

EXECUTIVE SUMMARY

John Massey School of Business Newsletter



Fall | 2022



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John Massey Leadership Scholars Program Announced

During Southeastern's Annual Gold and Blue Scholarship Gala, First United Bank Chief Executive Officer, Greg Massey announced the establishment of the John Massey Leaders Program at Southeastern. Funded by the Massey Family Foundation, this gift will provide scholarships for 40 Southeastern students per year, after the initial phasing in of 10 students per year during the first four years.

The scholarship program includes an initial gift of \$100,000 from the Massey Foundation, increasing each successive year to \$400,000 per year and each successive year for the initial commitment of 20 years. In the first 20 years (a \$7.4 million financial commitment) of the John Massey Leadership Scholars Program 200 students will have successfully participated and completed the program.

Greg Massey, CEO of First United Bank stated, "In partnership with Southeastern, we are going to find leaders all over Oklahoma and Texas

and bring them to this university. It is going to have a huge impact on elevating the lives of our future leaders on this great campus."

"The John Massey Leaders Program is a truly life-changing event for our students, Southeastern Oklahoma State University, the community, and the region," said SE president Thomas Newsom. "It is also significant to note that this is the largest scholarship gift in the history of the University. We are extremely grateful to the Massey family for such a lasting and meaningful contribution that will benefit so many lives, while having such a profound and positive impact on society.

"This transformational program will prepare students for lives of leadership, service, and purpose. John Massey will forever be Southeastern Oklahoma State University, and through this legacy gift, will continue to touch the lives of those members of our University community, today, tomorrow, and beyond."

IN MEMORIAM

John Massey

John Massey, Chairman Emeritus of First United Bank, passed away June 24, 2022. He was 86 years old. An Oklahoma native, John grew up in Boswell, Guthrie, and Durant. Passionate about education, John believed that everything worthwhile traces its roots to education. John truly believed in the importance of being a mentor, sharing time and expertise with others.

John earned his Bachelor of Science degree from Southeastern Oklahoma State University in 1960. John's accomplishments on campus were numerous. He was a member of Blue Key Men's Leadership Fraternity, president of the Student Senate, listed in Who's Who in American Colleges and Universities, and is the only graduate in the institution's history to receive the Outstanding Student Award for three consecutive years. He loved his alma mater and carried the lessons he learned there throughout his life - to apply himself, budget his time, to understand his limitations, were among a few he considered the most important.

In 1984, Massey received the Distinguished Alumnus Award from Southeastern and in 2005, SOSU renamed their School of Business after him. Massey also became the recipient of the first-ever Lifetime Achievement Award presented by the University Alumni Association in 2015. Massey was appointed by the governor to serve on the board of the Oklahoma State Regents for Higher Education. He served three 9-year terms, including time as Chair—unprecedented in Oklahoma for length of tenure. Mr. Massey established nine endowed chairs and four professorships at his alma mater and the business school at Southeastern was named in his honor. John is survived by his wife Donna Cook Massey of Durant. His sons Dr. John Michael Massey and wife Dawanda, Gregory Lewis Massey and wife Kay, Bryan Wandel and wife Bridgett, and Berne Kendrick. John's legacy includes 15 grandchildren and 21 great-grandchildren.



Robert Howard

Robert Howard, who served as the MBA Advisor in the John Massey School of Business, passed away after a long illness. He was an alumni and dedicated instructor at Southeastern, always ready with a smile and an offer to help however he could. With a rich background in the petroleum industry and the grocery and retail industry, Robert was student-focused and an eternal optimist.

Robert was an active Kiwanian in the Durant Kiwanis Club, served as a Gideon, and was a deacon at his church, Silo Baptist. He is survived by his wife, Lisa, a son, Jared and wife Taylor, a daughter Hailey and husband Levi, and four grandchildren, and a host of relatives and friends. Robert will be missed by Southeastern students and his colleagues



FACULTY PUBLICATIONS

Following are the most recent peer reviewed publications in which faculty have been active:

Michael Gaffney (2021). Collegiate Flight Education Using the Cockpit Evolutionary Mode, *Collegiate Aviation Review International*, Vol. 39, No. 2.



Eric Kennedy, with Francisco Gusman, Nicholas Ind (2021). Motivating gender toward co-creation: a study on hedonic activities, social importance, and personal values, *Journal of Brand Management*, October.



Eric Kennedy, Trang Tran, Trung Dam-Huy Thai, Diana Haytko (2021). The role of trust in collaborative consumption, *Journal of Management and Marketing Research*.

Rodney Leird (2021). Ward's Honey Beesness, Mesquite honey with a touch of prickly pear, *Journal of Business Cases and Applications*, Vol. 32.



Stephanie Metts (2021). The Relationship Between Rationalization and Traits of Sympathy with One's Intention to Commit Fraud, *International Journal of Business and Social Science* Vol. 12 No. 12.



Ying-Chou Lin, Meng-Jou Lu, I-Min Lin (2021). Corporate Governance, Product Market Competition and Announcement Returns of Spinoff Firms, *Review of Pacific Basin Financial Markets and Policies* Vol. 24 No. 04.



Ying-Chou Lin, Han-Sheng Chen (2021) Does Information Asymmetry Motivate Corporate Spin-Offs?, *Institute for Global Business*, Nashville.

Lucinda L. Parmer, **Ying-Chou Lin**, John Dillard (2021). The 8Ps Marketing Mix and the Buyer Decision-Making Process, Style, *Journal of Marketing Development and Competitiveness*, Vol 15 No. 4.



Lucinda L. Parmer (2022). Student Self-Efficacy, Student Self-Esteem, and the Transformational Leadership Teaching Style, *Journal of Higher Education Theory and Practice* Vol. 22 (11).

Jeffrey J. Risher, with Jo Hair, Dana Harrison (2022), Post-Pandemic Reflections on Challenges and Opportunities for Marketing Research in the 21st Century, *Iberoamerican Journal of Competitive Intelligence*, 12 (1) e0411.



Jeffrey J. Risher, Amanda Legate, Joe Hair, Janice Chretien (2021). PLS-SEM: Prediction-oriented solutions for HRD researchers, *Human Resource Development Quarterly*. 2021;1–19.

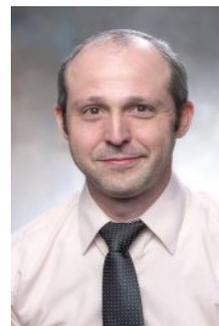
David Whitlock, (2021). Regional Economic Development Summit, *Journal of Business Cases and Applications*, Vol 31.



David Whitlock, Robert Stevens, Lawrence Silver, Cody Bogard (2021). Rains of Africa Ministries: Mailing List and Donor Data Dilemma, *Journal of Business Cases and Applications*, Vol 28.



David Whitlock, Robert Stevens, Lawrence Silver (2021). Conducting Business with Denominationally Affiliated 501(c)3 Organizations: Polity Matters, *Journal of Management and Marketing Research*, Vol. 24.



Parmer Paper Accepted for ILA Conference

Dr. Lucinda L. Parmer has her paper, “Personal Ethics and Organizational Courage,” accepted for presentation at the 24th International Leadership Association Global Conference, Washington, D.C.



The conference presents cutting-edge practice and theory and offers networking opportunities with successful business executives and public leaders, thought-provoking authors and researchers, experienced educators, game-changing coaches, and organizational development professionals.

NEW FACULTY SPOTLIGHT

Fall 2022 Faculty Spotlight includes the newest JMSB faculty members, Jimmie Flores, Lauran Fuller, Eric Kennedy, Vance Johnson Lewis, and Carol Sullivan

Jimmie Flores, Assistant Professor: Dr. Jimmie Flores holds a PhD in Human and Organizational Development from Fielding Graduate University, and a Doctor of Management in Information Systems and Technology from the University of Phoenix, plus seven master's degrees. Dr. Flores has held management and leadership positions in major companies including Shell Oil Company, The Prudential, and USAA. He founded a global IT enterprise with operations in India and The Philippines and has written several books including *How to Become a Proficient Online Learner*.



Lauran Fuller, Instructor: Ms. Fuller is a Southeastern alumni, graduating with both her BBA degree and MBA. She is currently ABD pursuing her Doctor of Business Administration from the University of Dallas, currently completing her dissertation. She is an entrepreneur and owns *Caked Up!* in downtown Durant. After years as an entrepreneur, she is looking to share her experiences and knowledge with the next generation. In addition to teaching and entrepreneurship, Lauran has three young children, a supportive spouse, two dogs, two cats, and a handful of fish.



Dr. Eric Kennedy, Associate Professor: Dr. Eric Kennedy was born and raised in Durant and graduated from Durant High School. He has a BS in Management from the University of Phoenix, an MBA specializing in Marketing and a Ph.D. in Marketing from the University of North Texas. Dr. Kennedy strives on incorporating real world marketing experiences to the classroom and preparing students for a career in marketing. He conducts research on consumer motivations for engaging with brands, and what impact political ideology and brand activism have on this interaction.

Dr. Vance Johnson Lewis, Associate Professor: Dr. Vance Johnson Lewis is from Little Rock, Arkansas, and a graduate of Oklahoma State University and The University of Florida, Dr. Lewis conducts research in narcissism, workplace incivility, and management education. Currently the co-editor of *Organization Management Journal*, he also is an executive board member of The Southwest Academy of Management. Dr. Lewis is a competitive cyclist, a member of Brotherhood of the Fallen, a part-time security officer at Six Flags over Texas, and the owner of The Dallas Beer Club which promotes unity among owners of small breweries.



Dr. Carol Sullivan, Associate Professor: Dr. Carol Sullivan is a CPA, CMA, CISA, CIA, and CFE. She has all of her college degrees from Texas A&M University, with an MS in Business Computing Science and PhD in Accounting. Carol has many research interests from Auditing (Red Collar Crime) to Information Systems (Consulting Projects) to Ethics (Biblical Principles for teaching Ethics). Dr. Sullivan will be helping with the VITA program in Durant and serves extensively with both the Accounting Profession and the Academic Community. Her hobbies include swimming as well as soccer, cross-stitching, and travel.



NICHOLS EARNS PHD



Congratulations to Dr. Mellena Nichols in the Occupational Safety and Health Department. Dr. Nichols received completed her PhD in July 2022.

The title of her dissertation was: *Under the Influence: An Evaluation of the Impact Fatigue has on Cognitive Function of Firefighters working 24 and 48-Hour Shifts.*

In addition to teaching in the Occupational Safety and Health Department, Dr. Nichols is the American Society of Safety Professionals Student Sponsor at Southeastern.



The John Massey School of Business at Southeastern Oklahoma State University is accredited by The Association to Advance Collegiate Schools of Business (AACSB International).



SOSU was ranked #7 among "The 79 Best Affordable AACSB Online MBA Programs." (2016)



SOSU was ranked #3 among "The Best Online Colleges in Oklahoma" by ValueColleges.com (2019)

AACSB UPDATE

During the first week of the Fall semester, faculty in the John Massey School of Business met to kick off the year of study for the upcoming AACSB Accreditation Visit. AACSB accreditation is known, worldwide, as the longest-standing, most recognized form of specialized accreditation that an institution and its business programs can earn.

Accreditation is a voluntary, nongovernmental process that includes a rigorous external review of a school's mission, faculty qualifications, curricula, and ability to provide the highest-quality programs. AACSB's accreditation processes are ISO 9001:2015 certified.

Meeting with the business faculty were accreditation consultant, Dr. Geralyn McClure, an expert in the accreditation process, university administrators, President Thomas Newsom, Vice President of Academics, Theresa Golden, and Dean of the Graduate Programs, Jeremy Blackwood. Spearheading and managing the accreditation effort for the JMSB is Dr. Courtney Kernek.



Earning AACSB accreditation signifies a business school's commitment to strategic management, learner success, thought leadership, and societal impact. Southeastern is accredited through the Higher Learning Commission, and specialized accreditation through the AACSB sets the John Massey School of Business among the nation's best business schools.

MBA ONLINE

The MBA at Southeastern continues to grow and this fall has another strong enrollment. At SOSU online, a top-quality education is accessible and affordable. Earn the respected Master of Business Administration degree you need to boost your career when you choose from our wide selection of online MBA options in high-demand areas such as accounting, management, human resources, marketing, finance, Native American studies and more. With no GMAT required, low-cost tuition and AACSB accreditation, you have all the resources you need to achieve your goal of earning your MBA online.

Candidates in SOSU's online MBA General program can finish in one year by taking two courses per term. Students who take one course at a time can complete the program in two years. Most students fall somewhere in between, completing the program in 14-18 months.



This program is a perfect fit for the working student. To me, there's no other way I could have done it. End of story. Even if it only required a couple of classes in the classroom, I could not do it.

- [Scott Hampton](#), online MBA graduate in Oklahoma



SE STUDENTS IN NATIONAL FBLA COMPETITION

Southeastern students from a state finalist team of eight competed at the newly rebranded Future Business Leaders of America (FBLA) — Collegiate National Leadership Conference. The event was held at the McCormick Place Convention Center in Chicago this summer.

Southeastern student, Dr. Luqman Dabiri earned 5th place honors in Marketing Concepts and earned 6th place in Business Sustainability. Southeastern's Rachael Gentges placed 10th in Justice Administration. The national FBLA competition featured 1,000 college-level students

competing. Only the top 10 are recognized in each competitive event. Both Dabiri and Gentges and placed as national finalists in several competitive events, reflecting well on Southeastern and the John Massey School of Business. For more information, contact, Dr. Luci Parmer, Massey Endowed Professor of Business, lparmer@se.edu.



Dr. Luqman Dabiri



Rachael Gentges



Dr. Luci Parmer
Faculty Advisor

Southeastern ASI Adds Flightdeck Solutions Simulator and New PA44 Piper Seminole Multiengine Training Aircraft

A new flight training tool is available in the Aviation Sciences Institute (ASI). An FDS-B737MAX-FTD device from Canadian manufacturer Flightdeck Solutions (FDS) was delivered and set up by company's installation team in preparation for a newly expanded aviation curriculum that includes airliner training.

The new Fixed Base Procedures Trainer (FBPT) is now online, and ASI staff are currently training by using authentic aircraft checklists, quick reference guides, manuals, and dispatch packets for actual city pair flights that will be used in the Transport Segment of the Professional Pilot training program.



2022 PA44 Piper Seminole Multiengine Training Aircraft

The new simulator is able to support Foreflight running on integrated iPad IOS devices on both the pilot and copilot side and will utilize connection to actual NOAA weather to facilitate the simulated flight environment.



In other news, ASI Director, Michael Gaffney reports that in October, Southeastern will take delivery of two new multiengine training platforms from Piper Aircraft (N991SE and N992SE).

These two new Piper aircraft will be excellent additions to the other training platforms available to students in the Aviation programs at Southeastern.



Southeastern Aviation Flight Team Competes in National Competition

The Southeastern Oklahoma State University Competitive Flight Team recently placed 13th in a national competition of the 28 largest University flight programs in the United States with over 500 competitors.

This highly competitive annual National Intercollegiate Flying Association's (NIFA) 2022 SAFECON features competitive events like precision navigation, aircraft recognition, accuracy landings, sandbag drop, and simulation events with expert industry judges officiating the competition

and scoring. Southeastern will be hosting the regional competitions in October 2022 in Durant.

Southeastern's Chief Flight Instructor and team coach Kyle Thomas stated, "I am exceptionally proud of our team, especially knowing this was the first national competition for the majority of the team."



Southeastern Students Attend WAI Conference

Southeastern's Women in Aviation chapter recently attended the 2022 Women in Aviation International Conference in Nashville, Tennessee. This international conference is an opportunity for individuals and companies with the aviation industry to come together and network each year.

Fourteen of Southeastern's students attended in hopes of making life-long connections in the industry. One of two Oklahoma Universities attending the conference, our team of fourteen students and sponsors were one of the largest collegiate chapters in attendance.

Women in Aviation International has over 15,000 members worldwide and over 150

chapters. Southeastern Oklahoma State University is proud to have one of those chapters on our campus with just over 20 active members.



The chapter is dedicated to advancing the professional skills of its members and providing educational and networking opportunities to its students. With this mission, they are often engaged in events such as Girls in Aviation Day, touring airline training centers, visiting aviation museums, and attending the annual Women in Aviation Conference.

The chapter has a busy schedule this year and is looking forward to attending the 2023 Women in Aviation International Conference in Long Beach, California next year.

OTHER FACULTY NEWS

OSH Faculty Attend ASSP Conference

OSH Department Faculty, Assistant Professor Mellena Nichols and Instructor Amanda Brown attended the American Society of Safety Professionals June 26-29 in Chicago, Illinois.

At the Expo booth they networked with hundreds of safety professionals from across the world. Additionally, they were able to visit with SE alumni and company representatives who were looking for OSH students to fill internship positions and recent graduates to fill full-time positions across the country.



DR. YING-CHOU LIN MENTORS STUDENTS ABROAD

Dr. Ying-Chou Lin, John Massey Endowed Chair and Associate Professor of Finance, was invited to serve as a mentor for students in Taiwan this summer. He was an invited member of the thesis committee for the Department of Accountancy and Graduate Institute of Finance at National Cheng-

Kung University (NCKU), in Tainan, Taiwan. Dr. Lin visited the campus in June to attend the final thesis defenses

for four accounting graduate students. He served with committee members including Dr. Ping-Hsun Huang, Dr. Yu-Hong Liu, Dr. Tse-Shih Wang, and Dr. Yu-Chen Lin.



NEW DEPARTMENT CHAIRS NAMED

Two new department chairs have been named in the John Massey School of Business,

Rhonda Richards **Chair of Accounting and Finance**

Dr. Rhonda Richards earned her B.S. in Accounting from Southeastern, and her MBA at Southwest Baptist University in Missouri. She earned her PhD from the University of North Texas.

Dr. Richards is a Certified Public Accountant, and a Certified Managerial Accountant. Prior to serving at Southeastern, she served on the faculty of the College of Business and Computer Science at Southwest Baptist University and served as the Dean of Graduate Studies at Oklahoma Baptist University before returning to teach at her alma mater.



Dr. Zachary Morgan **Chair of Professional Pilot Program**

Dr. Morgan is a two-time graduate of Southeastern, earning a B.S. in Aviation-Professional Pilot, an M.S. in Aerospace Administration and Logistics, and his Juris Doctor from Oklahoma City University.

Dr. Morgan is admitted to practice law in Oklahoma and Colorado, and the United States District Court for the Northern and Western District of Oklahoma, and the District of Colorado. Zac holds a Commercial Pilot Certificate with Multiengine and Instrument endorsements and is a Certified Flight Instructor with Multiengine and Instrument endorsements.