



The University of Texas Rio Grande Valley
ROBERT C. VACKAR COLLEGE OF
BUSINESS AND ENTREPRENEURSHIP

NEWSLETTER

Volume 3 Issue 1 - September 2020

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MESSAGE FROM THE DEAN



Greetings from the Robert C. Vackar College of Business and Entrepreneurship! As we continue to face the challenges of these unprecedented times, I do want to share good news with you from the RCV. The college and university continue to build on our investment in student success. Student retention rates and graduation rates are up. So more of our students are succeeding and continuing in their studies, leading to more timely graduation. This has a positive

impact on the Rio Grande Valley in that more critically-thinking, highly-skilled college graduates are prepared to add to the regional economy.

The news of our success is reaching more students at the graduate and undergraduate level. Enrollment in the RCV is up 18.8% - topping 4,100 students. The university is up 11.5% with enrollment now at 32,615 students. This at a time when university enrollments are down nationally.

What is the cause of that success? The investment of time, energy and passion into offering more opportunities for our students to succeed through increased student support, new and innovative academic programming, and faculty who excel in transferring their subject matter expertise to our students. We see this with our additional resources for students, our expanding Center for Innovation and Commercialization (CIC), and our faculty experts who continue to advance our knowledge of business. Over the past year the CIC has received almost \$2 million in external funding to promote innovation and entrepreneurship at UTRGV. This external funding reflects the growing recognition of success at RCV from those outside our community.

Please enjoy reading about this success in this edition of the RCV newsletter. We look forward to adding to this list of successes in future updates. Until then stay safe and Go Vaqueros!

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[VCOBE in the Press](#)

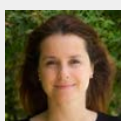
Lance Nail, Ph.D.
Dean and Distinguished University Professor
Robert C. Vackar College of Business and Entrepreneurship

FACULTY HIGHLIGHT

ABDC A* Journal Publications



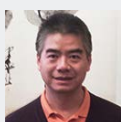
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Dholakia, N., Ozgun, A. and **Atik, D.** (2020), The Unwitting Corruption of Broadening of Marketing into Neoliberalism: A Beast Unleashed? Forthcoming, *European Journal of Marketing*.



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Guo, C., Sarkar, S., Zhu, J., Wang, Y.J. R&D investment, business performance, and moderating role of Guanxi: Evidence from China. *Industrial Marketing Management*, 91 (November 2020), pp. 55-63.



Kim, I., Ryou, J.W., Yang, R. The color of shareholders' money: Institutional shareholders' political values and corporate environmental disclosure. *Journal of Corporate Finance*, 64 (October 2020), 101704.



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ABDC A Journal Publications

Dadanlar, H.H., Abebe, M.A. Female CEO leadership and the likelihood of corporate diversity misconduct: Evidence from S&P 500 firms. *Journal of Business Research*, 118 (September 2020), pp. 398-405.



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Cho, S., Park, C., Lee, C. Exploring homophily and peer-consumer behavior in a P2P accommodation sharing platform. Forthcoming, *Behaviour and Information Technology*.



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Hazarika, G. India's Calorie Consumption Puzzle: Insights from the Stochastic Cost Frontier Analysis of Calorie Purchases. Forthcoming, *Empirical Economics*.



Liu, Y. The comparative and interactive effects of political, academic and financial directors. *International Review of Economics & Finance*, 70 (November 2020), pp. 546-565.



Abdoh, H., **Liu, Y.** Executive risk incentives, product market competition, and R&D. In press, *Financial Review*.

Moqbel, M., Rahman, M., **Cho, S.**, and Hewitt, B. Sustaining Patient Engagement: The Role of Health Emotion and Personality Traits in Patient Portal Continuous Use Decision. Forthcoming, *AIS Transactions on Human-Computer Interaction*.



Nguyen, N.H., Phan, H.V., Phan, H.V., Tran, D.T.T., Vo, H. Tournament-based incentives and mergers and acquisitions. *International Review of Financial Analysis*, 71 (October 2020), 101548.



Sun, J. Ubiquitous Computing Capabilities and User-System Interaction Readiness: An Activity Perspective. *Information Systems Frontiers*, 22

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Hu, X., Yang, Z., **Sun, J.**, & Zhang, Y. Carbon tax or cap-and-trade: Which is more viable for Chinese remanufacturing industry? *Journal of Cleaner Production*, 243 (2020), 118606.



Pidduck, R.J., Busenitz, L.W., **Zhang, Y.**, Ghosh Moulick, A. Oh, the places you'll go: A schema theory perspective on cross-cultural experience and entrepreneurship. *Journal of Business Venturing Insights*, 14 (November 2020), e00189.



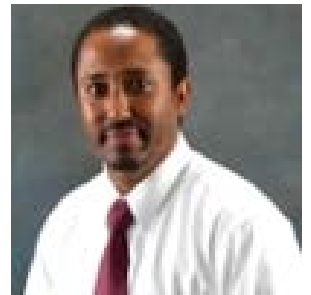
Faculty Awards and Honors



Dr. Russell Adams, associate professor and chair of the international business and entrepreneurship department, recently received two grants including a \$10,000 VentureWell Planning Grant to develop curriculum related to sustainable energy innovation in conjunction with the College of Engineering and Computer Science and the University of Texas El Paso and a \$89,000 NSF I-Corps supplemental grant to develop a statewide I-Corps program in collaboration with

Texas Tech University and a virtual classroom in Weslaco.

Dr. Michael Abebe, professor of management, was elected board member of *the Southern Management Association* (SMA) for the 2020 to 2023 term. As an SMA board member, Dr. Abebe will help oversee the SMA annual conferences and its relationship with the *Journal of Management*, a publication of the SMA.



Dr. Murad Moqbel, assistant professor of information systems and director of the MS in Business Analytics program, received the 2020 UTRGV Graduate College Best New Graduate Program Coordinator - Accelerated Online Programs award.

Dr. Akinloye Akindayomi, associate professor of accountancy and MBA program director, was recognized by UTRGV Graduate College as the UTRGV MBA in Financial Planning was ranked 5th in the south by Intelligent.com. [Read more about the ranking here.](#)



STUDENT SPOTLIGHT

Ph.D. Student Conference Publications/Presentations

- **Sheng, X.**, Siguaw, J. A., Wan, Y., **Felix, R.**, **Garcia Ramon, L.** (2020). Unsought Goods: A Consumer Behavior Perspective. *American Marketing Association Summer Academic Conference*, San Francisco, 2020.
- **Murray, R.**, **Amompan, S.** and **Minor, M.S.** Winter Texans' Motivations to Temporarily Relocate: Exploring Costs of Living, *Annual Virtual Conference of the Association for Consumer Research*, 2020.

Vackar Career Reuniones

This Fall, the Robert C. Vackar College of Business and Entrepreneurship will launch a new series of virtual meetings to help kickstart the careers of our students. Industry leaders and other business professionals will be hosted by VCoBE students in online, interactive panel discussions and presentations. All VCoBE and pre-business students will be invited to attend.

We are seeking up to 10 students willing to assist in organizing the new program and events and engage with the panel participants and serve as online hosts for the discussions and presentations. Student hosts will have opportunities to speak with our panelists in preparation for the virtual meetings held via Zoom. Technical support for hosting the meetings will be provided by VCoBE staff. Your input for the startup of the new program will be invaluable -- everything is open for discussion, including the name.

Preferred attributes for student hosts include friendliness, well-spoken, and confident with composure and patience. If you have these skills -- Great! If you want to develop these skills -- Even better!

And another thing! There's money involved: \$250/semester to 10 students for up to \$500 per year in scholarship funds, courtesy of Dean Nail.

To learn more and express your interest in organizing and hosting Vackar Career Reuniones, please contact Associate Dean Mark Blakemore at mark.blakemore@utrgv.edu.

EVENTS AND COMMUNITY ENGAGEMENT

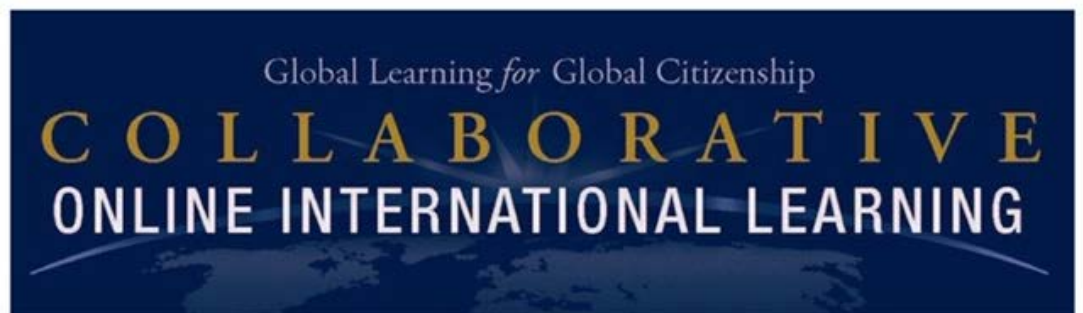
COVID-19's toll on Texas

Dr. Salvador Contreras, associate professor of economics and director of the Center for Border Economic Studies, teamed



up with the Greater Mission Chamber of Commerce to discuss the impacts of COVID-19 on Texas. Through his analysis of the April 2020 Current Population Survey (CPS) data, he showed that the pandemic has negatively affected every group and most industries. A recording of the webinar can be found [here](#).

Collaborative Online International Learning



Ms. Maria Leonard, Sam Walton Fellow and lecturer of management, participated in the Collaborative Online International Learning (COIL) project. COIL projects involve the co-development of a course project or assignment by two or more instructors from different countries, each of whom recognize that valuable learning occurs when students from different parts of the world work together on a common area of focus. COIL courses require the use of digital technology to bridge the distance that separates countries and partners. Forms of interaction include online discussion

groups, videoconferences, class to class meetings, and online workgroup projects. MGMT 4304 Business and Society students in her class are working collaboratively with students from the Universidad Autonoma de Bucaramanga in Colombia this semester, comparing sustainable development practices for companies in both countries within specific industries, and making priceless connections in the process.

Real Talk: Women in Hospitality

UTRGV

REAL TALK

WOMEN IN HOSPITALITY

**Wednesday
Sept 9, 2020**

10:00 AM CT

This is a virtual program via Zoom.
Professor Munoz will provide an access link.

Contact Deborah Cox
dcox@castellproject.org for technical issues.

JOIN US

Castell@College

**Demystifying the Corporate World –
Real Talk from Hotel Executives**

Please join Castell@College on September 9th for an interactive discussion with a panel of hospitality executives. Led by Professor Massiel Munoz of the Hospitality and Tourism Management Program in the Vacker College of Business and Entrepreneurship at UTRGV, our panel will share career tracks, life choices, lessons learned and proven formulas for success.

UTRGV
Department of Hospitality & Tourism Management

SPEAKERS

				
TERESA GARCIA	HEATHER JACOBS	CARTARWA JONES	MARCIE MILLS	RACHEL MOOSE
Regional Director	Former SVP – People & Culture	Vice President	General Manager & COO	VP – Learning & Development
Pure Wellness	Four Seasons Hotels	RLJ Lodaina Trust	Club Mirabel	Accor

This program is sponsored by the Castell Project, Inc., a 501c3 non-profit that reports on the progress of women in the hospitality industry and provides gender-specific training to prepare women to move up. www.castellproject.org

The Hospitality and Tourism Management Department partnered with “Castell@College.” to help women students prepare to take on leadership positions in

the hospitality field and hear from a panel of industry leaders.

The program invited several female executives from various aspects of the hospitality and tourism industry share their career experiences, as well as formulas for success and lessons they learned. Students got the opportunity to ask the panel questions they may have relating to the field and opportunity to learn from successful female role models

The Castell project is a national program designed to provide professional guidance, support and mentorship to women executives in the hospitality industry. Castell@College is an extension of the national project to extend this support to women students in Hospitality and Tourism Management at leading Universities.

ALUMNI SPOTLIGHT



Dr. Ngoc Cindy Pham, Ph.D. in Business Administration with a concentration in marketing '18 and assistant professor of marketing at the City University of New York-Brooklyn College, was included in the [OneWorld COVID-19 Special Collection](#) with the Museum of Chinese in America. Dr. Pham fundraised for Brooklyn College's class of 2020 for their postponed graduation and provided mental and emotional support for those affected by the pandemic.

She was also interviewed by the Bklyn Public Library on May 11 for their [COVID-19 documentaries](#).



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