In the College of Business our mission influences everything we do. It guides our efforts to engage our stakeholders in meaningful ways, leads to innovation in existing programs and structures, and holds us accountable for the impact we make. What makes our mission distinctive is the way we accomplish our goals through a spirit of shared learning.

Our faculty embody this spirit. Mr. Jeff Dyson, MBA Director and College of Business alumnus, has established M&D Supply Company as a regional name and thus shares his entrepreneurial and managerial knowledge with his students. Dr. Frank Badua brings his research on green transaction cycles into his graduate courses as an example of how auditors and accountants might be asked to track more than just revenues and expenditures. Dr. Kakoli Bandyopadhyay has an influential YouTube Channel. It features 178 videos on Enterprise Resource Planning, viewed 175,000 times by audiences in more than 175 countries.

Our alumni exemplify this spirit. Over the 2016-2017 academic year, alumni gave college wide presentations, sharing business successes and passing knowledge to a new generation of students. The Business Society was created to pair students with alumni mentors, providing them with a snapshot into the professional world.

Our students personally this spirit. Kay-Alana Turner, under the guidance of College of Business faculty, published her research on the Symphony of Southeast Texas. Keyana Carr, Jeremy Allen and Kristeen Reynolds show that what the college can offer goes beyond the classroom, expanding learning through networking, student organizations and study abroad.

I hope you will learn more about us as you navigate the pages of this magazine. Thank you for your interest, and I look forward to seeing you on campus very soon!

Enrique (Henry) R. Venta, Ph.D
Dean, College of Business
**Strategic Success**

**What is a spirit of shared learning?**

“A spirit of shared learning means creating an environment that encourages free thinking and working together to solve the problems before us.”

“...a balanced outgrowth of the new College of Business mission statement, which was formalized in 2014. That mission is, ‘We deliver a quality education to a diverse population of current and future business professionals. We cultivate the intellectual capabilities and professional competencies required to successfully and ethically meet the challenges of a rapidly changing global and technological environment. Our faculty fosters a spirit of shared learning through innovative teaching, scholarly contributions, and business and community service.’ Implementation of the strategic plan is being overseen by standing committees that evolved from the task forces created during the planning process. This work already has led to a number of improvements throughout the College of Business. One thing that came out of this process is we have a new learning goal that relates to service. Mulvany said. “We’re trying to establish a culture of spirit of shared learning.”

“Shared learning is being willing to turn over the class over to students, whether via questions, discussions, case studies, or guest lectures. When students participate in defining the direction of learning, we all learn together in a more interesting and meaningful way.”

“To me, a spirit of shared learning is one which saturates the places and spaces as well as the modes and means faculty, students, and others utilize to facilitate learning. And, when the essence (spirit) of that learning is truly a multi-directional flow (shared) of knowledge, information and ideas, those places and spaces are not simply classrooms or meeting spaces, but rather they become incubators for transformation and greatness for those involved.”

---

**Dr. Vivek Natarajan**
Associate Professor

**Cyrus Stevens**
Student

**Mr. Craig Escamilla**
Instructor

**Dr. Delvin Seawright**
Assistant Professor

**Ryan Sherer**
Student

---

“Strategic planning is worthless — unless there is first a strategic vision.”

—John Naisbitt

---

Victoria Lafleur
Student

“...the key to the process was to do what we do, to work, to our dedication to our students and to our expectations from our students. It’s really amazing,” she said.

Accordingly, integrity dominated the word cloud of guiding values listed in the final College of Business strategic plan and became one of the plan’s five areas of strategic focus. Along with “a commitment to integrity and accountability in all of our activities,” the college is focused on:

1. Business administration degrees now include a focus on critical thinking for business decision making to improve students’ skills in critical thinking.
2. The College of Business is overseeing a similar process to add a core course focused on critical thinking for business decision making to improve students’ skills in critical thinking.
3. The leading-edge environment we provide at the College of Business, and the College of Business now sponsors a day of service.
4. Another way the college has demonstrated its commitment to increasing opportunities for shared learning is by creating a window on Mondays, Wednesdays and Fridays when no classes are scheduled. This provides an ideal, conflict-free time to bring in business leaders and alumni as speakers, schedule student organization meetings and provide other activities to enhance students’ career readiness.
5. Additionally, the college has added to study abroad opportunities, now offering a Spring Break trip to Costa Rica and Panama with new scholarships available to provide financial assistance. And to raise College of Business brand awareness, increasing the value of business students’ degrees, the college has hired a marketing coordinator.
6. The College of Business is continually working to build on past successes. As part of the reaffirmation of accreditation by the Association to Advancement Collegiate Schools of Business (AACSB), the college is awarded a status of “fully accredited” which saturates the places and spaces as well as the modes and means faculty, students, and others utilize to facilitate learning. And, when the essence (spirit) of that learning is truly a multi-directional flow (shared) of knowledge, information and ideas, those places and spaces are not simply classrooms or meeting spaces, but rather they become incubators for transformation and greatness for those involved.”

---

The strategic plan for Lamar University’s College of Business, developed with input from a wide variety of stakeholders, provides a roadmap that ensures the college lives its mission and continually achieves successes in measurable ways. One of the most impressive outcomes of the planning process came as stakeholders identified the core values that define the College of Business, said Tani Mulvany, professor and director of accreditation and assessment for the college. Overwhelmingly, the most important shared value was integrity.

“That was something everybody could embrace. Integrity applies to everything. It applies to the way we teach, to the way we work, to our dedication to our students and to our expectations from our students. It’s really amazing,” she said.

Accordingly, integrity dominated the word cloud of guiding values listed in the final College of Business strategic plan and became one of the plan’s five areas of strategic focus. Along with “a commitment to integrity and accountability in all of our activities,” the college is focused on:

1. Business administration degrees now include a focus on critical thinking for business decision making to improve students’ skills in critical thinking.
2. The leading-edge environment we provide at the College of Business, and the College of Business now sponsors a day of service.
3. Another way the college has demonstrated its commitment to increasing opportunities for shared learning is by creating a window on Mondays, Wednesdays and Fridays when no classes are scheduled. This provides an ideal, conflict-free time to bring in business leaders and alumni as speakers, schedule student organization meetings and provide other activities to enhance students’ career readiness.
4. Additionally, the college has added to study abroad opportunities, now offering a Spring Break trip to Costa Rica and Panama with new scholarships available to provide financial assistance. And to raise College of Business brand awareness, increasing the value of business students’ degrees, the college has hired a marketing coordinator.
5. The College of Business is continually working to build on past successes. As part of the reaffirmation of accreditation by the Association to Advancement Collegiate Schools of Business (AACSB), the college is awarded a status of “fully accredited” which saturates the places and spaces as well as the modes and means faculty, students, and others utilize to facilitate learning. And, when the essence (spirit) of that learning is truly a multi-directional flow (shared) of knowledge, information and ideas, those places and spaces are not simply classrooms or meeting spaces, but rather they become incubators for transformation and greatness for those involved.”

---

“Strategic planning is worthless — unless there is first a strategic vision.”

—John Naisbitt

---

Victoria Lafleur
Student

“The quality of our faculty, students and academic programs.”

“The central role shared learning plays in a Lamar College of Business education.”

“The leading-edge environment we provide at the College of Business, and...”

“Our commitment to the career success of our students.”

The current College of Business strategic plan was developed in 2015 with input from approximately 80 stakeholders, including faculty, staff, students, alumni and community members. These stakeholders met with the same consulting firm used to develop Lamar University’s overall strategic plan in comprehensive sessions in April, June and August. In between, committee members worked together on task forces addressing issues including people, programs, internal and external affairs, and public relations and marketing.

Development of the strategic plan was a natural outgrowth of the new College of Business mission statement, which was formalized in 2014. That mission is, “We deliver a quality education to a diverse population of current and future business professionals. We cultivate the intellectual capabilities and professional competencies required to successfully and ethically meet the challenges of a rapidly changing global and technological environment. Our faculty fosters a spirit of shared learning through innovative teaching, scholarly contributions, and business and community service.” Implementation of the strategic plan is being overseen by standing committees that evolved from the task forces created during the planning process. This work already has led to a number of improvements throughout the College of Business. One thing that came out of this process is we have a new learning goal that relates to service. Mulvany said. “We’re trying to establish a culture of spirit of shared learning.”

“Shared learning is being willing to turn over the class over to students, whether via questions, discussions, case studies, or guest lectures. When students participate in defining the direction of learning, we all learn together in a more interesting and meaningful way.”

“To me, a spirit of shared learning is one which saturates the places and spaces as well as the modes and means faculty, students, and others utilize to facilitate learning. And, when the essence (spirit) of that learning is truly a multi-directional flow (shared) of knowledge, information and ideas, those places and spaces are not simply classrooms or meeting spaces, but rather they become incubators for transformation and greatness for those involved.”

---

“Strategic planning is worthless — unless there is first a strategic vision.”

—John Naisbitt

---
With its strong mission and commitment to continuous improvement, the College of Business had its accreditation for the Association to Advance Collegiate Schools of Business -International (AACSB), reaffirmed for five years in early 2017. The AACSB’s stamp of approval followed Lamar University’s College of Business accreditation by the Association to Advance Collegiate Schools of Business -International (AACSB). AACSB’s process had changed self-assessment and growth for Lamar University’s College of Business. AACSB’s process had changed drastically since the last reaffirmation, Mulvaney said, to prepare for reaffirmation, the college brought together a diverse group of stakeholders to re-view the mission and address those and related questions. The core of the Continuous Improvement Report prepared for the AACSB is the concept of “shared learning.”

“...the last line of our mission says, ‘Our faculty fosters a spirit of shared learning through innovative teaching, scholarly contributions in business and community service,’ Mulvaney said. “Our students actually came up with that language when they were expressing the feeling of what they get when they’re enrolled in our programs.”

The report for the AACSB documented all efforts within the college to support the mission, highlighting how the college engages with stakeholders from students to alumni to the community and showing how that engagement spurs innovation and makes an impact.

“...Our faculty fosters a spirit of shared learning through innovative teaching, scholarly contributions in business and community service.”

—Dr. Toni Mulvaney

Director of Accreditation and Assessment

Presenting new delivery options for students

Lamar University’s College of Business understands the importance of being responsive to the needs of customers and clients in a competitive marketplace – not just as a theory taught in the classroom, but as a practice in the way courses are offered to students looking to further their education.

Along with the traditional on-campus approach to classes, the College of Business now offers options to earn MBA (master’s of business administration) and MIB (master’s of business administration) degrees entirely online. Rather than 16-week semester-long courses, these online courses are offered in eight-week sessions, providing more flexibility for students who may be juggling professional and family obligations along with their studies. Additionally, on-campus MBA courses are now offered in eight-week sessions rather than 16-week semesters to better accommodate working professionals.

“The graduate student of today has to juggle work, life and school. Having flexibility as to when they access content is very important,” said Jeff Dyson, director of the MBA program. In the past, disruption in one of those spheres — such as adding a family member, long hours or an industrial furlough at work, or travel for work or family commitments — might cause a student to drop school for a semester and get behind. “Those things could really take a student off track,” Dyson said. “Now with eight-week blocks, if they have to take a break, they take a shorter one, or they take just one online class to keep them moving forward and keep them engaged.”

The response from students has been positive with approximately 481 students enrolled in the online MBA program, which launched in fall 2015, and another 106 in the on-campus graduate program. More than 200 students are in the undergraduate program online, which began in 2012. Online MBA students can choose from concentrations in general business, management and entrepreneurship. Online MBA concentrations include construction project management, criminal justice management, enterprise resource planning, healthcare administration, management and general business.

Most business faculty first gained experience teaching online in the undergraduate program and were already comfortable in the digital environment when the online MBA launched. Dyson said the College of Business benefited from Lamar University’s long-time experience in online course development, wealth of instructional design resources and knowledgeable staff to assist in the design and delivery of online business courses.

Although some students still prefer face-to-face instruction, Dyson said others thrive online. “Some students who are reserved in a classroom will do better online. And vice versa. I think it’s very student and instructor specific. People have to decide how they learn best and then get in classes that align with their learning style.”

During the November campus visit, the panel of deans had an opportunity to meet with stakeholders in person. The three-day visit included an alumni dinner with Lamar University community members and graduate students, classroom visits and meetings with everyone from department chairs to program directors to academic committees to the LU president and provost. Any questions the reviewers had could be answered by the conference room full of documentation that Mulvaney and her team prepared.

The reaffirmation for five years became official in February 2017. —BG

“...Our faculty fosters a spirit of shared learning through innovative teaching, scholarly contributions in business and community service.”

—Dr. Toni Mulvaney

Director of Accreditation and Assessment

Lamar University’s College of Business has been accredited by the Association to Advance Collegiate Schools of Business - International (AACSB).
New graduate courses

- Financial Statement Analysis
- Advanced Accounting Information Systems
- Leadership and Negotiation
- Derivatives and Risk
- Enterprise Systems in the CRM
- Concepts and Applications for New Ventures
- Global Logistics
- Intermodal Logistics
- Partnership Taxation
- Fraud Investigation and Forensic Accounting
- Oil and Gas Accounting
- Professional Accountancy Capstone

Certificate designed for CPA students

The New Graduate Certificate in Professional Accounting (GCPA) program was designed for students who wish to become certified public accountants. The program allows a student to take 15 hours of advanced accounting and other coursework which helps satisfy the requirements of the CPA examination established by the Texas State Board of Public Accountancy. The program is available to students who have completed an undergraduate degree in accounting from a domestic accredited university or students currently enrolled as an undergraduate accounting student at Lamar University.

Online Students
- MBA: 148
- MSA: 106
- TOTAL: 254

On-Campus Students
- MBA: 43
- MSA: 23
- TOTAL: 67

TOTAL: 1,123

GRAD BY THE NUMBERS

MBA offers new concentrations

Our Graduate Programs Committee has been hard at work developing programs to satisfy a unique and diverse population of students. Below are three new MBA concentrations to satisfy Southeast Texas’ demand for new MBA graduates.

- Marketing
- Management
- Construction Project Management

New Construction Management Concentration added in General Business

According to 2016 Bureau of Labor statistics, the construction industry employs five percent of the current employed labor force, comparable to the financial services sector. While the majority of this workforce performs duties that directly affect the construction process, about 17 percent of this industry work in a management, business or financial operations capacity. That’s nearly 1.8 million people serving the business side of construction.

Where the Bachelor of Science in Construction Management prepares students for a role in construction scheduling, estimating, and project management, the BBA in General Business Concentration in Construction Management prepares students to work in a support role inside the construction office. This concentration teaches students how to speak the construction language and what to know about the major concepts affecting the construction industry, but with an enhanced focus on business concepts such as statistics, management strategies, and communications.

New undergraduate courses

- Security Analysis and Portfolio Management
- Introduction to Critical Thinking for Business
- Financial Statement Analysis
- Advanced Accounting Information Systems
- Leadership and Negotiation
- Derivatives and Risk
- Enterprise Systems in the CRM
- Concepts and Applications for New Ventures
- Global Logistics
- Intermodal Logistics
- Partnership Taxation
- Fraud Investigation and Forensic Accounting
- Oil and Gas Accounting
- Professional Accountancy Capstone

In today’s world, knowing more about the law provides a competitive edge for anyone venturing into the business world.”

—Dr. Marleen Swordlow
Director of General Business Programs

Academic Advances

Minor gives students competitive edge

Dr. Frank Cavalieri, Dr. Toni Mulvaney, and Dr. Marleen Swordlow worked together to create a new minor in business law. Business Law minors are required to take normal business law survey courses and are given the option to take other business law courses like Environmental Law, Employment Law, International Law, and Business Ethics to learn about specific areas of the law in more depth. Business Law minors may also take Political Science, Criminal Justice, Computer, or Communication courses that are law-related. Various areas of the law impact business from human resources management to contracts to business organizations to the environment, etc.
**Alumni Announcements**

**J**eff Dyson says he owes “a debt to Lamar University that I will probably never fully repay.” However, College of Business students lucky enough to learn from him over the past decade might feel that Dyson has made a considerable contribution toward his obligation.

Without Lamar University, Dyson said he might not have been able to attend college and certainly would not have had the opportunity to earn his MBA while balancing the demands of growing his family business, M&O Supply. Dyson started his studies not long after his father's death, as his mother began running the Beaumont hardware store established in 1967. Later, at age 24, he became general manager and gradually acquired his mother's interest in the company, taking over as principal owner in the early 1990s.

“I had the good fortune of making some good decisions,” Dyson said. M&O had ups and downs, but Dyson kept the company growing despite competition from big box retailers. The $30 million company now has seven locations with 220 employees and is part of the Ace Hardware family.

As Dyson prepared to transition ownership to the third generation, the question of what he would do next arose. That’s when a friend in the field suggested he consider teaching.

**College of Business alumnus becomes shining entrepreneur**

By his sophomore year at Lamar University, Fred Vernon’s career trajectory seemed set—a promising position at Big Four accounting firm PricewaterhouseCoopers would be waiting for him when he graduated. But then a bit of advice caught Vernon’s attention.

Diversely, said a Dallas businessman that Vernon met through a Lamar University mentor. Don’t rely solely on corporate America for your income. Vernon took that advice to heart, and in 2012, a few months before graduating from the College of Business with his bachelor of business administration and his master of science in accounting, he launched his own business, KLV Ventures. He completed his master of business administration at Lamar University in 2013 and moved to Houston to take that long-planned job at PricewaterhouseCoopers, all the while building his own business on the side.

It paid off. Vernon’s KLV Ventures boasted revenues topping $2 million in 2016 and continues to expand. As he finished his education, Vernon was also calling on connections he made through the College of Business to raise money to buy a FedEx route, the first seed from which his company would grow. For months, Vernon juggled his work at PricewaterhouseCoopers with responsibilities as KLV Ventures CEO, interviewing potential truck drivers during lunch breaks and speaking daily to a Beaumont employee handling day-to-day operations. Then another mentor offered advice: If you want your business to grow, you need to dedicate full-time service to it.

“Four months later I quit my job,” Vernon said. “That was by far one of the hardest things I ever had to do.” The months that followed weren’t easy. One opportunity to expand into freight hauling evaporated, and he scrambled to find another. With no background in or knowledge of transportation compliance, maintenance programs or appropriate freight pricing, problems arose, and his contract to haul jet fuel didn’t last long. “I took inventory of everything I messed up last time, came up with six points and focused on each one of them.”

Vernon said. He found the contractors and support staff he needed to do things right and came back stronger. Once he got his business model down, Vernon added to his fleet. By 2016, KLV Ventures had six FedEx routes in Beaumont and 10 18-wheelers hauling heavy industrial equipment such as steel plates, pipes and transformers in both Texas and Oklahoma.

This year, Vernon plans to double the size of his fleet and hopes to complete his first acquisition of another company. “My vision for my company is to eventually grow the revenues to $20 million to $30 million a year and take it public,” Vernon said. “What I’m working on now is doing my first buy, build and sell.”

He has also relocated from Houston back home to Port Arthur, closer to Lamar University and many of the mentors and former professors he still turns to for advice. —BG

**Alumna provides opportunity**

"One of the benefits is, I’ve been able to get some of the top talent out of Lamar University to come work for me."

—Carmen Jordan
College of Business Alumna, Chair of Board of Advisors

Carmen Jordan, Houston market president for IberiaBank, began her banking career soon after graduating from Lamar University with a degree in finance. She started on the retail side, but quickly made the move to commercial lending where the analytical skills she learned in the College of Business have paid dividends. Jordan attributed her success in commercial banking to her aptitude for and interest in two sometimes divergent aspects of the field.

“One is the analytical side of the industry, learning the technical side of banking and the industry side of the customers that I bank, particularly energy. The second criteria that it fulfills for me is my ability to go out and develop new business. Business development is one of my strengths. I think a lot of people are wired to do one or the other. I’ve been fortunate that I can do both,” she said.

Jordan serves as chair of the College of Business Board of Advisors and established the Carmen Angelle Jordan Scholarship in Finance to benefit Lamar University students pursuing a bachelor of business administration degree in finance. She lost touch with her alma mater for many years, but reconnected almost a decade ago after learning about campus improvements and growth.

“I hope I’ve been able to help some of the students,” said Jordan, who has spoken on campus numerous times, supported students financially and helped students find jobs.

“I’ve even hired a few myself,” she said. “Selfishly one of the benefits is I’ve been able to get some of the top talent out of Lamar University to come work for me. They’ve been really successful.” —BG
The Business Society is born

The Business Society is a newly formed organization that aims to expand a student’s network, broaden his or her knowledge of the professional world, and inspire a new passion for business. Juniors and seniors receive an advisor. This advisor holds high status in the local business community and guides the student in his or her career goals. Freshmen and sophomores receive upperclassmen mentors. These upperclassmen will assist underclassmen with transitioning seamlessly into Lamar University and the College of Business.

All involved students will have the opportunity to share their business knowledge with current high school and middle school students through programs such as DECCA (Distributive Education Clubs of America). Business Society members will be introduced to local community organizations, including: Southeast Texas Young Professionals, Leadership Beaumont, and the Beaumont Chamber of Commerce.

The Business Society was developed by Lamar University Alumna, Victoria Taylor, and the College of Business Marketing Coordinator, Kayce Smith.

Become a Business Society Advisor

Do you have a passion for business and teaching? Want to make a difference in a college student’s future?

Becoming an advisor for a junior or senior student is easy. You can show the student around your business or meet them for lunch and share your knowledge. Students love to network, so if you are a part of an organization, bring them along.

Meetings are decided between you and your student, so you can easily work around your schedule. You will be required to attend one event on campus at the end of the school year, in which you will be honored for your dedication to the society.

Contact Mrs. Kayce Smith to sign up or ask questions
Marketing Coordinator
kstutzman@lamar.edu
(409)880-7106

Dean Venta named Beta Gamma Sigma Dean of the year

Dr. Venta invests in the Beta Gamma Sigma Chapter’s leadership by funding the travel for both the Chapter advisor and Administrator to attend Collegiate Chapter Training Seminars. He is a strong Beta Gamma Sigma advocate and constantly works to engage the members of his chapter. Each year, Dr. Venta enthusiastically serves as the emcee for their Founders Day ceremony, which takes place at their BGS Bronze Key on campus. Dr. Venta also encourages tapping ceremonies to take place within the classroom, increasing BGS recognition and prestige on-campus and making each invitation more special.

Dr. Venta plays an active role in developing BGS members as students and professional leaders beyond the grounds of Lamar University. Dr. Venta fully funded four Lamar students’ attendance at the 2016 Global Leadership Summit in Dallas, TX. In support of the altruism encouraged by the BGS Gives Back program, he also encouraged students to volunteer at the Southeast Texas Foodbank in 2016.

To commemorate leadership and excellence while encouraging and honoring the academic achievements of Lamar’s BGS members, Dr. Venta holds an annual essay contest covering the importance of BGS’ values and awards the winner a $500 scholarship at each recognition ceremony.

Beta Gamma Sigma is honored to have such a passionate ambassador representing the true spirit of the society.
n April 2017 Lamar University celebrated the opening of its state-of-the-art home for the Center for Innovation Commercialization and Entrepreneurship (CICE) the new building houses 18 offices and conference rooms, four laboratories, three training rooms, an event center, a modeling and simulation center, a Student Idea Center and Hatchery, as well as the Small Business Development Center, Center for Advancements in Port Management, Center for Research in Educational Innovation and Digital Learning, and High Performance Computing Laboratory.

The CICE is a collaboration between Lamar University and the Southeast Texas business community. The center is a conduit for industry and university interaction, including projects, on-going community events and training. The center promotes a strong university interaction, including projects, on-going community. The center is a conduit for industry and University and the Southeast Texas business.

Digital Learning, and High Performance Center, Center for Advances in Port Management, Hatchery, as well as the Small Business Development and simulation center, a Student Idea Center and three training rooms, an event center, a modeling.

In answer to the needs of industry, the CICE is a collaboration between Lamar University and the College of Business and chairman of the CICE Steering Committee, "CICE is a partnership between the region and Lamar University to do exactly that - grow our regional economy through innovation, entrepreneurship and industry collaboration."

"Helping people create new careers is an important and very satisfying part of what we do here at CICE."

—Paul Latiolais
Professor and Director of the CICE

Students learn about Latin American Markets

S tudents learn about Latin American Markets have been given the chance to visit China and India through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Undergraduate students Emily Carl, Madison Cole, Tricia Centenera, Syrsia Dominguez, Jorynn Glenn and Rafael Vargas received funding for the trip through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Students spent four nights in Costa Rica, staying with host families and learning about Costa Rica’s coffee and tourism industries with visits including a coffee plantation, volcano, waterfall and hot springs. The group then traveled to Panama for three nights with visits to the Panama Canal and meetings with local business leaders to learn more about Latin American markets. —BG

Students gain China’s perspective

E very story has another side. By traveling to China in May 2016, College of Business students gained the valuable experience of considering the impact of the global economy and the shift of manufacturing jobs away from the United States from another perspective.

“We went with mindset of ‘We’re losing our manufacturing to China. China is flooding our market with cheap goods.’ But by visiting their factories and visiting their companies and talking to their people, we all became sensitive to their side of the story,” said Kakoli Bandyopadhyay, professor and chair in the Department of Information Systems and Analysis.

Bandyopadhyay led the group of five graduate students and one undergraduate enrolled in her Global Enrichment class. Graduate students Jeremy Allen and Mark Murrill received financial support for the trip as Janie Nelson Steinhagen and Mark Steinhagen Global Fellows, a program designed to foster study abroad among graduate students in the College of Business. Other participants were Thomas Lalauni, Rebekah Drummond, Lauren Frazier and Emma Lester.

“The trip changed a lot of our opinions,” Allen said. “When you go to China you see that they are just trying to help their people. They have taken jobs that many Americans wouldn’t want to do, and their environment has diminished as a result.”

“The trip was eye-opening,” Bandyopadhyay said. “Everything is connected. It’s a global network, so we have to play the game together.” —BG

Students learn about Latin American Markets

S tudents learn about Latin American Markets have been given the chance to visit China and India through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Undergraduate students Emily Carl, Madison Cole, Tricia Centenera, Syrsia Dominguez, Jorynn Glenn and Rafael Vargas received funding for the trip through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Students spent four nights in Costa Rica, staying with host families and learning about Costa Rica’s coffee and tourism industries with visits including a coffee plantation, volcano, waterfall and hot springs. The group then traveled to Panama for three nights with visits to the Panama Canal and meetings with local business leaders to learn more about Latin American markets. —BG

Students gain China’s perspective

E very story has another side. By traveling to China in May 2016, College of Business students gained the valuable experience of considering the impact of the global economy and the shift of manufacturing jobs away from the United States from another perspective.

“We went with mindset of ‘We’re losing our manufacturing to China. China is flooding our market with cheap goods.’ But by visiting their factories and visiting their companies and talking to their people, we all became sensitive to their side of the story,” said Kakoli Bandyopadhyay, professor and chair in the Department of Information Systems and Analysis.

Bandyopadhyay led the group of five graduate students and one undergraduate enrolled in her Global Enrichment class. Graduate students Jeremy Allen and Mark Murrill received financial support for the trip as Janie Nelson Steinhagen and Mark Steinhagen Global Fellows, a program designed to foster study abroad among graduate students in the College of Business. Other participants were Thomas Lalauni, Rebekah Drummond, Lauren Frazier and Emma Lester.

“The trip changed a lot of our opinions,” Allen said. “When you go to China you see that they are just trying to help their people. They have taken jobs that many Americans wouldn’t want to do, and their environment has diminished as a result.”

“The trip was eye-opening,” Bandyopadhyay said. “Everything is connected. It’s a global network, so we have to play the game together.” —BG

Students learn about Latin American Markets

S tudents learn about Latin American Markets have been given the chance to visit China and India through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Undergraduate students Emily Carl, Madison Cole, Tricia Centenera, Syrsia Dominguez, Jorynn Glenn and Rafael Vargas received funding for the trip through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Students spent four nights in Costa Rica, staying with host families and learning about Costa Rica’s coffee and tourism industries with visits including a coffee plantation, volcano, waterfall and hot springs. The group then traveled to Panama for three nights with visits to the Panama Canal and meetings with local business leaders to learn more about Latin American markets. —BG

Students gain China’s perspective

E very story has another side. By traveling to China in May 2016, College of Business students gained the valuable experience of considering the impact of the global economy and the shift of manufacturing jobs away from the United States from another perspective.

“We went with mindset of ‘We’re losing our manufacturing to China. China is flooding our market with cheap goods.’ But by visiting their factories and visiting their companies and talking to their people, we all became sensitive to their side of the story,” said Kakoli Bandyopadhyay, professor and chair in the Department of Information Systems and Analysis.

Bandyopadhyay led the group of five graduate students and one undergraduate enrolled in her Global Enrichment class. Graduate students Jeremy Allen and Mark Murrill received financial support for the trip as Janie Nelson Steinhagen and Mark Steinhagen Global Fellows, a program designed to foster study abroad among graduate students in the College of Business. Other participants were Thomas Lalauni, Rebekah Drummond, Lauren Frazier and Emma Lester.

“The trip changed a lot of our opinions,” Allen said. “When you go to China you see that they are just trying to help their people. They have taken jobs that many Americans wouldn’t want to do, and their environment has diminished as a result.”

“The trip was eye-opening,” Bandyopadhyay said. “Everything is connected. It’s a global network, so we have to play the game together.” —BG

Students learn about Latin American Markets

S tudents learn about Latin American Markets have been given the chance to visit China and India through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Undergraduate students Emily Carl, Madison Cole, Tricia Centenera, Syrsia Dominguez, Jorynn Glenn and Rafael Vargas received funding for the trip through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Students spent four nights in Costa Rica, staying with host families and learning about Costa Rica’s coffee and tourism industries with visits including a coffee plantation, volcano, waterfall and hot springs. The group then traveled to Panama for three nights with visits to the Panama Canal and meetings with local business leaders to learn more about Latin American markets. —BG

Students gain China’s perspective

E very story has another side. By traveling to China in May 2016, College of Business students gained the valuable experience of considering the impact of the global economy and the shift of manufacturing jobs away from the United States from another perspective.

“We went with mindset of ‘We’re losing our manufacturing to China. China is flooding our market with cheap goods.’ But by visiting their factories and visiting their companies and talking to their people, we all became sensitive to their side of the story,” said Kakoli Bandyopadhyay, professor and chair in the Department of Information Systems and Analysis.

Bandyopadhyay led the group of five graduate students and one undergraduate enrolled in her Global Enrichment class. Graduate students Jeremy Allen and Mark Murrill received financial support for the trip as Janie Nelson Steinhagen and Mark Steinhagen Global Fellows, a program designed to foster study abroad among graduate students in the College of Business. Other participants were Thomas Lalauni, Rebekah Drummond, Lauren Frazier and Emma Lester.

“The trip changed a lot of our opinions,” Allen said. “When you go to China you see that they are just trying to help their people. They have taken jobs that many Americans wouldn’t want to do, and their environment has diminished as a result.”

“The trip was eye-opening,” Bandyopadhyay said. “Everything is connected. It’s a global network, so we have to play the game together.” —BG

Students learn about Latin American Markets

S tudents learn about Latin American Markets have been given the chance to visit China and India through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Undergraduate students Emily Carl, Madison Cole, Tricia Centenera, Syrsia Dominguez, Jorynn Glenn and Rafael Vargas received funding for the trip through the Nick Carter Innovation Fund, available to students majoring or minoring in any program in the College of Business.

Students spent four nights in Costa Rica, staying with host families and learning about Costa Rica’s coffee and tourism industries with visits including a coffee plantation, volcano, waterfall and hot springs. The group then traveled to Panama for three nights with visits to the Panama Canal and meetings with local business leaders to learn more about Latin American markets. —BG

Students gain China’s perspective

E very story has another side. By traveling to China in May 2016, College of Business students gained the valuable experience of considering the impact of the global economy and the shift of manufacturing jobs away from the United States from another perspective.

“We went with mindset of ‘We’re losing our manufacturing to China. China is flooding our market with cheap goods.’ But by visiting their factories and visiting their companies and talking to their people, we all became sensitive to their side of the story,” said Kakoli Bandyopadhyay, professor and chair in the Department of Information Systems and Analysis.

Bandyopadhyay led the group of five graduate students and one undergraduate enrolled in her Global Enrichment class. Graduate students Jeremy Allen and Mark Murrill received financial support for the trip as Janie Nelson Steinhagen and Mark Steinhagen Global Fellows, a program designed to foster study abroad among graduate students in the College of Business. Other participants were Thomas Lalauni, Rebekah Drummond, Lauren Frazier and Emma Lester.

“The trip changed a lot of our opinions,” Allen said. “When you go to China you see that they are just trying to help their people. They have taken jobs that many Americans wouldn’t want to do, and their environment has diminished as a result.”

“The trip was eye-opening,” Bandyopadhyay said. “Everything is connected. It’s a global network, so we have to play the game together.” —BG
New Faculty

Dr. Melissa Baldo
Instructor
Business Law

Dr. Chunda Chen
Associate Professor
Finance

Dr. Mahdi Safa
Assistant Professor
Construction Management

Dr. Delvin Seawright
Assistant Professor
Accounting

Dr. Orrin Swift
Assistant Professor
Accounting

Dr. Mike Toerner
Assistant Professor
Accounting

Dr. Xao (Jerry) Zhang
Assistant Professor
Management Information Systems

Dr. Yu (Audrey) Zhao
Assistant Professor
Management Information Systems

New Staff

Dr. Debra Seawright
Assistant Professor
Accounting

Dr. Orin Swift
Assistant Professor
Accounting

Dr. Mike Toerner
Assistant Professor
Accounting

Jana Austin
Administrative Associate Senior

Carly Broussard
MBA Program Assistant Director

Jennifer Hamilton
Administrative Associate Senior

Thonda Harvey
Program Manager CICE

Abby McManus
Administrative Advisor

Kayce Smith
Marketing Coordinator

Bandyopadhyay becomes YouTube sensation

When Frank Badua, associate professor of accounting, approaches new business models, he tends to visualize them in terms of transaction cycles. Thus, as he encountered more and more news reports on environmental concerns, he began to think about business transaction cycles related to the environment. His research in this area led to his development of green transaction cycles.

“These are activities focused on things like recycling or like finding out how much pollution or effluent has been generated by business activities,” Badua said. Green transaction cycles apply the same concepts as more traditional transaction cycles, such as a sales cycle or a purchasing cycle, to a different business concern. “Green transactions are different in that they’re objectives in consonance with environmental amelioration, bettering the environment or maintaining the environment.”

Badua has presented his research on green transaction cycles at multiple conferences and in peer-reviewed journal articles. He continues to research and write about environmental topics in accounting and is scheduled to present a conference paper on his research at the American Accounting Association national conference in San Diego later this year.

In his teaching, Badua introduces the idea of green transaction cycles in two graduate courses — advanced auditing and advanced accounting information systems — as an example of how auditors and accountants might be asked to track more than just revenues and expenditures. “Many companies, especially in the EU, are also concerned with reporting on how environmentally friendly their activities were,” Badua said. So far, his models have not been adopted and applied by any businesses, but “that’s what I’m aiming for eventually.” —BG

Associate accounting professor researches green transaction cycles

As a professor and chair of the Department of Information Systems and Analysis, Kakoli Bandyopadhyay has a tremendous impact on students — both those enrolled in her classes at Lamar University and the thousands who have viewed her educational videos on YouTube. Since 2010, Bandyopadhyay has created and posted 200 videos on YouTube for teaching Enterprise Resource Planning using the SAP platform. She created the videos to use in online MIS (management information systems) classes, but they have found a much wider audience. The videos have been accessed more than 220,000 times by users in more than 175 countries.

“Many people have called me and asked me about our program, so it’s a promotion for our program, demonstrating the knowledge base and skill set that we have here,” Bandyopadhyay said. Sometimes YouTube fans ask her for documents she refers to in videos. When that happens, she encourages them to consider enrolling in the online courses to gain access to all the information available there.

“Students are very knowledgeable these days. They won’t come for a class if they don’t think they’ll get something out of it,” she said. Her videos provide a taste of what students can gain by enrolling in the College of Business. These benefits include connections to a network of alumni contacts. Bandyopadhyay also created a Facebook group for current and former MIS students. With 450 members, the group has helped many students and alumni advance in their careers, finding jobs with corporations including HP, Apple, Accenture, Oracle, Facebook, and Lockheed Martin.

“If I have to name one success that is the one. It is really helping students.” —BG
Generous Gifts

Lamar University Alumna endows scholarship to pay it forward

When Bette Stead recalls her time as a student at what is now Lamar University, she calls herself part of the “Happy Days generation.” “I had such a good time at Lamar, and I had such a good education,” said Stead, who earned her BBA in 1957. Active and involved as a student, Stead received numerous awards, but perhaps most importantly, she received a scholarship. Her gratitude for the financial help with her education prompted her to give back, establishing three endowed scholarships in the College of Business in memory of her parents, her grandparents and her aunt.

“It’s just been a pleasure,” Stead said. “I hope people who get them, if they can, will maybe endow a scholarship some day. I really appreciate the scholarship I had.”

She credits Eloise Milam, founder of the Melody Maids, with securing the scholarship for her. Stead sang with the Melody Maids for eight years, traveling internationally to entertain U.S. service members.

“It’s just been a pleasure,” Stead said. “I hope people who get them, if they can, will maybe endow a scholarship some day. I really appreciate the scholarship I had.”

She credits Eloise Milam, founder of the Melody Maids, with securing the scholarship for her. Stead sang with the Melody Maids for eight years, traveling internationally to entertain U.S. service members.

Since retiring from teaching, Stead has remained active in civic work, chairing task forces for $40 million in projects for the Women’s Home, a Houston non-profit dedicated to providing women in need with affordable housing and other services.

Study abroad opportunities

Study abroad opportunities

S
ince the late 1970s, Nick Carter’s professional responsibilities have taken him all over the world. As chairman of the board of Trecora Resources, the 1975 accounting graduate is based in Texas but travels frequently to Saudi Arabia and, over the course of his career, has had business in far flung places from the Caribbean to China.

“It’s made me have a great appreciation for the United States of America,” Carter said. “I think it also has given me a pretty good understanding of cultures in different parts of the world. Wherever he travels, Carter said, he sees key values that seem to bind people together, the most critical being the importance of family.

Traveling and experiencing other cultures also offers, an opportunity for personal growth. “I’ve developed a lot of patience for other cultures. Just because people don’t view things the same way you do or don’t act like you do doesn’t mean they’re wrong,” Carter said. “It’s a different environment they like in. If you understood the conditions they like in, that explains a lot of why their viewpoint is what it is.”

Recognizing the “tremendous learning experience” that travel provides, Carter established the Nick Carter Innovation Fund. The Fund is used to provide eligible students in the College of Business with significant financial support for study abroad trips. The fund, established with a gift from Carter matched by his employer, provides study abroad scholarship opportunities to students majoring or minoring in any program in the Lamar University College of Business.

The first group of students to benefit from the Carter Fund traveled to Panama and Costa Rica during Spring Break and to China in late spring this year.

“I thought this would be a perfect thing for college students to be able to enjoy when they’re going through the learning process and maybe open their eyes to the rest of the world a little bit,” Carter said. As all businesses have become more global, a broader perspective has become more important. “You really have to have an understanding of how the world works to be successful.”

Contributing to the success of Lamar University students just made sense to Carter, who said that he has a “Lamar oriented family.” He, his wife, Judy, his two daughters and his two sons-in-law all have degrees from the College of Business.

Carter has served on the College of Business Board of Advisors for several years and more recently joined the Board of Trustees of the Lamar University Foundation. Carter said he has great respect for the education the university provides and believes study abroad will only enhance that education.

“No matter where you go and who you’re talking to, what I’ve seen is that everybody reciprocates the kind of treatment they receive from you. You can make friends everywhere if you treat people with respect and kindness.” —BG

Study abroad opportunities

China

France

Panama/Costa Rica

“Bette Stead Leadership Award.” Other honors include the 2010 Mayor’s Volunteer Houston Award, 2014 Community Service Award from the Lady Washington Chapter, National Society Daughters of the American Revolution; and Lifetime Achievement Award from Leadership Houston in 2016.

At Lamar University, Stead was honored as a Distinguished Alumna in 2004 in 2011 became the first woman inducted into the College of Business Hall of Fame. In addition to the three scholarships honoring her family members, Stead spearheaded creation of the Class of 1957 Scholarship to commemorate the 50th reunion in 2007.

Since retiring from teaching, Stead has remained active in civic work, chairing task forces for $40 million in projects for the Women’s Home, a Houston non-profit dedicated to providing women in need with affordable housing and other services.

—BG

Study abroad opportunities

More info pg. 15

Mr. Nick Carter

Carter Innovation Fund
Generous Gifts

L.E. “Gene” Arnold joins the College of Business Hall of Fame

At some point in his varied career, Gene Arnold has had a stake in Lamar University’s success from nearly every perspective possible. An alumnus, Arnold received his bachelor’s degree in accounting in 1961 and his MBA in 1980. After retiring the first time — neither attempt took — he began volunteering at the Small Business Development Center on campus and then accepted an offer to become the center’s director, making him a Lamar University employee. He has taught classes in the College of Business and given generously to the university. Currently, Arnold serves on the board for the university’s new Center for Innovation, Commercialization and Entrepreneurship (CICE). “I’ve been there in various capacities for so long that I’m just married to Lamar,” Arnold said. In recognition of his career success and continued service to Lamar University, Arnold was inducted into the College of Business Hall of Fame last year. He said he was shocked by the honor, which put him in the company of other leaders he has admired for many years. “I felt that it was something that would serve as the capstone of my career.”

Arnold’s career began in industry, working his way up the ladder with what was then Mobiloil, then transitioning to achieve another goal — becoming a stockbroker. He returned to industry as vice president of finance for what was then Georgetown Texas Steel where he was instrumental in building a steel mill across the Neches River from Beaumont. “I went to work with them when all we had was an option on the land. I managed to get the whole thing financed, $100 million at the time, and put together the financial controls for the company. It was a monumental deal,” Arnold said. “I seemed like all my career, everything I did was problem solving.”

After retiring from industry, Arnold spent 11 years as director of the Small Business Development Center, retiring from that post in 2005. He planned to just relax and play golf every day. That lifestyle lasted just two weeks. Arnold now operates his own consulting and investing business. Arnold has shared his financial success with his alma mater. Along with funds given to the CICE, he and his wife, Elizabeth, established the Gene and Elizabeth Arnold Innovation Fund in Business and the Gene and Elizabeth Arnold Innovation Fund in Audiology. Both funds are unrestricted, “so they can do with that money what they need,” Arnold said. “That’s the hardest type of funding to come up with.” The fund provides a flexible way to support College of Business needs as they arise, such as research and professional development of faculty or establishing new programs.

“When you give donations, you like to give to a place where it will really be utilized well. I think that’s Lamar University.” — BG

Hall of Fame inductees 2011-2016

Nominate someone for the Hall of Fame

The purpose of the Hall of Fame is to recognize alumni who have excelled in business and are to be honored with the highest tribute possible for graduates of the College of Business. The members of the Hall of Fame will serve as outstanding role models for our current and future students.

Eligibility requirements:
- The candidate must be distinguished in his or her chosen profession or life work.
- A person of such integrity, stature, and demonstrated ability that faculty, staff, students, and alumni will take pride and be inspired by his/her recognition.
- An individual who, in word and in action, recognizes the importance of his/her education at Lamar and whose interest and loyalty are evident.
- An alumnus of either the undergraduate or graduate programs of the College of Business.

Please submit a letter or email nomination along with any additional information available regarding the nominee.

All nominations should be mailed to:
College of Business Hall of Fame Committee
P.O. Box 10059
Beaumont, Texas 77710
Henry.Venta@Lamar.edu

Lamar University College of Business | 2017 Edition | Page 20
More than 40 years after his retirement as dean of the College of Business, the influence of J.D. Landes and his wife, Mary Helen Landes, remains strong. A generous planned gift from the Landes will benefit the college’s facilities, programs and people in numerous ways.

J.D. Landes, who died in 2010 at age 94, joined the Lamar faculty in 1946 and served as dean of what became the College of Business from 1961 until his retirement in 1975. Landes, for whom Landes Auditorium in the Gateway Business Building is named, was an Army veteran, serving in Europe during World War II. In retirement, he remained active in the Beaumont Rotary Club, where he was honored with the Paul Harris Award, and in the First Baptist Church of Beaumont, where he served as a deacon.

Mary Helen Landes, who died in 2016 at age 96, began her career as a teacher and spent several years teaching at a military base in Kodiak, Alaska Territory. After marrying J.D. in 1952, she tutored algebra and taught English at a Beaumont junior high. Mary Helen was also active in the First Baptist Church, serving on committees, singing in the choir and participating in Passion Plays, where she assisted in costume design. She was known for her Ladies Bible classes and her ESL classes and also volunteered at Baptist Hospital for more than two decades.

The Landes, who had no children, left a legacy of service and a financial legacy that continues to benefit LU’s College of Business. —BG

As a certified financial planner, Charlotte Jungen is future focused. In her work as client services manager with Goodman Financial Corporation in Houston, the accounting alumna is constantly in planning mode, working to help clients achieve desired outcomes from sending children to college to retirement to philanthropy.

“You’re taking all the circumstances of a client’s life, and you’re figuring out how do you help them accomplish whatever their goals are. You’re looking at the big picture and looking at the end game,” Jungen said.

From that frame of mind, Jungen began thinking about her own legacy well before her 40th birthday. A member of Lamar University’s Legacy Society since 2010, her planned gifts will benefit the College of Business through scholarships and other funds far into the future.

“I had help going through school,” Jungen said. “Being able to help other people do the same was important to me.”

By planning her gift at such a young age and making Lamar University the beneficiary of various financial instruments, Jungen’s investment in her alma mater’s future has been affordable. “Life insurance policies are cheaper the younger and healthier you are, so it’s a way to make a relatively low dollar expenditure now that will pay off in multiples once I’m gone.”

After graduating from Lamar University in 1997, Jungen, a CPA, worked at an accounting firm in Beaumont. When the firm decided to start offering financial services, she pursued the necessary certifications and licenses to assist in those duties. Over time, her workload shifted away from taxes and accounting to mostly financial advising and investment services, which led her to her current position.

Along with giving of her resources, Jungen gives generously of her time. She has been a board member of the Texas Society of CPAs since 2009, also serving in leadership roles on numerous committees. As an active member of Lamar University’s Accounting Advisory Board, she enjoys staying involved and finds it exciting to hear about new developments on campus. Faculty members and the students they teach benefit from the real world perspective Jungen provides about current needs and trends in the workplace.

Jungen said she is glad to contribute to Lamar University’s successes in some small way, especially considering the excellent education she received while attending on a full academic scholarship. Coming from a family of nine children, Jungen said her scholarship, with the door to education it opened, was a stepping stone to every career success that followed.

“It all starts with your degree. Because of Lamar benefactors who went before me, their generosity, that’s how I was able to be where I am today. It was important for me to do that for people coming behind me.” —BG

Opening 2017
Undergraduate research

**Publications**

Students: Bhakti, M., Cumy, J., El-Houby, Chu, H., & Marquez, A.
Faculty: Dr. A. Elhoubi
Journal: International Journal of Business, Marketing and Decision Sciences, 8 (1).
Topic: A Data to Text Framework for Describing Regression Models: An Optimization Approach for Content Determination

Students: Bhuhan, Md Nazmul Hasan, Reza Rathi
Faculty: Dr. James Stayton
Topic: The Best Market Mixtures for Portfolio Diversification across Markets

**Conference Proceedings**

Students: Jacob Copley & S. Sinivasan
Faculty: J.D. Frank Caxilierie, J.D. Toni Mulvey, PhD Deekon Seawright, J.D. Marleen Sennoor
Conference: Proceedings of the 23rd Annual SWBA Teaching Conference, Houston, TX
Topic: LARPing It Up: An Innovative Classroom Exercise About Stock Options Using Role-playing

Students: Sandip Sarkar
Faculty: Dr. K. Bandyopadhyay
Conference: AIE Southwestern ISI National Ethics and Integrity
Topic: The Success of Proctoring in an Online Class

**Conference Presentations**

Students: Sebastian Norman
Faculty: Dr. A. Elhoubi
Conference Proceedings Conference Presentations
Topic: The Best Market Mixtures for Portfolio Diversification across Markets

Undergraduate writes symphony of Southeast Texas case study

The Symphony of Southeast Texas (SOST) and Lamar University have a relationship dating back to the 1970s. The two organizations organically developed a new partnership beginning in 2007 that has led to mutual benefits and organizational growth. In 2007, then SOST Board President, and Dean of Lamar’s College of Fine Arts & Communications, Russ Schultz, led the charge to hire a new Executive Director and Music Director for SOST, which resulted in hiring Craig Escamilla and Chelsea Tipton, II.

During his initial period as Executive Director, Escamilla completed an MBA from Lamar University’s College of Business. After taking a strategic management of the service sector course from Dean Henry Venta, Escamilla recruited Venta to serve on SOST’s Executive Committee beginning in 2008. Venta served in this capacity for four years before becoming President-Elect and President. During this time, Venta oversaw a simplification of the financial management process, and led an extensive strategic planning effort. While an MBA student, and after as an adjunct instructor, Escamilla and Venta completed a case study about SOST. An important finding of the case study was that after the arrival of Maestro Tipton, the majority of the case’s problems were resolved. The SOST became a living example of organizational effectiveness as the result of a strategic and meaningful partnership with Lamar University. SOST and Lamar University jointly presented details of the service learning impact of their partnership to the Texas State University System’s Board of Regents in 2011. A working draft version of the case study was first used in Venta’s class in 2010, and the published case, from the Journal of Business Case Studies, has been used in that class since then by Venta and Dr. Komal Karani. After seven years at SOST, Escamilla accepted an independent study course and task with updating the 2010 SOST case study. Mrs. Turner interviewed select SOST staff, Board, and orchestra members, and arrived at three new areas of focus for the orchestra as it moves past 2015: how to attract new and younger audience members, what role to play in music education for its region, and how to best capitalize on its recent successes to ensure long term sustainability. Mrs. Turner presented her findings at Lamar University’s annual Undergraduate Research Expo in April 2015, and the new case study was published in the April June 2016 Journal of Business Case Studies. –CE

Sebastian Norman presented in the poster competition at the Lamar University Undergraduate Research Expo. In addition, Norman was able to present his discoveries at the Business and Health Administration meeting in Chicago. The study was published in the Journal of Higher Education Theory and Practice.

F ormer Lamar University basketball forward and marketing graduate, Sebastian Norman, found much success on and off the court at LU. During his freshman year, he was a key figure that helped advance the team the NCAA Championship Tournament. A native of Sweden, Norman leveraged his knowledge of his home country in an opportunity to pursue original undergraduate research in a cross-cultural study of US-Swedish marketing strategies with the assistance of Drs. Vivek Natarajan and K.C. Sen.

Norman’s main objective was to determine if cultural aspects influence promotion and product mix to better fit the target population. His research aimed at fast food industry heavyweights in Sweden and the United States, including: McDonalds, Burger King and Subway. To compare strategies, Norman collected over 50 television advertisements from each country to discover any significant differences in promotion content. In his research, he compared how much time was spent on content related to health and nutrition. Further, he compared products from the ten largest fast food chains in both countries by collecting menus to identify differences in the variety of healthy food options available. The results of Norman’s research concluded marketing strategies differed considerably across both cultures. The nutritional comparison found that Swedish-only companies promote 7.46% more vegetables and fruits overall, but multinational companies advertise vegetables and fruits more heavily in Sweden. The appeal comparison, for instance, showed that Swedish companies use guilt appeals (to motivate pro social behavior) 12% more and sex appeals (gender appealing images) 11% less. The promotion objective comparison found that Swedish companies promote taste and quality 23% more and price 18% less than American advertisements. The results support the theory that a localized marketing approach was used by the fast food heavyweights: McDonalds, Burger King and Subway.

With the success of his research, Norman presented in the poster competition at the Lamar University Undergraduate Research Expo. In addition, Norman was able to present his discoveries at the Business and Health Administration meeting in Chicago. The study was published in the Journal of Higher Education Theory and Practice. –VN
Speaker Spotlight

Chad Briggs, Vice President of Air Liquide

Chad Briggs is the Regional Vice President, Americas of Air Liquide Global E&C Solutions. He joined Air Liquide in 1997 in the United States Corporate Health, Safety and Environmental Department.

October 5, 2016

Jennifer Warren, CMO of Sprinkles

Jennifer was most recently the Chief Marketing Officer for Ar Home. Formerly the CMO of RadioShack, she was responsible for their 2014 award winning Superbowl Campaign. Prior to RadioShack, Jennifer helped build top tier brands including: Samsung, Dell, Wal-Mart, Sam’s Club, Kinko’s, Clai, Land Rover, Marshalls, TJ Maxx and Zales.

November 9, 2016

Stefan Schulz, EVP & CFO at PROS

Stefan Schulz joined PROS Holding Company Inc. in 2015 and serves as executive vice president and Chief Financial Officer. He is responsible for PROS finance, accounting, corporate development, information technology and legal teams globally.

February 22, 2017

Russ Waddill, Partner at neos Marketing

Russ Waddill is a partner at neos Marketing, a marketing agency based in Houston that assists B2B companies in the Greater Houston area increase revenue by providing clients with cutting edge technology tools and marketing expertise to generate leads and grow sales.

April 11, 2017

Professional ethics speaker teaches life lessons

Jenni Sharkey worked in the 1990s as an accountant at Dynegy, a Houston-based energy trading company where she became involved in white-collar crime. When the Securities and Exchange Commission investigated Dynegy’s finance transaction team, the findings led to criminal charges from the Justice Department against Sharkey and two others. Sharkey pleaded guilty to one count of conspiracy to commit securities fraud. Her participation led to her conviction and 28 days in a maximum-security federal prison. Today, Sharkey shares her experience with crime and her perspective on ethics.

September 21, 2016

World’s youngest venture capitalist visits the college

lex Banayan is the author of a highly anticipated business book being released by Random House. The book chronicles his five-year quest to track down Bill Gates, Lady Gaga, Buffet, Steven Spielberg, Mark Zuckerberg, Samsung, Dell, Wal-Mart, Sam’s Club, Kinko’s, Clai, Land Rover, Marshalls, TJ Maxx and Zales.

September 21, 2016

The College of Business brings EVP and chief brand officer of the Dallas Cowboys to LU

Charlotte Jones Anderson, Dallas Cowboys Executive Vice President and Chief Brand Officer, oversees all strategies and applications surrounding the team’s brand as it is presented to fans worldwide. Working in the executive office since 1989, Anderson’s experiences have enabled her to become one of the most innovative and versatile executives among women in professional sports and executives as a whole.

October 26, 2016
When Keyana Carr received the Texas Business Hall of Fame Ben J. Rogers Scholarship to pay for her graduate education in Lamar University’s College of Business, she was both shocked and profoundly grateful.

“I was doing the five year BBA/MBA program, but I didn’t know how I was going to pay for the master’s program,” Carr said. College of Business Dean Henry Venta urged her to apply for the scholarship, providing encouragement as he has throughout her college career.

Carr first met Venta before enrolling at Lamar University when he interviewed her as an applicant for the Smith Hutson Scholarship. She received the scholarship, which paid for all of her undergraduate educational expenses for four years. The Texas Business Hall of Fame Ben J. Rogers Scholarship provided needed funding for her fifth year in the College of Business as a graduate student. Carr received her bachelor of business administration degree in May 2016 and her master of business administration degree in May 2017.

In fall 2016, Carr and Venta attended the Texas Business Hall of Fame scholarship luncheon and induction dinner in San Antonio. Carr said she was impressed by not only the ceremony, but also the opportunity to network with business legends being honored that year. “We got to meet Warren Buffett, who was being inducted. We got to sit down with those business leaders before the ceremony and ask them questions. It was amazing. They gave some great feedback. It opens your eyes and makes you look at yourself and think about how you are going to carry yourself through the business world,” she said.

During her time as a student, Carr was heavily involved in Alpha Kappa Psi business fraternity, serving as vice president of finance. She also enjoyed attending College of Business workshops on topics such as business dress and marketing yourself and hearing from speakers from a variety of businesses. As a first-generation college student, she said, “that really helped me because I didn’t have that influence in my life from my family.”

In the weeks after graduating, Carr began moving from Beaumont to Houston, where her family lives, and looking for work that would best utilize the knowledge she gained at Lamar University. Along with what she learned in the classroom, Carr said she looks forward to using experience she gained as a graduate assistant working in community relations with neighborhoods surrounding campus. —BG

“The success of the many strong academic programs at Lamar University is due, in large part, to our collaborations with community and civic leaders. Our Ambassadors allow the university to connect accomplished students with these important leaders, strengthening these critical bonds and increasing opportunities for all students of our university.” —Enrique (Henry) Venta

Dean of the College of Business

College of Business students selected to be the face of Lamar University

Lamar University Ambassadors have a rich tradition of promoting service to the university and to the community at large. Ambassadors represent the student body at official university events and work to promote university pride among students, prospective students, and alumni and friends of Lamar University.
Allen credits Lamar University for his valuable connections

For Jeremy Allen, studying in Lamar University’s College of Business opened the door to learning experiences around the world. As a student in the College of Business five-year bachelor of business administration/master of business administration program, Allen took advantage of every opportunity that came his way. He served as a member of the Lamar Ambassadors program and of the Student Advisory Council to College of Business Dean Henry Venta. Allen received his BBA in management information systems in August 2016 and his MBA in May 2017.

“Because the College of Business is a smaller school, I was able to reach out and have connections I wouldn’t have had otherwise. People think if you go to a bigger school there’s more connections, but Lamar University actually has a lot of successful alumni. We’re put in a unique position where students can go to faculty or the dean to facilitate valuable connections,” Allen said.

The connections Allen made through the College of Business provided him with multiple opportunities. Allen received a Lamar University research grant to travel, study and work in Argentina, the Panama Canal and the Port of Beaumont in 2014. That experience led to his acceptance as an educational fellow working for the Department of State in Puerto Rico, which led to an internship with the Center for International Private Enterprise in Washington, D.C.

Then in 2016, Allen was selected as a Steinhein Global Fellow at Lamar University, which allowed him to study abroad in China. Additionally, he received the Ben Rogers Scholarship from the Texas Business Hall of Fame.

With his Lamar University education complete, Allen intends to move to Washington, D.C., and to apply for law school to study entrepreneurial law. His eventual goal is to build a community development organization to provide young people with educational experiences tailored to their communities. —BG

“Because the College of Business is a smaller school, I was able to reach out and have connections I wouldn’t have had otherwise. People think if you go to a bigger school there are more connections, but Lamar University actually has a lot of successful alumni. We’re put in a unique position where students can go to faculty or the dean to facilitate valuable connections.” —Jeremy Allen

2017 MBA Graduate

Student sets career goals

Throughout her accounting studies in Lamar University’s College of Business, Kristeen Reynolds set goals and pursued each opportunity that arose. Reynolds has now achieved many of those milestones, earning her bachelor of business administration in May 2017, successfully completing her CPA exam in March 2017 and earning her master of science in accounting in May 2017. That just means it is time to work toward remaining goals.

Reynolds said she appreciates the many advantages her education at Lamar University afforded her, but perhaps the most important one was networking. “Networking allowed me to meet different people and have experiences I never would have had otherwise,” she said.

As a Lamar Ambassador, Reynolds often served as a student representative at university functions for alumni, donors and other high profile individuals. “That was always a great time, talking to people who’ve accomplished what I’d like to do and are doing so much more,” she said. For example, a conversation with Charlie Amato, a Texas State University System regent who has an ownership interest in the San Antonio Spurs, had a huge impact on Reynolds. She has always been interested in sports and eventually hopes to launch a sports management firm. Amato’s invitation to watch a Spurs game from his suite gave her confidence that her goal is achievable.

“It was truly incredible because I thought I can do this one day. I can be in this spot one day if I work hard, keep my focus and keep taking opportunities that come my way.”

In the College of Business, Reynolds found many opportunities. She participated in two study abroad trips — to China and Hong Kong in 2015 and to Panama and Costa Rica in 2016. As a GI Scholar, she attended the three-day Ignite conference in Silicon Valley in 2016 for a window into the intersection of business entrepreneurship and science and technology. Reynolds also immersed herself in campus life as a member of the Honors College and by being involved in organizations including the Student Advisory Council to the dean of the College of Business, the campus chapter of the National Association of Black Accountants and Beta Alpha Psi honorary accounting society.

Financial help along the way came from multiple scholarships including the Southeast Texas Legends Scholarship, Gates Millennium Scholarship, Wilfred Long Sr. Memorial Scholarship and the competitive Jacob Benzer Scholarship from the Texas Society of Certified Public Accountants.

Although Reynolds plans to start her own successful sports business in years to come, in the immediate future she looks forward to gaining experience in her field. Internships at General Electric and at Deloitte while in school provided some real world experience. Starting in September, she will put her College of Business education to work as a staff accountant at Deloitte in Houston. —BG
As a College of Business alumni you are part of our legacy and we are proud of all that you have accomplished. The impact of alumni giving is so much more than a dollar amount. We ask you to pay it forward and truly make a difference in a student’s life by providing financial support, guidance and knowledge.

Thank you for all you do to make Lamar University’s College of Business a **competitive, accredited and innovative institution**

lamar.edu/payitforward