at University of Minnesota - Twin Cities.



Dr. Lei Hua

Dr. Lei Hua joined the Management and Marketing Department in Fall 2021 as an Assistant Professor. His teaching interests include Operations Management, Supply Chain Management, Business Analytics, and Business Statistics. His primary research interests lie in behavioral operations, game theory, applied artificial intelligence, and social media crowdsourcing. Dr. Hua received his Ph.D. in Management Science from The University of Texas at Arlington.

NEW STAFF



Jaime Romero
Administrative Assistant II



Caitlyn Cook
Administrative Assistant II



Brooklyn Cortez
Graduate Academic Advisor III

EAST TEXAS ENTREPRENEURSHIP CENTER (ETEC)



The East Texas Entrepreneurship Center (ETEC) has had an amazing year. ETEC held our first two UT Tyler business competitions: The Big Idea Pitch and the Business Model Challenge. Students' campus-wide competed for \$20k in cash and prizes with winners coming from the Colleges of Arts and Science, Engineering, Nursing and Business. Additionally, ETEC successfully hosted our 4th Annual East Texas High School Idea Challenge, which awarded over

\$22k in UT Tyler scholarships. We are especially proud of our relationship with the College of Engineering. With support of students, the ETEC has been able to help bring exposure and investor attention for research investigated by Dr. Shawana Tabassum resulting into provisional patents filed earlier this year. Externally we have been busy with our entrepreneurship speaker series which has provided businesses in the region with COVID-19 economic impact and recovery analysis as well as other business development tools to foster economic growth. The success of this regional program is bolstered by collaborations with Chambers of Commerce, Rotary Clubs, Workforce Solutions, UT Tyler Hibbs Institute and many UT Tyler professors who have selflessly shared their expertise at these engagements. We have also held special events within the Hispanic community and with the Black African American Metro-Chamber of Commerce. We are grateful to the US Economic Development Administration, the Blackstone Foundation, Cadence Bank and Southside Bank for their continued support of ETEC.

HIBBS INSTITUTE FOR BUSINESS & ECONOMIC RESEARCH

The Hibbs Institute has had a successful relaunching in the academic year 2021-2022. The institute keeps producing periodic bulletins (Hibbs Brief and Hibbs Newsletter) and has expanded its audience to nearly 7,500 individuals in East Texas. The Economic Overview reports, which provide relevant economic and sociodemographic indicators of 24 counties and four regions, are updated quarterly and are available free of cost at the institute's website. The institute keeps providing technical assistance to local and regional organizations regarding the current state of the economy and data requests, but, now it has a more active presence in the community via in-person presentations and frequent interviews with local newspapers and TV channels.

The institute has adopted a more entrepreneurial focus on developing research-paid projects and contracts with companies and organizations that request specific types

of economic analyses (e.g. the Caldwell Zoo, John Soules Foods, East Texas Workforce Solutions, etc.) Additionally, the institute has obtained research grants to conduct collaborative research projects (currently in progress) with the Universidad Autonoma de Nuevo Leon, in Mexico and the Health Science Center. The institute is also working on a comprehensive data repository that will be available to economic development organizations, local governments and the public. This data repository will tremendously help individuals and organizations encounter the most common local economic and sociodemographic indicators of more than 50 locations in Texas and contiguous states.

Finally, the institute is currently hiring another economist to increase existing capacity and to better help, advise, collaborate and work with more organizations in East Texas.

LONGVIEW SMALL BUSINESS DEVELOPMENT CENTER

May 1, 2022, marked the third year of operation for the UT Tyler-Longview Small Business Development Center (SBDC) led by Director Day Shelmire. As an SBA grant and resource partner, the center’s business advisors help entrepreneurs start businesses and small businesses owners grow existing businesses. In its first three years, the SBDC counseled more than 775 entrepreneurs and small business clients while providing over 6,500 hours of one-on-one counseling. These efforts helped start over 70 new businesses, created almost 400 new jobs, while

helping secure almost \$45 million in small business loans and owner equity. Also, the year 2021, saw the end of additional CARES Act funding and activities for the center. Center business advisors helped clients with Paycheck Protection Program loan forgiveness as special COVID-related activities wrapped up at the end of the year. The UT Tyler-Longview SBDC is in Longview and covers Gregg, Upshur, Rusk, Harrison, Marion and Panola Counties. The center has satellite offices in Marshall, Henderson and Jefferson.

OUTSTANDING FACULTY AND STAFF AWARDS

Each year, the Soules College of Business recognized excellence in research, teaching and service for faculty. An award for outstanding staff member is also presented. Winners for 2021-2022, are: Dr. Kyung-Ah Byun - research award; Dr. Mary Helen Fagan - teaching award; Dr. Barbara Ross Wooldridge - service award; and Ms. Brandy Smith - staff award.

STUDENT SCHOLARSHIPS

The Soules College of Business Advisory Board generously implemented the Soules College of Business Advisory Council Endowed Scholarship this year. This endowment of \$25,000 is intended to assist dedicated sophomore-, junior- and senior-level students seeking to better themselves through their education and involvement with a professional mentor through the Soules College of Business Advisory Council.

A total of \$28,250 was awarded to 12 students through the Soules Scholars. Students who received the awards were: Josiah Alexander, William Andrews, Riordan Brown, Thomas Coffey, Aaron Collier, Ty Killingsworth, Cullen Malone, Ethan Mccarthy, Haru Sakai, Courtlyn Shubert, Laikyn Wilkerson and Luke Youngblood.

Returning student scholarships were awarded for a total of \$111,742. This included 75 awards for a total of \$78,610 at the undergraduate level and 31 awards for a total of \$33,132 at the graduate level.

2021-2022 OUTSTANDING STUDENT AWARD RECIPIENTS

ACCOUNTING, FINANCE AND BUSINESS LAW

- Outstanding Undergrad Accounting Student: Arpana Nepal
- Outstanding Master of Accountancy Student: Virginia Grandos
- TXCPA Excellence Award: Robert Taylor of Tyler
- Outstanding Undergrad Finance Student: Kaitlyn Sullivan
- Outstanding Service to Finance Students: Ashlyn Ross

COMPUTER SCIENCE, COMPUTER INFORMATION SYSTEMS AND INFORMATION TECHNOLOGY

- Outstanding Undergrad Computer Science Student: Winslow Conneen
- Outstanding Undergrad Computer Information Systems Student: Andrew Barfield
- Outstanding Undergrad Information Technology Student: Merisha Subedi
- Outstanding Graduate MS Computer Science Student: Seth Norman

HUMAN RESOURCE DEVELOPMENT

- Outstanding PhD HRD Student: Leah Aiken
- Outstanding Undergrad HRD Student: Alexandra “Alex” Wentz
- Outstanding MS HRD Student: Karen Carson

TECHNOLOGY

- Outstanding Undergrad Industrial Technology Student: Jacob Cebell
- Outstanding Graduate Industrial Management Student: Paul Kavul

MANAGEMENT AND MARKETING

- Outstanding Undergrad Marketing Student: Josh Menhennett
- Outstanding Undergrad Management Student: Angel Perez
- Traditional MBA Outstanding Student: Selina Keilani
- AP MBA Outstanding Student: Foster Boadi



STUDENT ENGAGEMENT & STUDENT SUCCESS

SOCIETY OF HUMAN RESOURCE MANAGEMENT (SHRM)

The Society of Human Resource Management student organization has been busy this year. From attending an After-Hours Mixer hosted by Rose City SHRM, participating in Swoopstation and holding 16 meetings this year, our students have been meeting face-to-face with the option of participating through Zoom. Speakers during meetings included Julie Burch, Heidi Torres, Jeanette Hamilton and Holly Bishop. Topics covering stress, networking in a virtual world, internal HR, to HR consulting and much more. Our students are looking forward to next year already and can't wait to continue to grow.

FINANCIAL MANAGEMENT ASSOCIATION (FMA)

The Financial Management Association (FMA) had a busy year conducting bi-weekly meetings each Tuesday during the fall and spring semesters that included guest speakers. Two teams competed in the Junior Achievement Stock Market Challenge. FMA also participated in the Reality Fair and conducted a raffle for fundraising.

STUDENT SOCIETY OF HUMAN RESOURCE DEVELOPMENT (SSHRD)

The Student Society of Human Resource Development (SSHRD) held several meetings and workshops for undergraduate and graduate students in the HRD program. Speakers who presented in some of the meetings include: "How to Succeed at Failing" by Alycia Angle, Talent Development Partner at Texas Instruments and TEDx emcee as well as "Can You Speak the Lingo? Communicating in the Corporate World" by Jamie Jackson, Senior Client Lead Recruitment at Amazon. SSHRD also engaged in virtual meetups during the semester to discuss ideas and brainstorm opportunities for the organization's growth.

BETA GAMMA SIGMA (BGS)

BGS is the international business honor society for AACSB-accredited schools, which are the top 5% of business school programs around the world. In spring 2022, a new faculty advisor was named. Nine students accepted the invitation to be members of BGS. Of these nine, five are undergraduate students, and four are graduate students. Officers will be elected in the beginning of the fall 2022 semester. After elections are held, planning will begin to offer activities throughout the 2022-2023 academic year.

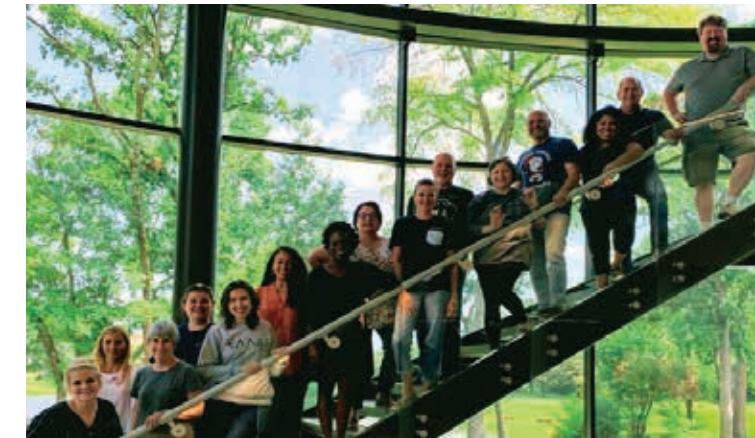
AMERICAN MARKETING ASSOCIATION (AMA)

AMA student chapter has offered the Professional Development Speaker Series for 2021-2022. The goal of this program is to provide insights from business leaders and successful graduates to allow members to network, gain business knowledge and have a better understanding of life in the business and marketing world. We have invited CEOs, successful business leaders, and recent alumni in the different fields of marketing. We had a total of four guest speakers during this academic year; we invited the CEO of a Digital Marketing company in the Dallas/Tyler area, a Sales Manager of AT&T, and successful marketing alumni who work in data analytics for Brookshire, and branding. The alumni were able to help guide soon-to-be graduates to better compete and be better prepared in the job market. All professional development series were successful.

FUTURE BUSINESS LEADERS OF AMERICA (FBLA-PBL)

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 alum who presented about Entrepreneurship and Networking. Roy Martinez, President of Swan Transportation Service, also a UT Tyler alum, 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 Executives Perspective*.

HUMAN RESOURCE DEVELOPMENT PHD STUDENT ADVISOR TEAM



The PhD Advisory Team supports the unique needs of HRD PhD students. Among its many initiatives including mentoring and lunch and learns, the group raised nearly \$9,000 in crowd sourced funding to provide financial support to HRD PhD students attending the Academy of Human Resource Development Conference. This summer, the HRD department will also hold its second annual writing retreat to support HRD PhD students, candidates and alumni. The retreat covers a 48-hour time span of writing and kicked off with a keynote by Dr. Matthew Kelly, Assistant Professor of English and ORS Research Design and Data Analysis Consultant.

BETA ALPHA PSI (BAP)

Beta Alpha Psi held 16 professional meetings this year that included speakers from Price Waterhouse Coopers, Saville, Dodgen and Company, alumni, and many more. Topics of these meetings included accounting skills, financial investments and other issues relative to the accounting profession. Meet the Firms was held successfully in a face-to-face environment with a great attendance of firm representatives from Dallas, Longview and local accounting firms presenting UT Tyler BAP an overview of the accounting profession. For the second consecutive year, a UT Tyler BAP member won the national Project Run With It award for a consulting analysis presentation at the 2021 National BAP meeting. Beta Alpha Psi was awarded as a superior organization recognition by the National BAP organization.

SOULES AMBASSADORS

The Soules Ambassadors' mission is to identify and development the next generation of top leadership within the Soules College of Business, serve as liaisons to students, faculty, administration, the college, and university, and to be an agency with the capacity and intent to fulfill the needs and advance the goals of the Soules College of Business and the universities. These students lead student forums each semester to engage faculty, staff, and the dean of the college by encouraging questions and making suggestions to enhance the student experience. These students assisted in the First Annual Alumni Bash, worked the PGC Golf Tournament, SSB Million Dollar Hole in One event, helped with Patriot Premier, worked at the university food pantry, guided tours for VIPs visiting campus and attended a dinner event with Howe Wallace, President of the board of Alpha Tau Omega Fraternity and President of PallettOne.

ASSOCIATION OF TECHNOLOGY, MANAGEMENT AND APPLIED ENGINEERING (ATMAE)

The mission of the UT Tyler ATMAE student chapter is to carry out the purposes and objectives of the association for the benefit of students in Technology, Management, and Applied engineering degree programs through engaging students in campus activities, community service, annual fundraising, and through both individual and team competitions at ATMAE conferences. This year, the student chapter has been active in several community and campus activities including participating in Earth Day (cleaned up the walking/biking trails around campus), participated in our Adopt-a-Street program (we adopted University Boulevard to clean quarterly), participated in UT Tyler's Arbor Day and donated items to towns that were affected by the damaging tornadoes that occurred on March 21 of this year.

MINORITIES IN BUSINESS (MIB)

Minorities in Business (MIB) was 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. For the 2021-2022 academic year, members of MIB volunteered with Moore Middle School to assist with the school's first Multicultural Fair, hosted their first on-campus Blood Drive in conjunction with the American Red Cross, provided a campus-wide community event where students had two opportunities to have professional headshots taken and conducted a game night at the end of the semester so that members could relax and destress before tackling their final exams. MIB also held meetings so that members could explore business opportunities and learn from other diverse business leaders. These meetings included: Shanese Williams, Building Blocks of Diverse Leadership, Bruce Bettinger, Tips on Handling Finances during College and Beyond and Crystal Pittendrigh, Where Can an East Texas Education Take You?.

FPO PHOTO

RESEARCH & SCHOLARSHIP

ACCOUNTING, FINANCE AND BUSINESS LAW DEPARTMENT

The Department of Accounting, Finance and Business Law had more than 13 publications this year. These publications were in journals such as the *Rutgers Business Law Review*, *Journal of Accounting Education*, *Accounting and Finance*, *Journal of Business Finance & Accounting*, *Oil, Gas and Energy Quarterly* and the *Journal of Accounting and Finance*.

COMPUTER SCIENCE

During the 2021-2022 academic year, Department of Computer Science faculty published 10 journal articles, two conference proceedings, one accepted poster presentations, two book chapters and one presentation. Eight faculty members reported present or ongoing service as manuscript reviewers for journals and conferences. Four faculty members received, submitted or prepared proposals for six internal and external grants.

HUMAN RESOURCE DEVELOPMENT DEPARTMENT

The Human Resource Development faculty contributed 38 scholarly outputs this year including 12 journal articles and four book chapters. The HRD faculty also had six conference proceedings, one paper presentation and 15 other scholarly outputs. Dr. Yonjoo Cho received the 2021 Marquardt Research Award from the World Institute for Action Learning and \$10,000 to support her work as Human Resource Development Review (HRDR) editor from the Academy of Human Resource Development and SAGE. Dr. Kim Nimon received the President's Scholarly Achievement Award from UT Tyler and the Outstanding HRD Scholar Award from the Academy of Human Resource Development. Dr. Thomas Kramer received the Dissertation Award in the Advancing Talent Development category from the Association of Talent Development. Dr. Greg Wang received a \$1,000 Team-up Grant from the AHRD Korea SIG in partnership with the Korean Academy of HRD.

MANAGEMENT AND MARKETING DEPARTMENT

Faculty in the Department of Management and Marketing produced almost 100 intellectual contributions ranging from publishing in peer-reviewed journals and conference proceedings to presenting at conferences and authoring textbook chapters and textbooks. Of note are also the leadership roles that several faculty took on in their respective academies: Dr. Venugopal Gopalakrishna-Remani was the conference chair and responsible for successfully organizing the Southwest Decision Sciences Institute conference in New Orleans, while Dr. Barbara Wooldridge concluded her final year as the editor for Marketing Education Review.

TECHNOLOGY

Technology faculty, Dr. Mohammed Ali, Dr. Dennis Jones and Ms. RaeJean Griffin became Association of College and University (ACUE) Teaching Fellows after completing a two-semester course in effective teaching practices. All three also earned a certificate in Effective College Instruction which is endorsed by the American Council on Education (ACE). Dr. Mark Miller published a book for effectively preparing individuals for the various state welding licensing exams. Dr. Dominick Fazarro was honored by being awarded the ATMAE Senior Fellow status in Organizational Culture and Diversity. Interim Associate Dean, Dr. Heshium Lawrence, was the co-investigator for an internal funded grant entitled, "Gender and Race Wage Differentials in East Texas". He was also awarded the prestigious Epsilon Pi Tau's (EPT) William E. Warner Professional Practice Award for Region Four.

COMMUNITY ENGAGEMENT

Dr. Nimon and HRD PhD student Ralph Ryan Riojas conducted the second annual employee engagement survey with employees at John Soules Foods. This year, in addition to presenting the results to the Soules leadership team and building an executive summary, an interactive

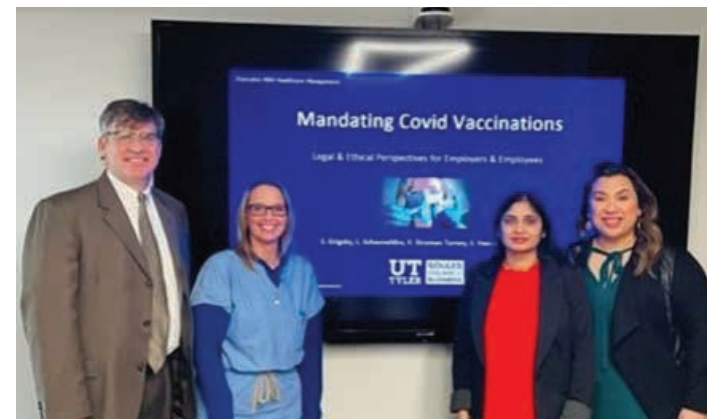
web-based application was built that allows leaders to interactively view the data behind the report. Dr. Cho and Mr. Riojas will be working this summer with Soules employees and conducting focus groups to further explore the results.

EXECUTIVE MBA HEALTHCARE MANAGEMENT PROGRAM (EMBA-HCM)



Our Executive MBA Healthcare Management cohort has been engaging in professional experiences from a formal poster presentation on Patient Satisfaction to presenting as finalists in various competitions throughout the academic year.

During fall 2021, five of our EMBA-HCM students, Litton Schexnaildre, Samantha Smith, Vera Stroman Turney, Igal Tarash, and Supriya Veeramachaneni, were named finalists for the 2021 North Texas Chapter of American College of Healthcare Executives, ACHENTX Case Study Competition. Their submission, "Piece of Cake: A Business Model Strategy," was presented to a panel of judges, in competition with graduate students from various academic institutions across the state.



During spring 2022, four of our EMBA-HCM students were selected to present their case at the 31st Annual Association for Practical and Professional Ethics (APPE) Conference. Litton Schexnaildre, Vera Stroman Turney, Supriya Veeramachaneni and Sonya Grigsby presented their paper, "Employer/Employee Legal and Ethical Perspectives on the Mandated COVID-19 Vaccine."

Additionally, three of our EMBA-HCM students, Vera Stroman Turney, Rigoberto Villa and Christopher "Melissa" Malone, were selected for the ACHE of North Texas' (ACHENTX) 2022 ACHENTX Mentorship Program, a highly selective program geared for students in healthcare administration programs to build their network and develop professional relationships.

HUMAN RESOURCE DEVELOPMENT



Dr. Cho completed her second year as editor of the Human Resource Development Review. Drs. Kim Nimon and Andrea Ellinger contributed to the second season of the HRD Master Class podcast series, produced by the Academy of Human Resource Development. Along with Drs. Jae Young Lee and Brad Shuck, Dr. Nimon spoke on employee engagement. The podcast featuring Dr. Jenni Jones and Dr. Andrea Ellinger covered coaching.

FINANCE PROGRAM EARNS CFA UNIVERSITY AFFILIATION

The Soules College of Business finance program has obtained the Chartered Financial Analyst (CFA) University Affiliation, making it one of only nine universities in Texas to hold this distinction. Once students complete a bachelor's degree, they can pursue a CFA chapter, which is a self-study program in which they must clear three levels of exams. UT Tyler is allowed to extend six scholarships annually to waive CFA enrollment fees and discount level-one exams.

MASTER OF SCIENCE IN DATA ANALYTICS AND CYBER SECURITY

The newly approved Master of Science (MS) in Cyber Security and Data Analytics Program is an effort by the Department of Computer Science to provide graduate students with expertise that will make a difference in today's digital world. The program will be entirely online to allow opportunities for full-time employed and traditional graduate students. Students will graduate with a course mix that can lead to career advancement or future jobs in either Cyber Security, Data Analytics or both. Within the degree program, students may also complete a set of stackable graduate certificates in specific areas.