
Southeastern Oklahoma State University

John Massey School of Business (JMSB)
Fall 2021 Newsletter

Editor: Dr. Luci Parmer



Phi Beta Lambda

The Phi Beta Lambda (PBL) team won big at the National Leadership Conference over the Summer! Over 12,000 students competed across the country in a variety of competitive events and SE's professional student team took away many of the top honors!

The SE PBL students who ranked in the Top 10 are Kimberly Martin, Lisa Ariosto, Owetha Wilson, Jordan Moomau, Yoelin Cabrera-Fernandez, Ahmed Ibrahim, Jaclyn Garcia, Jacintha McGhee, and Rachael Gentges.

**Contact Dr. Luci Parmer,
PBL. Faculty Adviser
at lparmer@se.edu to join!**

Your Someday is Here...

Dr. Linda Bressler



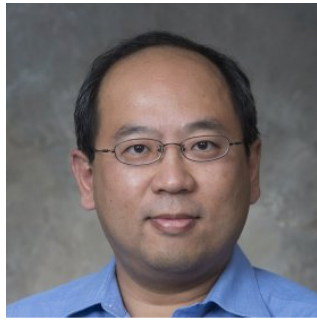
Dr. Linda Bressler, Professor/John Massey Endowed Chair in Accounting is retiring. She will be missed!



Academic Research Publications

Faculty Research

Dr. Luci Parmer and Dr. Ying Lin (shown below) had their article titled "The 8 Ps Marketing Mix and the Buyer Decision-Making Process" published in the *Journal of Marketing Development and Competitiveness*. (not pictured: Dr. Kip Dillard from another university)



Dr. Eric Kennedy (shown below) had a paper titled "Motivating Gender Towards Co-Creation: A Study on Hedonic Activities, Social Importance, and Personal Values" published in the *Journal of Brand Management*. (not pictured Dr. Francisco Guzman and Dr. Nicholas Ind from other universities)



Dr. Linda Bressler (as shown below) and Dr. Marty Bressler (Dr. Diana Pence is faculty at another university) published a paper titled "Debits, Credits, and Yoga, oh my! Mindfulness and the Anxious Accountant" in *The Journal of Finance and Accountancy*.



Mr. Rod Leird (as shown below) had a case study published titled "Ward's Honey Beesness, Mesquite Honey with a Touch of Prickly Pear" in the *Journal of Business Cases and Applications*.



More Faculty Research and Service Endeavors

Dr. David Whitlock (shown below) published an article titled Regional Economic Development Summit in the *Journal of Business Cases and Applications*.



Dr. Whitlock is also serving in these capacities:

- Southwest Case Research Association, President-Elect for 2021-2022
- Interim Editor for the Journal of Applied Case Research (JACR), 2021-present
- Oklahoma Small Business Development Center Board of Advisors, 2020-present
- Kiwanis Board of Directors, Durant Kiwanis Club, 2021-present
- Board of Directors for the Oklahoma Higher Education Heritage Society



Academic Conferences

Rod Leird (shown below) presented research at the Southwest Case Research Association Conference. The case was "Ward's Honey Beesness, Mesquite Honey With a Touch of Prickly Pear." The focus of the case was farm-to-table marketing and competitive positioning.



Dr. Luci Parmer (shown below) presented research at the Academy of Business Research Conference in Boca Raton, FL on the "Conceptualization of Creativity and Entrepreneurship." *(not pictured: Dr. Mat Hughes from another university)*



Safety 2021 Conference



Southeastern Oklahoma State University was amongst the few universities represented at Safety 2021, the premier national conference for Occupational Safety and Health. The conference is hosted by the American Society of Safety Professionals and has been providing introductory, intermediate, and advanced-level training for professionals over the past 60 years. It is known for providing first-class education and training - it is truly the industry's "must-attend" event. OSH professionals came together from across the world to learn about best practices, case studies, and the latest technology in the safety, health, and environmental fields.

The conference was held in Austin, TX September 13-15. Assistant Professor Mellena Nichols and Instructor Amanda Brown were able to attend conference sessions related to their dissertation subjects, while also recruiting prospective students for the Bachelor and Master OSH programs, network with companies seeking interns and entry-level safety professionals, and explore the expo center to learn about the newest products in safety and health. Through generous donations from the ASSP Southwest Chapter, students Tristen Corbin and Landon Robinson were also able to attend the conference, which was an incredible learning and networking opportunity for them.

JMSB MBA Students Rank Globally Playing GLO-BUS Simulation

Many student teams ranked globally in Dr. Parmer's Competitive Advantage & Strategy (MNGT 5343) class this past summer playing a strategy simulation called GLO-BUS. Some 782 teams and 71 colleges/universities competed weekly over the 6-week event. Some of the students' bios are featured in this newsletter.



Jaye Jones



"Hello! My name is Jaye Jones and I am currently the Social Services Manager for The Salvation Army in Albany, NY. I hope to continue to grow where I am by developing new programs, learning experiences, and aid to those in need. I am working to develop and run a campus-wide service area for downtown Albany. "

Damien Diaz Carrion



"I am an Aerospace Engineer with over eight years of experience. I am currently employed at Aerojet Rocketdyne as a Solid Propulsion Mechanical Engineering Specialist and my previous employers include Bell Helicopter and Safran."

JMSB MBA Students Rank Globally Playing GLO-BUS Simulation (cont.)

Nathalie Mbanya



"I am a Senior Business Analyst with over 10 years experience. I work for Charter Communications, one of the top telecommunications companies in the U.S. Additionally, I have my Scrum Master certification and I am an MBA student with an emphasis in Management at SE."

Jonathan Hoag, CPIM



"I am from Nashville, Tennessee, and currently reside in Bixby, Oklahoma. I work full time as the Division Master Scheduler for PACCAR Winch Inc. in Broken Arrow, Oklahoma. We manufacture industrial winches and hoists in Broken Arrow and Okmulgee, Oklahoma. Our winches are shipped all over the world."

Trenton Ward



"I am originally from Pahrump, NV but have moved all over. I served a 6.5-year active-duty enlistment in the United States Coast Guard. I am now halfway finished with an online MBA majoring in Management at Southeastern Oklahoma State University. I currently live in Stockton California and works for Amazon as an Area Manager."

Haley Murray



"I work for Emory University in Atlanta, GA for the Campus Services Division as a Project Coordinator at the Planning, Design, & Construction office. I plan to continue my professional experience with Emory University after obtaining my Masters in Business Administration degree from SE."

JMSB MBA Students Rank Globally Playing GLO-BUS Simulation (cont.)

Kaleigh Hinkle



"Hello, I live in Broken Arrow, OK. I work in purchasing for PACCAR WINCH where we build industrial-size winch and hoists. I was a student-athlete and completed four years of college softball. I am currently getting my MBA with an emphasis on management from Southeastern."

Ashley Blevins



"I am currently pursuing an MBA with an emphasis in management. I live and work in the Kansas City area and hope to use what my degree has taught me to climb the corporate ladder. Being able to transfer knowledge from the classroom to the job site is something I strive for every day."

Son Lam



"Howdy, I am currently working at a church in Atlanta, Georgia. My MBA's emphases at SE are Management and Entrepreneurship. I worked in the Aviation industry in Texas before moving to Georgia."

Denise Roman



"Hello, I was born on the beautiful island of Puerto Rico and now live in Houston, Texas. In my free time, I enjoy working out and training Jiu-Jitsu. I have enjoyed the competitive advantage & strategy class and feel I have learned valuable information I can use in business."

JMSB MBA Students Rank Globally Playing GLO-BUS Simulation (cont.)

Jami Hunt



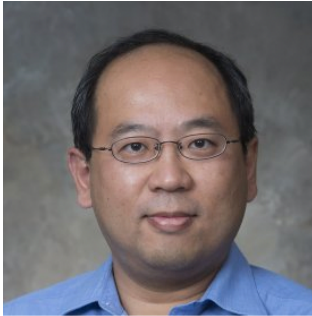
"Hello, I expect to receive an MBA in Management in the Fall of 2021. I am a Contract Administrator at Verizon with the goal to move up the corporate ladder."

All of the Southeastern students who ranked globally with their teams were Brad Aday, Ashley Blevins, Nicole Brewer, Prasanna Byrappa, Joseph Cameron, Damian Diaz Carrion, John Chavers, Daniel Christensen, Kevin Drake, Yolanda Duffey, Chloe Duncan, Elhassan Elhassan, Joel Ford, Audri Gleason, Kaleigh Hinkle, Jonathan Hoag Jami Hunt, Jaren Jackson, Jaye Jones, Jae Kwon, Son Lam, Nathalie Mbanya, Jaycee McLean, Laura McEwan, Autumn Murry, Haley Murray, Mackenzie Nickell, Francis Potter, Nathalie Mbanya, Jaycee McLean, Haley Murray, Heejin Oh, Jordan Regan, Denny Rindal, Zachary Roberts, Denise Roman, David Schelske, Nicholas Singpradith, Shaina Smith, Lucas Taylor, Trenton Ward, Beatrix Wiley, Jace Wilkins, Darrien Williams, and Jin Yu.



New Appointments

**John Massey Endowed Professor of Finance
Dr. Ying-Chou Lin**



**John Massey Endowed Chair in
Entrepreneurship
Dr. David Whitlock**



**John Massey Endowed Professor of Business
Dr. Luci Parmer**



**Assistant Professor of Marketing
Dr. Eric Kennedy**



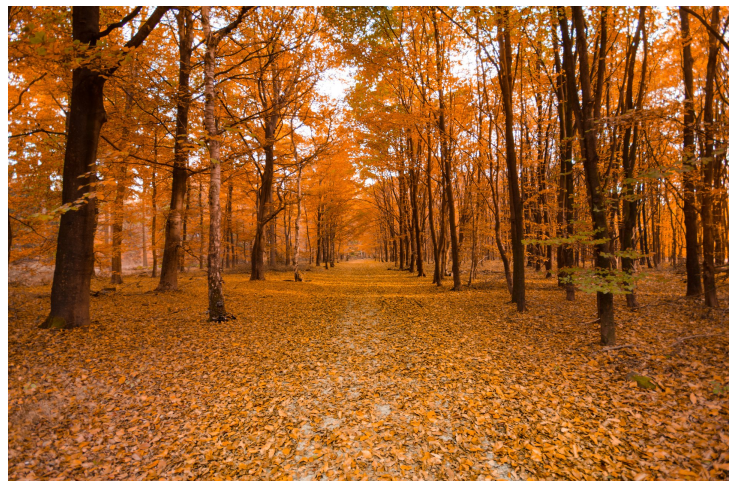
Who's Who in the JMSB

Sandra Kirven
Secretary
Dr. L



I plan on retiring in the next 5 years and can't explain how grateful I am for SE employing me for this long. My husband Andy retired in 2020 and looking forward to spending more time with him. We don't have any children but we do have fur babies (4 years old Big Dog & 2-year-old Little Bit). I have been very blessed with family and friends. JMSB is the department that I got my BA in. The faculty have just taken me in like I was one of the family. I have a BA in Management from SE. I am a native of Durant but moved here in 1977 from Sherman. I couldn't ask for better faculty than the JMSB faculty, I am so blessed."

"I started at SE in 1995 and graduated in December 2000. At the time I was working 3 jobs, shift manager at Taco Bell, Miss Mary's Bar & Grill, and Lake Texoma golf course so I was a very busy girl. Rudey Mannaly came by the drive-thru of Taco Bell and ask if I wanted to go to college, and put a card in my hand, and ask me to call and they would help with paperwork and getting enrolled. I started my first semester on Aug. 17th, 1995, and graduated in Dec. of 2000, graduated on a Saturday, and started my job at SE on Tuesday. I worked for the Dept of Chemistry, Computer & Physical sciences for 12 years, moved to Admin. As Pcard administrator for 7 years and I am now the Secretary for John Massey School of Business. I can't explain it, but if you work for SE you have a large family of friends. I have loved my job for all 20 years I have been here.



Degree Programs - AACSB Accredited

Undergraduate Programs

Accounting
Finance
General Business
Hospitality Management
Management
Marketing

Minor Programs

Accounting
Entrepreneurship & Small Business
Finance
General Business
Management
Marketing

Graduate MBA Programs - Complete in One Year

Accounting
Aerospace Logistics
Data Analytics
Entrepreneurship
Finance
General Business
Healthcare Information Systems
Human Resources Management
Management
Marketing
Native American Leadership
Project Management
Safety
Strategic Communication
Women in Leadership



**With Any Questions Regarding the JMSB
Degree Programs Please Contact:**

Dr. Kitty Campbell



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