Business by the Numbers

Anyone in business will tell you it’s all about the numbers. We use numbers to compare results from one year to the next. We use numbers to measure sales, profitability, and other financial ratios. We also use numbers to compare our business to the industry average. And of course, we use numbers to set goals for the future and motivate employees. However, there is more to business than the numbers and we need to look at what is behind the numbers to get a clearer picture of how a business is really doing.

In the John Massey School of Business, one of the numbers used as a measure for accreditation purposes is the productivity of research faculty. Research is important as a way to demonstrate faculty development, but research also plays an important role in advancing knowledge in the business disciplines. Researching is much more than “checking the box” for accreditation, as applied research can be used immediately to help businesses and provide better student instruction. We also research new and better ways to teach our students key concepts in business.

Although there are only 13 faculty members in the John Massey School of Business, they produce research both in quality and quantity that would compare favorably to faculty research at much larger universities. During the 2011-2012 academic year, JMSB faculty members presented 16 papers at scholarly meetings, 13 papers were published in conference proceedings, 30 articles were published in peer-reviewed academic journals, and they authored three books.

Although business accreditation requires that faculty members be actively involved in producing intellectual contributions (usually two or three articles in a five-year period), JMSB faculty members produce a wide-range of research used by business professionals, students, and other faculty members. For the JMSB faculty, research is not simply meeting accreditation requirements, but rather making a difference in business and the way we educate business professionals.

Dr. Lawrence Silver and Dr. Robert Stevens have co-authored a textbook entitled, The Essentials of Marketing Research. The book was published by Routledge Press, the business division of Taylor and Francis, Inc. The book covers the research process with practical guides for researchers and addresses ways to identify and assess information that changes an organization’s marketing mix which is a key to a successful marketing strategy.

Essentials of Marketing Research guides the student in designing, conducting and interpreting marketing research. This comprehensive textbook covers the full range of topics, including secondary research and data mining, internet marketing research, questionnaire development, and statistical analysis. The text also includes learning objectives at the beginning of each chapter, a host of cases and a comprehensive companion website, this book offers a range of tools to help students develop and test their research and analytical skills.

This is Dr. Silver’s 2nd book and Dr. Stevens’ 30th book. Both authors are active researchers and case writers with their research findings appearing in an array of business journals.
Marketing Professor Wins Best Paper Award

Dr. Debra Haley of Southeastern Oklahoma State University and co-author Dr. Dennis Clayson of the University of Northern Iowa received the Best Paper Award from the Marketing Education Review Journal. "Are Students Telling Us The Truth? A Critical Look at the Student Evaluation of Teaching" is the title of the award-winning paper.

Haley, associate professor of marketing, has served on the Southeastern faculty since 1998. During that time, she has provided guidance and direction to more than 40 student marketing projects benefiting the communities of Durant, McAlester, Idabel, Ardmore (Oklahoma), and the Sherman/Denison (Texas) area. She is a past president of the Marketing Educators’ Association. Author of numerous conference papers and peer-reviewed journals, Haley has been published in the Journal of Personal Selling and Sales Management, Journal of Marketing Education, Marketing Education Review, Journal for the Advancement of Marketing Education and Advances in Financial Education. Haley received her Ph.D. at Oklahoma State University, her MBA at Emporia State University, and BSBA at Kansas Newman College.

Faculty Senate Recognizes Business School Faculty Members

At the Faculty-Staff recognition banquet back on April 23rd, faculty members from the three colleges across the university were recognized for teaching, research, and service to the university. Dr. Debra Haley received this year’s award for Excellence in Scholarship. Debra A. Haley, Ph.D. joined the marketing faculty of the School of Business at Southeastern Oklahoma State University in July 1998. In November 2011, she, along with her co-author, Dennis E. Clayson, was awarded the Best Paper of the Year from the journal of the Marketing Education Review. Dr. Haley previously was awarded the Excellence in Scholarship Award for the John Massey School of Business in 2003.

Mr. Robert Howard received this year’s award for Excellence in Teaching. Robert joined the management faculty of the School of Business at Southeastern Oklahoma State University in 2009. Robert teaches Business Ethics, Management and Organizational Behavior, and International Business and Law. Robert has twenty years of experience in management and customer service related positions. In addition, Robert is the MBA Coordinator for the JMSB.

Dr. Martin Bressler received this year’s award for Excellence in Service. Dr. Bressler joined the marketing faculty of the School of Business at Southeastern Oklahoma State University in 2010. His service activities include serving as editor to the JMSB newsletter, serving as president to the Association for Small Business and Entrepreneurship, and volunteer work with a number of veteran’s organizations.

Dr. Lawrence Silver

Lawrence Silver, DBA, CPCU, CLU has been appointed the John Massey Endowed Chair in Marketing effective August 1, 2012. Dr. Silver earned his B.A. from Tulane University and his M.A. (Industrial/Organizational Psychology), MBA, and DBA all from Louisiana Tech University. He taught at Louisiana Tech, Troy University, and Mississippi College before coming to Southeastern. Prior to working in academia, Dr. Silver served as an officer in the United States Navy, owned and operated an independent insurance agency, and served as an outside director for a community bank. He also holds the Chartered Property Casualty Underwriter and Chartered Life Underwriter designations.

Dr. Silver has co-authored three books, authored or co-authored over twenty scholarly articles and made numerous presentations to both academic and practitioner audiences. Currently, he serves as director of Southeastern Oklahoma State University’s MBA program and as chair of the John Massey School of Business Assurance of Learning Committee.

Accounting Students Receive Awards

The Oklahoma Society of CPAs through its Educational Foundation awarded scholarships to Southeastern Oklahoma State University Students: Vy L. Nguyen, and N. Earlene Walker. Ms. Nguyen and Ms. Walker were among only 12 students studying accounting statewide recognized by the organization at its annual meeting in Oklahoma City, on June 8, 2012. In addition to the society scholarship both received, Ms. Nguyen received the Ruthann Fairbairn Scholarship for promising future women accountants.

Chickasaw Entrepreneurial Academy

This summer the John Massey School of Business provided business expertise the Chickasaw Entrepreneurial Academy. Professors Kitty Campbell and Debi Combs provided the class of students with a week-long session on starting and growing a business venture.

Dr. Debra Haley, Mr. Robert Howard, and Dr. Martin Bressler

Students participating in the academy were bright, diverse, and articulate. The group was broken into teams and each team brought new perspectives to age old problems. For example, how to market a product, how to package products sold to the public, how many employees to hire, how much advertising is needed, and how to price the product to ensure a profit. The students’ foundation of these concepts were tested in a simulated day market at the Chickasaw offices in Ada, Oklahoma. The student approaches were fresh, innovative, and well planned. The experience helped students learn the broad aspects of entrepreneurship, how to make a profit and grow the company.
The JMSB MBA Program - Moving Business Ahead

Exciting things are happening in the John Massey School of Business Master of Business Administration degree program! Online, accelerated MBA Programs are in demand and the John Massey School of Business MBA Program is pleased to announce that starting with the fall, 2012 semester, all of the John Massey School of Business MBA courses will be delivered in an online 8-week format. This format allows the students to expedite the completion of their MBA program and to work around their busy schedules.

The new format allows the students to complete their MBA courses in an online 8-week format. This format allows the students to complete their MBA program and to work around their busy schedules.

The Health Information Systems option is being considered and are awaiting final approval. The Entrepreneurship option will offer students a thorough and practical understanding of the issues involved in starting their own business. The Health Information Systems option is intended to supply the students with the knowledge and specialized skills to improve healthcare services enabled by information technology. Students complete a 24 hour core curriculum and an additional 12 hours of management courses. SE has proposed two additional concentrations; one is in Health Information Systems and the other is in Entrepreneurship. Students in each program will take the 24 core and 12 hours in their chosen concentration.

These new concentrations will complement the professional MBA option and provide our students with specialized options. For more information on any of the John Massey School of Business MBA Programs, please contact Dr. Lawrence Silver, MBA Director at llsvler@se.edu.

Southeastern Flight Team Wins National Championship

A new chapter was added to this history last week when the Southeastern Flight Team was crowned champions of the National Collegiate Flying Association (NIFA) Region VI competition. Southeastern, which hosted the event, placed first overall, as well as both the flying and ground events.

The 13-member team now advances to national competition, scheduled for May 6-11 at The Ohio State University.

“This is a great accomplishment for Southeastern,” said Southeastern president Larry Minks. “Our aviation sciences institute is to be congratulated for putting together a first-class event this week and University proud. And the results demonstrate the quality of programs we have in place.”

“I am extremely proud of the SE Flight Team - their hard work and dedication resulted in winning first place as well as being named Region VI Champions,” Conway said. “Congratulations to all the team members, professor George Jacox (flight team advisor), professor Kyle Thomas (Region VI competition coordinator), and Amanda Steele (Region VI President).”

Team members are Jordan Powell (captain), Ping Cheng, Ryan Gornko, Scott Sundstrom, Robert Jacobs (captain), Nathan Alcantara, Douglas Cobb, Alec Maloy, Nikola Topalovic, Michael Odea (captain), Joshua Ashcraft, Greg Eichten, and David Robinson.

“This was such an amazing week for the Southeastern Alumni Institute,” said Kyle Thomas. “What a great group of young men. Thanks to all who made this week possible.”

Added George Jacox: “This group of students worked very hard and it paid off for them. We look forward to competing in nationals next spring.”

All flying events and Aircraft Pre-flight Inspection were held at Eaker Field; the remaining ground events took place.

Southeastern claimed first place with 277 points, edging KSU-Salina with 273, Nebraska-Omaha with third with 241 points, University of Oklahoma fourth with 216, Central Missouri fifth with 161, Oklahoma State sixth with 136, Parks College-St. Louis University seventh with 127, and Spartan College of Aeronautics eighth with 111.

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Southeastern finished first in the ground events with 266 points. KSU-Salina was second with 150 points, Nebraska-Omaha third with 139, Central Missouri fourth with 129, Parks College-St. Louis University fifth with 105, University of Oklahoma sixth with 104, Oklahoma State seventh with 89, and Spartan College eighth with 75.
Student Advisory Council Members Assist at the Texoma College Fair

Student Advisory Council members Ross Davis, Gwen Simmons, Riley Brooks, Charles Pease, Shacole Smith and Ben Kenagy assisted Drs. Kitty Campbell and Martin Bressler in recruiting high school students for the John Massey School of Business. The Texoma College Fair is held each fall and is an event where hundreds of high school students come from across the Texoma area to learn about colleges and available major programs.
### Chairs and Office Assistants

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<tr>
<th>School of Business</th>
<th>Dean: Dr. Lucretia Scoufos</th>
<th>Administrative Assistants to the Dean: Mindy House &amp; Shaina McDaniel</th>
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<tr>
<td><strong>Chair</strong></td>
<td><strong>EXT</strong></td>
<td><strong>Contact #</strong></td>
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<tr>
<td>Dr. Stevenson Smith</td>
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<td>580-745-2490</td>
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<tr>
<td>Dr. Kitty Campbell</td>
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<td>Dr. David Conway</td>
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<td>Dr. Stan Alluisi</td>
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<td>George Jacox</td>
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**Grilling up a Storm!**

JMSB grillmasters Dr. George Collier, Dr. Martin Bressler, faculty members Dr. Theresa Hrncir and Dr. C.W. VonBergen, along with staff member Kim Richie and guests.

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**Student Advisory Council**

From Top to Bottom
- Charles Pease
- Ben Kenagy
- Shacole Smith
- Ross Davis
- Randy Dail
- Gwen Simmons
- Riley Brooks
- Libbey Higginbotham
- Vy Nguyen

Not Pictured
- Binta Bocoum
- Katherine Littrell

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“SE is an Affirmative Action/Equal Opportunity Institution.”

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