

W. FRANK BARTON **SCHOOL OF BUSINESS**

YEAR IN REVIEW | **2017**



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Accounting



**WICHITA STATE
UNIVERSITY**



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Arlene Schreiber Thomas, *assistant dean, Barton School Budgets*
Randy Ware, *manager, Business Advising Center*
Joan Adkisson, *assistant to the dean and scholarship coordinator*
Wendy Veatch, *director, Professional Edge*

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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BARTON SCHOOL DEAN'S AMBASSADORS



BARTON INTERNATIONAL GROUP

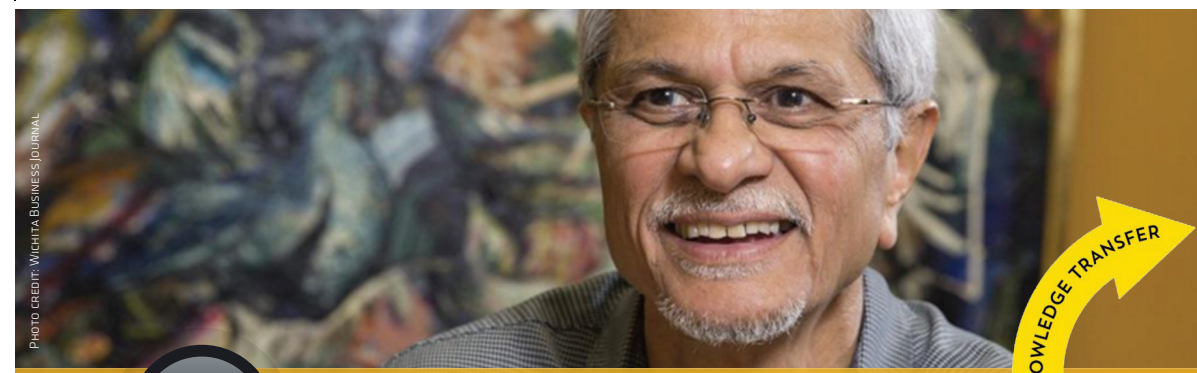
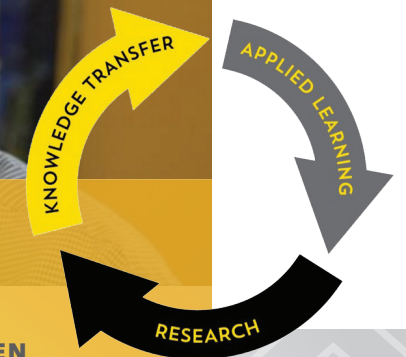


PHOTO CREDIT: WICHITA BUSINESS JOURNAL



DEAN'S MESSAGE



WE IN THE W. FRANK BARTON SCHOOL OF BUSINESS ARE DRIVEN

to prepare our graduates for the business world. We do this through traditional high quality in-class instruction, through applied learning experiences, and through professional development activities. We also want to provide the widest array of flexible learning opportunities to our students, so they can achieve their educational and career goals. Our success is measured by the quality of careers that our graduates have.

In fall 2017, with the generous support of Meritrust Credit Union, we launched the Barton School Professional Edge Program. This four-semester program is designed to develop the students' "soft skills" which are critical to their success. The generosity of Meritrust Credit Union allows us to offer this program at no cost to the student, and we are grateful for their support and encouragement. In this program, students learn about themselves and develop their communication, networking, interviewing, resume writing, leadership and career management skills. They will also gain a keen understanding of how to be effective in an increasingly diverse environment. A distinguishing feature of our program is that all events, workshops, and skill building activities are conducted by business professionals. We are deeply grateful for their time and talent contribution, and their encouragement reinforces our belief that this is a valuable skill that gives our students the *Professional Edge*.

We have also introduced new degree programs and new modes of delivery. In addition to the hybrid format MBA (a mixture of face-to-face and online learning), we now offer a fully online MBA degree program to accommodate the time and place constraints that many students face. In partnership with the College of Engineering, we launched a master's degree program in global supply chain management. We have also partnered with Cargill to provide their employees with a customized graduate certificate in supply chain management. This certificate is also offered through our partnership with the College of Engineering. At the undergraduate level, we have introduced a certificate in data analytics, an area which is in great demand across the nation.

We are grateful to all our supporters – alumni, business partners, and friends of the Barton School. You are the key to our success. You have stepped up in so many ways, whether it is through scholarships for our students, support for our faculty and programs, engagement with our students, and contributions to our high impact project of building a new home for the Barton School. Thank you, Thank you.

Go Shockers!

ANAND DESAI, DEAN
W. FRANK BARTON SCHOOL OF BUSINESS



BARTON SCHOOL STUDENTS WILL HAVE AN EDGE IN THE WORKPLACE

- ➔ **PROFESSIONAL EDGE WAS LAUNCHED IN JANUARY 2017 TO GIVE BUSINESS MAJORS A COMPETITIVE EDGE IN THE JOB MARKET.**
- ➔ **THE FREE PROGRAM BRINGS IN INDUSTRY EXPERTS TO TEACH CRITICAL SOFT SKILLS SUCH AS EFFECTIVE NETWORKING, INTERVIEWING AND NEGOTIATING.**

A new professional development program launched in August 2017 gives undergraduate business majors in Wichita State University's W. Frank Barton School of Business a competitive edge as they enter the job market.

The program, called Professional Edge, brings in industry experts to teach critical success skills such as effective networking, interviewing, negotiating and evaluating compensation packages, professional communication etiquette, time management and others.

The facilitators will provide real-time candid feedback to students seeking one-on-one guidance. Students will have the added benefit of making early face-to-face connections with Wichita-area employers.

Professional Edge is only for business majors, and participation is voluntary. Those who choose to take part can take four semesters of the program over the course of their time at Wichita State by enrolling in a zero-credit-hour course each semester.

Successful completion of the requirements in each semester will be noted on the student's transcript. Upon completion of the entire program, they will receive a Professional Edge Certificate from the Barton School.

FREE PROGRAM

This program is made possible by a grant from Meritrust Credit Union.

"Meritrust is proud to partner with the Barton School of Business to help prepare students for success in their professional careers," says James Nastars, president and CEO of Meritrust. "These students are the business leaders of tomorrow, and we are honored to support them today in a way that will help ensure their success."

Anand Desai, dean of the Barton School of Business, says, "We thank Meritrust for their investment in the professional development of our business students. Without their support, this program would not have been possible. Further, their grant enables us to provide this program at no cost to the students."

Even though it's not a requirement, Desai says he hopes students will choose to make this time investment in their own future.

.....
"THESE STUDENTS HAVE THE OPPORTUNITY TO GRADUATE EVEN BETTER PREPARED FOR REAL WORK ENVIRONMENTS," HE SAYS. "OUR GOAL IS TO GIVE THEM LIFE EXPERIENCES THAT THEY CAN'T GET FROM A TEXTBOOK."
.....

Wendy Veatch is the director of the program (wendy.veatch@wichita.edu).

WHAT'S YOUR EDGE?

STANDING OUT TO EMPLOYERS TAKES MORE THAN A DEGREE—
IT TAKES AN EDGE.

NOW YOU CAN GAIN SKILLS THAT EMPLOYERS ARE LOOKING FOR WITH THE BARTON SCHOOL **PROFESSIONAL EDGE PROGRAM.**

THIS FREE, NON-CREDIT PROGRAM WILL HELP YOU:



Refine your resume writing and interview skills



Learn effective networking and time management



Master communication etiquette and professional behaviors



Acquire job search strategies and global awareness

THE PROFESSIONAL EDGE PROGRAM IS:

- ➔ Open to all undergraduate business majors
- ➔ Provides customized training and workshops
- ➔ Presented by industry experts
- ➔ Takes only four semesters to complete
- ➔ Awards successful participants a Professional Edge certificate and transcript credential

BARTON SCHOOL
**PROFESSIONAL
EDGE PROGRAM**

➔ **FOR MORE INFORMATION:**
VISIT WICHITA.EDU/PROEDGE
OR CONTACT
WENDY.VEATCH@WICHITA.EDU
(316) 978-3441



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



COURSE INNOVATIONS REFLECT THE BARTON SCHOOL MISSION

The Barton School's focus on applied learning is reflected in numerous undergraduate and graduate classes. The following are examples of how Barton School faculty members embrace this learning-by-doing philosophy.

➤ Associate Professor Dean Headley's MKT 403 classes did an online survey of the Active Age readership. The senior newspaper needed to better understand interests, preferences and information needs of the senior community in Wichita. Also, a demographic profile was developed so the newspaper could better target advertising sales efforts.



➤ Marketing Lecturer Dorothy Harpool introduced a new course, Solutions by Design, which targets first-year university students and focuses on design thinking. Students developed prototypes to enhance the Ulrich Museum.

➤ Marketing Lecturer Dr. Roberta McKee facilitated two consulting projects in her Promotion Management courses. The classes worked with Beauties and Beasts to create marketing plans for them. They are an 11th hour rescue for dogs and cats. They take the animals that the Humane Society does not want because they are sick, abused, or fail their tests. Students had their initial meeting with the client at the rescue facility on Pattie Street, All Dogs Bark and Play. They then presented to the client during finals week. In addition, students worked at a free rabies vaccination clinic in conjunction with several other businesses including Beauties and Beasts, the Humane Society, and Kansas Spay and Neuter in the Oaklawn Neighborhood on September 30, 2017.



CHANGES TO GRADUATE PROGRAMS REFLECT CHANGING ENVIRONMENT

Applied Learning Experience for the MAcc program:

MASTER OF ACCOUNTANCY

All MAcc students are required to take Acct 825 Management Control Systems. As part of this course, students are now required to complete a semester-long non-profit project using premium access tools, data, analyses and actual physical tax returns from Guidestar.org. This premium access, provided free to students, normally costs \$1,500 annually per person. Guidestar.org is a real-world tool used by CPA firms and non-profit entities in preparation of actual financial statements, audits and tax returns. Guidestar.org is also used to gauge and evaluate a non-profit's level of corporate transparency, mission statement success and effectiveness, executive compensation, and financial stability and sustainability. Students select their own non-profits to study based on their individual interests and career goals. Additionally, non-profit sector executives will interact with students within the class.

MBA

1. A fully online MBA program was approved in 2017 and begins in spring 2018.
2. The MBA program now offers a marketing concentration. Two new graduate classes (Consumer Decision Making Behavior and Digital Marketing) were added to the curriculum during 2017.
3. A new professional development program was introduced to the MBA curriculum. MBA 360 - Professional Development Program started in fall 2017. The program requires MBA students to conduct self and peer assessments on various competencies (leadership, communication, problem solving, interpersonal, business acumen and strategic thinking) and participate in a facilitation session. Completion of the program is a graduation requirement for all MBA students.





MICRO-CREDENTIALS



THE GRADUATE CERTIFICATE IN SUPPLY CHAIN MANAGEMENT FOR CARGILL STARTED IN OCTOBER 2017

This certificate program addresses Cargill's supply-chain management competency needs and was created in collaboration between the Barton School, the College of Engineering and Cargill.

BARTON SCHOOL INTRODUCES PROFESSIONAL DEVELOPMENT BADGE PROGRAMS

Wichita State University's badge program makes workforce training and continuing education accessible and affordable. Each badge is designed with the practicing professional in mind, with coursework completed online and at your own pace. The Barton School now offers badges in international business and human resources.

FACULTY, CURRICULUM AND ALUMNI NEWS BRIEFS

➤ Dr. David Xu (FREDS Department) has been awarded the H. Russell Bomhoff Endowed Professorship in Business. Endowed professorships are awarded only to those faculty with a proven record of excellence in multiple areas of responsibility. Being ranked as the sixth most productive MIS scholar worldwide for publishing in the top eight MIS journals between 2011-2016 is an achievement that clearly establishes him as a prolific researcher. Impact measures included in his portfolio indicate that his publications are widely read and cited in other works. His teaching record is also impressive, receiving "High" perceived quality index in SPTE and very positive student comments—in addition to having a broad teaching portfolio with co-supervision of a doctoral engineering student and organizing Mobile Apps Camp for high school students as examples. He has also played a key role in various Barton School committees.

➤ The online version of IB 600 International Management taught by Dr. Masud Chand, associate professor of International Business, has recently passed the Gold Standard Review by the WSU Office of Online Learning.

➤ Dr. Masud Chand of the Management Department is the lead researcher on the Brookings Institution-sponsored Global Cities Initiative project for the city of Wichita. The project looks to create a plan for market prioritization (in terms of exports and FDI) for the city as well as help create a global identity. The project is led by Karyn Page at Kansas GTS and also includes local businesses and city/county/state-level policy makers.

➤ Dr. Cindy Claycomb, Marketing Department professor and former Barton School interim dean received the WSU Alumni Association University Recognition Award. Claycomb is well known on campus as a business professor and administrator, and as the founding director of WSU Ventures. After scaling back her university duties, she campaigned for and won a seat on the Wichita City Council. At Wichita State, she maintains her role as professor and serves as the assistant to the president for strategic planning. In addition, she is an active WSUAA board member. A native of Wichita, Claycomb earned bachelor's and master's degrees in business administration from WSU and her doctorate from Oklahoma State University. She worked for Boeing and has also held several management positions in her almost 10 years with the Pizza Hut division of PepsiCo.

➤ Associate Professor Dean Headley and Marketing Lecturer Esther Headley were awarded the Wichita State University Distinguished Service Award at the 2017 Alumni Association Awards Banquet.

➤ The Barton School's Center for Real Estate has named three Real Estate Research Fellows: Marketing Assistant Professor Duane Nagel, Accounting Associate Professor Atul Rai and Economics Professor Bill Miles.

➤ John Perry received two significant awards for his research and teaching—the Family Business Review Excellent Reviewer award and the Blackboard Catalyst Award.

➤ Khawaja Asjad Saeed, associate dean for Graduate Studies in Business and professor of MIS, has been appointed to the supervisory committee at Meritrust Credit Union and to the Board of Meritrust Technology Strategies LLC.

➤ Laura Zellers (ACCT) has been named a WSU Retention Fellow for 2017-2018.

➤ Dorothy Harpool (MKT) has been named a WSU Recruitment Fellow for 2017-2018.

➤ As part of the Kansas Board of Regents Military Initiative, the WSU Management Department recently completed an Agreement of Credit for Military Alignment. This agreement allows active and retired U.S. military members to receive academic credit for training classes they received in the U.S. Armed Forces.

➤ The 2017 Center for Economic Development and Business Research Wichita Industry Area Exchange (WIRE) was titled "Captivating the Creative Class." Participating faculty included:

- Tim Craft – The Creative Class and the Future of Wichita
- Arwiphawee Srithongung – The Value of Artists to the Local Economy
- Panel discussion – Gery Markova

➤ Tara Laughlin, BBA, MAcc, who was profiled in the 2016 Year in Review, was promoted to a vice president position at Allen, Gibbs & Houlik.

➤ Bob Gutschenritter, '70/'75, received the WSU Alumni Association 2017 Shocker Tribute award. Gutschenritter is a proud Shocker graduate, retired CPA and director of oil and gas services and marketing for his firm Gutschenritter and Johnson LLC CPAs, now GJ & Company LLC CPAs. He received his bachelor's and master's degrees in accounting, serving as an instructor in the department while pursuing the latter. Gutschenritter was a member of the WSU Alumni Association board of directors from 2007-2012. An endowed scholarship in accounting was established in his name in 2015.





UNIVERSITY PROMOTIONS



➔ **ANTHONY MAY** – promoted to associate professor with tenure.

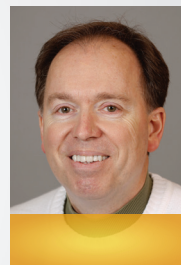
FACULTY AND STAFF AWARDS



OUTSTANDING SERVICE AWARD
➔ **DR. DHARMA DESILVA**



DEAN'S RED APPLE AWARD
➔ **DR. GERGANA MARKOVA**



UNDERGRADUATE INSTRUCTOR OF THE YEAR
➔ **BRIAN RAWSON**



RESEARCHER/WRITER OF THE YEAR
➔ **DR. DAVID XU**



RESEARCHER/WRITER OF THE YEAR
➔ **DR. CHARLES MARTIN**



GRADUATE INSTRUCTOR OF THE YEAR
➔ **DR. BILL MILES**

OUTSTANDING STAFF AWARD
➔ **JANET WENTZ**

ADJUNCT INSTRUCTOR OF THE YEAR
➔ **DAVID LEWIS**

ADJUNCT INSTRUCTOR OF THE YEAR
➔ **MARK WILKERSON**



KHAWAJA ASJAD SAEED, ASSOCIATE DEAN FOR GRADUATE STUDIES IN BUSINESS AND PROFESSOR OF MIS, RECEIVES WSU FACULTY RISK TAKER AWARD 2017



THE BARTON SCHOOL

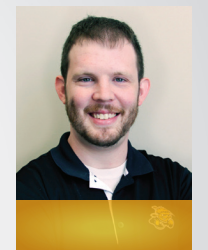
WAS PLEASED TO WELCOME THE FOLLOWING FACULTY AND STAFF MEMBERS DURING 2017.



WENDY VEATCH
PROFESSIONAL EDGE



CARLA MANN
BUSINESS ADVISING CENTER



ZACHERY BROWN
BUSINESS ADVISING CENTER



THAD HENDERSON
BUSINESS ADVISING CENTER



STEPHEN HAMPTON
VISITING PROFESSOR (MARKETING)



IN MEMORIAM DR. DHARMA DESILVA

Dharma deSilva, teacher, scholar and tireless advocate for global trade and the internationalization of business education, passed away in April of 2017. He was 83 years old.

Dr. deSilva, who joined Wichita State University in 1975, held appointments as director of Center for International Business Advancement; Rudd Foundation Distinguished Fellow; Professor of International Business; and chair of the World Trade Council of Wichita, which he co-founded in 1976.

He was deeply dedicated to the trade council's mission of fostering the work and ideals of international business via export educational seminars and programs featuring ambassadors and consul generals from U.S. trading partner countries. These monthly events brought students and faculty together with members of the business community and speakers with global perspective.

Anand Desai, dean of the Barton School of Business said: "Dr. Dharma deSilva was a model professor—he had a passion for teaching, he cared about advancing the international business area, he engaged the business community in the education process long before others did, and he did this with an energy level that was simply amazing."

"Indeed," Dean Desai said, "Dr. deSilva set the gold standard for international business education by integrating theory and practice. His passing is an immense loss for all of us in the Barton School of Business, Wichita State University and the regional business community."

Dr. deSilva said in a 2004 interview with the Wichita Business Journal: "I'm a firm believer that if nations trade more, peace is possible. And trade and peace will enrich everybody's life."

Pizza Hut founder Dan Carney was also a founding member of the trade council. Carney said: "His dedication and loyalty to both the university and the World Trade Council were unwavering. His contagious spirit and enthusiasm were a true reflection of his convictions. It was always impossible to refuse my friend Dharma."

Ted J. Vlamis, vice chair of the World Trade Council and vice president of Pioneer Balloon, said:

"DHARMA HAS DONE MORE THAN ANYONE ELSE I KNOW TO DEVELOP AND NURTURE PARTNERSHIP BETWEEN WSU AND THE BUSINESS COMMUNITY. ALL OF US IN THE COUNCIL AND THE BUSINESS COMMUNITY WILL CONTINUE TO TREASURE HIS MENTORSHIP, LEADERSHIP AND FRIENDSHIP."

Attorney Joe Flynn, who was active in the council, said: "Dharma said he would always retain a special attachment to WSU because it gave him a start and he couldn't bear to abandon that commitment. I don't think he ever woke up without a smile on his face and an insatiable inquisitiveness that infected his students and his donors."

Dr. deSilva was a native of Sri Lanka and returned there regularly to see family and business and government contacts and advance business education. As founding dean of the Business Management School at USJP in Sri Lanka, he was committed to its ongoing development and donated his time with frequent lectures. In addition, he recently served as senior advisor to the Sri Lanka Government's Ministry of Higher Education and collaborated closely with the AACSB Chief of Accreditation Asia-Pacific to bring the business school's standards on par with the best business schools in the world.

Dr. deSilva earned his Ph.D. in International Trade & Business at Indiana University. More information on his background is available at:

webs.wichita.edu/?u=mgmt&p=/staff/desilva/

His wife, Deema, children Mahi, Duminda and Lathi, and nine grandchildren survive him. In honor of his tireless dedication to international business students, the Dr. Dharma deSilva Endowed International Business Scholarship has been established.



SCHWARTZ LECTURE SERIES

FEATURED HOMELAND SECURITY OFFICIAL

The 2017 James P. Schwartz Memorial Lecture was held on March 30, 2017. The featured speaker, Robert C. Bonner, spoke about "The Impact of Border Enforcement Policy on Trade and Business." Bonner is the senior principal of the Sentinel HS Group, LLC, a Washington, D.C.-based homeland security and data analytics consulting firm providing strategic advice regarding homeland and border security issues and the use of automated data to identify risks. He is also a former partner,

and current counsel, to Gibson, Dunn & Crutcher, and served as the first Commissioner of U.S. Customs and Border Protection, the agency of the Department of Homeland Security responsible for managing and securing the U.S. borders. Prior to that, his public service included Administrator of the Drug Enforcement Administration (DEA), Commissioner of the U.S. Customs Service, U. S. District Judge, and the United States Attorney for the Central District of California.

2017 PUBLICATIONS

MICHAEL IMHOF

COMPARABILITY AND COST OF EQUITY CAPITAL
Accounting Horizons

AUDIT FIRMS AS A NETWORK OF OFFICES
Auditing: A Journal Of Practice And Theory

INSIDER TRADING AND RESPONSE TO EARNINGS ANNOUNCEMENTS: THE IMPACT OF ACCELERATED DISCLOSURE REQUIREMENTS
Review Of Quantitative Finance And Accounting

JEFFREY BRYANT

NEW REGULATIONS RAISE CRITICAL ISSUES CONCERNING A PARTNER'S SHARE OF LIABILITIES AND PARTNERSHIP DISGUISED SALES
Journal Of Taxation Of Investments

CHRISTINE PORTER

DETERMINANTS OF AUDITOR GOING CONCERN REPORTING IN THE BANKING INDUSTRY
Auditing: A Journal Of Practice And Theory

KURT REDING

IMPROVING CRITICAL THINKING THROUGH DATA ANALYSIS
Strategic Finance

CHARLES MARTIN

CALENDAR-LED MARKETING: STRATEGIC SYNCHRONIZATION OF TIMING
The Marketing Review

WILLIAM MILES

HAS THERE ACTUALLY BEEN A SUSTAINED INCREASE IN THE SYNCHRONIZATION OF HOUSE PRICE (AND BUSINESS) CYCLES ACROSS COUNTRIES?
Journal Of Housing Economics

INTERNATIONAL HOUSE PRICE LINKAGES: TIME-VARYING ESTIMATES AND CONTAGION FOR THE G-7
Journal Of Housing Research

HOME VALUE AND EQUITY CO-MOVEMENT: A DYNAMIC APPROACH FOR THE G-7
Journal Of Real Estate Portfolio Management

PHILIP HERSCH AND JODI PELKOWSKI

THE CONSEQUENCES (AND NON-CONSEQUENCES) OF OWNERSHIP CHANGE: THE CASE OF MAJOR LEAGUE BASEBALL
Journal Of Sports Economics

SUE ABDINNOUR

DEL NORTE MEETS LITTLE SAIGON: ETHNIC ENTREPRENEURSHIP ON BROADWAY AVENUE IN WICHITA, KS 1970-2015
Enterprise And Society

SUE ABDINNOUR AND DAVID XU
AN INTEGRATED TEMPORAL MODEL OF BELIEF AND ATTITUDE CHANGE: AN EMPIRICAL TEST WITH THE iPad

Journal Of Association For Information Systems

2017 PUBLICATIONS

STEVEN FARMER

WHEN ORGANIZATIONAL POLITICS MATTERS: THE EFFECTS OF PERCEIVED FREQUENCY AND PROXIMITY ON EXPERIENCED POLITICS.
Human Relations

ORGANIZATIONAL MORAL IDENTITY & MORAL IDENTITY CONGRUENCE: RELATIONSHIPS WITH CITIZENSHIP BEHAVIORS AND UNETHICAL PRO-ORGANIZATIONAL BEHAVIORS
Journal Of Business And Psychology

ORGANIZATION-SPECIFIC PROSOCIAL HELPING IDENTITY: DOING AND BELONGING AS THE BASIS OF BEING FULLY THERE
Journal Of Organizational Behavior

POWER THAT BUILDS OTHERS AND POWER THAT BREAKS: EFFECTS OF POWER AND HUMILITY ON ALTRUISM AND INCIVILITY IN FEMALE EMPLOYEES
Journal Of Psychology

ATTACHMENT STYLE AND LEADER-MEMBER EXCHANGE: THE ROLE OF EFFORT TO BUILD HIGH QUALITY RELATIONSHIPS
Leadership And Organizational Development Journal

DAVID YOON

BOSS AS THE CAREGIVER: COMPASSION MOMENTUM MODEL IN A SUPERVISOR-SUBORDINATE DYAD
Human Resource Management Review

POWER THAT BUILDS OTHERS AND POWER THAT BREAKS: POSITIONAL POWER, PERSONAL POWER, AND HUMILITY
Journal Of Psychology

GERGANA MARKOVA

NOT BAD, JUST UNHAPPY: EMPLOYEE WELL-BEING AS A MOTIVE FOR INTERPERSONAL DEVIANCE
Leadership And Organizational Development Journal

JAMES WOLFF

FAMILY BUSINESS LEARNING AND PERFORMANCE
International Journal Of Entrepreneurship And Small Business

DOROTHY HARPOOL

THE IMPACT OF KINDERGARTEN ON PROFESSIONAL SUCCESS
Kansas Child



RESEARCH FOCUS: DEAN HEADLEY AND THE AIRLINE QUALITY RATING

- THE AIRLINE QUALITY RATING—THE MOST COMPREHENSIVE RATING OF AIRLINE PERFORMANCE IN THE COUNTRY—IS COMPILED BY BARTON SCHOOL ASSOCIATE PROFESSOR DEAN HEADLEY AND BRENT BOWEN AT EMBRY-RIDDLE AERONAUTICAL UNIVERSITY'S PRESCOTT, ARIZONA CAMPUS.
- ACCORDING TO THE RESEARCH, ALASKA AIRLINES IS THE BEST PERFORMING AIRLINE.
- LEARN MORE AT AIRLINEQUALITYRATING.COM.

As the nation's longest-running study of airline performance quality, the Airline Quality Rating (airlinequalityrating.com) sets the industry standard, providing consumers and industry watchers with a means to compare performance quality among airlines using objective performance-based data. No other study in the country is based on performance measures like the AQR. Criteria included in the report are screened to meet two basic elements: They must be readily obtainable from published data sources for each airline, and they must be important to consumers regarding airline quality. The resulting criteria include areas such as baggage handling, customer complaints, denied boardings and on-time arrivals.

The most recent AQR also showed that industry performance improved in all four core elements tracked by the study: on-time performance, rate of involuntary denied boardings, rate of mishandled bags and the rate of customer complaints.

After four years at the top of the Airline Quality Rating, Virgin America slipped to third in 2016, and the airline it announced a merger with last year, Alaska Airlines, finished first, with Delta coming in a close second, according to the 27th annual Airline

Quality Rating (AQR), released Monday, April 10 at the National Press Club in Washington, D.C.

Nine of the 12 airlines improved in three categories (on-time, baggage handling and customer complaints), and seven of the 12 airlines improved in all four categories. Airlines that performed better in 2016 were Alaska, American, Delta, ExpressJet, Frontier, SkyWest, Southwest, Spirit and United. Those whose scores declined in 2016 were Hawaiian, JetBlue and Virgin America.

"The best-ever overall industry AQR score is largely due to best-ever performance in the rate of involuntary denied boardings and the rate of mishandled bags," said Dean Headley, associate professor of marketing at the W. Frank Barton School of Business at Wichita State University. "Air travel is great again—that statement can be followed with a period, exclamation point or question mark depending on the individual's perspective."

An electronic version of the full report, with details on each airline, is available at airlinequalityrating.com. Also at the website is a new feature where passengers can provide information and comments about their personal flying experiences via the 2017 Airline Passenger Survey.

INSIDE THIS YEAR'S RATING

Below is the 2016 numerical ranking of the nation's leading 12 airlines, according to the Airline Quality Rating, with the 2015 ranking in parentheses:

1. Alaska (5)	4. JetBlue (2)	7. SkyWest (7)	10. ExpressJet (9)
2. Delta (3)	5. Hawaiian (4)	8. United (8)	11. Spirit (13)
3. Virgin America (1)	6. Southwest (6)	9. American (10)	12. Frontier (11)

THE BARTON SCHOOL DEAN'S AMBASSADORS



The Barton School Dean's Ambassadors spent 2017 investing in the student body and community at and around Wichita State. Their team of more than 40 students represented Dean Desai and the Barton School at university recruitment events, National Advisory Council meetings, Barton School Advisory Board lunches, professional development events, and more. They also hosted their first ever Barton School Better Box event where they gathered more than 100 comments from business students about how the Barton School can better serve students.

BSDA BY THE NUMBERS:

- 27 new Ambassadors in 2017
- 45 Ambassadors in total
- 11 tours of area companies
- 82 events attended or assisted with
- 115+ hours of community service
- 320+ Back to Business Bash attendees



BARTON SCHOOL STUDENTS MADELINE HOLZEM AND NICHOLAS CERRE

WERE AWARDED THE WICHITA SOCIETY OF HUMAN RESOURCES MANAGERS (SHRM) SCHOLARSHIP IN 2017. BOTH ARE SENIORS IN THE BARTON SCHOOL.

Madeline Holzem and Nicholas Cerre with Dan Hammel – past Wichita SHRM president and chair of the scholarship committee. Photo by Gery Markova.



WICHITA STUDENT WINS \$48,000 CLAY BARTON SCHOLARSHIP AT WICHITA STATE

ANISIA BRUMLEY, a senior at Northeast Magnet High School in Wichita, has won the 2017 Wichita State University Clay Barton Scholarship.

She 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 the state.

Brumley plans to major in business and human resource management.

While at Northeast, she has spent time as representative, vice president and secretary of the student council. She's a member of the National Honor Society and the Principal Advisory Council and is president of Teen Heroes.

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 TENNIS PLAYER JOCELYN DEVILLIERS

Jocelyn Devilliers, a Barton School senior and former men's tennis team member, got the opportunity to intern at the U.S. Open this past summer.

Devilliers managed the locker room and fitness center, escorted players to and from matches and was a hitting partner for the athletes, most notably the eventual U.S. Open champion Rafael Nadal.

Devilliers' international business classes at WSU prepared him to interact with different cultures, and being trilingual allowed him to speak easily with the players.

Read more at wichita.edu/thisis/stories/story.asp?si=3865

BARTON SCHOOL OUTREACH CENTERS MADE SIGNIFICANT IMPACT ON BUSINESS COMMUNITY IN 2017

IMPACT OF THE CENTER FOR ENTREPRENEURSHIP

- LaunchPrep was developed in a partnership with e2e Accelerator to provide early stage companies access to a select group of Wichita's most successful entrepreneurs. 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. The first cohort was comprised of nine businesses, one of which completed a six-figure capital raise.
- E-Launch, developed to foster entrepreneurial activity that leads to the commercialization of technology-based ideas, worked with 26 new ventures.
- The ninth Shocker New Venture Competition was held. We experienced another successful campaign raising \$33,000. The competition winner has launched and is currently producing revenue. The runners up have either launched or are continuing moving their ventures forward.
- Entrepreneurship students were awarded more than \$80,000 in scholarships.
- Two entrepreneurship courses (The Entrepreneurial Experience and New Venture Feasibility Analysis) were made available to nonbusiness majors, allowing them the opportunity explore their entrepreneurial side.
- The Growing Rural Business Program was held in Scott and McPherson counties, providing training to 30 businesses.
- The Kansas Family Business Forum completed another successful year conducting 20 programs, which featured experts presenting on topics critical to the success of the 40 family owned companies comprising KFBF membership.
- We supported the Introduction to Technology & Innovation Freshman Seminar general education course. This course allows students to work in cross-disciplinary teams, applying design thinking to build working prototypes that address specific needs—culminating with the Koch Innovation Challenge.
- The Youth Entrepreneurs of Kansas relocation to Innovation Camus reignited a partnership with the Center for Entrepreneurship. Multiple projects provided higher education exposure to participating students.
- We selected and entered three of our student start-ups in a state-wide competition, the Kansas Innovation Challenge. While one start-up placed second overall, all three teams walked away with cash prizes.
- We also sponsored the following community events: Create Campaign, Camp Destination Innovation, Mindset and Methods for Open Innovation



Getting your idea off the ground.™

IMPACT OF THE CENTER FOR REAL ESTATE



"The Hunt is On!" The Barton School Center for Real Estate continues to be the premier source for real estate data throughout the state of Kansas. One of the CRE's outreach efforts is the Kansas Housing Markets Forecast Series. This year's forecast theme reflects the fierce competition among buyers for the limited inventory of homes available for sale across the state. Whether you are a buyer, a seller or a real estate professional, the Kansas Housing Markets Forecast Series is an invaluable resource.

2017 WSU CENTER FOR REAL ESTATE AND KANSAS CCIM CHAPTER LIFETIME ACHIEVEMENT AWARD

Each year the WSU Center for Real Estate and the Kansas Chapter of Certified Commercial Investment Members (CCIM) present their annual Lifetime Achievement Award. The award honors local professionals who have made outstanding contributions to the commercial real estate profession. The 2017 honoree was George Laham.

As president of Laham Development, George Laham has been involved in shaping Wichita's energetic retail and master planned development growth over the last 25 years. Laham Development created one of the nation's first lifestyle centers with Bradley Fair, bringing a succession of the nation's foremost retail and restaurant concepts to Wichita, including Banana Republic, Chico's, GAP, Sephora, Williams-Sonoma, Pottery Barn and, most recently, Athleta.



IMPACT OF THE CENTER FOR MANAGEMENT DEVELOPMENT

This year the Center for Management Development celebrated its 50th year of providing noncredit executive and professional development programs focusing on several value-adding activities, including certificates, open-enrollment programs, custom programs and consulting/coaching/strategy implementation.

The CMD focused on leadership and strategy—getting people to understand and execute on their strategy while, at the same time, building leadership at various levels within their organization.

More than 1,600 participants came to campus to learn more about communication, management, teamwork, adaptability, collaboration, change management, leadership, project management and business excellence. In addition, CMD instructors spent 180 days at area businesses (as well as organizations in Chicago, New York, Alabama and Nebraska) doing customized training and consulting.

We also offered four certificate programs as well as an executive certificate, developed specifically for presidents/CEOs, vice-presidents and senior executives, titled "Strategic Visioning."

IMPACT OF THE CENTER FOR INTERNATIONAL BUSINESS ADVANCEMENT/WORLD TRADE COUNCIL

❶ "A GLOBAL ECONOMIC OUTLOOK FOR 2017"

Navigating the complex business and regulatory environments in Asia; presented by Sandy Chu, Principal & National Leader, China Business Group of Grant Thornton; sponsored by Grant Thornton, LLP, 15th Annual event.

❷ "DOING BUSINESS INTERNATIONALLY" PANEL

Presented and sponsored by Karly Hakes, Balco, Inc.; Amir Etezazi - Etezazi Industries & Ellie Antova, ICM, Inc.

❸ "DOING BUSINESS WITH ISRAEL" Presented by Guy Cohen, Consul-Economic Affairs, Government of Israel and Lee Afgin, business development manager, Automation - Tel Aviv; sponsored by Bank of America Merrill Lynch.

❹ "FIRST 100 DAYS OF THE TRUMP PRESIDENCY"

Presented by Jack Bartling, Int'l Gov. Relations; Veronica Thomas, executive director, Global Trade Specialist, and Eric Moulaison, vice president, International Banking; sponsored by Chase JP Morgan and "Dr. Dharma deSilva Family Farewell."

❺ "WORLD TRADE WEEK 2017 HONORS WICHITA STATE UNIVERSITY" Reception/Banquet/

Keynote Address, "WSU - STUDENT CENTERED, INNOVATION DRIVEN" – presented by WSU President, Dr. John Bardo; sponsored by Standard Beverage Corporation and Cargill Meat Solutions.

❻ "DOING BUSINESS WITH SOUTH AFRICA - PATHWAYS TO PROFIT"

Presented by Ms. Shakira Motan, trade commissioner and Mr. Terrence Tshisevhe, political counsellor, South Africa Consulate General-Chicago; hosted by Honorary Consul, South Africa and Consulate General South Africa-Chicago.

❼ "AEROSPACE INDUSTRY OUTLOOK" Presented by Ms. Kami Power, director - 747/767 Programs, Spirit AeroSystems, Inc.; sponsored by Spirit AeroSystems, Inc.

❽ KIOGA - "STATE OF THE OIL AND GAS INDUSTRY - DYNAMIC CHALLENGES" Presented by Mr. Edward P. Cross, president, KIOGA and sponsored by Etezazi Industries, Inc.

❾ "42nd Annual Holiday Membership Party"

Sponsored and hosted by Bank of America, Merrill Lynch and U.S. Trust

IMPACT OF THE CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH

➔ Expanded the number of economic outlook conferences locations. The center now produces eight economic outlook events annually with a total attendance of over 1,300. The expansion to Lawrence and Kansas City was based on demand from both business and community leaders.

➔ Continued to provide data and information about the regional and state economy to its constituents. On average, the center provides 446 information requests per year, which includes questions about general economic growth to understanding the regional aerospace cluster.

➔ Increased the number of research projects provided to businesses and governments. Over the last academic year, the center conducted 35 projects ranging from forecasting revenue growth to identifying a market opportunity for second stage companies.

➔ Worked with local government entities across the state in understanding the economic and fiscal implications of proving incentives to companies. During the academic year the center assisted in 38 projects that ranged from Wichita to Kansas City.

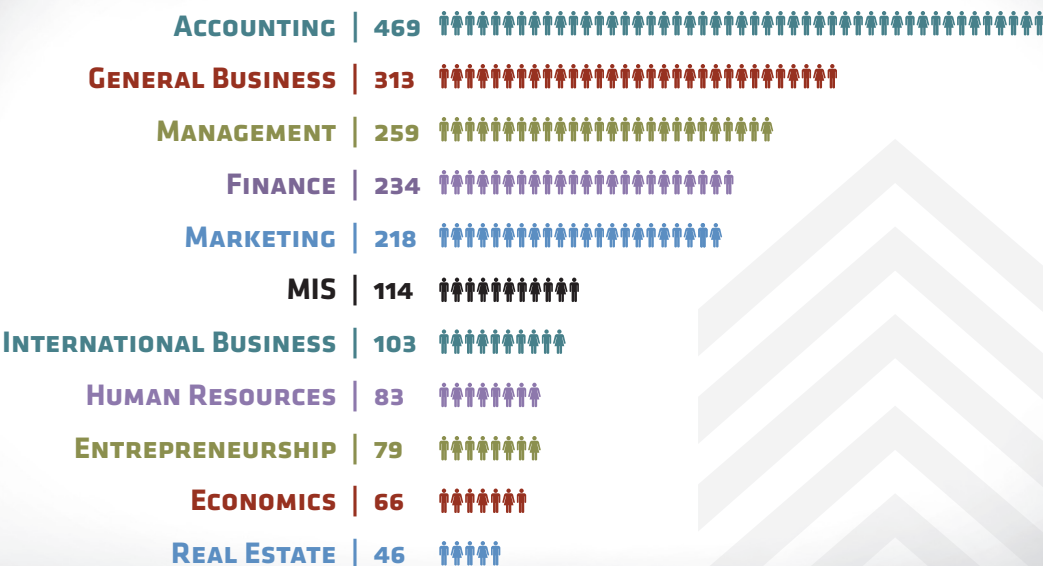
➔ Established the Kansas Economic Outlook Team, which includes business and community leaders across the state. Members meet quarterly to discuss economic trends and issues.

➔ Developed a new data website, which includes economic data by county, MSA and for the state.
www.KansasEconomy.org

BARTON SCHOOL BY THE NUMBERS

FALL 2017 MAJOR DISTRIBUTION

UNDERGRADUATE MAJORS



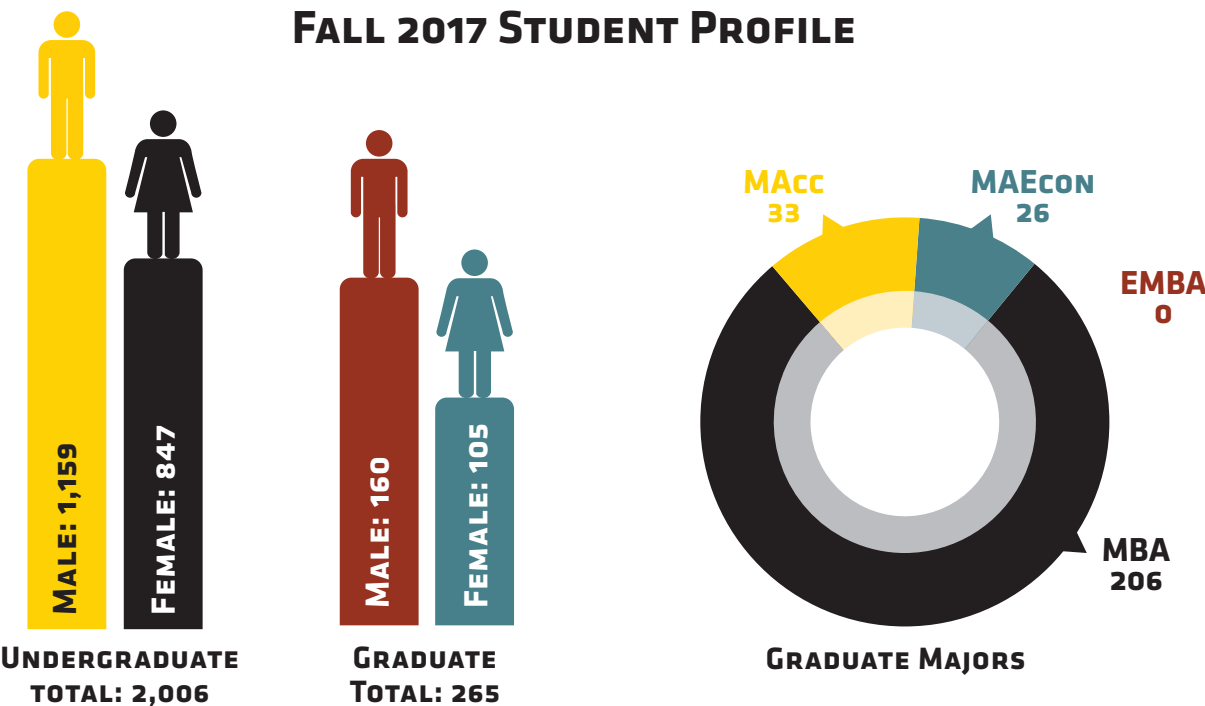
HOME TO UNDERGRADUATE STUDENTS FROM:

Angola, Australia, Bangladesh, Benin, Bolivia, Brazil, Burma-Myanmar, Cameroon, Canada, China, Colombia, Cote D'Ivoire, Croatia, Democratic Republic of Congo, Dominican Republic, Ethiopia, France, Georgia, Germany, Guatemala, Honduras, India, Indonesia, Ireland, Israel, Italy, Japan, Jordan, Kenya, Laos, Lebanon, Malaysia, Mexico, Mongolia, Morocco, Nepal, Netherlands Antilles, New Zealand, Nigeria, Pakistan, Panama, Paraguay, Peru, Philippines, Romania, Saudi Arabia, Serbia, Slovakia, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Tanzania, Thailand, United Kingdom, United States, Vietnam

HOME TO GRADUATE STUDENTS FROM:

Australia, Bangladesh, Brazil, Cameroon, Canada, China, Colombia, Cote D'Ivoire, Ecuador, Georgia, India, Iran, Kenya, Libya, Malawi, Malaysia, Mexico, Morocco, Nepal, Nigeria, Pakistan, Saudi Arabia, Spain, Sri Lanka, United States, Vietnam

FALL 2017 STUDENT PROFILE



RECENT GRADUATES

	BACCALAUREATE DEGREE	MASTER'S DEGREE	TOTAL
2017	427	87	514
2016	385	73	458
2015	407	62	469
2014	350	85	435
2013	363	83	446
2012	436	105	541
2011	404	88	492

UNDERGRADUATE STUDENT EMPLOYMENT SURVEY – FALL 2017

➔ **TOTAL NUMBER OF RESPONDENTS = 943**

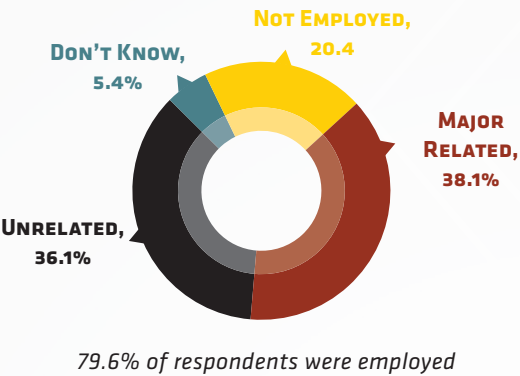
BY CLASS:

Freshman: 4.9%
Sophomore: 20.9%
Junior: 34.3%
Senior: 39.9%

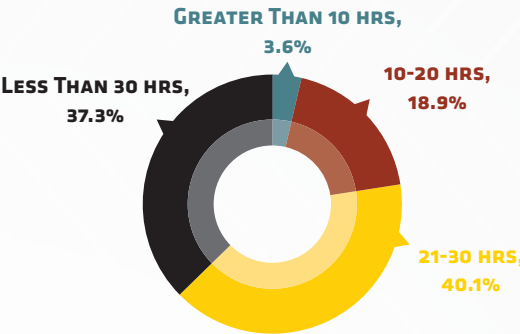
BY MAJOR:

ACCT: 27.5%
ECON: 5.1%
ENTR: 4.8%
FIN: 14.1%
HRM: 3.0%
IB: 4.5%
MGMT: 9.3%
MIS: 5.9%
MKT: 15.0%
RE: .7%
GENB: 9.2%
N/A: 1.0%

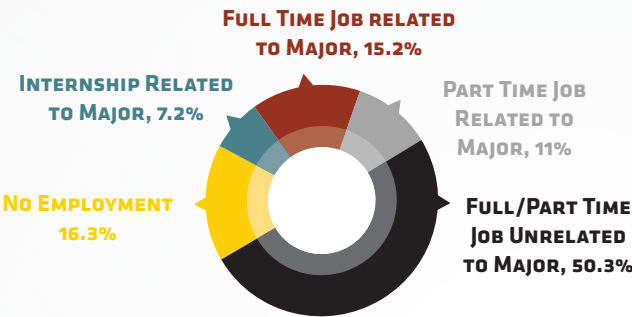
FALL 2017 EMPLOYMENT STATUS



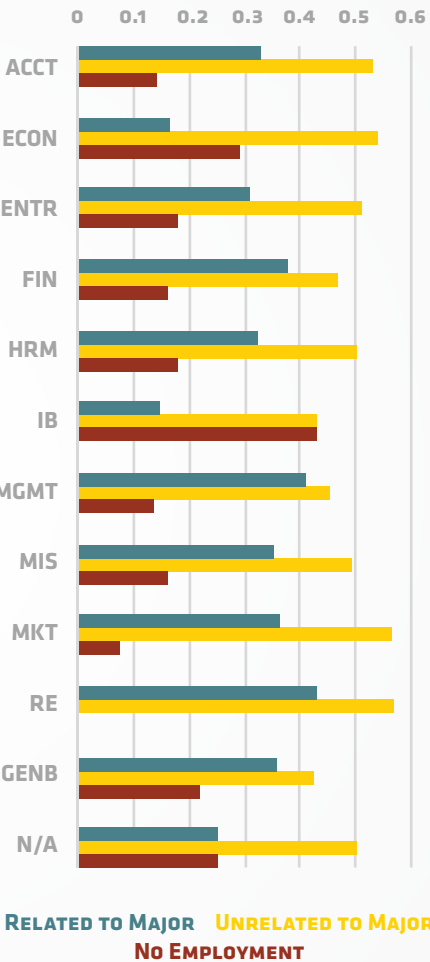
HOURS WORKED PER WEEK



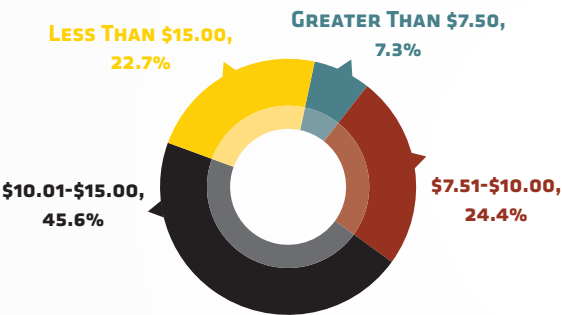
EMPLOYMENT IN SUMMER 2017 BY TYPE OF EMPLOYMENT



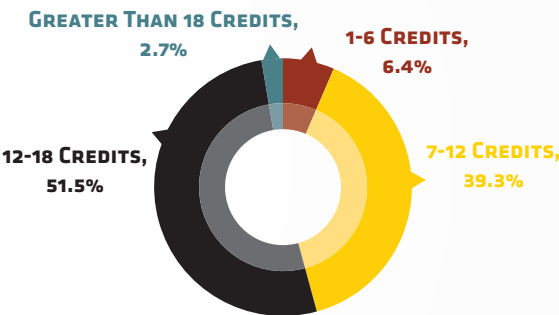
EMPLOYMENT IN SUMMER 2017 BY MAJOR



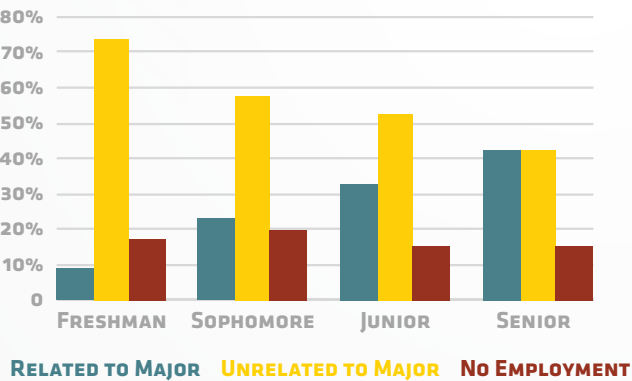
FALL 2017 HOURLY WAGES



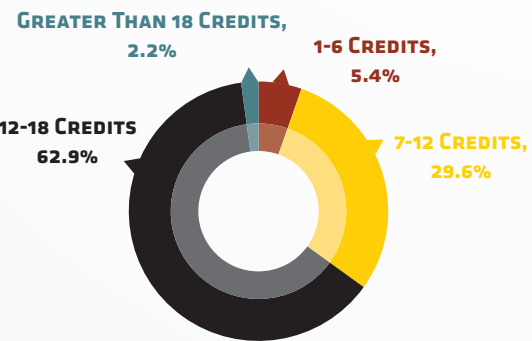
FALL 2017 ENROLLED CREDIT HOURS FOR EMPLOYED STUDENTS



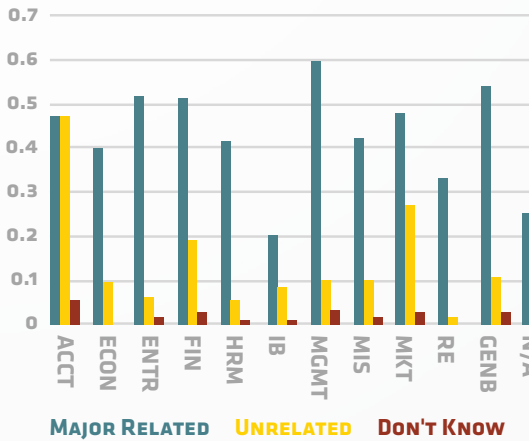
EMPLOYMENT IN SUMMER 2017 BY CLASS



FALL 2017 ENROLLED CREDIT HOURS FOR STUDENTS NOT EMPLOYED



FALL 2017 EMPLOYMENT BY MAJOR



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

- ➔ REVAMPED CAMPUS VISIT PROCESS, RECRUITING MATERIALS & GIVEAWAYS
- ➔ RECRUITED AT DECA AND FBLA



NEAR-TERM PLANS

- ➔ HIRE RECRUITING COORDINATOR (FY17)
- ➔ HIRE RETENTION COORDINATOR (FY18)
- ➔ PROFESSIONAL EDGE PROGRAM (LAUNCHED FALL 2017)
- ➔ INCREASE OUTREACH TO AREA HIGH SCHOOLS & I-35 (FY17)

BARTON SCHOOL ALUMNI ACROSS THE UNITED STATES

Alaska: 15	Idaho: 14	Montana: 18	Rhode Island: 6
Alabama: 51	Illinois: 175	Nebraska: 100	South Carolina: 53
Arkansas: 128	Indiana: 52	Nevada: 69	South Dakota: 15
Arizona: 274	Kansas: 12,872	New Hampshire: 9	Tennessee: 116
California: 566	Kentucky: 35	New Jersey: 39	Texas: 1286
Colorado: 575	Louisiana: 25	New Mexico: 47	Utah: 34
Connecticut: 26	Massachusetts: 49	New York: 89	Virginia: 136
Washington DC: 7	Maryland: 54	North Carolina: 126	Virgin Islands: 2
Deleware: 7	Maine: 4	North Dakota: 5	Vermont: 4
Florida: 379	Michigan: 73	Ohio: 85	Washington: 242
Georgia: 195	Minnesota: 92	Oklahoma: 444	Wisconsin: 54
Hawaii: 16	Missouri: 569	Oregon: 68	West Virginia: 6
Iowa: 69	Mississippi: 17	Pennsylvania: 62	Wyoming: 12

BARTON SCHOOL ALUMNI SPANNING THE GLOBE

Australia: 7	Greece: 2	Mexico: 3	Singapore: 19
Austria: 3	Honduras: 1	Morocco: 2	South Africa: 2
Bahamas: 1	Hong Kong: 6	Netherlands Antilles: 1	South Korea: 5
Bahrain: 1	Iceland: 1	Nigeria: 3	Spain: 4
Bolivia: 1	India: 5	Norway: 3	Sri Lanka: 6
Botswana: 1	Indonesia: 46	Oman: 1	Sweden: 2
Brazil: 1	Ireland: 1	Pakistan: 7	Switzerland: 2
Canada: 17	Israel: 3	Panama: 3	Syria: 1
China: 1	Italy: 1	Paraguay: 3	Taiwan: 25
Cyprus: 4	Jamaica: 2	Peru: 2	Thailand: 30
Ecuador: 1	Japan: 27	Philippines: 1	Turkey: 1
Egypt: 1	Lebanon : 2	Poland: 2	United Arab Emirates: 2
Finland: 1	Macau: 1	Qatar: 1	United Kingdom: 4
France: 2	Malaysia : 186	Saudi Arabia: 3	United States: 5,257
Germany: 2			



2017 FELLOWSHIPS AND ENDOWED CHAIRS

Omer Professor in Business:
DR. SUHAIR (SUE) ABDINNOUR

W. Frank Barton Distinguished
Chair in Entrepreneurship:
DR. GAYLEN CHANDLER

W. Frank Barton Distinguished
Chair in Business:
DR. STEVEN FARMER

AGH Faculty Fellow in
Accounting:
MICHAEL FLORES

R. P. Clinton Distinguished
Professor of Management:
DR. GERALD GRAHAM

H. Dene Heskett Chair in
Finance:
DR. RICHARD LeCOMPTE

Stephen L. Clark Chair in Real
Estate and Finance:
DR. STANLEY LONGHOFFER

Dean's Distinguished Chair
in Business:
DR. MARTIN PERLINE

Bill & Shelly Moore Endowed
Faculty Fellow in Business:
DR. STEPHEN PORTER

Barton Distinguished Chair
in Business:
DR. JEFFREY QUIRIN

Grant Thornton Faculty Fellow
in Accounting:
DR. KURT REDING

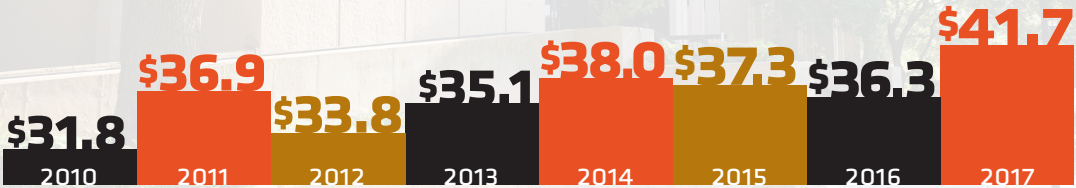
Regier Carr & Monroe Faculty
Fellow in Accounting, Barton
School Lecturer:
LAURA ZELLERS

Kim Summers Faculty Fellow
in Accounting:
DR. PAUL HARRISON

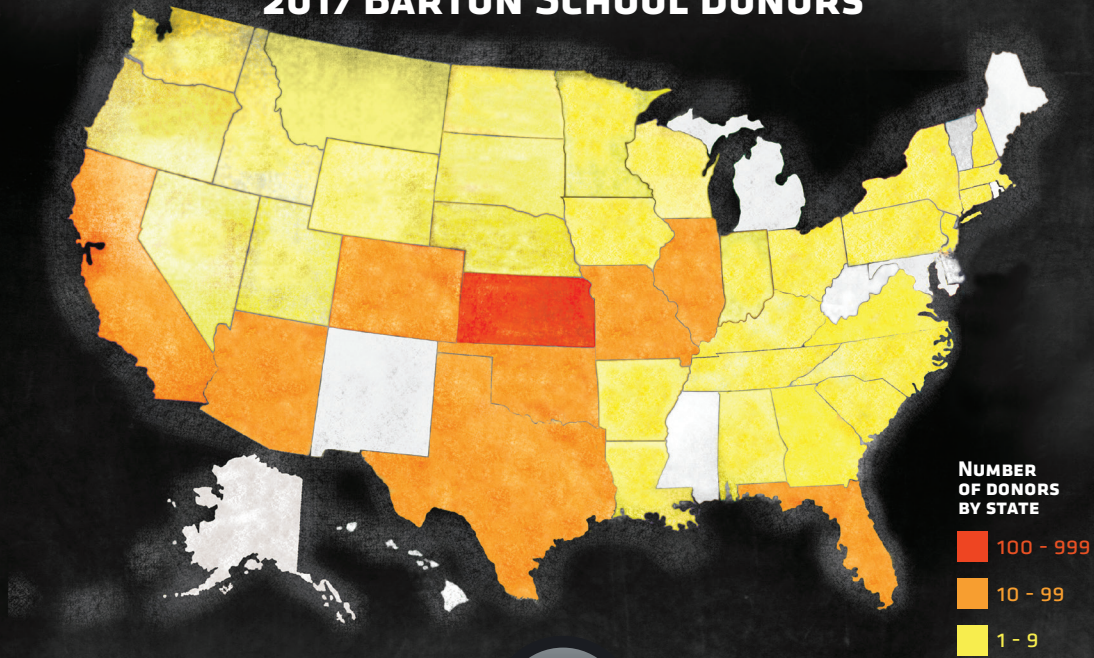
Dean's Distinguished Chair
in Business:
DR. ATUL RAI

BKD Faculty Fellow:
DR. JEFFREY BRYANT

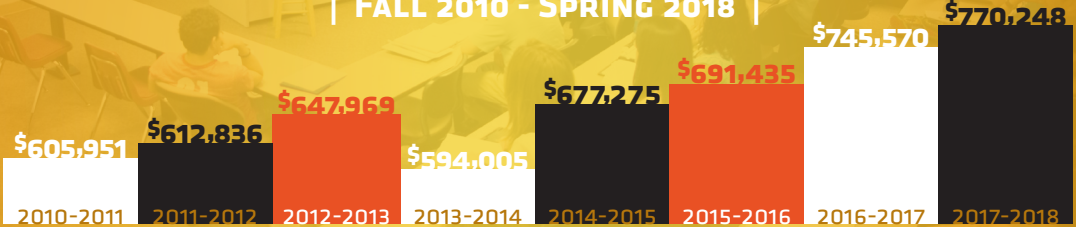
ENDOWMENTS, 2010-2017 | IN MILLIONS |



2017 BARTON SCHOOL DONORS



SCHOLARSHIPS AWARDED | FALL 2010 - SPRING 2018 |





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