

# EXECUTIVE SUMMARY

## John Massey School of Business Newsletter

Spring | 2023



From Left: Cindy Ruminer, Shaye Angel, Joye Angel, Dr. Luci Parmer

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## JMSB & OSBDC ANNUAL WOMEN IN ENTREPRENEURSHIP CONFERENCE

Southeastern and the Oklahoma Small Business Development Center teamed again in 2023 to offer the Women in Entrepreneurship Conference inviting women from throughout Southeastern Oklahoma and the state to participate in networking, learning, and presentations by women who are making a difference in their communities through small business and entrepreneurship.

Featured speakers included staff from the OSBDC including State Director, Michelle Hockersmith, and entrepreneurs such as Tascha Bond, who with her husband Brian,

is a leader in real estate, owns and operates Bond Laundry, the Ice House restaurant, and Ink and Threads retail outlet.

The Women in Entrepreneurship Conference is an annual conference originally founded by retired JMSB faculty member, Dr. Martin Bressler with OSBDC State Office leaders headed by Ms. Hockersmith.



Tascha Bond

# SE FBLA CHAPTER EXCELS AT STATE LEADERSHIP CONFERENCE

## PLACES SECOND OVERALL IN THE STATE; WINS LARGEST LOCAL CHAPTER AWARD

The Future Business Leaders of America—Collegiate (FBLA—Collegiate, formerly known as Phi Beta Lambda) professional student chapter from Southeastern performed well at the recent FBLA Collegiate State Leadership Conference held March 24-25 in Edmond, Oklahoma. Southeastern's FBLA team placed 2nd overall in the state having the most state finalists.

Dr. Luci Parmer is the faculty adviser. Team members included: Tiffany Bray, Dr. Luqman Dabiri, M.D., Suvobroto Ghatak, Randall Hamm, Kristin Hatter, Ahmed Ibrahim, Naomi Jones, Jessica Mumme, Katelyn Nilsen, Calli Singh, and Darrien Williams, each of whom competed in a variety of competitive events. The top four students are recognized at the state competition, and then eligible to move to compete at the National Leadership Conference held in June in Atlanta, Georgia. Southeastern's team had 11 first place winners, seven second place winners, five 3rd place winners, and two fourth place winners. The chapter also won the award for "largest local chapter."



Dr. Luci Parmer

The state competitive events represented by the team included Cyber Security, Entrepreneurship Concepts, Foundations of Accounting, Foundations of Finance, Information Management, Macroeconomics, Management Concepts, Marketing Concepts, Microeconomics, Organizational Behavior & Leadership, Project Management, Retail Management, and Sport Management & Marketing. SE Student Officers include President, Dr. Luqman Dabiri; Vice President, Jessica Mumme; Treasurer, Tiffany Bray; Secretary, Ahmed Ibrahim; Parliamentarian, Randall Hamm; Historian, Floyd Bearing; and Reporter, Kristin Hatter.

THE SE Chapter also made holiday donations to the Allen Animal Shelter in December of 2022 as part of their community engagement initiative. Any major can join FBLA—Collegiate including undergraduate and graduate students. For more information, contact Dr. Parmer at [lparker@se.edu](mailto:lparker@se.edu).

# DR. MELLENA NICHOLS PRESENTS INTERNATIONAL WEBINAR

On November 16, 2023, Dr. Mellena Nichols, Assistant Professor in the Department of Occupational Safety & Health presented to an international audience at the International Public Safety Association monthly webinar.

Her topic, "What Firefighters Need to Know About Fatigue On and Off Duty," was based on her recent dissertation research *Under the Influence? An Evaluation of the Impact Fatigue has on Cognitive Function of Firefighters Working 24 and 48 -hour Shifts*. The objectives of this presentation were to identify fatigue risk factors, assess a variety of fatigue control measures, and identify the steps to developing a site-specific fatigue management plan.



Dr. Mellena Nichols

# FACULTY SCHOLARSHIP

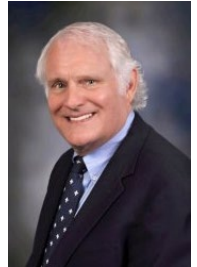
Peer reviewed publications in academic journals are followed by professional presentations at peer reviewed societies and academic conferences:

## PEER REVIEWED PUBLICATIONS

**Sullivan, C.** and J. Myers. "Using Biblical Principles to Teach Students Ethics", *Journal of Business and Accounting*, Vol. 15, No. 1, Fall 2022, p. 86-95.

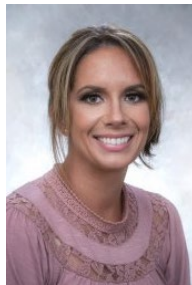


**Stevens, Silver, Whitlock, Bogard** (2022). George Sanders and the Church Split, *Journal of Business Cases and Applications*, Vol. 36.



**Fuller, L.**, Quinn, A., Heales, K. (2022). A Piece of Cake or Half Baked? *International Journal of Instructional Cases*, 6.

**Hampton, Whitlock** (2022). A Phenomenological Study of Female Managers: An Argument for Mentoring, *Journal of Ethical and Legal Issues* Vol. 14.



**Nichols, Devine, Schwartz, Choynowski, & Hursh** (2023). Biomathematical modeling for the prediction of sleep behavior and comparison against cognitive performance in firefighters. *Safety Science*, Vol. 163.

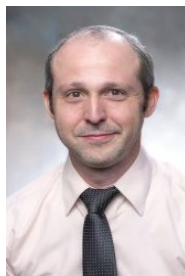


**Hampton, Whitlock** (2022). When Sex and Race Collide in HR decisions: Career Advancement for Women. *Journal of Business Cases and Applications* Vol. 36.



**Tran, Jourdan, Corley, Valnetine** (2023). Fintech: A Content Analysis of the Finance and Information Systems Literature. *Electronic Markets*, Vol. 33 (2).

**Metts, Whitlock, Bogard, Howard** (2022). The Professor's Ethical Dilemma: Selling to Textbook Buyers. *Journal of Business Cases and Applications*, Vol. 37.



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## PEER REVIEWED PRESENTATIONS

**Carol Sullivan** attended and presented at the American Accounting Association National Conference (August 2022) Presentations: "Flipping" the Online Classroom with Discussion Board Posts" "Teaching the Students about the Perils of "DUI" in Ethics Courses" "Important Recent Energy Cases: A \$500 Million+ Biofuels Tax Credit Fraud, the Colonial Pipeline Cyberattack, and the Keystone Pipeline Controversy"



## PEER REVIEWED PRESENTATIONS CONTINUED

**Carol Sullivan** presented at the American Society of Business and Behavioral Sciences Conference, "50-year anniversary of Title IX – How the EADA Financial Reports Help."

**Whitlock, Hampton, Campbell** (2023). Women Entrepreneurs: An Exploratory Study of the Perceived Need and Benefits of a Mentoring Program, Association of Small Business and Entrepreneurship Annual Conference, 2023, Houston. Federation of Business Disciplines, *ASBE Distinguished Paper Award*.

**Stevens, Silver, Richards, Whitlock** (2023). The Decline of a Professional Academic Organization: The Southwest Case Research Association Annual Conference, 2023, Houston.

**Hampton, Whitlock, Bogard** (2023). The Pregnant Patrol Officer: Exploring Title VII, Southwest Case Research Association Annual Conference, 2023, Houston.

**Richards, Kernek, Whitlock** (2023). Entrepreneurs and Education: A Proposal to Study Stakeholders Views. Association for Small Business and Entrepreneurship Annual Conference. Houston.

**Kennedy, Whitlock** (2023). Religion and Consumption: Understanding the Values of Consumers. Association for Small Business and Entrepreneurship Annual Conference. Houston.



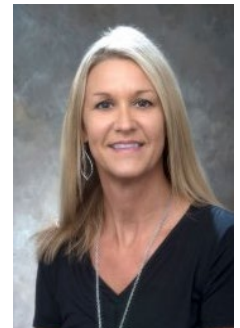
**Campbell, Taylor, Hampton** (2023). Five Whys: Pulling the truth up by the roots, Association of Small Business and Entrepreneurship Annual Conference, 2023, Houston.



**Silver, L.** (2023). Marketing Mix Strategy and Industry Attractiveness for Craft Distilleries: A Guide for Entrepreneurs. ASBE Conference, Houston.

**Nichols, M., Devine, Schwartz, Choynowski, Hursh** (2023). Biomathematical modeling for the prediction of sleep behavior and comparison against cognitive performance in firefighters.

**Richards, Kernek, Ingram** (2023) Sharpworx: Cutting Edge of Growth, Southwest Case Research Association Annual Conference, 2023. Houston. *SWCRA Distinguished Paper Award*.



## FEDERATION OF BUSINESS DISCIPLINES DISTINGUISHED PAPERS

Southeastern Faculty swept the top awards in both the Association of Small Business and Entrepreneurship, and in the Southwest Case Research Association during the Federation of Business Disciplines Annual Conference in Houston. Professors Richards, Kernek, and Ingram won the *Distinguished Paper Award for ASBE*. Professors Whitlock, Hampton, and Campbell won the *Distinguished Paper Award for SWCRA*.



# FACULTY NEWS



**Dr. Kendra Ingram** won the *Best Paper Award* at the Academy of Business Research Conference in Las Vegas, Nevada,.



**Dr. Carol Sullivan** was named *Outstanding Scholar* by the American Society of Business and Behavioral Science Organization in March.



**Dr. Rhonda Richards and Dr. Carol Sullivan** invested hundreds of service hours helping prepare over 800 tax returns with the IRS Volunteer income Tax Assistance (VITA) program.

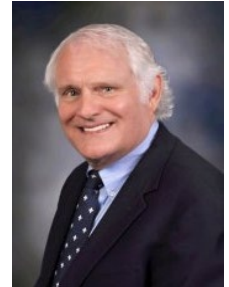
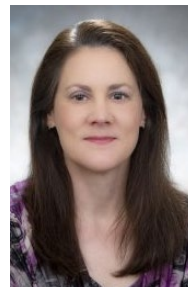


**Lauran Fuller** recently attended the U. S. Association of Small Business and Entrepreneurship (USASBE) Conference in Tallahassee, Florida. Fuller was also recently elected to the Durant City Council.



**Dr. Jeffrey J. Risher**, recently hosted a *LinkedIn Video Conference*, "Holding Customer Success Hostage. The event was produced by Playaz Productions Network.

**Dr. Eric Kennedy, Dr. Stephanie Metts, and Dr. Lawrence Silver** were each awarded *Quality Matters Certificates in Online Teaching*.



**Drew Spears** received the prestigious Charles Taylor Master Mechanic Award. Only 62 individual have ever received this award in Oklahoma.

**Adjunct Wade Graves** recently completed service as the Higher Education Representative on the Denison Independent School District Citizen's Long Range Planning Committee.



**Dr. Thomas Newsom**, Southeastern President was appointed as Professor of Leadership in the Department of Management and Marketing.

**Dr. Vance Johnson Lewis** has been re-appointed Editor in Chief of *Organization Management Journal*, which was founded in 2004 .



# MARKETING STUDENTS WORK WITH LOCAL BUSINESS

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Students in Dr. Kennedy's marketing classes regularly engage with local businesses as they work with business owners and managers to learn as they exercise the skills and apply the knowledge they learn in class.

Working with local business owner Sarah Hill on her business, students worked on marketing plans and strategies that can be employed by the company.



The marketing team of Joe Wolf, Andrew Dillard, Cameron Hauch, and Wilson Hicks is pictured with business owner Sarah Hill. Not pictured is Richy Clark.



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## SAFETY OLYMPICS 2023

Southeastern's Occupational Safety and Health Department hosted the 2023 Safety Olympics March 24. Students competed in events such as incident investigation, hazard identification, training presentation, safety culture presentation, safety innovation, and safety jeopardy.

Safety professionals from all over the nation participated as judges and facilitators for each of the events. Schools participating included Pittsburg State University (Kansas), the University of Central Missouri, Oklahoma State University, and Southeastern. The Southeastern Team won third place in the overall competition.

In addition to the Safety Olympics, Career Management and the OSH Department co-hosted a Safety Career Fair during the event, one of the largest career fairs ever held on campus. Over 40 companies were represented at the fair, many of the company representatives were SE alumni excited to return to campus and recruit members of their alma mater.



**Safety Olympics 2023 Southeastern Team:** Ethan Holliday, Abbigail Dunn, Lilly-Anna Van Gaal, Noah Sicking, Allen Neisig, and Landon Robinson

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## SE FACULTY SENATE AWARDS

A number of individuals were honored April 20 at Southeastern Oklahoma State University's Faculty and Staff Recognition Celebration.

Both the Faculty Senate and Staff Senate presented awards in several categories. Held in the Visual and Performing Arts Center, those recognized in the John Massey School of Business included:

Dr. David Whitlock for Outstanding Research and Scholarly Activity, Dr. Kitty Campbell, for Meritorious Service to the University, and Dr. Eric Kennedy for Excellence in Teaching.



President Thomas Newsom, David Whitlock, Kitty Campbell, and Eric Kennedy.



**Southeastern Oklahoma  
State University**

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# Annual Aviation Fish Fry Weekend April 21-22

Networking, golf, awards and food were all on the menu Friday and Saturday at the Southeastern Oklahoma State University Aviation Alumni Reunion.

Activities kicked off Friday afternoon with an aviation career fair and network event on the Southeastern-Durant campus. A crawfish broil/social gathering took place Friday night.

On Saturday morning, an alumni golf outing was held, followed by reunion family fellowship activities that included bowling and arcade.



The reunion was capped Saturday night with the annual Fish Fry Reunion and awards banquet in the Aviation

Sciences Institute (ASI) Hangar at Eaker Field. Approximately 175 people attended the event.

Speakers included Southeastern president Thomas Newsom, ASI director Mike Gaffney, ASI faculty member Dr. Stan Alluisi, and Aviation Alumni officers.

Student scholarships and awards were also presented at the event.

## GRADUATE PROGRAMS IN JMSB

There are several opportunities to pursue graduate studies in the John Massey School of Business. The Aviation Science Institute offers the MS in Aerospace Administration and Logistics. In the Occupational Safety and Health Department, the MS in Occupational Safety and Health is offered. In the graduate program of the AACSB accredited business division, the

MBA is offered with concentrations available in:

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



# John Massey School of Business Restructured

President Thomas Newsome recently announced the restructuring of the John Massey School of Business, returning to the traditional Dean structure. The John Massey School of Business has three major divisions: (1) the AABI Accredited Aviation Sciences Institute, which has two academic departments, (2) the AACSB Accredited Business Programs, which include two academic departments and its graduate programs, and (3) the BCSP Qualified Academic Programs in Occupational Safety and Health. These areas represent three of the five largest majors in the University, and will now have a dedicated dean.

“This appointment will allow our school of business to continue the trajectory of success that it has experienced during the last five-plus years, as well as guide us through the upcoming reaffirmation from the Association to Advance College Schools of Business (AACSB),” said Southeastern president Thomas Newsome.

“I’m honored to serve with my colleagues as we continue to build a great business school,” Whitlock said. “Our nationally recognized AACSB accredited business programs, our BCSP Accredited Qualified Programs in Occupational Safety and Health, and our internationally recognized, AABI accredited Aviation Sciences Institute are quality programs with tremendous faculty. The John Massey School of Business has a strong tradition and is well

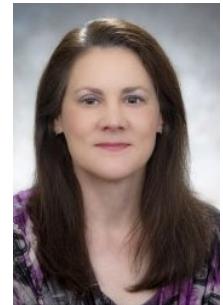


Courtney Kernek

positioned for the future as equip students for meaningful lives, careers, and service. “

Dr. Courtney Kernek was named as Associate Dean, serving the AACSB accredited business programs, Dr. Stephanie Metts was named the Coordinator of AACSB Accreditation, and Sandra Kirven was promoted to Administrative Assistant to the JMSB Dean. Kirven will continue to serve as support for the Accounting and Finance Department and the Management and Marketing Department.

Aviation Science Institute is led by Director Michael Gaffney, with two academic chairs, Dr. Stan Aluisi (who also directs the MS in Aerospace Administration), and Zachary Morgan, as well as the chief flight instructor, Kyle Thomas and the manager of flight maintenance, Kenneth Williams, as well as the ASI



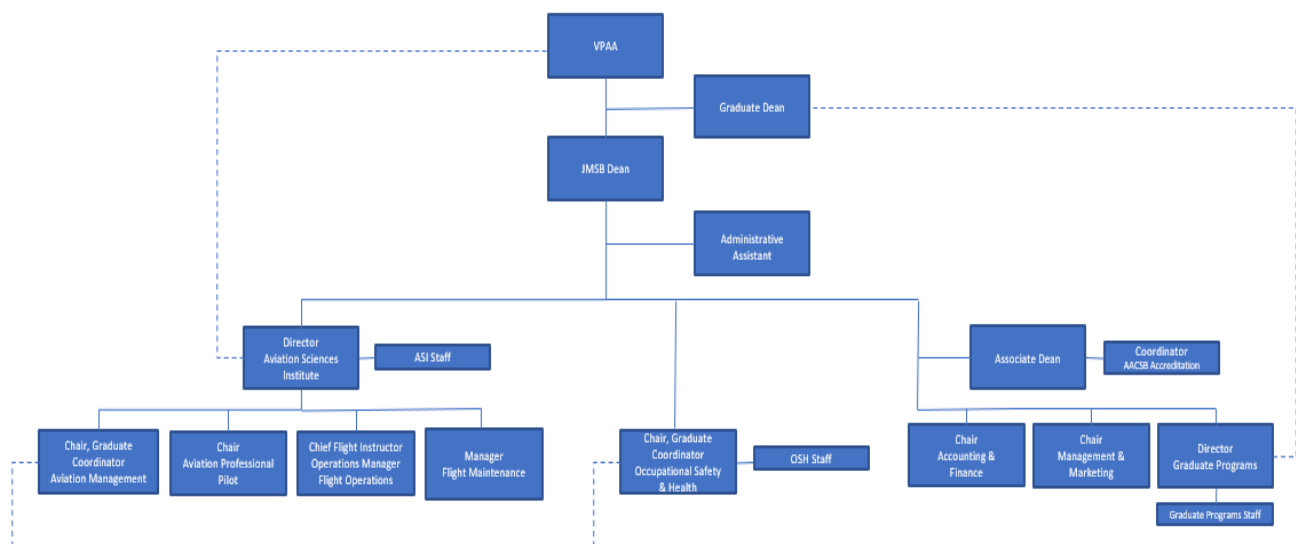
Stephanie Metts

staff led by Cassie Woodward, all reporting directly to him. Occupational Safety and Health will continue to be led by Chris Bradshaw who also directs the MS in OSH.

In the AACSB business programs, Rhonda Richards and Kitty Campbell chair the two academic departments, and the MBA program is directed by Kitty Campbell. The new organizational structure is pictured below.



Sandra Kirven



## PI KAPPA DELTA NATIONAL DEBATE TOURNEY QUARTERFINALIST

### Kennedy Amasses 4-1 Record

Southeastern freshman, Caydee Kennedy shines at a national debate tournament, reaching the quarterfinals in Novice International Public Debate Association (IPDA) at the Pi Kappa Delta Nationals Comprehensive Tournament March 15-18 on the campus of West Chester University in West Chester, PA.

There were 55 teams in the Novice IPDA tournament field, and Kennedy finished fifth overall. During preliminary rounds, she amassed a record of 4-1; Kennedy also competed in Impromptu and Extemporaneous Speaking.

Kennedy is a marketing and accounting major from Denton, Texas, and Rockford, MI. Caydee is also a student worker in the John Massey School of Business.

Pi Kappa Delta is a national forensics honorary is dedicated to promoting excellence in speech and debate. Dr. Fendrich Randy Clark, associate professor, is Director of Forensics at Southeastern.



*Caydee Kennedy and Danielle Paddor represented Southeastern at the Pi Kappa Delta Nationals Comprehensive Tournament*

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