



JOHN MASSEY
SCHOOL OF BUSINESS

The Executive Summary

Spring 2014 - Volume 6

AACSB REAFFIRMS ACCREDITATION

The months of hard work and preparation paid off as the Association to Advance Collegiate Schools of Business (AACSB) peer review team visit in October resulted in continued accreditation for the John Massey School of Business. The Peer Review team chaired by Dr. Henry Venta of Lamar University was highly complimentary of Dean Scoufos and the faculty of the John Massey School of Business. AACSB accreditation is based upon “continuous quality improvement” in teaching, service, and research. AACSB is the highest level of accreditation a business school can earn. Only about 30% of business schools around the world have earned AACSB accreditation. Southeastern is the only regional university in the state of Oklahoma that is AACSB accredited, and only one of four universities in the state.

JMSB STUDENTS CONTINUE TO RANK NATIONALLY IN BUSINESS STRATEGY SIMULATION

JMSB students in the Business Policy class continue to rank among the best business students across the nation competing in the Capstone business simulation. During the fall, 2013 semester, students in Dr. Martin Bressler’s class placed among the top 10% among more than 1,000 teams competing in universities across the country and beyond.



Pictured from left to right: Dr. Martin Bressler with students Jeff Liguindu, Suzy Weber, Tara Boren, Brentain Hardin, and Ashley Reynolds.

The Capstone strategy simulation provides students a unique opportunity to experience managing a business with the benefit of detailed reports that show the student team clear correlations between management decisions and business outcomes. As each team is faced with a wide range of decision-making options, student teams have the opportunity to test new tactics and take business risks in a risk-free business strategy simulation.

Capstone is a detailed and complex business management strategy simulation which was developed to teach college students and management professionals how to apply corporate strategy, finance, competitive analysis, and effective use of tactics to develop a successful and mission-focused company. When participating in the Capstone Business Simulation, students are engaged in a dynamic, competitive scenario which challenges the students’ business skills.

Each round of the simulation represents one year in the company’s life. The team makes decisions regarding finance, marketing production, and research and development. At the conclusion of each simulation round, detailed reports are provided to each company detailing company performance.

The Business Policy course serves as the capstone business course for all business majors. The Capstone simulation and other coursework integrate functional business areas of accounting, management, marketing, and finance for corporate and strategic decision making.

According to Dr. Bressler, “these results demonstrate the preparedness of JMSB students as they get ready to graduate and enter the job market, and also serves as a testament for the preparation they receive in their classes in accounting, management, marketing, and finance. Without a strong foundation in these key subject areas, students could not perform at this high level in the strategy simulation”.

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Southeastern Oklahoma State University
1405 N 4th Street Durant, OK 74701
www.SE.edu 580.745.2000



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JMSB PROUD MEMBER OF UNIVERSITY CENTER OF SOUTHERN OKLAHOMA



The John Massey School of Business (JMSB) at Southeastern Oklahoma State University is a proud member of The University Center of Southern Oklahoma located in Ardmore, Oklahoma. Rod Leird was named assistant professor of management, in August of 2011, with a primary objective of supporting current Ardmore business students and growing the program through enhanced course offerings and community outreach.

Dr. Robin Plumb was also named to support the overall growth of Southeastern in Ardmore, and expand programs in education and other degree areas. The JMSB has developed course schedules that allow business students to earn a Bachelor of Business Administration (BBA) in management without leaving Ardmore. We are also pleased to announce the opportunity of receiving a BBA with a concentration in hospitality management. The program has shown considerable enrollment growth each year. The future of Southeastern Oklahoma State University and the John Massey School of Business is very bright at our Ardmore home.

We are also excited about the new University Center campus that will occupy 100 acres of property adjacent to the Ardmore City Schools property where the University Center facilities are currently located. The first phase of the new campus will include the construction of a 49,000 sq. ft. Health, Science & Math Center at a total cost of \$17,500,000. This building will include four science laboratories and two nursing skills laboratories in addition to numerous multimedia and interactive video classrooms. The Health, Science & Math Center will house the ECU Bachelor of Nursing program, the MSC Science Department, the MSC Math program, and the Southeastern Okla-

homa State University John Massey School of Business. Together, these four programs and departments employ six full-time faculty and twenty adjunct faculty and offer over 200 courses per year.

JMSB STUDENT PROFILE MARIAH MAYES

JMSB student Mariah Mayes comes from Leon, Oklahoma and graduated from Marietta High School. Growing up on a farm, she learned the value of a dollar at an early age. She had asked her parents for some money but instead was told she could earn money from growing corn and selling it. Mariah planted the corn, harvested it, and even delivered it to neighbors. Sometimes people would stop by early in the morning to purchase the produce. Mariah joined the Future Farmers of America (FFA) in eighth grade and this became her first project.



Mariah Mayes receiving National FFA American Degree

Mariah then started raising livestock and earned first place at the state level. Her next venture, Progressive Genetics, was based on raising genetically selected superior livestock. By the time Mariah was in her junior year of high school, she had been winning awards for her livestock at the district, state, and even national level.

Mariah is still uncertain as to what she would like to do when she graduates from Southeastern but is considering something in the field of agribusiness.

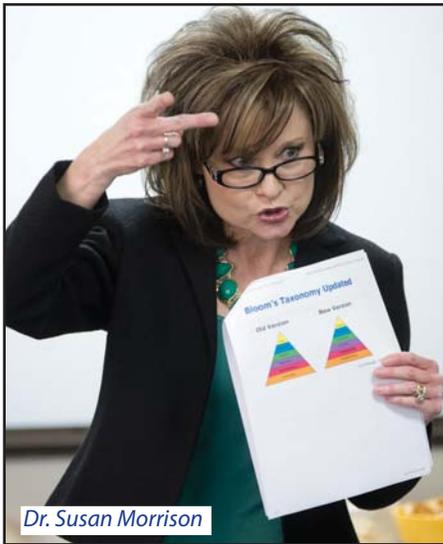
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JMSB FACULTY ENHANCES SKILLS



Dr. Susan Morrison

center for Teacher Effectiveness. Dr. Morrison presented questioning techniques and the revised Bloom's Taxonomy of Learning.

The second workshop was presented by Dr. Brooks Flippen, Chair of the Human Subjects Committee. As a means to protect research subjects, the government requires all research institutions to employ safeguards to protect the confidentiality of the research subjects. Universities oversee this process through a Human Subjects Research Committee of which Dr. Flippen serves as Chair at Southeastern. In his presentation, Dr. Flippen explained the process faculty members must go through in order to have their research and student research projects approved by the committee.

The third workshop featured Dr. Wayne Jones, Chair of the Occupational Safety and Health department, who described the professional development seminar all Safety majors are required to complete prior to graduation. JMSB faculty may use the program developed by Dr. Jones as a model in instituting a professional development seminar for business majors.



Dr. Vivian Guarnera

This semester, faculty members in the John Massey School of Business have been sharpening their teaching and research skills through a series of workshops. Despite many years of teaching experience and an impressive number of research articles, JMSB faculty members are always open to new ideas and new methods of teaching and research.

The first workshop on teaching effectiveness was presented by Drs. Vivian Guarnera and Susan Morrison of the Education department. Dr. Guarnera provided the faculty with some updated research on teaching effectiveness, including data from the National



Dr. Wayne Jones



Dr. Brooks Flippen



JMSB faculty sharpen their teaching and research skills through a series of workshops.



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BUSINESS STUDENTS SERVE THE COMMUNITY



Pictured in back of classroom from left to right Edgar Pichardo, computer science student at SE, Dr. Gleny Beach, Dana Meaders, Dr. Gordon Eggleton and Matt Gregory.

JMSB students took time this academic year to serve their community in several projects.

Jessica Hayes, Ashley Hamilton, Levi Holliday, LaRanda Johnson, Kassi Nagorski, Sara Roberts, Emily Robinson, Dustin Williams, and Jonathan Yuan are among the many students who participated in the Martin Luther King Day Community Service Projects.

Ryan Fondren has volunteered alongside the Southeastern faculty and staff for Families Feeding Families.

Dana Meaders, Rotaract* member, helped distribute free dictionaries and talk about service organizations to the third graders at Washington Irving Elementary School in Durant.

**Rotaract is the young-adult branch of Rotary International with the local clubs formed or based on college or university campuses. These students dedicate skills, talents, and energy to help others through service projects helping address local and worldwide needs.*

CITIZEN, SOLDIER, STUDENT CW2 JASON HARKEY

Members of the National Guard and Army Reserves are often referred to as “Citizen Soldiers”. Chief Warrant Officer 2 Jason Harkey, can add Southeastern student to that list. Jason serves as a Chinook helicopter pilot in the Oklahoma National Guard and is pursuing his management degree at Southeastern. As he only recently returned from a tour of duty in Afghanistan and previously served in Iraq, he concurs that going to school while serving in the military can be an especially difficult challenge.

An overseas deployment of seven months means a year-long activation when pre-deployment training and de-mobilization are taken into account. Jason started working on his degree in 2006 but deployments do not follow the academic calendar, so he is seldom able to complete more than one semester during one deployment.



CW2 Jason Harkey

Upon graduation, Jason plans to work in aircraft maintenance or as a pilot. According to Jason, “A lot of the topics covered in business and management classes have relevance as an Army officer and pilot in charge of an aircraft and flight crew. Managing aircraft, coordinating crew and adapting the mission considerations have a lot in common with managing business, its resources and employees and changing practices and procedures to meet the challenges of the business environment”. He has served in the Oklahoma National Guard for nine years and plans to continue as long as he can keep flying.

From Broken Bow, Jason is married to Darissa with a son, Ezra, less than a year old, and two great danes. All of us join in thanking Jason and all the other men and women who serve our country!

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SOUTHEASTERN AVIATION HOSTS ALUMNI REUNION, AWARDS NIGHT



Michael O'Dea, center, receives the Outstanding Senior Award in the Pilot Program as aviation faculty members Kyle Thomas and John Van Bebber look on.

the Pilot Program and Zach Shamia of Edmond, Oklahoma, was named the Outstanding Senior in the Aviation Management Program.

The following students received awards and scholarships: Amanda Steele, Wylie, Texas; Ryan Gornto, Royse City, Texas; Nikola Topalovic, Heath, Texas; Ping Cheng, Edmond, Oklahoma; Scott Sundstrum, Friendswood, Texas; Morgan Hartwell, Bonham, Texas; Austin Ashlock, Bonham, Texas; Blake Martin, Durant; Jordan Brummett, Whitewright, Texas; Dylan Hensen, Siloam Springs, Arkansas; Logan Sanders, Sumner, Texas; Robert Jacobs, Denton, Texas; Elizabeth Cummins, McAlester, Oklahoma; Zach Everett, Durant; and Cameron Hise, Durant.

A total of 19 scholarships and awards amounting to \$18,000 were presented.



Zach Shamia, right, receives the Outstanding Senior Award in Aviation Management. Congratulating him are aviation faculty members Dr. Charles Marshall and Dr. Stanley Alluisi.

DURANT, Okla. – The Southeastern Oklahoma State University Aviation Sciences Institute hosted the annual Aviation Awards night and Alumni Reunion Saturday.

The day's activities began as alumni and students enjoyed a round of golf at Silverado Golf Course. The evening was spent reminiscing with fellow alumni and discussing career opportunities with current aviation students.

The crowning event of the evening was the presentation of scholarships and awards to the aviation students as their peers and families watched. Michael O'Dea of Grapevine, Texas, was honored as the Outstanding Senior in



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RESEARCH ROUND-UP

Dr. Martin Bressler co-authored several journal articles including “Tip of the Spear Strategy: Building the Winning Organization through High-impact Hiring” in the *Journal of Management & Marketing Research*; “The criminals guide to stealing a business” in the *Journal of Legal, Ethical, and Regulatory Issues*; and “The Reverse Family Business: An Emerging Trend in Entrepreneurship?” in the *Academy of Entrepreneurship Journal* with **Dr. Kitty Campbell** and **Dr. Brett Elliott**.

Dr. Larry Prather has co-authored several journal articles, including “What home buyers need to know about the default risk mortgages” in the *Financial Services Review*; “Sizing and performance of fixed-rate residential mortgage asset-backed securities tranches” in the *Review of Pacific Basin Financial Markets and Policies*; “A smooth transition autoregressive approach to investigating the market timing ability of fund managers” in the *Journal of International Financial Studies*; and “Differential default risk among traditional and non-traditional mortgage products and capital adequacy standards” in the *International Review of Financial Analysis*.

Dr. Prather also presented “What homebuyers need to know about the differential risk of mortgages” at the *Academy of Financial Services* conference and “A smooth transition autoregressive approach to investigating the market timing ability of fund managers” at the *International Academy of Business and Economics* conference.

Dr. G. Stevenson Smith’s twelfth book (including new editions) was published in January 2014. The book is titled, *The Money Compass* (Wiley) and deals with financial, social and economic issues facing the American public. Topics range from the decaying public school system to investing to protect one’s net worth.

The book was coauthored with Mark Grimaldi a mutual fund manager in New York and Chief Economist for the Navigator family of newsletters. On February 13, Sinclair Noe host of *Money Radio* based in Scottsdale, AZ interviewed Dr. Smith for a 30-minute segment on the financial-issues based radio program which is streamed to a nationwide audience. Dr. Smith’s previous books on library management, cost accounting, and forensic accounting have been published by the American Library Association, Carolina Academic Press, and Commerce Clearing House, respectively.

Dr. C.W. Von Bergen co-authored several articles with **Dr. Martin Bressler**. “Laissez-Faire Leadership: Doing Nothing and Its Destructive Effects” has been accepted for publication in the *European Journal of Management*; “Active Waiting Revisited: Learning from Lions” has been accepted for publication in the *International Journal of Strategic Management*; and “Never Underestimate the Power of a Backhoe: Integrating Single Points of Failure into Strategic Planning” was recently published in the *American Journal of Management Studies*.

ACCOUNTING GRADUATE PASSES THE CPA EXAM

James Steven Bishop, double major in Accounting (December 2008) and Occupational Safety, recently passed the last section of the CPA exam. Currently employed by Noble Foundation in Ardmore, Oklahoma, James gained valuable work experience in public accounting during and after completing his degree at Southeastern. While a student as JMSB, James served as a student tutor and as an officer of the Accounting/Finance Club.

James and his wife Bethany have a son, Ethan, and are expecting their second child in August, 2014.

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DR. LARRY PRATHER ELECTED VP OF MEMBERSHIP AT ANNUAL AFS MEETING

Dr. Larry J. Prather was recently elected to serve as the Vice President of Membership at the annual meeting of the Academy of Financial Services (AFS). The AFS is an international academic organization with more than 200 members. The primary objectives of the AFS are to encourage basic and applied research in the area of personal financial planning and financial services, encourage the development of the curricula in the financial services field at the university level, and encourage interaction between financial services professionals and academicians.

Dr. Prather's association with the AFS began in the mid 90's with him presenting papers, serving on the program committee, and serving as a discussant and session chair at annual meetings. He was elected as a director in the early 2000's and was elected to fill a newly created position as first Vice President of International Relations upon completion of his term as a director. Since the mid 2000's, Larry has been an associate editor for the AFS's official journal, the Financial Services Review. In 2011, Larry was asked to rejoin the board as a director and at the conclusion of his term was asked to run for his current position as Vice President of Membership.



Dr. Larry J. Prather,
AFS VP of Membership

TEXOMA CHRISTIAN ACADEMY WELCOMES RECRUITERS FROM SOUTHEASTERN



Dr. Lawrence Silver answers questions from students at Texoma Christian Academy during a recent recruiting trip.



Dr. Lawrence Silver and Dr. Jim Speers talk to students at Texoma Christian Academy during a recent recruiting trip.



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Chairs and Office Assistants

School of Business

Dean: Dr. Lucretia Scoufos

Administrative Assistants to the Dean: Mindy House & Danna Collins

Special Assistant to the Dean: Stephanie Metts

Department	PMB/Location		Office Assistant/Secretary	Extension
Aviation	4136/Eaker Field 102		Claudette Williams	3252
Acct/Fin & Mngt/Mkt	4128/Russell 208		Elizabeth Brittingham	2979

Chair	EXT.	Contact #	PMB/Location	Department	Email
Dr. Stevenson Smith	2498	580-745-2490	4153/R202	Accounting & Finance	sgsmith@se.edu
Dr. Kitty Campbell	2494	580-745-2494	4205/R103	Management/Marketing	kcampbell@se.edu
Dr. David Conway	3240	580-745-3240	4136/Eaker Field 102	Aviation	DConway@se.edu
Dr. Stan Alluisi	3241	580-745-3241	4136/Eaker Field 102	Aviation	SAlluisi@se.edu
Mr. George Jacox	3245	580-745-3245	4136/Eaker Field 102	Aviation	gjacob@se.edu
Faculty					
Dr. Martin Bressler	2038	580-745-2038	4077/R210	Mngt & Mkt	mbressler@se.edu
Dr. Yates Canipe	2048	580-745-2048	4152/R111	Mngt & Mkt	ycanipe@se.edu
Dr. Hansheng Chen	3328	580-745-3328	4161/R206	Finance	hchen@se.edu
Dr. George Collier	2734	580-745-2734	2668/R209	Mngt & Mkt	gcollier@se.edu
Ms. Deborah Combs	2578	580-745-2578	4158/R204	Accounting	dcombs@se.edu
Dr. Debra Haley	2374	580-745-2374	4202/R214	Mngt & Mkt	dhaley@se.edu
Mr. Robert Howard	2042	580-745-2042	4196/R106	MBA/ Mngt & Mkt	rhoward@se.edu
Dr. Theresa Hrcncir	2570	580-745-2570	4151/R207	Accounting	thrcncir@se.edu
Mr. Rod Leird	2496	580-745-2496	4169/R110	Mngt & Mkt	rleird@se.edu
Dr. Kalana Malimage	2572	580-745-2572	4160/R201	Accounting	kmalimage@se.edu
Dr. Larry Prather	2566	580-745-2566	4214/R205	Finance	lprather@se.edu
Dr. Lawrence Silver	3190	580-745-3190	4118/R105	Mngt & Mkt	lsilver@se.edu
Dr. Jim Speers	2498	580-745-2498	4176/R108	Mngt & Mkt	jspeers@se.edu
Dr. Robert Stevens	3181	580-745-3181	4188/R109	Mngt & Mkt	rstevens@se.edu
Dr. C.W. VonBergen	2430	580-745-2430	4103/R211	Mngt & Mkt	cwVonbergen@se.edu

**JMSB
FAST FACT
JMSB FACULTY
HAVE A
COMBINED
672 YEARS
OF
TEACHING
EXPERIENCE!**



Pictured from left to right: SAC students Ashley Hamilton, BOLT, and Joshua Pond recruiting at SE Live



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