




Office of the Provost and Senior  
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## MEMORANDUM

**To:** TAMUK Campus Community

**From:** James M. Palmer   
Provost and Senior Vice President for Academic Affairs

**Date:** January 15, 2026

**Re:** Announcement of Dean of Business Administration

Following an extensive national search for the Dean of Business Administration, and approval from the Texas A&M University System, I am pleased to announce that Dr. Dalila Salazar Morningstar has accepted the position. She will begin July 1, 2026.

Dr. Dalila Salazar Morningstar is an experienced academic administrator and global educator with over fifteen years of experience in higher education. She currently serves as Associate Dean in the College of Business at Louisiana State University Shreveport where she supports academic operations, strategic coordination, accreditation and assessment processes, faculty development, curriculum oversight, and student success initiatives. In addition to these responsibilities, she serves as the International Experience Coordinator, overseeing programs in countries spanning multiple global regions while ensuring high quality, high impact experiential learning experiences for students.

Earlier in her career, she served as Director of the University Center for Applied Research and Engagement and as Co-Director for a National Science Foundation: Industry-University Cooperative Research Center, leading applied research initiatives, strengthening faculty-student collaboration, and facilitating multi-institutional industry engaged partnerships. She maintains an active research agenda, with publications in recognized peer-reviewed journals and national conference proceedings. She currently serves as President of the Marketing Management Association, following prior service in multiple executive leadership roles, and brings extensive experience in professional governance, conference leadership, and faculty engagement, at the national level.

Known for her collaborative leadership style, she is committed to excellence, building productive relationships across academic, professional, and community contexts. Her leadership approach emphasizes servant leadership, shared governance, data-informed decision making, and mission-driven execution, positioning her to lead through complexity while advancing academic quality, student outcomes, and institutional impact.

The Dean of the College of Business Administration is responsible for supervising and directing the teaching, research, and service missions of the College. The Dean makes decisions or recommendations regarding budget, curricula, degree offerings, faculty and student recruiting, faculty development/tenure and promotion, fundraising, long range strategic planning, matters of academic quality, promotion of college interests, research planning and student mentoring. Dr. Salazar Morningstar will visit in the spring and early summer to ensure a strong transition and to begin planning for the next academic year. Please welcome her to the role when you see her, and thank Dr. Brent Kinghorn for serving in the interim.

cc: Robert H. Vela Jr.