

UTRGV :: Robert C. Vackar College of
Business & Entrepreneurship

NEWSLETTER

January 2024

Volume 7 No 1

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Message from the Dean



Welcome Back, Robert C. Vackar College of Business and Entrepreneurship Family!

As the bell tolls for the Spring 2024 semester, I feel an electric buzz of anticipation humming through our hallways. New faces mingle with returning smiles, textbooks tucked under arms like passports to fresh intellectual adventures. I want to extend a heartfelt welcome to each and every one of you - students, faculty, and staff - as we embark on this exciting journey together.

Let's be honest, the world outside these walls is anything but predictable. Economic currents shift, technological tides rise and fall, and the business landscape redefines itself by the day. But within RCVCOBE, we don't tremble in the face of uncertainty, we thrive on it.

This semester, we're committed to providing you with an education that's more than just theories in a textbook. We'll immerse you in real-world challenges, connect you with industry leaders, and equip you with the agility and adaptability to navigate the ever-evolving business landscape.

To our returning students: Welcome back! I trust you've had a refreshing break, and I urge you to bring your renewed energy and newfound experiences to the classroom. Share your stories, engage in lively debates, and leverage your senior perspectives to guide and inspire your peers.

To our new students: This is your moment. Embrace the excitement, the curiosity, the endless possibilities that lie before you. Dive headfirst into your studies, explore our diverse offerings, and don't hesitate to ask questions, seek help, and make your presence known. Your voices are valuable, your perspectives unique, and we want to hear them all.

And to our dedicated faculty and staff: Thank you. You are the architects of this vibrant learning environment, the mentors who guide, the hands that steady, and the minds that illuminate. Through your tireless dedication, you shape the future of business - one brilliant graduate at a time. So, College of Business family, let the journey begin! May this semester be filled with groundbreaking ideas, meaningful connections, and the triumphant satisfaction of personal and professional growth. Remember, we are in this together, a community of thought leaders, changemakers, and dreamers. Let's make this Spring not just a semester, but a springboard to propel us all towards new heights of success.

With excitement and unwavering belief in your potential,

Dr. Giorgio Gotti
Interim Dean

Faculty Publications*

Congratulations to our faculty for publishing in top journals in their fields and for their thought leadership!

Elite Publication



Murad Moqbel
Associate Professor of Information Systems
MSBA Program Director

Ahmed, A., Topuz, K., **Moqbel, M.**, Ismail, A. (In-Press). What makes accidents severe! explainable analytics framework with parameter optimization. **European Journal of Operational Research.**

High Impact Publications



Arno Forst
Associate Professor of Accountancy

Hettler, B., Cordeiro, J., & **Forst, A.** (In-Press). Proving their mettle: Managerial ability and firm performance in trying times. **Journal of Contemporary Accounting & Economics.**

Andre Mollick
Professor of Economics



Mollick, A. V., & Haidar, M. I. (In-Press). Carbon emissions, fracking, and firm value of US oil and gas firms. **Business Strategy and the Environment.**

Mollick, A. V., & Vianna, A. C. (In-Press). Economic growth before and after the fiscal stimulus of 2008–2009: the role of institutional quality and government size. **Public Choice, 1-19.**

Mollick, A., & Sui, L. (In-Press). Entrepreneurship, Resource Rents and Institutions. **Entrepreneurship Research Journal.**

* Elite and high impact journal classifications are based on **RCVCOBE Journal Quality Guide.**

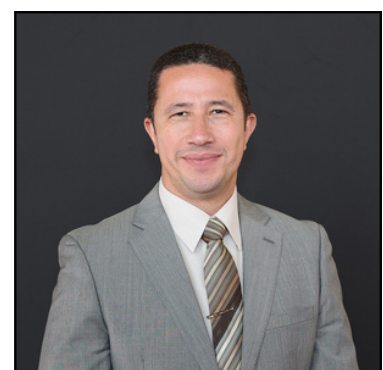
High Impact Publications

**Bin Wang, Professor & Chair
Department of Information Systems**



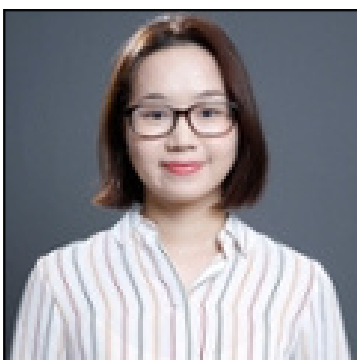
Zhang, H., Yuan, S., Zhang, F., **Wang, B.**, & Luo, X. R. (2023). A Systematic Literature Review on IT-enabled value Co-creation: Toward an integrative framework. **Computers in Human Behavior**, 108015.

Hu, Q., Pan, Z., Lu, Y., & **Wang, B.** (2023). Heterophily or Homophily of Social Media Influencers: The Role of Dual Parasocial Relationships in Impulsive Buying. **International Journal of Electronic Commerce**, 27(4), 558-589.



**Chiquan Guo (Professor of Marketing)
Mark Kroll (Professor of Entrepreneurship)
Ahmed Elnahas (Associate Professor of Finance)**

Guo, C., Hossain, M. N., Kroll, M. J., Elnahas, A., & Ater, B. (In-Press). The impact of Republican CEO ideology and political alignment on R&D spending and business performance. **R&D Management**.



**Suin Lee
Assistant Professor of Finance**

Lee, S., Pantzalis, C., & Park, J. C. (In-Press). Interstate migration-based social networks and M&A decisions. **Financial Review**.

High Impact Publications

Reto Felix

Associate Professor of Marketing



Rauschnabel, P. A., Felix, R., Heller, J., & Hinsch, C. (In-Press). The 4C framework: Towards a holistic understanding of consumer engagement with augmented reality. **Computers in Human Behavior**.

Tang, Y., Felix, R., & Hinsch, C. (In-Press). Ritual and environmental ineffectiveness: How psychological ownership of community drives environmental behavior. **Psychology & Marketing**.

Vazquez, E. E., Felix, R., & Siliceo, L. (In-Press). Female advertising models and their body mass index (BMI): How does BMI similarity affect perceived product quality?. **Journal of Consumer Behaviour**.



Jerald Hughes (Associate Professor & Associate Dean for Undergraduate Studies)

Francis Andoh-Baidoo (Professor of Information Systems)

Hughes, J. K., Chavarría, J. A., & Andoh-Baidoo, F. K. (In-Press). Identifying Interdisciplinary Intersections Through Analytics: Software Piracy Case. **Journal of Computer Information Systems**, 1-15.



Jiajia Fu

Associate Professor of Accountancy

Cheng, C. A., Fu, J., Huang, W., & Jing, J. (2023). Strategic Use of Volume of Financial Items in 10-K Reports. **Journal of Accounting, Auditing & Finance**, 38(3), 542-571.

High Impact Publications

Omar Itani

Assistant Professor of Marketing



Inyang, E., **Itani, O. S.**, Alnakhli, H., & White, J. (2023). Sales team value co-creation in turbulent markets: the role of team learning and agility. **Journal of Marketing Theory and Practice**, 1-15.

Kalra, A., Chaker, N. N., Singh, R., **Itani, O. S.**, & Agnihotri, R. (2023). A desire for success: Exploring the roles of personal and job resources in determining the outcomes of salesperson social media use. **Industrial Marketing Management**, 113, 202-214.

**Peter Magnusson, Professor & Chair
Department of Marketing**



Jung, H., **Magnusson, P.**, & Peng, Y. (2023). The influence of self-construal on consumer responses to sizing discrepancy. **International Marketing Review**, 40(6), 1325-1343.

**Siamak Javadi
Associate Professor of Finance**



Javadi, S., Li, W., & Nejadmalayeri, A. (2023). Contingent capital conversion under dual asset and equity jump-diffusions. **International Review of Financial Analysis**, 89, 102798.

High Impact Publications



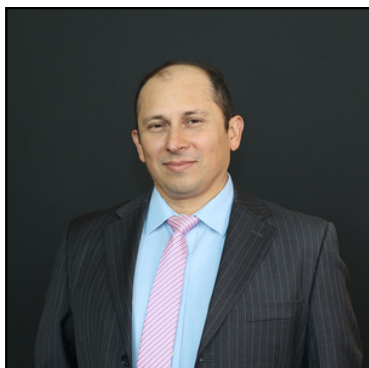
Hong Qin (Professor of Information Systems)
Ahasan Harun (Assistant Professor of Information Systems)

Qin, H., David, A., Harun, A., Mamun, M. R. A., Peak, D., & Prybutok, V. (2024). Assessing user benefits and privacy concerns in utilitarian and hedonic mobile augmented reality apps. **Industrial Management & Data Systems**, 124(1), 442-482.



Diego Escobari
Professor of Economics & PhD Program Director

Escobari, D., & Hoover, G. A. (2024). Late-arriving votes and electoral fraud: A natural experiment and regression discontinuity evidence from Bolivia. **World Development**, 173, 106407.



Armando Lopez-Velasco
Assistant Professor of Economics

Lopez-Velasco, A. R. (2024). Neoclassical production, scarcity of skills and Pareto distributions. **Economics Letters**, 234, 111495.

Scholar Spotlight

Tell us about your research interests. What excites you the most as a scholar?

The academic discipline I work in is marketing that I consider to be not just a business activity but a major component of modern culture. As such, I am interested in how modern culture has constructed marketing as a key dimension that reinforces and maintains its presence. Of course, an inescapable extension of this relates to implications for culture and marketing beyond modern human history.

You have been on the faculty in a number of institutions besides UTRGV. What do you appreciate the most about RCVCBE and UTRGV?

UTRGV and RCVCBE, as one of its colleges, are relatively young institutions endeavoring to establish themselves as recognized on the map of academic institutions. This requires developing a distinct identity through unique contributions not established in other academic institutions. From the beginning I appreciated the opportunity that the university's location provided for developing such unique contributions along dimensions of development—not solely economic—globalization and multi-cultural maturity. I also appreciate the fact that we have the doctoral program and that we serve a pool of students who mostly are hungry to grow intellectually as first-generation university graduates.

In your long and distinguished academic career, you have mentored, and continue to mentor, several doctoral students and junior faculty. What do you think are the most rewarding aspects of being a faculty mentor?

I think the most rewarding aspects of mentoring are the relationships formed and the fact that it is as much a learning and mind broadening experience for the mentor as it is for the mentee.

Reflecting on the current state of higher education and the role of business schools (including ours), what trends do you see as opportunities and challenges for the research enterprise at RCVCBE?

The Academy is currently under attack from contemporary powers—that be in order to maintain their privileged and exploitative statuses. Corporate interests, unfortunately, play a major part in this attack and many business schools and faculty members succumb to serving these interests when they see business education simply as advancing business success as such success is currently defined. This is the major challenge. Consequently, however, there are great opportunities to explore how popular, global, human interests can be advanced when business disciplines turn to scholarship that recognizes temporariness, contextuality, and contingency of all interests and measurable facts.



Fuat Firat
Professor of Marketing

Fuat Firat is a Professor of Marketing in RCVCBE. Professor Firat has been part of our faculty since the days of our legacy institution UTPA. Over the years, he has contributed to the success of the college and university in variety of ways including as a department chair, PhD committee chair and active leader in the faculty senate.

Perhaps one of his most important role over the years has been mentoring numerous doctoral students and junior faculty. He cares about the success of his colleagues. He is a friend, colleague and mentor for many both here in RCVCBE and in his discipline. He is also a fierce advocate for academic freedom and scholarly excellence.

We thank Professor Firat for his dedicated service to students and faculty here at RCVCBE and beyond.

News around the College

Professor Contreras Voted President-Elect of ASHE



From left: Roberto Coronado (Federal Reserve Bank of Dallas), Francisca Antman (President - ASHE, University of Colorado at Bolder), Sandra Orozco-Aleman (Past-President - ASHE, Mississippi State University), Luis Torres (Federal Reserve Bank of Dallas), Salvador Contreras (President-Elect - ASHE, University of Texas Rio Grande Valley), Alfonso Flores-Lagunes (Past-President - ASHE, Syracuse University)

Congratulations to Salvador Contreras, Professor of Economics and Associate Dean for Graduate and Professional Programs, for being voted as President-Elect of American Association of Hispanic Economists (ASHE). ASHE is a professional association of economists concerned with the under-representation of Hispanic Americans in the economics profession. The organization primary goals include: (1) Promoting the vitality of Hispanics in the economics profession through education, service, and excellence; (2) Promoting rigorous research on economic and policy issues affecting U.S. Hispanic communities and the nation as a whole; and (3) Engaging more Hispanic Americans to effectively participate in the economics profession.

Professor Contreras's current work explores financial frictions and their effect on entrepreneurship, income mobility, and access to financial markets. His research appears in academic journals such as the Journal of Financial Service Research, Journal of Banking and Finance, Small Business Economics, and Journal of Regional Science. He holds a PhD in Economics from Claremont Graduate University.

News around the College

Dr. Sylvia Robles Recognized with Mini-Globe Award

Dr Sylvia Robles, Assistant Professor of Practice in the International Business & Entrepreneurship department, was selected to receive the **Mini-Globe Award from the International Council for Small Business (ICSB)**. This award recognizes individuals who, according to the website, “volunteered to help advance the principles of entrepreneurship and, thus, the advancement of society.”



The Mini-Globe award recipients represent ICSB members and non-members who are actively involved in supporting the mission of ICSB by engaging in various activities such as submitting their impactful research in ICSB journals (Journal of Small Business Management and Journal for the International Council for Small Business) and actively participating in the organization’s events.

Dr. Robles recently took part in the 2023 ICSB World Congress that was held in South Korea. She presented her work titled “High Impact Sustainable Transdisciplinary Collaboration Model for Food Justice”. The presentation was a cross college collaboration with Dr. Noe Vargas (College of Engineering & Computer Sciences) and Dr. Joanne Rampersad-Ammons (College of Sciences). Additionally, Dr. Robles also had her paper accepted at the Journal for the International Council for Small Business. “Being acknowledged by the International Council for Small Business (ICSB) is truly meaningful. It is a testament to the collective efforts of all those involved in promoting Student Success, Community Engagement, Research, and Sustainable Development.” Dr. Robles said. “I am deeply grateful for the opportunities to contribute to the advancement of entrepreneurship and small businesses on a global scale including submitting impactful research to the JICSB journal, actively participating in the ICSB Global Conference and other events to showcase UTRGV interdisciplinary collaboration, the Adopt a Startup incredible students and entrepreneurs’ achievements, and engaging in other endeavors to enrich the entrepreneurship and MSME landscape.”

We congratulate Dr. Robles and her co-authors for representing RCVCOBE and UTRGV well internationally!

News around the College

RCVCOBE Welcomes New Doctoral Faculty



RCVCOBE welcomes three new doctoral faculty earlier this academic year.

Dr. Sedat Erdogan is an Assistant Professor in the School of Accountancy. He received his Ph.D. from the University of Texas at El Paso and a Master's degree in Accounting from University of Arkansas. His research focuses on earnings management, earnings and revenue attributes, ethics and integrity, voluntary and mandatory corporate disclosures, and international accounting. He currently teaches courses on Intermediate Accounting.

Dr. Ehsan Ghasemi is an Assistant Professor in the Department of Information Systems. He holds a Ph.D. in Management Information Systems from Texas Tech University's Rawls College of Business, where he also earned his Master of Science in Data Science and a Master of Education. He has published in prestigious IS journals, including the International Journal of Information Management and Decision Support Systems. His research interests encompass recommendation agents, crowdfunding, and decision-making. Ehsan has a substantial teaching portfolio in courses such as data mining and business systems analysis, earning him the Doctoral Student Excellence in Teaching Award at Texas Tech in May 2021.

Dr. Omar Itani is an Assistant Professor in the Department of Marketing. He earned his Ph.D. from the University of Texas at Arlington. His research explores the intersection of industrial marketing, professional selling, and technology. Dr. Itani is an award-winning researcher, and his work has been published in various top tier journals including Industrial Marketing Management, Organizational Behavior and Human Decision Processes, Journal of Business Ethics, Information & Management, Journal of Business Research, and Tourism Management, among others. Omar's research insights have been featured in various non-academic publications, such as Forbes, World-news-monitor, Sciencedaily, and EurekAlert. Dr. Itani serves on the editorial review boards of high-impact journals and is the Associate Editor of the Journal of Consumer Marketing.

We extend a warm welcome to Drs. Erdogan, Ghasemi and Itani! Welcome to the RCVCOBE family and the RGV!

News around the College

RCVCOBE Developing Partnership with Sam's Club



A team of RCVCOBE faculty and staff led by our Interim Dean Giorgio Gotti and Professor Bin Wang (Chair of Department of Information Systems) recently visited Sam's Club corporate headquarters. The purpose of the visit was to explore collaborative opportunities between RCVCOBE and the wholesaler based in Bentonville, Arkansas.



During the visit, RCVCOBE's team met with a number of company representatives including Mr. Tim Simmons, Senior Vice President and Chief Product Officer. Mr. Simmons is also serving as an advisory board member to the information systems department. RCVCOBE faculty and staff are optimistic that this strategic partnership will lead to exciting career opportunities for our students.

Fall 2023 Meet the Accounting Professionals Event Held

The fall semester **"Meet the Accounting Professionals"** event was held at the RCVCOBE Edinburg campus. This event was organized by the School of Accountancy in close collaboration with **Beta Alpha Psi - Xi Phi Chapter** at UTRGV and the ALPFA student organization at RCVCOBE. The event brought together several representatives of professional organizations in accounting such as local CPA firms and various public and private organizations. Students were able to network and learn from these representatives regarding career opportunities and what these companies are looking for from new hires. The event was well-attended by RCVCOBE students. Dr. Christian Sobngwi, Interim Director of the School of Accountancy would like to thank the **RGV Chapter of the TXCPA** and all the RCVCOBE colleagues, including Interim Dean Giorgio Gotti, Linda Acevedo, Deborah Gonzales, Sarah Rees and Shana Mettlach, who made this great networking and recruiting event possible.



News around the College

Second Cohort of Vackar Student Scholars Introduced



RCVCOBE welcomed the second cohort of the **Vackar Student Scholars (VSS)** program in the fall semester. VSS is a student research program at the RCVCOBE. It provides eligible VCoBE's undergraduate and masters students with an opportunity to conduct research projects in collaboration with faculty mentors. This year's cohort include seven undergraduates and three master's students competitively selected from a pool of applicants. Selected students are paired with faculty advisors at the beginning of the academic year (AY) and work on research projects during the AY. The program concludes with a poster presentation session at the end of the spring semester. Students and their advisors receive \$1000 stipend for their participation in the program. Dr. Jennifer Welbourne is the coordinator of the program.

CBEST Hosted RGV Economic Outlook Symposium

RCVCOBE recently hosted the RGV Economic Outlook symposium. This symposium brings together faculty, students, local and international economic experts and community leaders to assess the state of the economy in the Rio Grande Valley (RGV) region of Texas. The event was organized by RCVCOBE's Center for Border Economic Studies (CBEST), in collaboration with Beta Alpha Psi.

Speakers at this symposium include Mr. Robert Coronado, Senior Vice President, Federal Reserve Bank of Dallas, as well as Jesus Garza, Professor of Economics & Finance at EGADE. The presentations and panel discussions focused on emerging trends as well as opportunities and challenges affecting the RGV region's economic development.



News around the College

Maria Leonard Participated in RGV Partnership Event

Maria Leonard, Assistant Professor of Practice in the Department of Management, recently moderated a community panel discussion that focused on advancing the “educational wealth” in the region and the role local k-12 schools play in this regard. Leonard served as a moderator in this forum as participants discussed innovative approaches and strategies employed by educational institutions in our region and the crucial role these institutions play in the Rio Grande Valley's rapid growth and economic development. The panelists included Jill Dominguez (Regional Superintendent, Rio Grande Valley Idea Public Schools), Nicole Saenz (College Ready, Career Set! Gear Up Program Director, Region One ESC), Giovanni Escobedo (Senior Regional Advocacy Director – South Texas), Dr. Marisol Rocha (Deputy Superintendent, Edcouch-Elsa ISD), and Dr. Veronica Kortan (Deputy Superintendent, Harlingen CISD).



RCVCOBE Faculty Recognized in Inaugural Research Report

UTRGV's Division of Research launched the [inaugural research report](#). The report highlights the scholarly works and accomplishments of research faculty across various colleges. Three of RCVCOBE's faculty (Drs. Sunaina Chugani, Murad Moqbel, and Marcie Mao) have been recognized in this report.



Dr. Sunaina Chugani is an Assistant Professor of Marketing. Her research focuses on understanding the role of gratitude, mindfulness and social media wisdom among consumers. Dr. Chugani's research has been published in highly regarded journals such as Journal of Business Research, Journal of Public Policy and Marketing, and Psychology & Marketing. In 2019, Dr. Chugani received the Thomas C. Kinnear Award for the best paper in the Journal of Public Policy and Marketing.



Dr. Murad Moqbel is an Associate Professor of Information Systems and the founding director of the Master of Science in Business Analytics program in RCVCOBE. His research explores the relationship between information technology and human behavior. In particular, he studies the “dark sides” of technology usage and how technology affects personal well-being. Furthermore, Dr. Moqbel's research also focuses on the adoption of health information technology.



Dr. Xi Mao is an Assistant Professor of Economics. She joined RCVCOBE in 2020. Her research focuses on addressing healthcare disparities. Specifically, Dr. Mao examines how the interaction between genotype and socioeconomic status affects health outcomes. She collaborates with researchers in UTRGV'S School of Medicine.

PhD Program Update

Shuaijun Zhang Published High Impact Journal Article



Shuaijun Zhang, a fifth year Management doctoral candidate, has co-authored a paper titled “How mentors inspire affective commitment in newcomers: The roles of servant leadership, psychological capital, and feedback-seeking behavior.” in **International Journal of Hospitality Management**, a high impact journal in RCVCOBE’s journal quality guide. **Congratulations, Shuaijin!**

Zhou, X., **Zhang, S.**, Zhao, X. R., Namasivayam, K., & Zheng, H. (2024). How mentors inspire affective commitment in newcomers: The roles of servant leadership, psychological capital, and feedback-seeking behavior. **International Journal of Hospitality Management**, 118, 103677.

Md. Showaib Sarker Accepts Tenure-Track Faculty Position

Md. Showaib Rahman Sarker, a fourth year doctoral candidate in the Department of Finance, has accepted a **tenure-track faculty position**. Starting Fall 2024, Showaib will be serving as **Assistant Professor of Finance in the College of Business and Economics at The University of Wisconsin-Whitewater**. Showaib’s research interests fall in the area of corporate finance, corporate social responsibility, and organizational misconduct, Big Data in Finance, among others. One of his recent papers has been published in *International Review of Financial Analysis*, a high impact journal. Additionally, he has several working papers and research under review at highly regarded journals. Showaib is currently finalizing his dissertation and preparing for this major career transition. We wish Showaib the very best as he launches his academic career!



Gabriel Owusu Presented His Research at HICSS Conference



Gabriel Owusu, a second year doctoral student in information systems, recently presented his research at the 2023 annual meeting of the Hawaii International Conference on System Sciences (HICSS). The paper was titled “Longitudinal healthcare analytics for early detection and progression of neurological diseases: A clinical decision support system”. Gabriel collaborated on this paper with his faculty advisors Dr. Xuan Wang and Jun Sun. **Congratulations, Gabriel!**

Alumni Update

Keshab Acharya Recognized at SMA Meeting

Dr. Keshab Acharya, Associate Professor of Management and Organization at Central Connecticut State University, recently completed service as a member of the organizing committee for the **2023 Annual Meeting of the Southern Management Association (SMA)** that was held from October 24-28 in St. Pete Beach, FL. Dr. Acharya served as a **Co-Chair of the Strategic Management Track**. SMA is one of the top academic conferences in the management and entrepreneurship discipline.



From left: Timothy Munyon (University of Tennessee), Justin Yan (Baylor University), Keshab Acharya (Central Connecticut State University), and Scott Geiger (University of South Florida).

Dr. Acharya graduated from our PhD program in the Management concentration in 2020. His research interests focus on various issues related to CEO activism, strategic leadership, corporate governance, and corporate social responsibility. His works have been published in variety of high impact journals including **Corporate Governance: An International Review** and **Business Strategy and the Environment**.

RCVCOBE Reunion at the 2023 DSI Annual Conference

RCVCOBE faculty and doctoral students celebrated a reunion with alumni at the **2023 Annual Meeting of the Decision Sciences Institute (DSI)** that was held in Atlanta from November 18-20 in St. Pete Beach, FL. DSI is a premiere academic conference for operations management, supply chain, and information systems scholars around the world.



In addition to presenting several papers at the conference, RCVCOBE faculty (Drs. Hale Kaynak and Xuan Wang) and doctoral students caught up with some of our recent alumni including Drs. Tony Lynch Tony Lynch (Penn State Harrisburg) and Ashwini Gangadharan (Kutztown University).

From left top: Christian Bautista (Management PhD candidate), Dr. Subhajit Chakraborty (Coastal Carolina University), Dr. Kwanheui Cheon, and Dr. Xuan Wang (Information Systems faculty). **Front:** Taiwo Abraham (Management doctoral candidate), Dr. Tony Lynch (Penn State Harrisburg), Dr. Hale Kaynak and Dr. Ashwini Gangadharan (Kutztown University).

Alumni Update

Subhajit Chakraborty Invited to Serve as Conference Track Chair



Dr. Subhajit Chakraborty, a 2015 graduate of our doctoral program in Management concentration, has been invited to serve as the **Chair for Quality and Lean Operations Track** in the upcoming 2024 Annual Meeting of the **Decision Sciences Institute (DSI)**. DSI is a premiere academic conference for operations management, supply chain, and information systems scholars around the world.

Track Chairs are often invited by conference organizers based on their scholarly reputation. Dr. Chakraborty currently serves as an Associate Professor of Management at the E. Craig Wall College of Business, Coastal Carolina University (CCU). We congratulate Dr. Chakraborty for this great professional opportunity and for being an excellent ambassador to RCVCOBE!

RCVCOBE Alumni Are Taking on Leadership Positions

Dr. Cristhian Mellado-Cid, a 2014 graduate of our doctoral program in Finance concentration, is serving as the **President of Universidad Católica de la Santísima Concepción in Chile**. Prior to being President, Dr. Mellado-Cid has also served in various leadership capacities in his home institution as MBA Program Director and Dean, to name a few. He is passionate about transforming his institution as a catalyst of change and innovation in Chile.



Dr. Violeta Diaz, a 2011 graduate of our doctoral program in Finance concentration, is serving as the **Associate Dean and Associate Professor of Finance at the Greehey School of Business, St. Mary's university**. Dr. Diaz is an experienced academic leader and a scholar whose research has been published in high quality outlets such as Journal of Banking and Finance, Managerial Finance, and Financial Research Letters. Beyond her research, Dr. Diaz also serves her students as a faculty advisor. Prior to her current institution, she also held faculty appointment at New Mexico State University.



ABOUT RCVCOBE

utrgv.edu/cobe

RCVCOBE MISSION STATEMENT

The Robert C. Vackar College of Business and Entrepreneurship promotes student success and serves as a catalyst for innovation, knowledge discovery, and economic development in South Texas, Northern Mexico, and beyond. We do so by offering relevant academic programs, committing to impactful research, and fostering community engagement and sustainable partnerships in a way that supports the university's mission.

RCVCOBE VISION STATEMENT

The Robert C. Vackar College of Business and Entrepreneurship will positively impact its local and global stakeholders through the discovery, integration, application, and teaching of business-focused knowledge addressing the critical needs of society.

RCVCOBE CORE VALUES

- **Our Commitment to Excellence**
 - Invest in our students' success by offering high quality and relevant academic programs.
- **Our Dedication to Thought Leadership**
 - Promote rigorous and high-impact scholarship.
 - Improve the academic reputation of RCV through impactful engagement with the scholarly community.
- **Our Passion for Empowerment and Impact**
 - Empower and support our students, faculty, and staff to make a difference in their communities through high impact teaching and learning practices.
- **Our Role as Agents of Transformation**
 - Cherish and support our positive role in the economic transformation of the Rio Grande Valley.

Contact Us:

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