

TEXAS A&M UNIVERSITY-KINGSVILLE

BUSINESS JOURNAL

THE OFFICIAL PUBLICATION OF THE COLLEGE OF BUSINESS ADMINISTRATION



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ADMINISTRATION



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Preparing Students for
the Future of Business

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Meets Ambitions
Through AI Integration



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Message from the Dean

As we reflect on another impactful year at the College of Business, I am proud to share some of the milestones that demonstrate our continued momentum and commitment to excellence in business education.

This year, our faculty and students engaged in meaningful, hands-on learning experiences that bridge the gap between theory and practice. Whether through internships, consulting projects, case competitions, or community partnerships, experiential learning continues to shape our students into agile, career-ready professionals.

We've also seen significant progress in our enrollment and student success metrics. Undergraduate enrollment continues to grow steadily, a reflection of the relevance and quality of our programs. More importantly, our improved retention rates highlight the value of the student-centered culture we've fostered—one rooted in personalized support, mentoring, and inclusive learning environments.

Our faculty continues to be leaders in research and innovation, with a record number of publications in high-quality, peer-reviewed journals and growing success in securing external grants. These accomplishments not only elevate the reputation of our college but also enrich the learning experience for our students by bringing cutting-edge insights into the classroom.

Together, these achievements reflect a college that is forward-thinking, collaborative, and deeply committed to academic excellence, community impact, and student success.

Thank you for being part of our journey.

Dr. Natalya (Natasha) Delcours
Dean, College of Business Administration
Texas A&M-Kingsville



Dean's List Breakfast Tradition



We recently launched a new tradition to celebrate the academic achievements of our students: a Dean's List Breakfast honoring those who have demonstrated exceptional academic performance. This event provides a meaningful opportunity for students to engage in conversation with the College administration, faculty, and peers who share a commitment to academic excellence. It's a moment to recognize hard work, foster connections, and inspire continued success.

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08 Preparing Students for the Future of Business

Lita Ramirez, Director of Staffing & Development at Bay Ltd. and College of Business alumna, spoke with soon-to-be graduates at the Job Campaign, sharing career insights and advice. As an alumna, Lita is passionate about supporting the next generation of professionals

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BRINGING BUSINESS TO CAMPUS



COMMUNITY BREAKFAST

On March 13, the College of Business hosted its 14th Annual Community Breakfast, where Trey Fournier, Director of Projects Overseeing Direct Air Capture Development at 1PointFive, sparked engagement with community members about the future of carbon management and environmental innovation.



ECONOMIC FORUM

On October 29, the College of Business hosted the 2024 Economic Forum and Luncheon. The luncheon was proudly sponsored by Kleberg Bank and featured guest Brian Picard, Business Operations Specialist at Dell Technologies, along with our very own Dr. Thomas Krueger.





JAVELINA LAUNCH

On April 26, students from Ben Bolt-Palito Blanco, Riviera, and SGA participated in the Javelina Launch, a hands-on event designed to encourage entrepreneurial thinking among youth. Participants were challenged to develop creative summer job ideas, applying foundational business skills in a collaborative setting. The winning concept, “Candy Fruit,” stood out for its innovation and market potential. The event highlighted the enthusiasm and potential of future business leaders in our region.



BANKING CAREER EXPO

Aldo Rodriguez-Castillo, a business student at Texas A&M University-Kingsville, credits the College of Business for helping him jump-start his career in banking by having the opportunity to participate in the Banking Career Expo. Through the College’s Banking Expo, Rodriguez secured a position with a Corpus Christi-based bank, turning a valuable networking opportunity into a full-time job offer.

On October 13 at the Banking Career Expo Reception, the College of Business Administration recognized Darryl Lemke, President and CEO of Bank of South Texas, as the first inductee to the Banking Wall of Fame. This recognition celebrates his leadership, commitment, and support of the College of Business Administration and its students.



Where Knowledge Meets Ambitions Through AI Integration

AI Integration: Transforming the College of Business Administration and students' success

Artificial intelligence (AI) is emerging as a transformative force in higher education, enhancing learning experiences, streamlining teaching and administrative tasks, and preparing students for future success. The college integrates AI-powered tools throughout the student journey, from the university success class to graduation, to make learning and work more efficient and impactful. Platforms like PitchVantage help students craft and practice oral presentations, refine their communication skills, and prepare for job interviews. Meanwhile, Grammarly offers AI-driven suggestions for rephrasing, reducing wordiness, and tailoring language to specific audiences. Online textbook publishers also utilize AI to create personalized learning experiences, tailoring content to individual needs and allowing students to progress at their own pace.



Additionally, tools like Blackboard automate grading with built-in AI capabilities in Blackboard Ultra, while Starfish simplifies attendance tracking, significantly reducing faculty administrative workloads. McGraw-Hill Connect and Microsoft Copilot further enhance teaching and learning by generating hypothetical cases, creating rubrics, and automating content creation. AI-powered chatbots also support students and faculty by answering queries, assisting with content generation, and providing on-demand help. Importantly, these AI tools do not replace the essential efforts of faculty and students, but instead support them, allowing educators to focus on teaching and mentoring while empowering students to achieve greater success.

However, institutions must ensure the responsible and ethical use of AI. Developing clear policies around AI aligns its use with the university's goals for student success. As AI technologies advance and more platforms are adopted, concerns over academic integrity and potential disruptions will persist. To address these challenges, universities and colleges must view AI as critical infrastructure, allocating resources to develop skilled and vital users of AI among instructors, staff, and students. Robust training programs and resources will be essential to prepare all stakeholders to navigate and utilize AI effectively in their roles, fostering a culture of innovation and integrity in higher education.



Beta Gamma Sigma

The Texas A&M University-Kingsville Beta Gamma Sigma Chapter represented the university at the 2024 BGS Leadership Conference in Los Angeles, joining peers from around the world to explore modern leadership, AI integration, and ethical innovation. Chapter members participated in interactive sessions and real-world simulations. Notably, BGS members Maria Cisneros and Sophia Yzaguirre were part of the winning team that proposed an AI strategy balancing innovation with job retention, aiming to preserve 80% of current positions while increasing operational efficiency.



Financial Management Association

The TAMUK FMA chapter attended the Finance Leaders' Conference at Baruch College in New York from Feb 27th – Feb 28th, 2025. The students got the opportunity to interact with more than 250 FMA representatives from all over the country and several industry leaders, connecting classroom lessons to Wall Street realities. A trip filled with finance, networking, and real-world insight.

Delt Sigma Pi



Delt Sigma Pi's Zeta Nu Chapter had a stand-out year filled with leadership, travel, and service. Members attended impactful Lead Conferences in Oklahoma and Louisiana, where Aldo Rodriguez-Castillo was honored as Collegian of

the Year. DSP earned awards for the highest participation in both the Austin and Louisiana regional events. Beyond conferences, members like Adalyssa Hinojosa, Cody Trejo, Fabiola Joanis, and Jacob Munoz expanded their global and professional experiences while maintaining strong local service efforts that exemplified the fraternity's mission.



PREPARING STUDENTS FOR THE FUTURE OF BUSINESS



Meet the CPA



Being a member of the Accounting Society has provided numerous opportunities to network and ultimately create bonds within the local accounting community. One resource that students take advantage of is building relationships with the TX-CPA (Texas Certified Public Accountants) association. Through the TXCPA association, students can meet with current CPAs in the area, whether that be for mentoring or even finding a career. This past November, the College Accounting Society attended the TXCPA's annual conference called "Meet the CPA". At the conference, students listened to current CPAs speak on the CPA exam and their current work environments. It was an amazing experience to create relationships in the field, as well as gather some valuable resources for future career paths in accounting.



Volunteer Income Tax Assistance (VITA)

The 2025 Volunteer Income Tax Assistance (VITA) program has been highly successful, providing valuable support to both university students and the local community in preparing their 2024 tax returns. This year, VITA completed 351 tax returns, securing \$296,486 in total refunds. The program continues to make a significant impact, helping individuals navigate their tax filings with expertise and care.





Delta Sigma Pi Scholarship Recipient

We are proud to announce that Cody Trejo has been awarded the prestigious Space City Houston Scholarship, valued at \$6,575. This highly competitive scholarship recognizes exceptional students who demonstrate outstanding academic achievements, leadership potential, and a commitment to community involvement. Cody's success in securing this award is a significant accomplishment for both her and the team, reflecting her hard work and dedication.

Study Abroad Around the World

This past winter, College of Business students embarked on a transformative global study abroad journey, visiting Dubai, India, and Japan. Each destination offered unique perspectives on how culture shapes the way business is conducted. Across regions, students observed that success in global business depends not just on strategy, but on understanding and respecting local customs, traditions, and values. Whether through mindful gestures in professional interactions, the emphasis on trust and long-term relationships, or the balance between innovation and tradition, students saw firsthand how cultural awareness fosters stronger connections. Together, these experiences highlighted that respect, adaptability, and intentional engagement are universal traits of effective leaders in a global economy.



Texas Bankers Association Trip



In December, students from the College of Business visited the Texas Bankers Association in Austin, gaining firsthand insight into the challenges and innovations shaping the banking industry. They had the opportunity to speak with TBA President and CEO Chris Furlow, who emphasized the importance of strong leadership in Texas banking and highlighted the association's role in legislative advocacy, professional development, and industry education. Students also heard from Rich Perez, Vice President of Bank Innovation, whose insights on modernization and emerging technologies offered a forward-looking view of the financial services landscape. The visit provided a valuable learning experience, connecting classroom knowledge with real-world banking practices and inspiring future leaders in finance.

College Honors Ceremony



College Awards



Wall of Honor Recipient: *Ronald Hugh Park*

Student Leadership Award Recipient: *Cody Trejo*

Dr. Stephen Scofield Business Ethic Award: *Luna Jokanovic*

Texas Society of CPA's Accounting Excellence Award: *Joel Reyes*



The College of Business Administration held its Annual College Honor Ceremony on Friday, April 25th, 2025. College faculty, students, alumni, and family gathered to recognize and celebrate the outstanding achievements of their peers.

2025 Beta Gamma Sigma Inductees

Laura A. Barr
Cyril J. Bennet
Caitlin N. Cruz
Jocelyn De Hoyas
Joshua Endo

Linda E. Esquivel
Mylah C. Garcia
Samantha P. Hensley
Fabiola Joanis
Carley B. Pruet

Liliana Ramirez
Alexis Rodriguez
Alejandro Sanchez
Maddison V. Ybarra

Beta Gamma Sigma Chapter Honorary Inductee: Mildred Slaughter



*Part-time Teaching Award:
Dr. Habib Chamoun-Nicolas*



*Distinguished Student:
Joel Reyes*

Faculty Awards

Distinguished Service of the Year: *Dr. Francisco Haces-Fernandez*

Distinguished Teaching Award the Student's Choice: *Dr. Genevieve Scalan*

Distinguished Researcher of the Year Award: *Dr. Thomas Krueger*

Distinguished Educator of the Year Award: *Dr. William Procasky*

Distinguished Innovator of the Year Award: *Dr. Xiaochuan Song*

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