

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

NEWSLETTER

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Message from the Dean



I am delighted to welcome you all to the Fall 2023 semester at the Robert C. Vackar College of Business & Entrepreneurship (RCVCOBE)! Our college is not just a place of learning; it is a vibrant community where ideas are nurtured, innovations and entrepreneurship are celebrated, and dreams are turned into reality. **VOICE** (Vackar Office of Involvement and Center for Engagement), is up and running, coordinating student organization activities, and helping undergraduate and graduate students with the expertise from the Career Center and the Writing Center. The **Market Lab**, one of the many outstanding programs offered through the **Center for Innovation and Commercialization (CIC)**, is now helping students in their experiential learning and local entrepreneurs that learn from RCVCOBE expertise in marketing, management, finance, information system, and other business areas.

At RCVCOBE, we are committed to providing an enriching educational experience. Our dedicated faculty members are here to inspire and guide you, challenging your intellect and encouraging you to think critically. We celebrate Elite, High Impact, and Financial Times Top 50 faculty publications, we highlight in the Scholar Spotlight one of my predecessors in the Dean's office, Dr. Mark Kroll, celebrate the Master of Science in Business Analytics (MSBA) ranking as one of the top 25 programs in the U.S. and the accomplishment of the Ph.D. program and our alumni.

As we move forward, and announce the launch of our new Master's Program in Human Resource Management (MSHRM), I encourage each one of you to actively engage in the learning process. Take advantage of the resources available to you – VOICE, student organizations, the library, research centers, workshops, and extracurricular activities – to broaden your horizons and enhance your personal and professional growth.

I also urge you to embrace the spirit of entrepreneurship and innovation that defines our college. Be curious, be bold, and be willing to explore new ideas. Your unique perspectives and contributions are invaluable, and they enrich the learning environment for everyone. Remember, success is not just about individual achievements; it is also about supporting and uplifting one another. Let us foster a culture of collaboration, respect, and kindness within our college community.

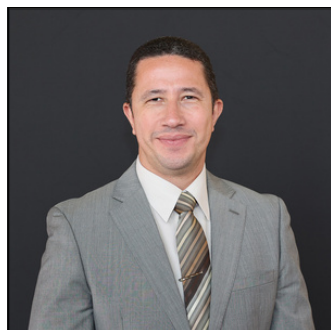
By working together and empowering each other, we can achieve extraordinary feats.

Giorgio Gotti

Faculty Publications

Congratulations to our faculty on their elite and high impact publications!

Elite & Financial Times Top 50 Publications



Ahmed Elnahas
(Associate Professor of Finance)

Elnahas, A., Gao, L., Hossain, M. N., & Kim, J. B., CEO Political Ideology and Voluntary Forward-looking Disclosure. **Journal of Financial and Quantitative Analysis.** Forthcoming. **(FT-50)**



Geng Sun
(Assistant Professor of Information Systems)

Sun, G., Kim, Y., Tan, Y. R., & Parker, G., Dinner at Your Doorstep: Service Innovation via the Gig Economy on Food Delivery Platforms. **Information Systems Research,** Forthcoming. **(FT-50)**



Jorge Gonzalez
(Professor & Chair, Department of Management)

Debjani Ghosh
(Lecturer, Department of Management)



Ghosh, D., Gonzalez, J. A., & Sekiguchi, T. Different Feathers Embedding Together: Integrating Diversity and Organizational Embeddedness. **Journal of Management Studies.** Forthcoming. **(FT-50)**

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

High Impact Publications

Bin Wang, Professor & Chair
Department of Information Systems



Z. Deng, G. Fan, Z. Deng, and **B. Wang**. Why Do Doctors Participate in Teams of Online Health Communities? A Social Identity and Brand Resource Perspective, **Information Systems Frontiers**. Forthcoming.

Z. Deng, Z. Deng, G. Fan, **B. Wang**, W. Fan, and S. Liu. More is better? Understanding the effects of online interactions on patients health anxiety, **Journal of the Association for Information Science and Technology**. In press.

Pingshu Li
Associate Professor of Management



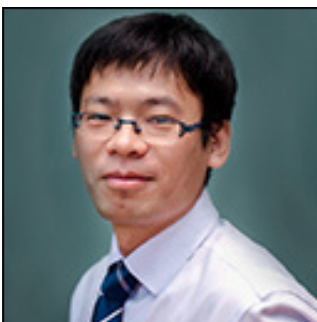
Li, Y, Cabano, F, & **Li, P**. How to Attract Low Prosocial Funders in Crowdfunding? Matching Among Funders, Project Descriptions, and Platform Types. **Information and Management**. Forthcoming.

Murad Moqbel
Associate Professor of Information Systems



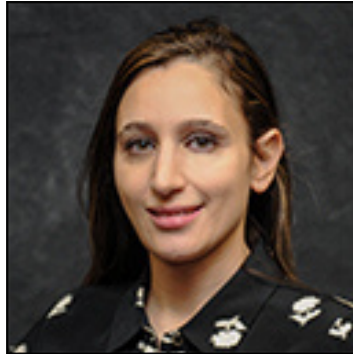
Moqbel, M., Alshare, K., Erskine, M. Demystifying the Link between Social Media Addiction and Sharing without Verification: The Role of Absentmindedness and Well-being. **AIS Transactions on Human-Computer Interaction**. Forthcoming.

Wanrong Hou
Associate Professor of Management



Su, T., Chen, Y., Yu, Y., **Hou, W**. On or Off: The Triggering Effect of Underperformance Duration on Cooperative Innovation. **Technovation**. Forthcoming.

High Impact Publications



Xi (Marcie) Mao (Assistant Professor of Economics)
Maroula Khraiche (Associate Professor of Economics)
Xuan Wang (Assistant Professor of Information Systems)

Xu, J., Khraiche, M., Mao, X., & Wang, X. (2023). Hubris or talent? Estimating the role of overconfidence in Chinese households' investment decisions. **International Review of Financial Analysis**. Forthcoming.



Steve Lovett (Associate Professor of Management)
Joo Jung (Professor of Management)

Lovett, S., Abraham, T., & Jung, J. Seven recommendations for managing projectification. **Business Horizons**. In-Press.



Scholar Spotlight

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

My research interests are fairly eclectic, but have over the years have revolved around corporate governance. My favorite moments as a researcher over the past 30+ years have been those rare instances in which I am reading something and an idea hits. Almost instantly it crystalizes as a winning paper idea. It does not happen often, but it's great when it does. For instance, when I first finished my degree I liked to read finance papers even though I was a strategy prof. One day I was reading a paper by Roll and Ross on arbitrage pricing theory. An idea hit me that ultimately led to a paper in *Academy of Management Review*. I find that the best ideas are a result of reading something that is somewhat removed from the material I typically look at.

You have served as a department chair and dean in several institutions in your long career. How were you able to balance the demands of these positions with the challenge of publishing in top journals in your field?

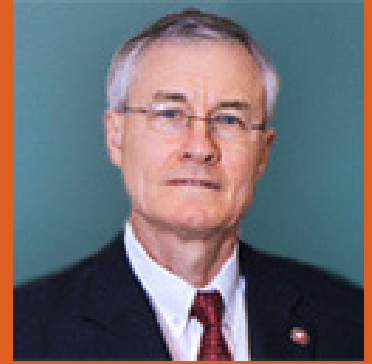
The only way I was able to do it was work weekends and have a very forgiving wife who was willing to put up with it. Also not having any serious hobbies and having virtually no interest in sports (either playing or watching) has been a big help. It is not a lifestyle I would recommend.

In your long and distinguished academic career as a scholar, you have published in most, if not all, of the elite journals in management. What advice would you give to your research faculty colleagues and doctoral students?

Try to identify, get to know, and then work with the best co-authors you can gain access to. Demonstrate to them that working with you is not a waste of their time and that you can bring value to their projects. When I first met my long-time co-author Peter Wright at the University of Memphis he already had multiple SMJs and a couple of *Harvard Business Reviews*. I told him I had a project that I thought had potential and was near completion. I offered him a co-authorship if he would simply read it and help polish it. That was the beginning of a 25+ year relationship.

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 RCVCOBE?

Given the level of competition for slots in the top journals as a result of the globalization of B-School research, the bar seems higher to me than in the past. The expectations in terms of access to data and sophistication of analysis have clearly evolved. If you do not have access to a good selection of databases now found in WRDS, you are at a huge disadvantage, regardless of how great your ideas are. As a consequence, if I were starting out today I would try to assemble a team of 4 or 5 people (not necessarily all from my institution) that can continuously maintain a stream of quality projects. But again, the quality of your co-authors is everything. I have read that in order to become a better tennis player it is important to play people better than you are. In the same way, the quickest way you are going to become a better researcher is to work with people who are better at it than you are.



Mark Kroll
Professor of
Entrepreneurship

Dr. Mark Kroll serves as a Professor of Entrepreneurship in IBE Department. His research area mainly focuses on corporate governance and entrepreneurship. He has close to four decades of experience as a faculty member and administrator. He previously held faculty positions in several institutions both in the U.S. and abroad.

In his long and distinguished career, Professor Kroll has published extensively in prestigious outlets including 12 in UT-Dallas journal list and 13 in *Financial Times* Top 50 journal list. He continues to be an active scholar and mentors a number of junior faculty and doctoral students.

News around the College

MS in Human Resource Management Program to Launch



A new RCVCOBE's Masters Program in Human Resources Management (MSHRM) has been approved by the Texas Higher Education Coordinating Board (THECB) and will be launching in Spring 2024. The MSHRM program is designed to train the next generation of human resources professionals using an evidence-based, contemporary curriculum. Upon its launch in Spring 2024, the program is expected to admit working professionals from both business and non-business backgrounds. The MSHRM program is a 30-hour, fully online program that can be completed within a year.

The program provides students with a well-rounded training on contemporary issues facing human resource managers including strategic staffing, talent development, compensation, employment law, as well as managing organizational change.

A faculty taskforce led by Drs. Marco Garza, Jorge Gonzalez, and Sibin Wu has been developing the program proposal for the last couple of years and had to seek multiple layers of approval at the college, university, and UT system levels. Dr. Marco Garza, who is the clinical assistant professor of management, will serve as the coordinator of the program.

More information about the program can be found by visiting this [link](#).

We congratulate the Department of Management, the program coordinators and all who have contributed to the development and launch of our newest graduate program!

News around the College

Business Analytics Program included in Top 25 Ranking

UTRGV Robert C. Vackar College of
Business & Entrepreneurship

MASTER of SCIENCE
BUSINESS
ANALYTICS

100% ONLINE
FINISH IN AS FEW AS 12 MONTHS

RCVCOBE's Master of Science in Business Analytics Program (MSBA) has been included as one of the top 25 programs by masterofbusinessanalytics.com. According to the website, the ranking considers such criteria as reputation, credibility, value and flexibility. Using these criteria, more than 85 programs in the U.S. were analyzed to develop the top 25 MSBA programs.

RCVCOBE's MSBA program was ranked as #16 in the country along with universities such as Arizona State, Penn State, Boston University, and UT-Dallas. The ranking recognizes outstanding online business analytics programs that balance reputation (quality of the program including accreditation of the colleges in which they are housed) with the cost of attendance.

RCVCOBE's MSBA program is one of the fastest growing graduate programs in the college and, despite its recent launch, has already demonstrated a great deal of success in placing its graduates in lucrative professional careers in various sectors. The program is fully online and can be completed in about a year with full time enrollment. To learn more about the program, please contact Dr. Murad Moqbel (murad.moqbel@utrgv.edu).

Congratulations to Dr. Moqbel and all the RCVCOBE faculty and staff who are working tirelessly to support this outstanding program!

News around the College

HOST Students Participated in Hotel Association Conference



The Latino Hotel Association is the largest association of Latino Hotel Owners and Managers in the United States. Their mission is to serve people with a passion for the hospitality industry and they are committed to expand the community of Latino and Hispanic hotel owners and operators. Their annual conference provides excellent networking and professional development opportunities for hoteliers, and young professionals.

At this year's annual conference in Dallas (October 11-12), students from VCOBE Hospitality and Tourism Management Department were invited to attend and assist with the implementation of the event. Representing our college were Cecilia Adame, David Salinas, Joseph Cantu, and Rosa Rangel. The students interacted with industry professionals on Day 1 of the conference in a Round Table session, where they got to ask CEOs and other industry leaders a variety of questions. The educational sessions at the event, included various sessions on hotel development, hotel financing, marketing to Latino customers, the current state of the hotel industry, franchising, and entrepreneurship.

Lynette Montoya, CEO of the Association was very impressed with the professional demeanor of the students and has welcomed them to attend and assist with their future events.

This event in Dallas coincided with the Educational Foundation Committee meeting of the Texas Hotel and Lodging Association (THLA), which represents and advocates for the hotel industry in Texas. The students were invited to address the THLA Board members in a listening session on what Hospitality students are looking for in a hotel internship. The students did a 15-minute PowerPoint presentation followed by an interactive Question and Answer Session.

Cecilia Adame, President of the HOST club summarized the student learning from this trip in these words. "Every opportunity we get to attend professional events broadens our horizons, increases our level of confidence to position ourselves for a successful career in the hospitality and service industry. We appreciated the opportunity to showcase our college at these two events in Dallas."

A lot is happening at the Center for Innovation and Commercialization (CIC)!

The CIC has been in existence only for few years but it is already doing so much to serve students, faculty, and the RGV community! Here are some examples of their innovative programming:

iVenture

A 7-week ideation program where selected participants develop their business ideas and identify whether or not their potential ventures are feasible.



An event where competitors create a business plan, film a concept pitch video, and finally - rehearse and execute a final live pitch for the chance to win seed money that can help launch their businesses.



In The Market Lab, entrepreneurs learn how to conduct their own market research, identify their target market, conduct focus groups, and test their products or services to determine the viability of their business idea.



The National Science Foundation Innovation Corps (I-Corps) program helps STEM projects receive entrepreneurial education, mentoring, and funding to accelerate the innovation of scientific discoveries into technologies and products. The goal is to reduce the time it takes to get technologies from the lab to market.

An annual event that connects attendees with organizations across the Rio Grande Valley which offer resources that help entrepreneurs start and grow their businesses.

For questions or to learn more about these and many other programs the CIC offers, please reach out to Laurie Simmons at: cic@utrgv.edu

PhD Program Update

PhD Faculty and Students Recognized with Excellence Awards

Each year, RCVCOBE honors outstanding doctoral faculty and doctoral students for their excellent performance in the areas of research, teaching and mentoring. Here are last academic year's winners:



Professor Sibin Wu
Department of Management
PhD Faculty Excellence Award



Ai Nhan Ngo and **Suwakitti Amornpan**, both from the Department of Marketing, were recognized with RCVCOBE **PhD Student Research and Teaching Excellence Awards** respectively. Congratulations to both students!



Taiwo Abraham Published High Impact Journal Article



Taiwo Abraham, a third year Management doctoral candidate, has co-authored a paper titled “Seven recommendations for managing projectification” in **Business Horizons**, a high impact journal. Taiwo collaborated with Drs. Steve Lovett and Joo Jung in the Department of Management. Congratulations, Taiwo!

Bright Frimpong Accepts Faculty Position



Bright Frimpong, a 2023 graduate of our doctoral program in information systems, has accepted a **tenure-track faculty position**. Starting this fall, Dr. Frimpong will be serving as **Assistant Professor of Business Administration at Washington and Lee University** in Lexington, Virginia. We wish Dr. Frimpong the very best as he launches his academic career!



Alumni Update

Robert Killins Earned Promotion and Chairship



Dr. Robert Killins, a 2012 graduate of our doctoral program in finance concentration, has been **promoted to full professor** this past summer. He was also recently appointed as **Chair of the Department of Finance and Economics** at the E. Craig Wall College of Business, **Coastal Carolina University (CCU)**. Prior to joining CCU, Professor Killins was on the faculty at Seneca Business School in Toronto, Ontario, Canada.

We congratulate Professor Bobby Killins on his promotion and for being an excellent ambassador to RCVCOBE!

Hossain Published in Elite Journal



Dr. Md. Noman Hossain, a 2021 graduate of our our doctoral program in Finance concentration, has recently published a top journal article. The paper titled “CEO Political Ideology and Voluntary Forward-looking Disclosure” was accepted for publication at the **Journal of Financial and Quantitative Analysis**, which is a **Financial Times Top 50 journal**. Dr. Hossain collaborated with RCVCOBE’s own Dr. Ahmed Elnahas, Associate Professor of Finance, for this paper.

Dr. Hossain is currently serving as an Assistant Professor of Finance at Central Washington University. Congratulations, Dr. Hossain! Keep up the great work!!



Staff Update

RCVCOBE Welcomes Ismael Marquez!



Mr. Ismael Marquez, who joined us from the School of Medicine, will be assisting with college level assessment and accreditation activities.

Ismael Marquez serves as the Assessment and Accreditation College Administrator at UTRGV's Robert C. Vackar College of Business & Entrepreneurship. He comes with 12 years of experience working in higher education in different areas, complementing the assessment and accreditation process. His recent experience in UTRGV School of Medicine included the evaluation process for Pre-Clerkship students and participated in the CQI Taskforce committee, whose goal was to work towards a successful accreditation. As of June of this year, the UTRGV School of Medicine has successfully completed the final stage of accreditation. Ismael has experience in quantitative and qualitative research and has previously worked in both SACSCOC and LCME accreditation processes. He has participated in the Texas Association of Institutional Research, which is the professional organization supporting institutional research, planning, evaluation, and policy analysis in Texas institutions of higher education. As the Assessment and Accreditation College Administrator, Ismael will oversee the assessment and accreditation functions of the college and prepare for the AACSB visit that will take place in academic year 2025-2026. With the support of his wife Alejandra and his son Isaac, Ismael looks forward for this next chapter in his career.

Ismael, welcome to the RCVCOBE family! We look forward to collaborating with you going forward.

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.
- **Our Belief in Diversity and Inclusion**
 - Steadfast commitment to welcoming and celebrating our diversity in all we do.

Contact Us:

Professor Michael Abebe
Associate Dean for Research and Faculty
michael.abebe@utrgv.edu

