

TEXAS A&M UNIVERSITY-KINGSVILLE

BUSINESS JOURNAL

THE OFFICIAL PUBLICATION OF THE COLLEGE OF BUSINESS ADMINISTRATION

Rising to Success

Learn how we are paving the way to success!



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Van Oort Research

→ **6 Making Headlines**
Online MBA Makes U.S. News and World Report List





6 Online MBA Makes U.S. News and World Report List

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Message
from the Dean

Dr. Natalya Delcoure

This past academic year has been extraordinary for us all. I am immensely grateful for the team of faculty, staff, students, alumni and friends of the College of Business Administration for their dedication in pushing forward through the many different obstacles placed in our path. We remain focused on our mission in providing an accessible, high quality, comprehensive business education and empowering our students.

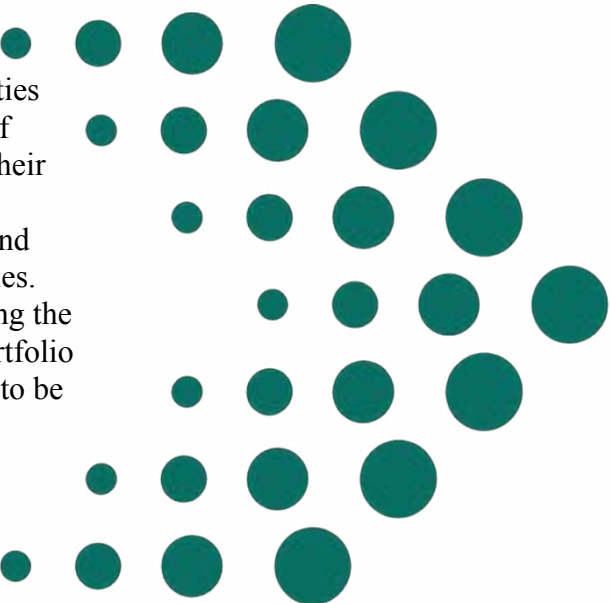
Class modality was shifted to 100% online this past academic year, but that did not impact the engagement between faculty and their students. Students worked on virtual projects with different business entities, participated in simulated challenges led by national student organizations and obtained designated program specific certifications. Our students also offered free tax preparation with the VITA program again this year through virtual appointments or curbside drop-offs.

Faculty research productivity continued and new opportunities for collaboration were presented and taken full advantage of by our college. Several of our faculty were recognized for their scholarly and intellectual contributions this past year. They participated in nearly 100 recruitment events, both virtual and in-person visiting with prospective students and their families. U.S. News and World Report ranked our MBA degree among the top 100 in the nation. We are working on expanding our portfolio of programs to include a Master in Taxation that will begin to be offered in fall 2022.

Despite these trying times our alumni and friends have continued to share their expertise and support through scholarships, increasing internship opportunities and expanding career networks for business students.

In this issue of the Business Journal, we feature our movement forward together as a team, showing our strength and commitment to assuring that our students will be equipped with the necessary tools to handle any obstacles in their pathway towards success.

Dr. Natalya Delcoure



from the Pandemic



RECOVERING

In mid 2020, at the height of the COVID-19 epidemic, the LBJ School of Public Affairs published a report outlining nine critical components for recovery and creating a resilient Texas.¹ Of those, several could be facilitated by academic institutions;

- Building partnerships instead of rivalries.
- Leveraging Texas universities as community hubs and accelerators for talent and thought leadership.
- Promoting the growth of rural
- communities with state-supported
- investments.

The Dean of the College of Business Administration encouraged the formation of a multi-departmental steering committee to address these three components and determine ways in which Texas A&M University-Kingsville could act on them. The vision was to include multiple departments and community organization in order to optimize the efforts for pandemic assessment and pandemic recovery. Given that rural America is disadvantaged in healthcare access and has less diverse economic drivers, therefore being proportionally more impacted by the pandemic, the focus of the overall project was on rural and semi-urban regions, the primary market for Texas A&M-Kingsville.

The steering committee was formed in late October 2020 and created an umbrella concept around pandemic assessment and pandemic recovery. Participating faculty

developed specific projects under this umbrella in line with their expertise and interests (see: Fig. 1). Currently the College of Business Administration, College of Education and Human Performance, and Irma Lerma Rangel College of Pharmacy are represented in the project.

Several meetings with community organizations were held, including food banks, economic development board, EMS services and health care representatives. The most traction the project has obtained to date is the work done with regional food banks, addressing the social changes that people experienced during the pandemic.

The survey followed the Social Determinants of Health guidelines, as utilized by CMS in assessing health status. Baseline data of over 1000 food bank users in South Texas and Northern New Mexico were collected and analyzed. The survey will be repeated every quarter in 2021, in order to assess changing social demands during the anticipated recovery. The collaboration with the respective foodbanks has been a win-win, since foodbanks need this type of information as part of their strategic positioning in their service area.

A second initiative around the effect of teaching children remotely on teachers and counselors in elementary and middle schools has been created and validated with front-line practitioners. This will mostly be a retrospective view as many schools in Texas are back in the classroom. While awaiting IRB approval, the study is ready to be put in the field.

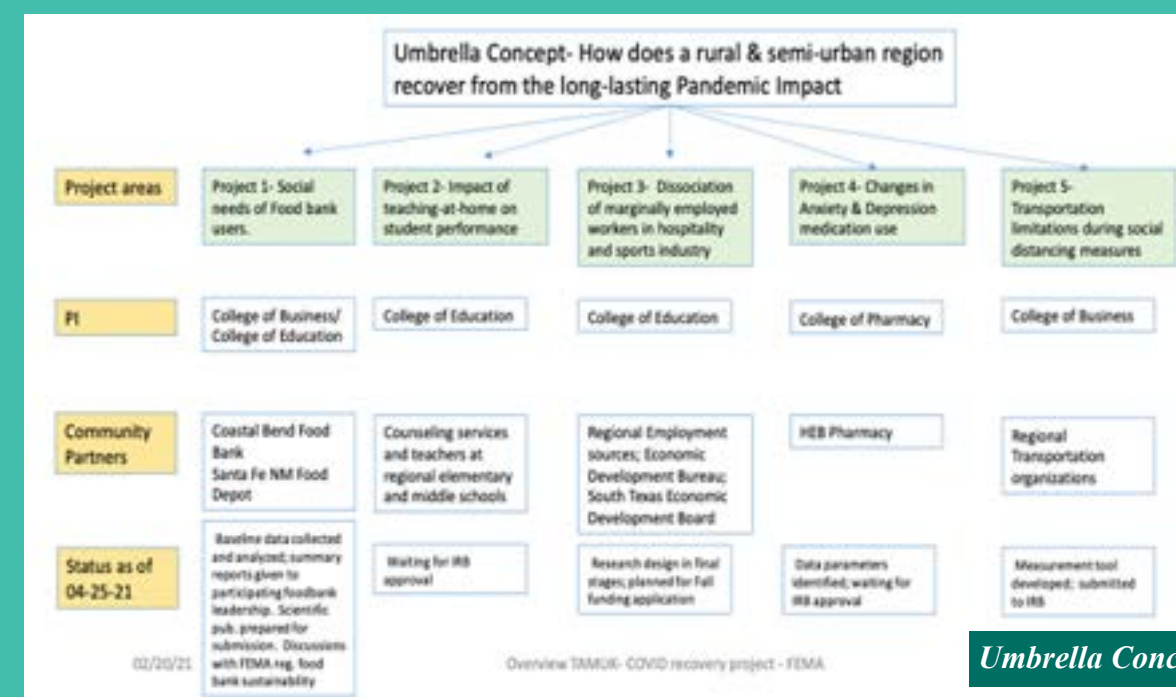
Knowing the effect of the pandemic on the regional economy, part-time and seasonal workers have been heavily impacted. A study is in development to determine attitudes to -and impact of- job lay-offs of these part-time workers. This study intends to combine survey tools and interviews to assess workers' attitudes towards these part-time employments.

Mental health changes have worsened during the pandemic, in part due to financial pressures, social isolation and other stress factors. Pharmacy faculty is working with a pharmacy chain to determine changes in anxiety and depression prescriptions during the 2020 year in comparison the previous year. The study will be based on deidentified data streams for the pharmacy and depending on community participation- be linked to medical data for mental health. Needless-to-say, IRB

approval will be critical. The pandemic impact on transportation is another critical factor that affects the social fiber of a community and a family. With public transport services decreased (due to social restrictions) people are less likely to travel and if they needed to travel transportation dependency was difficult and cumbersome. While this issue is addressed in the food bank survey, responses may be biased since participating respondents need transportation to make it the food distribution site.

In summary, the focus on pandemic recovery as an overall theme is well timed and addresses many social aspects of a community. While still early in its implementation, results so far have been revealing and serve as a basis for continued exploration and reporting.

¹A Playbook for Resilience: Creating Opportunity for all Texans; Steven Pedogi, Kirk Watson, LBJ School of Public Affairs, UT Austin and School of Public Affairs, University of Houston, 2020.



Umbrella Concept, Figure 1

Texas A&M-Kingsville's Online MBA Makes U.S. News and World Report List

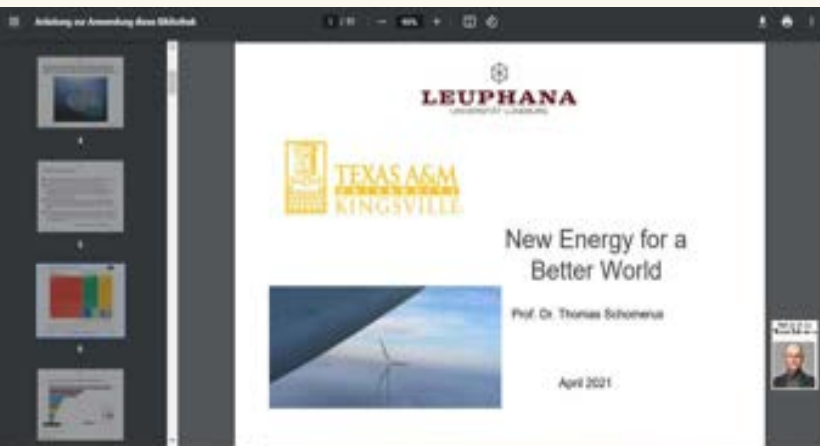
The online Master’s degree in Business Administration at Texas A&M University-Kingsville is ranked among the top 100 in the nation, according to a prestigious list assembled by *U.S. News and World Report*. The online MBA in the College of Business Administration ranks at number 100 for online programs and 59 for online programs for veterans. The program placed first in the rank indicators for faculty credentials and training with a perfect 100 score.

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The Texas A&M-Kingsville program is the only South Texas institution in the top 100

COLLEGE OF BUSINESS ADMINISTRATION GOES VIRTUAL



Approximately 25 Texas A&M University-Kingsville and 15 German students are participating a Transatlantic Sustainability seminar, thanks to our long-term study abroad partner, Leuphana University

In addition to our students, several College of Business Administration faculty including Professors Schumann, Procasky, Singh and Fernandez have been available to comment on the topic from the US’s perspective.

Students meet via Zoom every Monday to learn about topics such as the different Covid-19 protocols and situation, Renewable energy, and differing regulatory and legal issues around the world. Each week’s seminar is hosted by Luephana professor Dr. Schomerus with guest speakers from the US, India, Iraq, Saudi Arabia, the United Nations and Taiwan.



The College of Business Administration (CBA) at Texas A&M University-Kingsville hosted its annual Economic Forum, but this year it was virtual. The 10th annual Economic Forum was held for an hour online on Tuesday, Nov. 3, 2020.

This year’s keynote speaker was Texas Comptroller Glenn Hegar. He talked about Navigating the Road to Recovery: An Overview of the Fiscal Health of the State and Challenges for Texas in the Upcoming 87th Legislative Session.

This year’s forum featured a study of three South Texas counties that have similar COVID-19 case levels. Dr. Thomas Krueger, J.R. Manning Endowed Professor of Innovation in Business Education and chair of the department of accounting and finance from the College of Business Administration, presented his research entitled Economic Conditions in Kleberg County, Fayette County, and Medina County: Three South Texas Counties with Similar COVID-19 Case Levels.

Taxation in Demand

NEW ONLINE MASTER’S PROGRAM

The Texas Workforce Commission projects the state of Texas will see an increase in tax preparers of over 20 percent through 2026. The occupation of accountants and auditors is expected to increase nearly 19 percent in the same time period.

To that end, administrators in the College of Business Administration at Texas A&M University-Kingsville will begin a new program in the fall 2021 semester geared toward filling the gap. The Texas Higher Education Coordinating Board recently approved a new online master’s degree program in taxation.

The new program will enable students to obtain a Master’s of Science degree in Taxation (MST) in one year and meet the educational requirements for the Certified Public Accountants (CPA) examination.

“The newly approved Master of Science in Taxation degree focuses on the theoretical and technical aspects of taxes and tax law. As long as governments continue to operate, individuals and businesses need professional assistance of tax experts,” said Dr. Natalya Delcours, dean of the College of Business Administration.

“According to the Bureau of Labor Statistics, the need for tax professionals is expected to grow over 10 percent in the next 10 years, a rate faster than the national average that will result in over 139,000 new jobs by 2030. The Master of Science in Taxation will help accounting

students to broaden their knowledge, prepare them to sit for the CPA exam and improve their career opportunities,” she added.

The new degree will be housed in the accounting and finance department under chair Dr. Thomas Krueger, Professor of Innovation in Business Education. The degree consists of 30 semester credit hours in advanced economics and finance classes and a strategic management capstone course.

“The integration of taxation courses and business courses equips students with a comprehensive yet specialized understanding of how the complexities of tax laws impact individuals and businesses. Through practical and technical coursework, students will gain the knowledge and skills needed to succeed as a tax professional or business manager,” Krueger said.

“The study of taxation is a good way for students to learn how to effectively manage budgets and money. Career opportunities are possible with Big Four Accounting firms, including Ernst & Young, which has recruited on our campus, consultancy firms, government institutions and financial institutions,” he added.

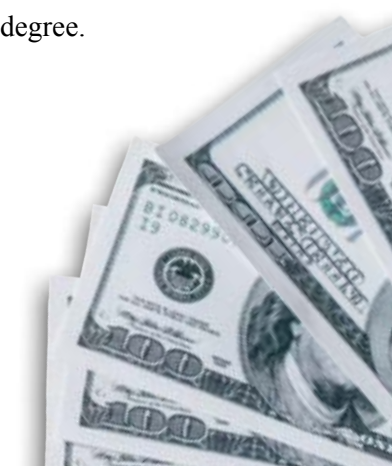
“Students will sharpen their skills as a tax professional while staying current with industry and economic trends. Through training as tax experts, students will acquire skills that are relevant in almost any domain,” Krueger said.

“Tax skills are critical whether one is hoping to become a certified public accountant, corporate executive, or financial planning consultant. Continued revision of the tax laws is likely to result in high demand, career progression and interesting, varying assignments for our MST graduates.”

Student recruitment for the new degree will be associated with the recruitment program currently used for the existing online MBA program. MST applicants will be sought at the same graduate and career fairs visited by the MBA recruiters. Marketing of the MST will use similar materials and strategy as the successful MBA.

Classes for the MST will be taught by existing faculty and no additional equipment of facilities will be needed.

Currently, no public institution in the region offers an online Master of Science in Taxation degree program. University of Texas Rio Grande Valley and Texas A&M University-Commerce offer a tax credential in a fully online program, but it is a concentration within a Master of Accountancy degree.



COLLEGE OF BUSINESS RISING



RECIPIENT OF THIS YEAR'S DISTINGUISHED ALUMNI AWARD COLLEGE OF BUSINESS ADMINISTRATION ALUMNUS ROBERTO MONTOYA

As the association's most prestigious honor, Distinguished Alumni is awarded only to alumni of the university who have had abundant success professionally and personally, through which they have positively represented and brought honor to Texas A&M-Kingsville.

Roberto Montoya was among the few Distinguished Alumni recipients honored at the ceremony during Homecoming Week on October 23, 2020.

BETA GAMMA SIGMA CEREMONY

Beta Gamma Sigma, an international business honors society, hosted its induction ceremony via Zoom on April 26 with eight students and one chapter honoree member joining the organization. Beta Gamma Sigma was founded in 1913 to recognize and honor collegiate students studying business and now has over 600 chapters worldwide. The Texas A&M University-Kingsville chapter was established in 2018 and membership is offered to the top 10% of undergraduate students, the top 20% of graduate students and some of the most accomplished business practitioners are eligible to be recognized as a member.

“These students have demonstrated excellence in pursuit of their business degree.” said Natalya Delcours, Dean of the College of Business Administration.

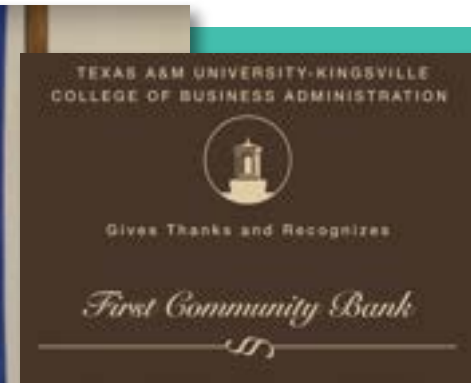
Beta Gamma Sigma chapter of Texas A&M University-Kingsville is a very active chapter which has been recognized with the Highest Honor award from BGS Headquarters in both 2019 and 2020.

WALL OF HONOR

The Texas A&M University-Kingsville College of Business Administration premiered the 2020 Wall of Honor Ceremony on October 23, 2020 via YouTube. This year's honorees were Alumnus Mr. John Jackson, Co-Founder of the Rockport Group and Senior Vice President, Wealth Advisor and Senior Portfolio Manager with Morgan Stanley. John earned his BBA in 1973 and MBA in 1975 from Texas A&M University-Kingsville (formerly Texas A&I).

Our next honoree First Community Bank, headquartered in Corpus Christi and rooted in South Texas, FCB has been a long-time supporter of our great university. This year's honorees received antique bronzed plaques engraved with each honoree's name that

are featured in the main corridor of the College of Business Administration building. Congratulations and thank you for all you do for the College of Business Administration!



BETA GAMMA SIGMA NEWLY INDUCTED MEMBERS

Brad Womack, Chapter Honoree, President and Chief Experience Officer for Kleberg Bank, N.A.
Gabriella M. Flores, Master Second Recognition
Arnoldo Gonzalez, MBA
Man Hung, MBA
Diriba Terfassa, MBA
Phyliss R. Vela, Senior
Larissa M. Ravell, Sophomore
Theodore H. Reyna, Sophomore
Adrienne L. Vanbrunt, Sophomore

ABOUT OUR CHAPTER HONOREE

Brad Womack earned his Bachelor's degree in Business Administration in 2002 from Texas A&M University-Kingsville. He is currently the President and Chief Experience Officer for Kleberg Bank, N.A. in Kingsville, Texas. Brad was the recipient of the 2017 Rising Star Alumni Award given by the Javelina Alumni Association. He has been an active and generous supporter of many university programs, including his service on the College of Business Administration Advisory Board, the Javelina Athletics Advisory Board and the President's Circle. Through his role at Kleberg Bank, he has been instrumental in establishing several scholarship endowments, funding numerous athletics capital projects and most recently establishing of the Robert J. Kleberg Sr. Bloomberg Classroom.

Why did you choose to donate to the College of Business Administration?

A lot of folks helped us out over our lives, not just financially, but with their time, patience, encouragement, and more. Karen and I recently found ourselves in a position where we could now help others, so, that would be the core reason why - to help others return to school to help improve not only their career, but their overall lives as well.

About twenty years ago I was in need of a career/life change. I had been working in an industry that was taking a toll on me psychologically, and emotionally; I was pretty burned out. I decided to return to school in hopes that a business degree would help me find a new path; my undergraduate degree in Communications and Film (1986) wasn't exactly as professionally beneficial as I had expected it to be. As it turned out, that path happened to be Academia. I loved the environment, the people, and the shared sense of purpose that predominated everything.

A few years after I earned my MBA (2001), I was given the opportunity to be an Instructor at the University of Memphis. It was the best thing that happened to me. I felt so at home there and enjoyed the atmosphere and environment of higher education so much that in 2007, at age 45, I began working on my Ph.D. Four years later, in 2011, I was hired as an Assistant Professor at Texas A&M University-Kingsville. It was a lot of fun. I still keep in touch with many of my students from there. I was granted tenure, chaired the University's Curriculum Committee, helped the University become accredited with AACSB as the chair of the College's Assessment of Learning and Curriculum committees. Dean Delcours helped me realize an academic goal of mine when we established the Center

Donor Spotlight

Dr. John Cicala



for Negotiation in 2016. One of my other highlights was representing the University with the Principles of Responsible Management initiative of the United Nations, getting to attend a meeting in the General Assembly Hall and being addressed by then-Secretary General Ban Ki-Moon. It was an incredible experience and program; I hope they are still involved with it.

My wife, Karen, taught Business Law at the CBA for several semesters, confirming for her that she enjoyed the satisfaction that one gets from teaching. She wound up leaving the firm she worked for in Corpus Christi and went back to school at Texas A&M-Kingsville, earning a Bachelor's



in Elementary Education, specializing in fourth through eighth grade Math. Texas A&M-Kingsville and the CBA, clearly played an important role in our lives and it is great to be able to help them continue in their mission.

Student and Faculty Awards

MBA student **Bethany Vasquez** had her undergraduate Honors College research paper titled Money Laundering Risks and Anti-Money Laundering Policies in Different Countries accepted to the Javelina Undergraduate Research Journal.

This year, the Accounting Faculty at Texas A&M University-Kingsville would like to recognize **Cyan Chavez** with the TXCPA Accounting Excellence Award! Cyan was also the recipient of the Spring 2021 Student Government Association's Distinguished Student Award. Congratulations Cyan!

Dr. Francisco Haces Fernandez has joined the Reviewer Board of Energies, a peer-reviewed, open access journal of related scientific research, technology development, engineering, and the studies in policy and management and is published semimonthly online by MDPI.

Best in Track: Other Topics, Academy of Finance Annual Meeting. Assessing the Impact of Top-Tier Finance, Information Systems, and Management Science Journals Based on Multiple Bibliometric Measures and Journal Characteristics by **Thomas M. Krueger, Jack D. Shorter, and Randy R. Colvin** (All of Texas A&M-Kingsville).

Best in Track: Personal Finance, Academy of Finance Annual Meeting. Investing for Retirement using Target Date Funds Chosen on the Basis of Cost and Three Popular Morningstar Ratings by C. Edward Chang (Missouri State University), **Thomas M. Krueger** (Texas A&M University-Kingsville), and H. Doug Witte (Missouri State University).

Dr. Anne-Marie Lelkes earned the Certified Management Accountant (CMA) designation after satisfying all requirements including passing the two-part exam. The CMA designation is recognized globally and not restricted to a particular state or country.

Dr. William Procasky received the Best Paper Award at the 2021 Southwestern Finance Association Conference. The paper is entitled "Price Discovery and Cross-Market Information Flow in High-Yield Systematic CDS and Equity Market: Out of Sample Evidence." Procasky serves as the lead author and Anwen Yin of Texas A&M International is co-author.

SPECIAL RECOGNITIONS

Texas A&M University-Kingsville recognizes and celebrates the individuals below for their dedicated years of service at the College of Business Administration. Not Pictured below: **Dr. Kathleen Rees, 15 years; Dr. Priti Verma, 15 Years; Dr. Francisco Haces Fernandez, 5 years; Leticia Salinas, 5 years; and Zohra Fazal, 5 Years.**

DELTA SIGMA PI SCHOLARSHIP KEY AWARD

ABOUT THE AWARD

Since 1912, at each school where Delta Sigma Pi maintain a chapter, the Fraternity has awarded a Scholarship Key to the graduating student with the highest cumulative academic average in business administration or economics, regardless of affiliation with Delta Sigma Pi. The Scholarship Key is funded by Delta Sigma Pi's Leadership Foundation. **This year the awards were presented to Makenzie Mays and Jaylin Morales by Delta Sigma Pi President, Janett Flores.**



Makenzie Mays, Finance graduate with plans to attend Texas Tech University School of Law



Jaylin Morales, Business graduate with plans to attend Texas A&M University Bush School of Government & Public Service



Dr. Jack Shorter

*The college honored **Dr. Jack Shorter, Professor in the Department Management, Marketing and Information Systems** with a virtual retirement celebration on May 21st. Shorter served nearly 28 years with the CBA.*



*Thank you **Dr. Shorter** for your hard work and service!*

We wish you the best!

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2021 GOLF TOURNAMENT



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2522 E. Escondido Rd. Kingsville, Texas

**SATURDAY
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**8 a.m.
Shotgun Start**

**Benefiting Texas A&M-Kingsville™
COLLEGE OF
BUSINESS ADMINISTRATION**

(Two-person scramble format; teams will be flighted according to handicaps; prizes for each flight)

Golf Fees, Cart Fee, Lunch, Player Packet for Four	\$400.00
Golf Fees, Cart Fee, Lunch, Player Packet for One	\$125.00

Corporate sponsorship is \$1200 (Includes team of four)
Tee Sponsorship \$100 • Cart Sponsorship \$50

REGISTER ONLINE AT WWW.TAMUK.EDU/BUSINESS



Deadline to register is September 10, 2021. For more information call 361-593-3301.