

# W. FRANK BARTON SCHOOL OF BUSINESS

YEAR IN REVIEW | 2018



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WICHITA STATE  
UNIVERSITY



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Dotty Harpool, *director, Student and Community Initiatives*  
Arlene Schreiber Thomas, *assistant dean, Barton School Budgets*  
Jan Wolcutt, *director, Center for Economic Education*  
Zach Brown, *manager, Business Advising Center*  
Wendy Veatch, *director, Professional Edge*  
Joan Adkisson, *assistant to the dean and scholarship coordinator*

## MISSION

The Barton School prepares students for lifelong learning and success in the global marketplace, advances the knowledge and practice of business, and supports economic growth through research, outreach and knowledge transfer.

## VISION

The Barton School strives to be internationally recognized as a model of research, knowledge transfer and applied business learning.

## CORE VALUES

The Barton School values:

- Being student centered and business driven
- Fostering integrity and intellectual curiosity
- Celebrating the development of critical thinking, innovation and an entrepreneurial mindset
- Honoring diversity of culture, thought and experience





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**CLASH OF THE COLLEGES WINNING TEAM**



**WSU AMA**



## DEAN'S MESSAGE



### **IN 2018, THE W. FRANK BARTON SCHOOL OF BUSINESS MOVED**

**FORWARD** in many areas designed to better prepare our students for a successful career in their chosen field. Many of the highlights of our achievements are detailed in this report. I am especially proud of the new programs that we launched, the excellent faculty that we hired, and the significant progress we made in raising private funds for the Barton School's new home.

We launched a fully online MBA degree in spring 2018 – we can now provide graduate education opportunities to students who are unable to come to campus for our hybrid MBA program. We launched a new Master of Science degree in Global Supply Chain Management. This degree is offered in cooperation with Wichita State's College of Engineering. We launched a graduate certificate in data analytics – the undergraduate certificate was launched in 2017. We also revised our MA in Economics degree to include a Data Analytics concentration. And in December 2018, we received formal approval to begin offering a Master of Science degree in Human Resource Management. This 30-credit hour degree is designed as two stackable 15-credit hour certificates to meet the diverse needs of working professionals.

In Fall 2018, we welcomed several new faculty members: Dr. Usha Haley, the W. Frank Barton Endowed Chair in International Business; Assistant Professors Seth Cockrell and Lynn Matthews (Marketing); Akmal Mirsadikov (MIS); Pooja Thakur-Wernz and Clinical Assistant Professor Raina Rutti (Management). We also saw a change in our leadership – Dr. Jim Clark stepped down as Associate Dean for Undergraduate Programs after 15 years of dedicated service to the Barton School, and Dr. Paul Harrison stepped down as the Director of the School of Accountancy. Both have returned to their faculty positions to devote more time to teaching and research. Dr. John Perry and Dr. Jeff Bryant now occupy these two positions respectively. We also launched the Institute for the Study of Economic Growth (ISEG) and hired Dr. Ted Bolema as its Executive Director. He has already begun the process of hiring additional ISEG faculty who will teach our students and engage in applied research.

We are extremely grateful for the generosity shown by long time Wichita area businessman Wayne Woolsey and his wife Kay Woolsey. Their generous gift of \$10 million accelerated our private fund-raising efforts, and as of December 31, 2018, we have raised \$28,671,058 towards our \$30 million goal. To honor the Woolsey's generosity, the new home of the Barton School will be named after them. Wichita State University also awarded an honorary doctorate degree to Mr. Woolsey during the December 2018 commencement!

Finally, after 37 years in higher education (25 of which were in Kansas), I will be retiring in mid-2019. I look forward to spending more time with my wife, children and grandchildren, travelling, and doing all those things that I have put off till my next phase in life. I am humbled by the opportunities that I have had to educate students. I am particularly grateful to Wichita State University for giving me the opportunity to lead the Barton School. It has been a most rewarding experience for me both personally and professionally, and I will always cherish my time here. I wish the current and future business students, alumni, faculty and staff of the Barton School the very best.

Go Shockers!

**ANAND DESAI, DEAN**  
*W. FRANK BARTON SCHOOL OF BUSINESS*







## **WAYNE AND KAY WOOLSEY HALL** WILL BE NEW HOME OF BARTON SCHOOL

Wichita oil producer Wayne Woolsey and his wife, Kay, have committed a lead gift of \$10 million to build a new home for the W. Frank Barton School of Business at Wichita State University. In recognition of the gift for the business school facility, Wichita

State will name the new building the Wayne and Kay Woolsey Hall, a move approved today by the Kansas Board of Regents.

Wayne Woolsey is chairman of Woolsey Companies, an oil and natural gas exploration and production company he founded in 1978 after 20 years in the industry. He has a master's degree in geology from Texas A&M. Kay Woolsey joined Woolsey Companies in 1986 and has served as vice president and secretary, handling land, legal and administrative functions. Their son Marc is a Wichita State graduate.

"I've been fortunate to find success in a field that I enjoy a great deal, and I view this gift as something that will help develop other successful entrepreneurs and business leaders," Wayne Woolsey said. "A great business school facility at Wichita State will strengthen our workforce and our economy, and that is worth investing in."

The 136,000-square-foot facility will be built on the east side of the WSU Campus, with groundbreaking expected to begin in 2019. The project is the top priority in the WSU Foundation's \$250 million Shock the World Campaign for Wichita State.

"With their extraordinary gift, Wayne and Kay are demonstrating a commitment not only to WSU students and faculty, but also to the community where their hard work and perseverance led to great success," said Elizabeth King, WSU Foundation president and CEO. "They view WSU as an essential partner in our region's growth and prosperity. We are fortunate to have their friendship."

"Wichita State has an excellent business school, and now we will have a great place to educate our students that will serve as a catalyst for the regional economy," said WSU President John Bardo. "A facility that reflects today's business environment will attract top students who want an applied learning experience that makes them career-ready the day they graduate."

# STUDENT HIGHLIGHTS



## STUDENT GROUPS EMBODY BARTON SCHOOL APPLIED LEARNING MISSION

### **Barton School Dean's Ambassadors (BSDA)**

- BSDA hosted the BKD Back to Business Bash
- Created a new Barton School event called Inside Scoop that had over 400 students attend and learn about resources in the Business School. This event was sponsored by Meritrust Credit Union.
- BSDA volunteered in Wichita at places such as the Ronald McDonald House and Salvation Army and has members attend each semester's Wu's Big Event.
- BSDA visited local organizations such as KMW radio station studio, Wescon Plastics, AccuWeather, NetApp, and also had a group travel to Kansas City to tour various companies there.
- BSDA assisted with various activities going on in the W. Frank Barton School of Business and at WSU as a whole, including the AGH and DSI Scholarship competitions, the monthly College Connection events hosted by the Business School, and the annual Schwartz Lecture Series.

- BSDA hosted the annual Better Box, an opportunity for students to recommend quality improvements in the Barton School. The suggestions are then forwarded directly to the Dean.
- BSDA provided student volunteers to speak on a panel during the recent re-accreditation of the Business School and School of Accountancy by the AACSB.

### **BIG Consults with Two Local Organization During 2018**

The Salvation Army of Wichita hired BIG to determine the potential viability for a new thrift store. Based on survey information, secondary information, and data from past Salvation Army thrift stores, BIG created an interactive map to show ideal store location. The Salvation Army was also provided with a business plan and a report of consumer preferences and buying behavior. The Salvation Army will now use this information to further explore the possibility of opening a new store.



The National Institute of Aviation Research hired BIG to determine the feasibility of adding a flight school. NIAR will use BIG's recommendations to explore the possibility of creating a new flight training program.

BIG provides specialized services to local companies and international corporations through innovative and competitive business strategies. The employees at Barton International Group bring fresh perspectives and "big" ideas to clients in the global marketplace. You can find BIG at [bartoninternationalgroup.com](http://bartoninternationalgroup.com).

## BETA ALPHA PSI

The Epsilon Tau Chapter of Beta Alpha Psi in 2018 placed second in the regional conference competition in Oklahoma City and then made their presentation on "Branding the Chapter" at the annual convention in Washington DC. We have about 60 members who are majoring in accounting, finance or MIS.

They also attained Superior Status again in 2018 by fulfilling attendance requirements, volunteering activities, and sponsoring reaching out events such as Meet the Firms.



Beta Alpha Psi

BAP also hosted two very successful Meet the Firms events in 2018 with over 27 employers and approximately 150 business students at the Fall event. The employers represented the accounting, financial, corporate and government sectors who were offering positions.

## WSU AMERICAN MARKETING ASSOCIATION

WSUAMA has been involved in numerous activities over the year. Here are the high points.

- Six students attended the AMA Collegiate conference in March in New Orleans. Three students were involved in preparing a research project that they presented at the conference. They researched why students chose the Barton School and more specifically why they chose marketing as a major/minor. Two more students were involved in a design competition.
- The organization sponsored a number of student/marketing firm tours and meet and greets. Those included Cargill, Gardner Design, Sullivan Higdon Sink, Ascension Via Christi, and Freddy's Corporate office.



WSU AMA

*Economists Anonymous is a self-help group for economics majors and students interested in economics. The group is recognized by SGA. Each fall the group has a pizza luncheon with the economics faculty. We also participate each year in the Back to Business Bash. They meet one night a month during the semester. The evening meetings usually consist of a brief business meeting and a presentation by a guest speaker. Recent guest speakers have been alumni, local business professionals that are in an industry related to economics, career development specialists and researchers from WSU's CEDBR. This year they added two Saturday afternoon events per semester to have a casual conversation with a recent economics graduate about their workplace experiences.*

# STUDENT HIGHLIGHTS



## OKLAHOMA STUDENT WINS \$48,000

### CLAY BARTON SCHOLARSHIP TO ATTEND WICHITA STATE



**JOSHUA "TATE" WATTS**, a senior at Westmoore High School in Oklahoma City, Oklahoma, was selected as the 2018 Wichita State University Clay Barton Scholar. He will receive \$12,000 a year for four years to attend Wichita State. The \$48,000 Barton Scholarship is one of the largest business scholarships in Kansas.

Watts is founder of Wattage, a self-run multimedia business. He specializes in photography, videography and DJing.

#### BARTON SCHOLARSHIP HISTORY

In 1991, the late Rent-A-Center co-founder W. Frank Barton, who provided the naming endowment for WSU's Barton School of Business, established a scholarship in his son Clay's name. Clay Barton died from cancer in 1988 at the age of 20, cutting his promising life short. While the Clay Barton Scholarship does not substitute for Clay's presence, it is a powerful legacy.

This legacy speaks to the richness of the Barton tradition here at Wichita State. Barton Scholars are expected to be the "best of the best," excelling in academics, leadership and service, fitting the pieces of their lives intricately into a structure that has lasting value. The candidates face a rigorous set of challenges in competing for the Clay Barton Scholarship.



## BARTON SCHOOL STUDENT TEAM WINS COMPETITION



A team of Barton School students won the first Kansas State SHRM (Society for Human Resource Managers) Student Summit and Human Resources Games Competitions.

Winning WSU team members pictured above from left to right are: **AMANDA SCHMITS**, Rhatigan Student Center

*Director of Human Resources and WSU SHRM co-advisor;*  
**CHANCE REH**, SHRM member and student;  
**ZEB HARRINGTON**, SHRM member and student;  
**MARCK DOTSON**, SHRM member and student;  
*Professor* **DAVID YOON**, SHRM co-advisor



## WHAT'S YOUR EDGE?

This co-curriculum program is designed to provide professional growth and development opportunities as an enhancement to the student's formal education in the Barton School of Business. Skill and competency building activities are designed to position the business graduate for enhanced placement opportunities and a successful career with progressively greater responsibilities. The program provides Barton School graduates with a competitive edge as they seek to begin their professional careers.

## PROFESSIONAL EDGE REQUIRED COMPETENCIES

### EXAMPLES OF SKILLS AND COMPETENCIES:

- ➔ **SELF-ASSESSMENT** – learning and strengths assessments, leadership domains
- ➔ **COMMUNICATION** – conversation dynamics, navigating meeting, etiquette: email and social media
- ➔ **INTERVIEWING** – mock interview, behavioral and case interviewing, phone interviews
- ➔ **RESUME BUILDING** – translating skills, metrics, key words, cover letters
- ➔ **NETWORKING** – crafting pitch, mentor identification, conversation dynamics
- ➔ **DIVERSITY** – cross cultural, global competencies, working across teams
- ➔ **CAREER MANAGEMENT** – effective job search process, evaluating and negotiating compensation packages
- ➔ **LEADERSHIP** – workplace, corporate environment, teams and time management



- ➔ **PROGRAM LAUNCHED FALL 2017**
- ➔ **FALL 2018 ENROLLED THE LARGEST FRESHMEN CLASS OF 238 STUDENTS**
- ➔ **FALL 2018 TOTAL STUDENTS SERVED: 406**
- ➔ **HOSTED OVER 67 BUSINESS PROFESSIONALS**



## 2018 PREFESSIONAL EDGE EXPERT PRESENTERS

- ⇒ **Jamie Taulbee**, Meritrust
- ⇒ **Chet Buchman, Swindoll, Jansen, Hawk & Loyd**
- ⇒ **Farzad Tadayon**, T-Squared Professional Engineers, Inc.  
| Fidelity Bank
- ⇒ **Jill Pletcher**, WSU Career Services
- ⇒ **Evan Wilson**, Meritrust
- ⇒ **Dr. Don Hackett**, Barton School of Business
- ⇒ **David Eads**, Pasadena Tournament of Roses
- ⇒ **Jon Rolph**, SASNAK | Young Professionals of Wichita
- ⇒ **Christina House**, Galileo
- ⇒ **Evan Wilson**, Meritrust
- ⇒ **Angela Malley & Damon Ward**, Spirit AeroSystems |  
EFT Analytics | A Koch Industries Company
- ⇒ **Tamika McCormack & Lucretia Taylor**,  
Spirit AeroSystems
- ⇒ **Terri Rice**, Cox Communication
- ⇒ **Aaron Bushell**, Commerce Bank
- ⇒ **Vicki Plank**, Meritrust
- ⇒ **Olivia Santonil & Mike Love**, Youth Entrepreneurs
- ⇒ **Sarah Yost**, Executive Coach
- ⇒ **AJ Pello**, Koch Industries
- ⇒ **Ashwini Mysur**, Spirit AeroSystems
- ⇒ **Susan Smith**, GLMV Architecture
- ⇒ **Joe Woodward**, Koch Industries
- ⇒ **Pierre Harter**, Spirit AeroSystems
- ⇒ **Lynda C Metz**, Restaurant Management Corporation
- ⇒ **Maggie Slack**, WSU Career Services



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**THE INFORMATION PRESENTED WAS  
VERY VALUABLE, AND TO HEAR IT FROM  
THE POINT-OF-VIEW FROM A POTENTIAL  
EMPLOYER DEFINITELY HELPED.**

- **LABIA KHAN**, BARTON SCHOOL OF BUSINESS,  
ECONOMICS MAJOR







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**THE PROFESSIONAL EDGE PROGRAM HAS EXPOSED ME TO SOFT SKILLS I DIDN'T KNOW I WAS MISSING. I'VE LEARNED TO BE MORE CONFIDENT WHEN NETWORKING AND SPEAKING WITH PEOPLE. THE PROGRAM IS WORTH THE TIME FOR A BIG PAYOFF, EVEN FOR BUSY STUDENTS.**

- ALYSSA WARD, BARTON SCHOOL OF BUSINESS,  
BUSINESS ADMINISTRATION MAJOR





BARTON SCHOOL  
**PROFESSIONAL  
EDGE** PROGRAM



CREDIT UNION SM



WICHITA STATE  
UNIVERSITY  
W. FRANK BARTON  
SCHOOL OF BUSINESS  
Professional Edge



# AROUND THE BARTON SCHOOL



## GRADUATE PROGRAMS UPDATES

- Barton School will offer the Executive MBA program in Fall 2019. The 20 month program has a new structure. Program changes include a revised curriculum and the option of selecting between innovation leadership and program management tracks.
- Master in Human Resource Management was approved. It is a unique program that consists of two Graduate Certificates in Human Resource Decision Making and Human Resource Management Skills that can be completed independently or combined to get the master's degree.
- Human Resource Management concentration was added to the MBA program.
- Graduate Certificate in Business Analytics was approved and is available.
- Significant changes were made to the Master of Arts in Applied Economics curriculum, which now offers a data analytics concentration.
- The second cohort for the Graduate Certificate in Supply Chain Management started in August. The certificate program is a collaboration between the Barton School and Cargill.
- MBA students in the capstone global advanced strategic management class (Berlin experience) worked on consulting projects with Fairmount Technologies and Nitride Solutions from Wichita and Bogen Electronics and ODE from Berlin in collaboration with students from the Berlin School of Economics and Law.
- New graduate classes (Digital Marketing, Consumer Decision Making Process, Risk Management in Global Supply Chain, & Global Logistics and Transportation Management) were added to the curriculum.





# INSTITUTE FOR THE STUDY OF ECONOMIC GROWTH BEGINS IMPORTANT WORK



**TED BOLEMA**

The newly created Institute for the Study of Economic Growth is housed in the W. Frank Barton School of Business at Wichita State University. The University's mission is to be an essential educational, cultural, and economic driver for

public good. The Barton School's mission, aligned with that of the University, is to prepare students for lifelong learning and success in the global marketplace, advance the knowledge and practice of business, and support economic growth through research, outreach, and knowledge transfer. Within this context, the Institute for the Study of Economic Growth will play a transformative role in advancing the teaching, research and application of innovative and entrepreneurial activities in a free enterprise economy to enhance societal prosperity through economic growth.

## **VISION FOR THE INSTITUTE:**

To be a premier agent for the exploration of market and enterprise systems that have the greatest impact on the economic prosperity of society through economic growth.

## **MISSION OF THE INSTITUTE:**

Advance the teaching, research and application of innovative and entrepreneurial activities in a free enterprise economy to enhance societal prosperity through economic growth.

## **PRIORITIES:**

- ➊ **RESEARCH** – Accelerate the discovery, creation and transfer of new knowledge about the interconnectedness of innovation, markets, entrepreneurship and institutions in society.
- ➋ **KNOWLEDGE TRANSFER** – Disseminate the outcomes of our research through classroom instruction, symposia, debates, panel discussions and policy forums.

## **STRATEGIES:**

- ➊ Grow the institute as a leader in the study of free markets, innovation, entrepreneurship and institutions.
- ➋ Evaluate existing curricula and incorporate free market principles as appropriate.
- ➌ Create a Business Foundations course for first-year students to introduce the concepts of free markets and enterprise early in the student's academic program.
- ➍ Promote research by faculty and students that is consistent with the mission and vision of the institute. Graduate assistants will assist faculty in research, and Institute Fellows will collaborate with faculty in research and outreach programs.
- ➎ Invite nationally renowned scholars to engage in research, teaching and public symposia themed around the role of free enterprise and societal well-being.
- ➏ Seek additional funding from external entities (corporations and foundations) to leverage the support for the Institute provided by the Charles Koch Foundation and Wichita State University.



## BARTON SCHOOL SIGNS 2+2 AGREEMENTS WITH LOCAL COMMUNITY COLLEGES



Cowley College and Wichita State signed a 2+2 agreement on Monday, July 30, 2018. The purpose of the 2+2 agreement is to provide Cowley College students a four-year coordinated program where students will receive an Associates of Arts degree at Cowley College in the first two years and a Bachelor of Business Administration from Wichita State University after two additional years.

"This is a great way to encourage students that obtain an Associate of Arts degree at Cowley College to go on to a Bachelor of Business Administration degree from Wichita State University," Anand Desai, Dean of the Wichita State University W. Frank Barton School of Business said.

"More than ever society needs people in the field of entrepreneurship and business is such a field of study," Cowley College President Dr. Dennis Rittle said. "This 2+2 articulation agreement with WSU is a way to help business students of today to be successful as they create innovative businesses which we will all enjoy tomorrow."



WSU and Butler Community College also signed a 2+ 2 agreement on Friday, Aug. 24. The business professors and their deans from both colleges worked together to ensure Butler classes would transfer directly into Wichita State's business administration program.

"Butler is the largest transfer institution for Wichita State," said Wichita State Provost Richard Muma. "These agreements are important because of the seamless transfer of students to WSU."





## SCHWARTZ LECTURE SERIES

# STOP AND SMELL THE ROSES

The Barton School welcomed home alum David Eads as the 2018 Schwartz Lecture Series keynote speaker. David Eads joined the Tournament of Roses® as Executive Director/Chief Executive Officer in February, 2017. The Tournament of Roses is a non-profit, volunteer organization that brings people together through the Rose Parade® and Rose Bowl Game® creating America's New Year Celebration®. Eads leads a year-round staff of 35 professionals and provides a strategic vision in community relations, finance, marketing and communications, membership services, parade and game operations, procurement and facilities, and strategic partnerships.

Together with the staff, Eads supports the 935 volunteer members of the Tournament of Roses Association. He works with the Executive Committee and members to fulfill the mission of the Tournament by creating premiere events and providing meaningful experiences to enrich the lives of people and organizations.

Before joining the Tournament, David held senior executive roles at the Los Angeles Area Chamber of Commerce since 2000, overseeing public policy, membership development, programs and events, marketing and communications, global initiatives, leadership programs, facilities management, finance, IT, administration and human resources.

Prior to his move to Los Angeles in 2000, Eads served as the executive vice president of the Wichita Convention and Visitors Bureau in Wichita, Kansas. During his 13 years with the Bureau, Eads managed and directed the sales and marketing programs of the Bureau, coordinated the development of the Greater Wichita Area Sports Commission, and opened the city's first visitor information center.

Eads earned a Bachelor's of Business Administration and MBA from the Barton School of Business.

# FACULTY NEWS BRIEFS

**DR. KURT REDING** (ACCT) received a Certificate of Merit in IMA's 2018 Lybrand Awards competition for the manuscript, "Improving Critical Thinking Through Data Analysis," which was published in the June 2017 issue of Strategic Finance. Lybrand Certificates of Merit are presented to authors of the top manuscripts submitted for their "outstanding contributions to accounting and finance literature."

**DR. SUE ABDINNOUR** (FREDS) was one of four WSU faculty/staff members who lead the development and opening of the Pizza Hut museum now open on the WSU campus. The interactive museum tells the story of how Barton School alum Dan Carney and his brother Frank started a restaurant in a building on the corner of Bluff and Kellogg. They staffed their business with family, friends and fraternity brothers and called it Pizza Hut. Pizza Hut is one of the most famous Barton School student entrepreneurship ventures.

**DR. SUE ABDINNOUR** (FREDS) was named to the board of directors of the local Wichita APICS chapter. APICS is a leader organization in the area of Operations Management and Supply Chain. This helps our students engage with local companies and foster applied learning.



**BARTON SCHOOL MANAGEMENT INFORMATION SYSTEMS (MIS) FACULTY** held the 2nd Annual Senior MIS Competition at the end of fall 2018 semester. This is a collaboration with Koch Industry. The competition calls for a web application development that assist hardware and software procurement process of a hypothetical business. The team Cruz Control (Christian Cruz, Carmen Cruz, Syeda Yasmin, Cole Davis, and Lucas Garcia) was chosen as winner.

**DR. MASUD CHAND** (MGMT) worked as the lead researcher for the Brookings Institute sponsored Greater Wichita Export Development Plan in 2017-2018. I worked on this in conjunction with Karyn Page and Holli Schletzbaum at Kansas Global Trade Services. The findings were presented at the April 2018 meeting of the WT Council of Wichita.

**DR. SETH COCKRELL** (MKT) received the Promising Research Award at the Global Research Symposium on Marketing and Entrepreneurship, Boston, MA.

**DR. CHARLES MARTIN** (MKT) received the Gold Award in the National Calendar Awards Planner/Pocket Class Retail Division for the category of Most Informative. This award is granted by the Calendar Marketing Association, and Dr. Martin received it for his scholarly piece "Marketing For All the Marbles Every Day."

**DR. ATUL RAI** (ACCT) won Advisor of the Year award for his service as advisor of the Indian Student Association of Wichita State University. It is the largest and the oldest student organization at WSU.

**DR. ATUL RAI** (ACCT) served as "faculty champion" (the equivalent of faculty advisor) of a team of students from different colleges of WSU (including one from the Barton School, Kyle Kopecki) who participated in Stanford University's University Innovation Fellowship (UIF) program. The team participated in activities with



students from all over the world and attended a conference at Palo Alto, CA, where the team members presented their work. In a highly competitive selection process, the team was awarded UIF status (University Innovation Fellows).

**DOTTY HARPOOL** (MKT) was named a WSU Service Learning Fellow for her work incorporating service learning into her classes. She was also named the Barton School Recruitment Fellow by the WSU Academic Affairs Office. As recruitment fellow, Dotty serves as the faculty conduit between the WSU Admissions Office and the Barton School.

New faculty member **DR. USHA HALEY** (MGMT) transferred the National Science Foundation (NSF) grant that she obtained as sole Principle Investigator at her previous employer, West Virginia University. The grant on “Technology Development, Strategic Risk and National Policy: The Impact of Chinese State-Capitalist Investment in US Shale Gas” is the first NSF grant for the Barton School.

**DR. USHA HALEY** (MGMT) has been appointed lead editor for a special issue of the Academy of Management Learning and Education (an A-plus journal in the ABDC journal rankings that the Barton school uses) on “Learning and Education Strategies for Scholarly Impact: Influencing Regulation, Policy and Society through Research” and is scheduled to conduct workshops for the special issue in North America, Europe, Australia and Asia. Usha serves as co-Chair of the Academy of Management's Practice Theme Committee (which runs its own program and awards at the annual meetings). With about 20,000 members from 120 countries, the AOM is the preeminent academic society in management. She has also been appointed co-editor in chief of the six volume “World Scientific Encyclopedia on Multinational Investment and Growth”.

## FACULTY, STAFF MOVES

### NEW FACULTY:

**SETH COCKRELL** - Assistant Professor of Marketing

**LYNN MATTHEWS** - Assistant Professor of Marketing

**POOJA THAKUR-WERNZ** - Assistant Professor of Management

**AKMAL MIRSADIKOV** - Assistant Professor of MIS

**USHA HALEY** - W. Frank Barton Distinguished Chair in International Business & Professor of Management

**RAINA RUTTI** - Clinical Assistant Professor of Human Resource Management

**GREG BORDELON** - Assistant Teaching Professor of Business Law

**TED BOLEMA** - Executive Director, Institute for the Study of Economic Growth

### NEW STAFF:

**CASSANDRA HUTH** - Recruiting Coordinator

**DANIELLE FRESHNOCK** - Returning Adult Advisor

**EVAN HABLUESTEL** - CEDBR

**CHRISTA SEARLE** - CEDBR

**CHRIS McDONALD** - Economics Department Admin

**ZACK BROWN** - Manager for Advising

**LAURIE MOODY** - Assistant Director for Graduate Studies in Business

**CAROLINE FULBRIGHT** - Transfer Academic Advisor

**CHELSEA SMIDT** - Grad Coordinator

### RETIREMENTS:

**BOB ROSS**

**DEAN HEADLEY**

**ESTHER HEADLEY**

**LARRY SPURGEON**

### PROMOTIONS:

**MICHAEL IMHOF** Tenure & Promotion ➔ Associate Professors

**JOHN PERRY** Promotion ➔ Full Professor

**BILL MILES** Professor Incentive Review

**MICHAEL FLORES** Promoted ➔ Senior Educator

**PATRICIA O'SULLIVAN** Promoted ➔ Associate Educator

**LAURA ZELLERS** Promoted ➔ Associate Educator

**KURT REDING** Promoted ➔ Associate Clinical Professor

**PATRICIA BRADLEY** Promoted ➔ Associate Educator

**TERENCE DECKER** Promoted ➔ Teaching Professor

**JANET WOLCUTT** Promoted ➔ Senior Educator

**STEVE HELM** Promoted ➔ Senior Educator

**PEGGY WARD** Promoted ➔ Senior Educator

**KATE KUNG-McINTYRE** Promoted ➔ Senior Educator

**DOROTHY HARPOOL** Promoted ➔ Senior Educator



## 2018 PUBLICATIONS

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### BRYANT, JEFFREY

#### **MISCELLANEOUS ITEMIZED DEDUCTIONS MAY BE MISSED MORE THAN EXPECTED**

*Journal of Taxation of Investments*

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### BROBERG, CHRIS

#### **USING A NEW VENTURE COMPETITION TO PROVIDE EXTERNAL ASSESSMENT OF A UNIVERSITY ENTREPRENEURSHIP PROGRAM**

*United States Association for Small Business and Entrepreneurship*

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### CHANDLER, GAYLEN

#### **USING A NEW VENTURE COMPETITION TO PROVIDE EXTERNAL ASSESSMENT OF A UNIVERSITY ENTREPRENEURSHIP PROGRAM**

*Entrepreneurship Education and Pedagogy and United States Association for Small Business and Entrepreneurship*

#### **THE MEASUREMENT OF EFFECTUATION: HIGHLIGHTING RESEARCH TENSIONS AND OPPORTUNITIES FOR THE FUTURE**

*Small Business Economics*

#### **THE ROLE OF RHETORICAL MODES IN FIRM UNCERTAINTY AND PERFORMANCE**

*Strategic Management Society Annual Conference*

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### CHENG, JEN-CHI

#### **IS FULL EFFICIENCY ACHIEVABLE? AN EMPIRICAL STUDY OF THE BANKING INDUSTRY IN TAIWAN**

*Contemporary Economic Policy*

#### **ENERGY EFFICIENCY**

*Energy Efficiency: Indicator, Measurement and a New Approach*

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### FARMER, STEVEN

#### **ORGANIZATIONAL MORAL IDENTITY & MORAL IDENTITY CONGRUENCE: RELATIONSHIPS WITH CITIZENSHIP BEHAVIORS AND UNETHICAL PRO-ORGANIZATIONAL BEHAVIORS**

*Journal of Business and Psychology*

#### **PROCESS IMPROVEMENT SUGGESTIONS IN SMES: THE IMPACT OF HARMONIOUS PASSION FOR ENTREPRENEURSHIP, EMPLOYEE CREATIVE SELF-EFFICACY AND TIME SPENT INNOVATING**

*Journal of Small Business Strategy*

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### HERSCH, PHILIP

#### **THE CONSEQUENCES (AND NON-CONSEQUENCES) OF OWNERSHIP CHANGE: THE CASE OF MAJOR LEAGUE BASEBALL**

*Journal of Sports Economics*

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### IMHOF, MICHAEL

#### **HOW INVESTORS VALUE CASH AND CASH FLOWS WHEN MANAGERS COMMIT TO PROVIDING EARNINGS GUIDANCE**

*Advances In Accounting*

#### **AUDIT FIRMS AS A NETWORK OF OFFICES**

*Auditing: A Journal of Practice and Theory*

#### **COMPETITION, PROPRIETARY COSTS OF FINANCIAL REPORTING, AND FINANCIAL STATEMENT COMPARABILITY**

*Journal of Accounting Auditing and Finance*

#### **PRICE INFORMATIVENESS, TRANSPARENCY REGULATION AND STOCK RETURN SYNCHRONICITY: EVIDENCE FROM THE EUROPEAN UNION'S TRANSPARENCY DIRECTIVE.**

*European Financial Management Association*





## 2018 PUBLICATIONS

### **AUDIT COMPLETION VARIANCE, AUDIT QUALITY AND AUDIT FEES.**

*AAA Midwest Regional Meeting*

### **PRICE INFORMATIVENESS, TRANSPARENCY REGULATION AND STOCK RETURN SYNCHRONICITY: EVIDENCE FROM THE EUROPEAN UNION'S TRANSPARENCY DIRECTIVE.**

*AAA Annual Meeting*

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### **MATTHEWS, LYNN**

#### **THE HANDBOOK OF RESEARCH ON DISTRIBUTION CHANNELS**

*Organizational Learning and Inter-Organizational  
Knowledge Transfer*

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### **MCLEOD, MICHAEL**

#### **TOP MANAGEMENT TEAM CHARACTERISTICS AND ORGANIZATIONAL VIRTUE ORIENTATION: AN EMPIRICAL EXAMINATION OF IPO FIRMS**

*Business Ethics Quarterly*

#### **THE ROLE OF RHETORICAL MODES IN FIRM UNCERTAINTY AND PERFORMANCE**

*Strategic Management Society Annual Conference*

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### **PERLINE, MARTIN**

#### **COMPETITIVE BALANCE IN THE POWER CONFERENCES: THE CASE OF MEN'S AND WOMEN'S BASKETBALL**

*The Sport Journal*

#### **COMPETITIVE BALANCE AFTER REALIGNMENT: THE BIG EAST AND THE AAC**

*The Journal of Sport*

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### **PERRY, JOHN**

#### **ANALYZING INDUSTRY CHANGES AND BUSINESS EVOLUTION: THE PATH FORWARD FOR MIDWEST EQUIPMENT COMPANY**

*The CASE Journal*

#### **HERITAGE OR LEGACY: FAMILY BUSINESS EMPLOYEES' TEMPORAL ORIENTATION AND AFFECTIVE ORGANIZATIONAL COMMITMENT**

*Academy of Management Meeting*

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### **RAI, ATUL**

#### **EVALUATING PEDAGOGY IN EDUCATING BUSINESS MAJORS: AN EMPIRICAL ANALYSIS OF TEACHING ACCOUNTING WITHOUT DEBITS AND CREDITS**

*Accounting and Financial Control*

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### **SAEED, KHAWAJA**

#### **MOBILE SERVICES AS A MEANS TO CONTROL: AN EMPIRICAL ASSESSMENT**

*Journal of Computer Information Systems*

#### **HOW SUPPLY CHAIN ARCHITECTURE AND PRODUCT ARCHITECTURE CHOICES IMPACT FIRM PERFORMANCE: AN EMPIRICAL EXAMINATION**

*Journal of Purchasing and Supply Management*

#### **AN EXPLORATORY STUDY OF INFORMATION SYSTEMS USAGE PROFILES FROM A LONGITUDINAL PERSPECTIVE**

*28<sup>th</sup> Pre-ICIS workshop on Adoption and Diffusion of  
Information Technology*

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### **WOLCUTT, JANET**

#### **ACTIVE LEARNING TECHNIQUES FOR TEACHING ECONOMIC GROWTH**

*Robert Morris University Annual Teaching Economics  
Conference: Instruction and Classroom-Based Research*

# BARTON SCHOOL OUTREACH CENTERS

## MADE SIGNIFICANT IMPACT ON BUSINESS COMMUNITY IN 2018

### HIGHLIGHTS OF THE CENTER FOR INTERNATIONAL BUSINESS ADVANCEMENT/WORLD TRADE COUNCIL

2018 was another successful year for the World Trade Council. Following in the tradition of other senior Barton School faculty, Usha Haley (MGMT) was elected Chair of the World Trade Council of Wichita, and nominated to serve on the Kansas International Trade Coordinating Council (Kansas Department of Commerce).

➔ **A GLOBAL ECONOMIC OUTLOOK FOR 2018** - "Navigating the complex changes created by tax reform" sponsored by Grant Thornton, LLP - Wichita, KS and presented by David Sites, Partner, International Tax Services, Grant Thornton - Washington National Tax Office.

➔ **THE LOCAL/REGIONAL/GLOBAL AGRIBUSINESS ECONOMY** - hosted by Cargill Meat Solutions. Panel discussion of "Key Lessons and Insights from the Protein, Dairy and Grain Sectors" moderated by Dan Sabol, SVP, Bank of America. Panel members were Pat Binger, VP-Cargill Meat Solutions; Kevin Strathman, SVP-Dairy Farmers of America; Chuck Elsea, former CEO-The Scoular Co.

➔ **NAFTA'S IMPACT ON OUR ECONOMY:** A conversation hosted by World Trade Council of Wichita. Panel discussion moderated by Ms. Karyn Page, president/CEO-Kansas Global Trade Services. Distinguished panelists included US Congressman Roger Marshall, 1st District, KS; Head Consul Alfonso Navarro Bermachi-Mexican Consulate in Kansas City; Mr. Jerome Pischella-Sr. trade commissioner, Consulate General of Canada, Denver and Mr. Ted J Vlamis, VP-Pioneer Balloon Company.

➔ **WICHITA MARKET PRIORITIZATION REPORT -**

Presented by Parker Dooly - JP Morgan, Max Bouchett - Brookings and Karyn Page - KS Global Trade Service and sponsored by Kansas Global Trade Services

➔ **42<sup>ND</sup> WORLD TRADE WEEK 2018 HONORS ARGENTINA**

- Keynote Address presented by Deputy Consul General Marcelo Boffi, Consulate of Argentina in the Midwest - Chicago. World Trade Week Proclamations by the Governor and Mayor, were delivered followed by Grant Thornton presenting the annual Dr. Dharma deSilva International Business Excellence Award to Mark Brodie of Viega for their international business expertise and outstanding achievement.

➔ **LEADING THE INDUSTRY IN AEROSPACE STRUCTURES -**

Sponsored and presented by Mr. David L Nelson, Global Procurement-Spirit Aero Systems, Inc and Ms. Michelle Lohmeier, Airbus Programs, Spirit

➔ **NAVIGATING THROUGH THE TRADE WARS:**

**AN OVERVIEW OF RECENT TRADE ACTIONS BY THE TRUMP ADMINISTRATION** - Presented by Spencer Toubia, Crowell & Moring LLP International Law Firm

➔ **THE WORLD IN 2019: FROM BREXIT TO CHINESE**

**TRADE WARS** - Presented by Steve Hayes-International Banking and Gonzalo Foreign Exchange, JP Morgan Chase and hosted by JP Morgan Chase Bank

➔ **43<sup>RD</sup> ANNUAL HOLIDAY GET-TOGETHER & WINE AND CHEESE PAIRINGS**

- Presented by Mr. Guy Bower, The Wine Guy, and hosted by Pioneer Balloon Company at their World Corporate Headquarters



## 2017-2018 HIGHLIGHTS FOR THE CENTER FOR ENTREPRENEURSHIP

- ➔ LaunchPrep, a training developed in a partnership with e2e Accelerator to provide early stage company's access to a select group of Wichita's most successful entrepreneurs, was offered in the fall and spring. This three-month program examines every aspect of these businesses, challenges their strategies and inspires them to create an implementation plan to reach critical milestones. These two cohorts were comprised of a total of 10 businesses.
- ➔ E-Launch, developed to foster entrepreneurial activity that leads to the commercialization of technology based ideas, worked with 39 new ventures.
- ➔ The 11th Shocker New Venture Competition was held. We experienced another successful campaign raising \$28,500. The winner of the competition is in the process of a capital raise to move her product into phase 1 of FDA approval.
- ➔ Over \$80,000 in scholarship money was awarded to entrepreneurship students.
- ➔ Continued growth is occurring in non-business college majors enrolling in entrepreneurship courses offered through general education. In addition, significant growth is taking place in on line offerings of the introductory entrepreneurship course.
- ➔ The Growing Rural Business Program was held in both Scott and McPherson County. This training worked with 30 businesses in these two counties by providing training in the finer points of growing a thriving rural business in a dynamic collaborative environment where they network with peers.
- ➔ The Kansas Family Business Forum completed another successful year conducting 15 programs featuring experts presenting topics critical to the success of the family owned companies who are members of KFBF.
- ➔ The Kansas Innovation Challenge, a statewide competition, accepted two entries per university. The Center for Entrepreneurship selected and entered two of our student start-ups. The WSU teams took 2nd and 3rd place in this competition walking away with a total of \$17,500 in prize money.
- ➔ Sponsors of the following community events: Create Campaign, Camp Destination Innovation.

## HIGHLIGHTS OF THE CENTER FOR MANAGEMENT DEVELOPMENT

*The Center for Management Development continues to expand new programs and on-site delivery at organizations. The focus this year has been to enhance our social media presence and more marketing with 'E-Blasts'. Both of these have been very successful.*

*During this past year, the CMD offered six certificate (multi-week) programs in our classroom and five certificate programs delivered at our client's place of business. The certificate programs this past year have been very successful.*

*During 2018, the CMD has exposed training to over 4,200 participants (in our classroom and on-site at client's organizations). CMD continues to send instructors outside the state of Kansas and look forward to increasing our on-site delivery in 2019.*



# HIGHLIGHTS OF THE CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH



## CEDBR CELEBRATED ITS GOLDEN ANNIVERSARY IN 2018

The Center for Economic Development and Business Research celebrated its 50th anniversary in 2018. The center was established in 1968 to provide access to federal and state data resources along with researching economic trends for the Wichita community. Since its inception, the center has grown from one person to a full-time staff of six people. The center now has a broader mission and serves communities across the entire state.

In fifty years, CEDBR has become a notable-trusted source for both business research and economic trends. Staff are often quoted in media outlets across the state and nation, with over 50 citations annually. Because of the unique expertise in regional economic conditions, center staff were keynote speakers for 31 events that ranged from professional organizations and business retreats to community outlook events.

## NEW PRODUCTS

- The S&P 500 Stock Market Prediction Challenge was fully rolled out in 2018. Both community and student contestants now annually compete to predict the stock market with the most accurate predication getting a complimentary ticket to the annual Kansas Economic Outlook Conference in October. Predictions are aggregated together and shared publicly as a forecasting and planning tool. The 2018 community forecast was more bullish than major analysts' forecasts, yet it ended up only under predicting the S&P 500 Index by three points.

<http://www.cedbr.org/forecast-blog/stock-market-prediction>

- The center developed a new 90-page forecast booklet for community and business leaders across

Kansas. Along with information on state and regional economic conditions, the publication includes the annual Economic Conditions survey results, Kansas Industry News and Developments, indicators for seven regions of the state and an economic summary for the largest 25 counties. Survey evaluation feedback indicates that the new booklet will be "kept on the desk" and used to navigate economic opportunities across the state.

- In response to concerns from regional economic developers and aerospace companies about national trends, the center developed a US Aerospace Current Conditions Index. The index is designed to measure the current level of activity at the national level. The five component index will be used by aerospace companies to benchmark their growth, while economic developers will use it as a basis for both business attraction incentives and clawbacks.

<http://www.kansaseconomy.org/local-indices/aerospace-indices>











- The Center for Economic Development and Business Research is the only public source providing population forecasts by county across Kansas. In 2018, the Kansas Health Foundation commissioned a special report on the population outlook by race and ethnicity. The results shows the racial composition of the Kansas population is projected to change substantially over the fifty years. In 2016, Kansas' population was estimated to be approximately 77.5 percent non-Hispanic white, 11.6 percent Hispanic, 6.6 percent non-Hispanic black, and 4.2 percent all other races. By 2066, Kansas' population is projected to be approximately 48.6 percent white, 36 percent Hispanic, 7.5 percent black, and 8 percent all other races.

<http://www.cedbr.org/forecast-blog/population-projections/population-projections-by-race>

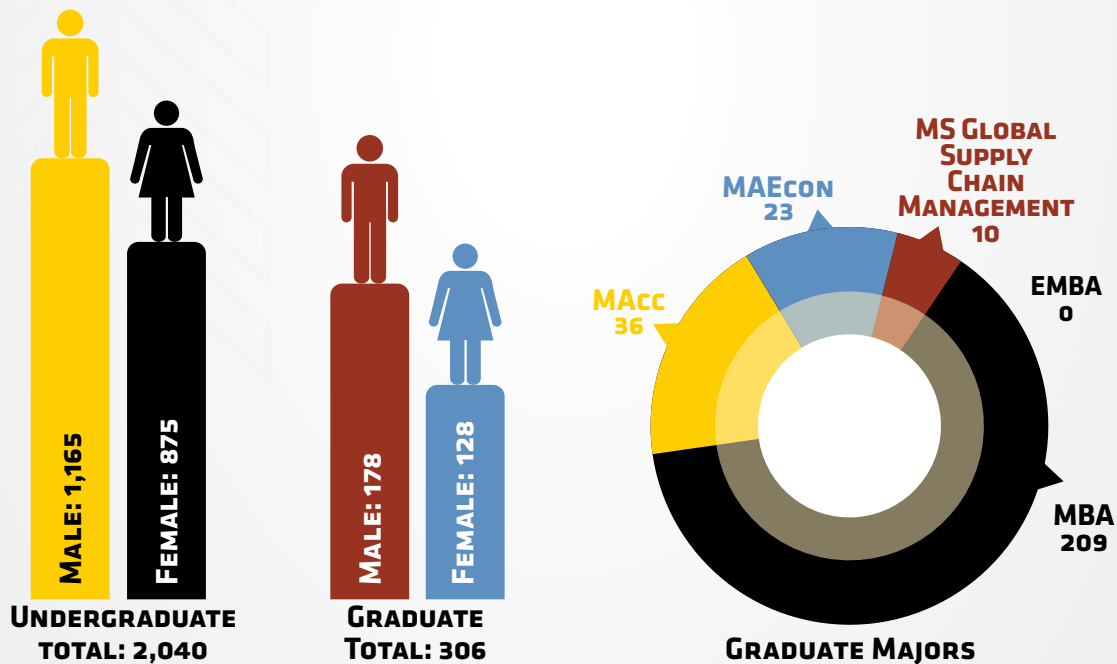


# BARTON SCHOOL BY THE NUMBERS

## FALL 2018 MAJOR UNDERGRAD DISTRIBUTION

ACCOUNTING	416	
GENERAL BUSINESS	299	
MANAGEMENT	275	
MARKETING	259	
FINANCE	244	
HUMAN RESOURCES	119	
MIS	110	
INTERNATIONAL BUSINESS	82	
ENTREPRENEURSHIP	82	
ECONOMICS	47	

## FALL 2018 STUDENT PROFILE

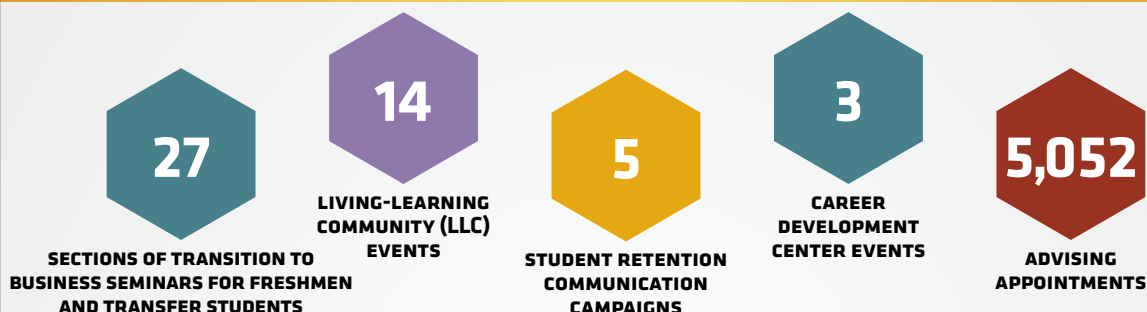


## RECENT GRADUATES



# BARTON SCHOOL BY THE NUMBERS

## RETENTION EFFORTS



- ➔ ALL TRANSFER AND NEW STUDENT ORIENTATION PROGRAMS
- ➔ ALL NEW STUDENT ORIENTATION PROGRAMS
- ➔ MONTHLY COMMUNICATION WITH STUDENTS VIA E-MAIL, TWITTER, FACEBOOK
- ➔ CLASH OF THE COLLEGES
- ➔ BACK TO BUSINESS BASH

## RECRUITMENT EFFORTS

- ➔ RECRUITED AT DECA, FBLA AND KC Biz Fest
- ➔ SENT OVER 150 PERSONALIZED POST CARDS TO FUTURE SHOCKERS TO THANK THEM FOR VISITING OUR CAMPUS
- ➔ SENT OVER 400 ACCEPTANCE PACKETS WITH PERSONALIZED "WSU BUSINESS STUDENT" BUSINESS CARDS
- ➔ DELIVERED BUSINESS INFO PACKETS TO USD 259, GODDARD AND ANDOVER HIGH SCHOOL BUSINESS TEACHERS
- ➔ REVAMPED SOCIAL MEDIA PRESENCE (1,362 TWITTER FOLLOWERS 400 INSTAGRAM FOLLOWERS)



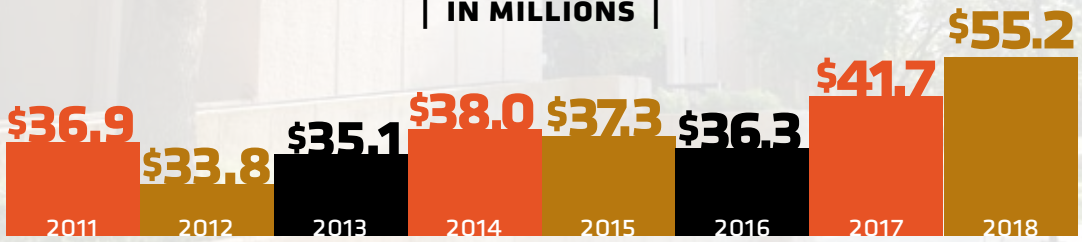
## NEAR-TERM PLANS

- ➔ BOOST PARTICIPATION AND PROGRAMMING IN THE BARTON SCHOOL'S PROFESSIONAL EDGE PROGRAM
- ➔ INCREASE OUTREACH TO AREA HIGH SCHOOLS AND ADJOINING STATES.

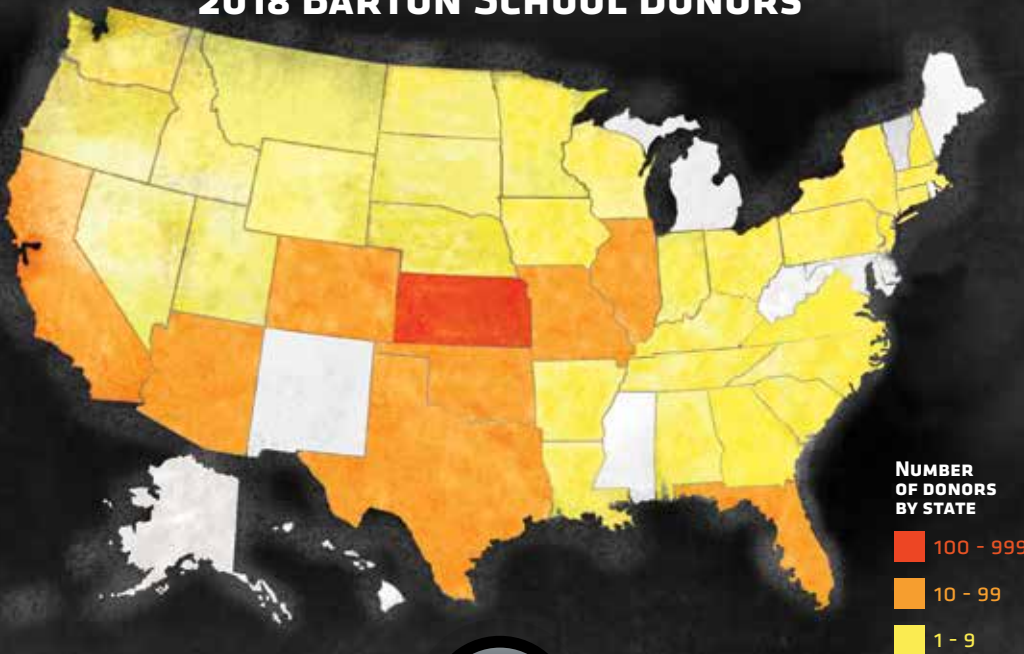


## ENDOWMENTS, 2011-2018

| IN MILLIONS |

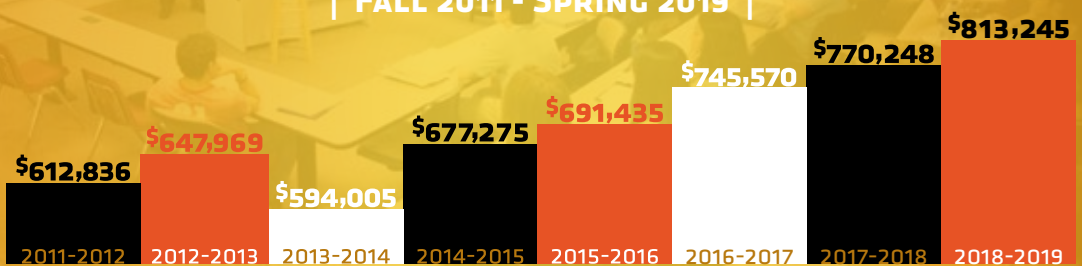


## 2018 BARTON SCHOOL DONORS



## SCHOLARSHIPS AWARDED

| FALL 2011 - SPRING 2019 |





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