

# THE SAVAGE STORM BULLETIN



John Massey  
School of Business



One of five AACSB  
accredited in Oklahoma

*John Massey School of Business (JMSB) Monthly Newsletter*

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**HAPPY NEW YEAR 2019!!**



New Year's is the time where many of us will say sayonara to 2018 and welcome the opportunities for what 2019 will bring.

**Self-reflection** is an opportunity for personal growth. Self-reflection can be practiced to help us learn from the experiences we had in 2018 (and prior), but it can also help us to feel more in control of our decisions and actions moving forward into 2019 (Meyer, 2017).

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**HAPPY NEW YEAR 2019!!**

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**WELCOME ALL RETURNING AND  
NEW STUDENTS TO SE SPRING ' 19**

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## Happy New Year 2019! (cont.)

However, if we are not careful self-reflection can creep in disguised as negative self-talk (and that is never good!). Practicing daily, positive, mindful, and long-lasting self-reflection takes an intentional and conscious effort. Meyer (2017) describes three techniques to self-reflect with intention.

First, "name your 2018 year", for example, "2018 was the year of progress" or love or forgiveness. When we define what 2018 was for us, it puts the year into perspective and allows us to truly focus on what mattered most about 2018 (whatever that was...).

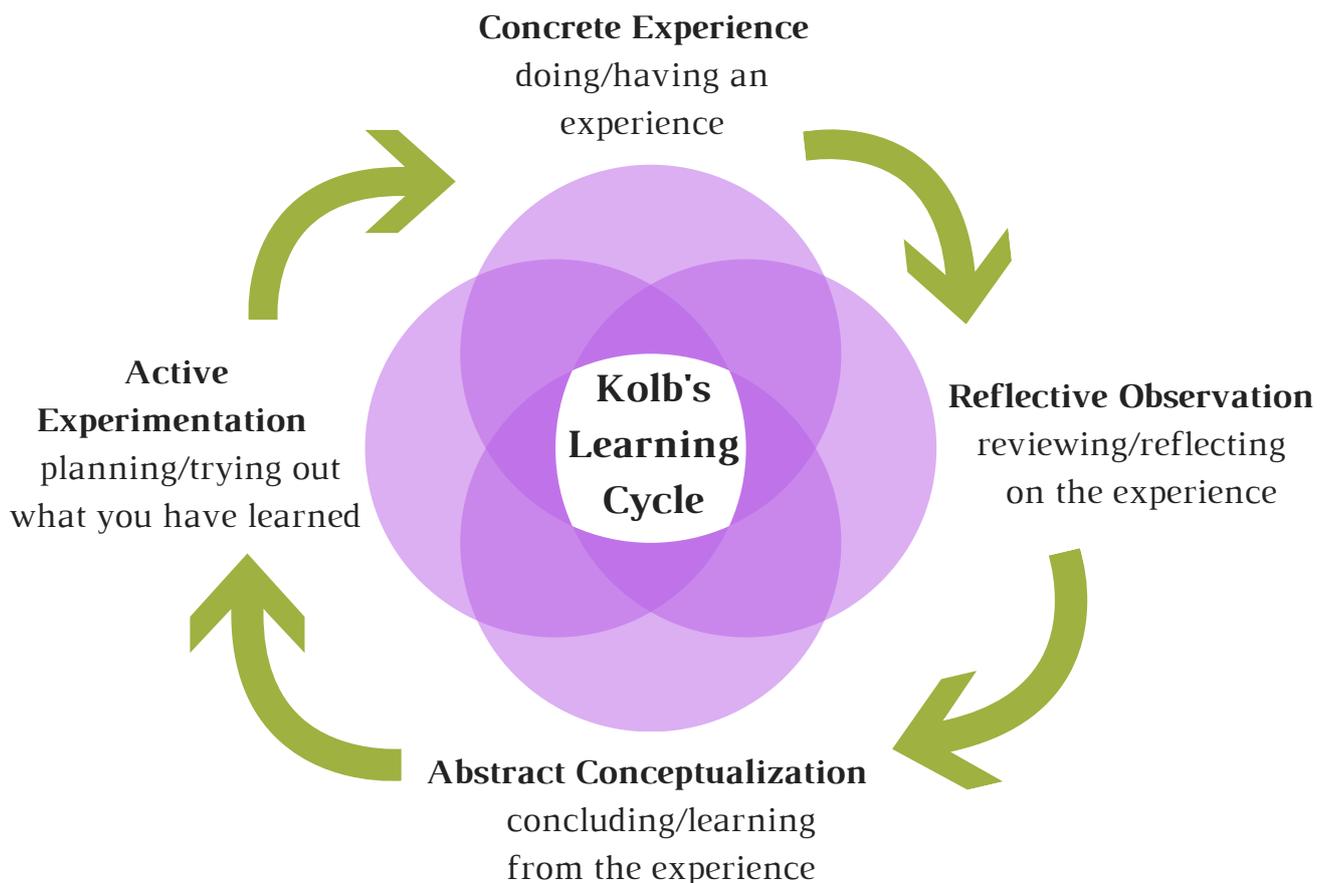
Pinpointing the biggest take-a-way of 2018 can be done by focusing on such questions to ask yourself as, (1) what were the good and the bad things that happened in 2018?, (2) What did the year 2018 teach me?, (3) What surprised me about 2018?, or even a more complicated question as (4) What behaviors or people need to be left behind for my own sake?

Secondly, write down or journal key 2018 events that happened in your life. Rinzler (2018) recommends mapping out key events from 2018 in the order of which they occurred. Then try and link key events together. For example, did meeting a particular person lead you to get a new job opportunity or even losing one? Did a month where you noticed increased burnout occur during a month where more stressful mini-events were occurring in your life? Linking your yearly events together can decrease the isolation of these events and help to put things in a more connected perspective for you. This will, in turn, help you to understand 2018 better and how it manifested itself in your life.

Lastly, as Meyer (2017) noted, turn your reflections into an experience. Using Kolb's Learning Style technique (and by going in a clockwise motion) (Kolb, 1984) can help to break down successful reflection into four key parts, (1) Concrete Experience, (2) Reflective Observation, (3) Abstract Conceptualization, and (4) Active Experimentation.

## Happy New Year 2019! (cont.)

Kolb (1984), Meyer (2017) and [simplepsychology.org](http://simplepsychology.org) determined that The Kolb's Learning "Cycle" is a great way to visualize that reflection and experience work hand-in-hand, meaning -- one can not exist without the other.



Meyer (2017) noted that once you have your reflection mapped out, you can go deeper into each experience you had in 2018 by utilizing the Kolb's Learning Cycle (Kolb, 1984). For example, maybe you felt in 2018 you spent too much time on social media thus reducing your productivity. In the "abstract conceptualization" phase (where you explore why and how this happened?) you might reflect on this and realize that you simply have too much access to social media. You then might decide to delete the app(s) from your phone. The "active experimentation" part requires you to put your suggestions for improvement into "action." Whether your ideas do or do not work is irrelevant. What's important is continually reflecting and modifying them until they do work for you! HAPPY NEW YEAR! Make it a good one!

**Welcome all Returning and New Students to  
Southeastern Oklahoma State University (SE)  
and SE's Spring 2019 Semester!**

# WELCOME

Whether you are just starting, are in the thick-of-it, or are about to graduate from SE, welcome to Spring '19! With a variety of spring start dates to choose from to match your own personal and professional schedules, you are bound to find classes that fit your lifestyle in every way!

Do not forget to take advantage of everything your **Campus Connect** account has to offer you to include:

- Viewing your advisor information
- Updating your major
- Viewing financial aid
- Finding and registering for courses
- Viewing your course schedule
- View transcripts
- GPA information
- Housing applications
- Vehicle registration information
- Degree audit information to help you stay on track towards graduation!



Access your **Campus Connect** account quickly by going to [www.se.edu](http://www.se.edu), click on "current students", then simply click on "Campus Connect!"

## John Massey School of Business Faculty Research & Scholarship



**Dr. Ying Chou Lin**

Dr. Lin, Associate Professor of Finance, in the John Massey School of Business (JMSB) here at Southeastern attended on December 13th & 14th, the World Finance Banking Symposium in Taiwan. The conference was held at Asia University, Taichung.

Dr. Lin went and presented a working paper titled "Are Corporate Spinoffs Driven by Misvaluation?" He also served as a discussant and section chair at that meeting.



## John Massey School of Business Faculty Research & Scholarship (cont).



**Dr. Linda Bressler**



**Dr. Martin Bressler**

Dr. Linda Bressler and Dr. Martin Bressler authored an article titled: Beware the Evil Bots: e-Commerce Thieves and Spreaders of "Fake News" which will be published in an upcoming issue of the *Journal of Technology Research*. In this paper, the authors describe how bots are becoming one of the leading-edge tools of e-commerce and online information exchange.

Bots (short for robots) are automated software programs that perform specific commands when they receive a specific instruction. Although technology makes our lives' easier in many ways, technology can also be used for illegal and unethical activities such as for spying, theft, and even spreading false information across the Internet.

## John Massey School of Business Faculty Research & Scholarship (cont).



**Dr. C.W. Von Bergen**



**Dr. Martin Bressler**

Dr. C. W. Von Bergen and Dr. Martin Bressler authored an article titled "Santa Claus comes to Higher-Ed: Balancing the Costs and Benefits of Gift Authorship" which will be published in an upcoming issue of the *Journal of Business Cases and Applications*.

This case study presents how sometimes in higher education, Santa Claus-like individuals offer undeserving faculty members authorship bylines on publications to which they have made a minimal or insignificant contribution. Gift authorship can sometimes help colleagues achieve unwarranted prestige, promotions, and pay increases in the short-term but may hinder their coworker's success in the long-term and inhibit their professional growth.

## Phi Beta Lambda Announces Co-Sponsor



**Ms. Kay Barber**

Phi Beta Lambda Faculty Sponsor, Dr. Luci Parmer, is pleased to announce that Ms. Kay Barber, is taking on a co-sponsor position with the Phi Beta Lambda SE chapter. Kay has a Master of Education degree from Southeastern and a BBA from Texas State University. Ms. Barber is transitioning from the Director of the Career Management Center role here at SE into the JMSB MBA Advisor position. In addition, Kay has taught at both secondary and post-secondary education levels. Kay will be an instrumental liaison to assist with securing internships and jobs for the Phi Beta Lambda members, as well as, a great support system for all involved with the chapter!

Any and all SE students are welcome to join Phi Beta Lambda. Please contact Dr. Parmer at [lparker@se.edu](mailto:lparker@se.edu) for more information.



# Southeastern Oklahoma State University

## Current JMSB Undergraduate Degree Plans

### Bachelor of Business Administration (BBA)

- Accounting
- Finance
- General Business
- Management
- Hospitality Management
- Marketing

## Current JMSB Graduate Degree Plans

### Master of Business Administration (MBA)

- MBA with an emphasis in General
- MBA with an emphasis in Accounting
- MBA with an emphasis in Aerospace Logistics
- MBA with an emphasis in Entrepreneurship
- MBA with an emphasis in Finance
- MBA with an emphasis in Healthcare Information Systems
- MBA with an emphasis in Hospitality Management
- MBA with an emphasis in Human Resources
- MBA with an emphasis in Management
- MBA with an emphasis in Marketing
- MBA with an emphasis in Native American Leadership
- MBA with an emphasis in Safety
- MBA with an emphasis in Strategic Communications

# It's Never Too Early To Start Preparing for Graduation!

## An Important Graduation Requirement You Need to Know!



All John Massey School of Business students are required to take the Major Field Test (MFT exam) and earn a passing grade on the exam which is taken during their final semester at Southeastern. The exam is part of the *Business Policy* class and detailed information is available to students on Blackboard.

**Students must meet all required prerequisite courses prior to enrolling in Business Policy and must be approved by their advisor and the Business Policy professor.**

**Please note:** Students take MNGT 4633 Business Policy in their last semester of study. Students must have successfully completed marketing and finance and be graduating in the semester in which they enroll in Business Policy.



# Southeastern Oklahoma State University

**Questions Regarding the JMSB Degree Programs,  
Please Contact:**



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