Several students and faculty members from the John Massey School of Business participated in Oklahoma Research Day this year. The event was attended by hundreds of students and their professors from across the state of Oklahoma who served as faculty mentors. This year, the event was held on March 13th at Northeastern Oklahoma State University. The Event Center was filled with more than 650 posters prepared by the more than 1,400 authors and co-authors from universities across the State. Presenters described their research among 48 academic disciplines ranging from Accounting to Zoology. Faculty members Dr. Martin Bressler, Dr. Han-Sheng Chen, Dr. Larry Prather, Dr. C.W. VonBergen and Graduate Assistants Emily Robinson and Sarah Roberts presented research on several current business topics.

Drs. Han-Sheng Chen, Larry Prather, and Ying-Chou Lin and their students Chad Cormell and Guillermo Haugen presented their research poster titled, *Optimal Retirement Asset Allocation for RUSO Employees*. The purpose of this research is to investigate the historical risk and return of the Voya investments that are offered to RUSO employees and to use Markowitz (1952) optimization, that won him a Nobel Prize in 1991, to form optimal risky portfolios. Next, because RUSO employees will have differing risk attitudes about their acceptable level of risk, the researchers will form utility maximizing portfolios for RUSO employees with differing levels of risk tolerance.

Dr. VonBergen served as lead author and faculty mentor for a study on the increased number of animals on college campuses. While some are service animals and some are pets, an increasing number are used as emotional support animals. In the research titled, *Animals on Campus*, the researchers describe the specific requirements for an animal to be considered a service animal or emotional support animal. Graduate Assistant Sarah Roberts worked with Dr. VonBergen on this study.

Dr. Martin Bressler served as lead author and faculty

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Southeastern Oklahoma State University’s online MBA in the John Massey School of Business is ranked among the top programs in the nation, according to “U.S. News & World Report.”

In the category of “Best Online MBA Programs,” Southeastern is in a tie for 103rd. Only 195 schools from across the nation were ranked in the “best” category. The best online master’s degree programs in business administration are based on five general categories: Student engagement, Admissions selectivity, Peer reputation, Faculty credentials and training, and Student services and technology.

The rankings evaluate schools based solely on data related to their distance education MBA programs.

“This (ranking) certainly helps put us on the radar nationally,” said Dr. Lawrence Silver, MBA program director and John Massey Endowed Chair and Professor of Marketing. “Convenience, quality, and affordability are three of the components that set our program apart from others.”

According to geteducated.com, Southeastern offers the second most affordable AACSB online MBA program in the nation. As for quality, the John Massey School of Business is accredited by AACSB International — The Association to Advance Collegiate Schools of Business. The John Massey School of Business is the only AACSB-accredited business school in a public regional university in Oklahoma and one of only five institutions in the entire State to hold this distinction.

“Our target for the online MBA is working professionals,” Silver said. “The convenience that the online delivery offers and the potential of career advancement are just two reasons that the program is so appealing. Anyone who is starting a business or wanting to advance into senior leadership in an organization will really benefit from the MBA. The degree is also a great asset for those individuals with aspirations of advancing in their military careers.”

Management, Native American Leadership, Healthcare Information Systems, Safety, and Entrepreneurship are the areas of concentration that are offered.

The online MBA program at Southeastern has “ballooned” over the past two years, and at the same time, the quality of students has risen, according to Silver.

For more information about the online MBA at Southeastern, contact Robert Howard, MBA program coordinator, at 580-745-2042.

JMSB FACULTY MEMBERS LEAD SOUTHWEST CASE RESEARCH ASSOCIATION

Dr. Robert Stevens was elected President of the Southwest Case Research Association at the recent annual meeting held in Houston, Texas. Dr. Stevens is the John Massey Professor of Business Administration and is the author of many business books and articles.

In addition, Dr. Lawrence Silver, John Massey Professor of Marketing, was elected Senior Vice-President of Programs and will be in charge of next year’s conference to be held in Oklahoma City. The Southwest Case Research Association is affiliated with the Federation of Business Disciplines with hundreds of members across the region, representing business disciplines at many universities.
JMSB faculty members have been busy researching and writing. In addition to the journal articles and books listed below, several faculty members have also presented research findings at academic conferences across the country.

**Dr. Martin Bressler** has co-authored an article with **Dr. C.W. VonBergen** titled “Lessons from the Serengetti: Active Waiting as Business Strategy” which will be published in the Spring 2015 issue of the Journal of Business Strategies. In addition, Dr. Bressler has co-authored “Fighting cybercrime calls for developing effective strategy,” published recently in the Journal of Technology Research and also co-authored “New tactics in fighting financial crimes: Moving beyond the Fraud Triangle” accepted for publication in the Journal of Legal, Ethical, and Regulatory Issues.


**Dr. C.W. VonBergen** has co-authored an article titled “Social negative option marketing: A partial response to one of Spotswood, French, Tapp and Stead’s 2012 uncomfortable questions.” In addition, Dr. VonBergen has co-authored several other articles including “Lessons from the Serengetti: Active Waiting as Business Strategy.” “The Sandwich Feedback Method: not very tasty.”

**Dr. Han-Sheng Chen** has authored a chapter in an upcoming book. The chapter is titled “Building and Monitoring Mutual Fund Portfolios” for the book, “Mutual Funds – Building Blocks for Investment Portfolios.”

**Dr. Courtney Kernek** has co-authored an article titled “Don’t Declaw, Get Sticky Paws!” for the Journal of Business and Entrepreneurship.

**Dr. YingChou Lin** has co-authored “Chinese State-Owned Enterprises: Why Aren’t They Efficient?” in Chinese Economy.

**Drs. Prather, Chen, and Lin.** have co-authored a chapter titled “Building & Monitoring Mutual Fund Portfolios.” In H. Kent Baker, Greg Filbeck, and Halil Kiymaz (Eds.) Mutual Funds - Building Blocks for Investment Portfolios, which is being published by Oxford University Press.

**Dr. Lawrence Silver** and **Dr. Robert Stevens** have co-authored a book titled “Strategic Management and Marketing in Healthcare,” which is being published by Bridgepoint Education. In addition, **Dr. Silver** has authored “Application of the Sports Mental Toughness Questionnaire (SMTQ) to the Prediction of Entrepreneurial Success: A Proposal.” which is being published in the Mustang Journal of Marketing and Management.

Southeastern Oklahoma State University and Grayson College made it official when the presidents of the partnering schools signed an articulation agreement for two new bachelor degree programs to be offered online – Hospitality Management, and Early Intervention and Child Development.

This 2+2 articulation agreement allows a seamless transition for students transferring from Grayson into these two programs at Southeastern.

From left to right, Rod Leird (Asst Prof of Management), Dean Lucretia Scoufos (Executive Dean for Academic Affairs), Dr. Robin Plumb (Associate Dean & Director of Educational Outreach/Ardmore Higher Ed Cntr), Dr. Kitty Campbell, (Chair, Professor, Management and Marketing), Matt Morris, (Coordinator Academic Support), Dr. Ed Mausey (Chair/Professor, Counseling and Behavioral Science). Seated on the left, President of Grayson County College Dr. Jeremy McMillen, President of Southeastern Oklahoma State University Sean Burrage.

JMSB PARTICIPATES IN OKLAHOMA RESEARCH DAY

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mentor for a research project which examined the importance of being first in business strategy. The poster titled When running Second Wins the Race: Examining the Benefits of Second-Mover Advantage argues that sometimes being second to market provides the business with an opportunity to learn from mistakes of the first-mover, and in some cases the second-mover becomes bigger and more profitable than the company that was first to market. Graduate Assistant Emily Robinson worked with Dr. Bressler on this study.

At the awards banquet following the poster session, Chancellor Glen Johnson of the Oklahoma State Regents for Higher Education offered greetings to the Research Day participants and guests. The keynote speech was delivered by Dr. David Gahn, a Captain with the U.S. Public Health Service/Indian Health Service.
Julia Boyd is a graduate student in her final semester of the MBA program and will graduate in May with one class remaining to have a double concentration in Management and Entrepreneurship. She is ¼ Choctaw and originally from Haworth, Oklahoma. Julia has worked for the Choctaw Nation since 2003 and in the Human Resources department since 2012; first as a Compensation Analyst and after a recent transfer, now as Project Coordinator in the Organizational Development department. In her ENTR 5103 Entrepreneurship and New Ventures’ Spring 2015 class taught by Dr. Martin Bressler, Julia chose an outside project in lieu of developing a business plan. After discussing with Barbara Bonner, Ardmore Center Director for the Oklahoma Small Business Development Center, a client was chosen who is investigating the purchase of an Animal Health/Pet store in the Ardmore area. Under the direction of Dr. Bressler and Ms. Bonner, Julia completed a feasibility study and a market/industry trend analysis and submitted it to the client. Feedback from the client indicated that the research was well-received and utilized in concert with other factors to make a business decision.

Ahmad M. El-katib is an Associate Business Advisor in the Southeast Region of the Oklahoma Small Business Development Center Network and administrator of the network’s Geographical Information System (GIS). GIS is Geographical Information Systems, and it includes a comprehensive set of demographic and lifestyle maps of the United States. This includes recent demographic information such as total population, family size, household income, median age, and more. It also includes consumer spending information on many types of products herefore, we use this information to conduct market research for a variety of businesses. We can also define the geographical area where a certain business can “most likely” be successful, depending on the data provided.

Ahmad is from Amman, Jordan and moved to the United States in 2007. He completed his BBA degree in Marketing in 2012 at Southeastern Oklahoma State University and is currently pursuing his MBA. Ahmad is fluent in Arabic and English and speaks conversational Spanish.

Accounting major Darius Johnson is featured in the photo with his supervisor, Melinda Craige. Darius interns at the OSBDC Office on the Southeastern campus. In submitting a mid-term report, Mrs. Craige writes, “Darius has developed an understanding of the Oklahoma Small Business Development Center as a statewide economic development network and as a part of the national network, America’s SBDC. He has gained an appreciation of the role the Small Business Development Centers play in impacting Oklahoma’s economy.”
DRS. VONBERGEN AND BRESSLER PRESENT PAPERS AT AABRI CONFERENCE

Dr. C.W. VonBergen and Dr. Martin Bressler recently attended the Academic and Business Research Institute Conference in Savannah, Georgia. Dr. VonBergen presented a paper titled Emotional Support Animals in Business, co-authored with Dr. Bressler. In his presentation, Dr. VonBergen noted the increased number of employees bringing animals to the workplace and discussed the differences between Emotional Support Animals, Service Animals, and Pets.

Dr. Martin Bressler presented a paper titled When Running Second Wins the Race, co-authored with Dr. VonBergen. In his presentation, Dr. Bressler emphasized the importance of thoughtful deliberation and careful consideration of alternative courses of action before selecting a business strategy. In addition, he identified a number of second-movers that were able to surpass the companies that developed the market. Dr. Bressler also served as Session Chair for the Marketing and Management session.

In addition, Dr. Bressler presented a paper he co-authored titled Fighting Cybercrime Calls for Developing Effective Strategy. In this presentation, he discussed the growing numbers of cybercrime and recommended a course of action to reduce or mitigate the impact of cybercrime.

SE Aviation Student Kisha Makerney was one of just two students selected after a national search for the 2015 Jeppesen Flight Training Scholarship. The scholarship was formally awarded to Kisha at the Women in Aviation conference.

Kisha Makerney is an aviation major at Southeastern Oklahoma State University. Kisha has served with the Army National Guard since 2002. During her military career she has received numerous honors and awards, and has won national competitive shooting titles. She holds several certifications, including shooting and combatives instructor. In 2005, after returning home from Iraq, Kisha was injured in a motorcycle accident and lost her left leg. She remained in the military and taught herself to walk and run again. Kisha redeployed to Iraq in 2008, becoming the first female amputee to do so. Kisha will use the Jeppesen scholarship to help with tuition and flight training.

*NOW ON LINKEDIN*

FOLLOW JOHN MASSEY SCHOOL OF BUSINESS
DEPARTMENT OF AVIATION AT SOUTHEASTERN

>> SE Aviation Department, using a grant from the Oklahoma Aeronautics Commission and Continuing Education, is hosting a week-long aviation summer camp for children in grades 8-10 in June.

Katie Gray

>> Recently, SE Aviation sought and was granted examining authority by the FAA for Southeastern’s Commercial Pilot and Multi-Engine Airplane curriculum. This authorization is in addition to the examining authority that was granted for our instrument and private pilot curriculum in 2014. The newly acquired examining authority allows the ASI to issue FAA pilot certificates and ratings “in-house.” This means that our students are no longer required to take these very costly practical exams with the FAA, thereby saving each student approximately $3,500 to $4,000 over the course of their degree. This newly granted authority required a two year 90% first attempt pass rate from the students we recommended to the FAA for practical examinations.

SE Aviation Department, in a partnership with the Chickasaw Nation, is hosting another week-long aviation summer camp in June for members of the Chickasaw Nation.

Katie Gray

Kyle Thomas and the SE chapter of Women in Aviation attended the Women in Aviation International conference in Dallas, TX. During the four day conference, students were able to attend several educational and professional development workshops. These included topics such as Opportunities in Academia, Women in Corporate Aviation, Becoming an Effective Leader, and Technology Infrastructure’s role in Aviation.

Katie Gray

>> The SE Aviation Alumni met for dinner in Addison, Texas during the Women in Aviation convention. Approximately 30 Alumni, faculty, and current students were in attendance.

Katie Gray

>> All of the Aviation faculty will be presenting a paper at the 14th Annual Oklahoma Aerospace Education Research Symposium in Stillwater, OK. SOSU co-hosts this annual event with Oklahoma State University.

Megan Dufur

On April 17 the Aviation Sciences Institute will be hosting the Second Annual Aviation Career Seminar. A panel of airline pilots and managers will be talking to our students about current information in the Aviation industry. The panel participants are: First Officer Joe Cook with United Airlines, Captain Jim Dees with American, Captain Lloyd Sauls with Delta, Captain Steve Hale with Cathay Pacific-retired, Captain Christine Brandstetter, Captain Cathy Dees and Captain Mark Montgomery with Southwest Airlines, Natalie Garner pilot scheduler with Wal-Mart Aviation, First Officer John Colquitt with Envoy and Lt Michael Krallman, a recruiter with the US Navy.

April 18 is the date for this year’s Annual Aviation Alumni Fish Fry and Awards Banquet at the SE Aviation hangar.

This May Southeastern’s Aviation program will graduate its 1,000th graduate from their Oklahoma City locations. Southeastern offers the BS in Aviation Management and MS in Aerospace Administration & Logistics degrees at three locations: Tinker AFB, Oklahoma City Community College and Rose State.

John Massey School of Business
Southeastern Oklahoma State University
1405 N 4th Street Durant, OK 74701
### JMSB Fast Fact

**With 30 graduates during the academic year 2013-2014, the accounting major had the greatest number of graduates in the last 20 years.**

### INTERNSHIP PLACEMENTS

Five accounting majors get to supplement their classroom knowledge with professional work experience as they complete internships this spring. Katherine Howard, Amanda J. Thompson and Jennifer C. White intern with public accounting firm Smith, Carney and Company in Ardmore, Oklahoma. Crystal White also interns but with Denison, Texas public accounting firm McClanahan and Holmes. The fifth accounting major, Darius Johnson, is featured on page five. Darius interns at the Oklahoma Small Business Development Center Office on the Southeastern campus.