



*"Use your success to help others who come after you." – John Massey*



**Southeastern Oklahoma  
State University**

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**Table 8-1 (2018-2023)**

**Southeastern Oklahoma State University  
John Massey School of Business**

**Dr. David Whitlock, Interim Dean  
425 W. University Boulevard  
Durant, OK 74701**

**Submitted August 22, 2023**

**Peer Review Team Visit Dates: October 22-24, 2023**

## John Massey School of Business

### Table 8-1: Intellectual Contributions for the 5-year period 2018-2019 through 2022-2023

*(includes only published ICs)*

#### Part A: 5-year Summary of Intellectual Contributions Over the Most Recently-Completed Accreditation Cycle

Discipline	Portfolio of Intellectual Contributions by Scholarship Type				Portfolio of Intellectual Contributions by Review Type				% of Faculty Producing Intellectual Contributions	
	Basic or Discover Scholarship	Applied or Integration/ Application Scholarship	Teaching and Learning Scholarship	Total	Peer-reviewed Journal Articles	Additional Peer-or Editorial- Reviewed ICs	All Other ICs	Total	Percent of Participating Faculty Producing ICs	Percent of Total FT Equivalent Faculty Producing ICs
<b>Accounting</b> [ACCT] [4 members, 4.00 FTE]	3.00	27.83	9.50	40.33	13.08	25.25	2.00	40.33	100.00%	100.00%
<b>Business Information Management</b> [BIM] [1 members, 1.00 FTE]										
<b>Business Law</b> [BLAW] [1 members, 1.00 FTE]	2.00	2.33		4.33	3.50	0.83		4.33	100.00%	100.00%
<b>Economics</b> [ECON] [1 members, 0.31 FTE]										
<b>Finance</b> [FIN] [3 members, 3.00 FTE]	6.00	2.50	2.00	10.50	3.50	7.00		10.50	100.00%	100.00%
<b>Management</b> [MNGT] [10 members, 10.00 FTE]	12.00	52.58	14.08	78.67	20.58	45.92	12.17	78.67	80.00%	80.00%
<b>Marketing</b> [MKT] [4 members, 4.00 FTE]	3.00	24.58	1.58	29.17	13.33	14.50	1.33	29.17	100.00%	100.00%
<b>College Totals:</b> [24 members, 23.31 FTE]	<b>26.00</b>	<b>109.83</b>	<b>27.17</b>	<b>163.00</b>	<b>54.00</b>	<b>93.50</b>	<b>15.50</b>	<b>163.00</b>	<b>83.33%</b>	<b>85.79%</b>
<p>*Faculty listed in Entrepreneurship on Table 3-1 are classified in Management (Whitlock) and Marketing (Kennedy).  **Faculty listed in General Business on Table 3-1 are classified in their primary teaching fields.</p>										

## Part B: Alignment of Intellectual Contributions with Mission

**Mission:** The JMSB prepares a diverse population of learners for meaningful careers and service through innovative business education, impactful research, and engagement with the communities we serve.

The JMSB acknowledges and appreciates all forms of research across all disciplines and interdisciplinary and encourages a mix of research activities that correspond with the interests and unique talents of the faculty while also supporting our mission. Along with the 67% applied ICs, faculty also produced 16% and 17% basic and teaching and learning ICs, respectively.

## Part C: Quality of Intellectual Contributions

The JMSB emphasizes that faculty publish in PRJs that are indexed by Cabells Journalytics with an acceptance rate of 50% or less (refer to Faculty Qualifications Criteria in upload in myAccreditation) or approved journals through an informal internal process. Forty-one of the 54 articles published in PRJs are indexed in Cabells (refer to Table C-1). Of these 41 PRJs, 16 are in journals with an acceptance rate of 20% or less, and 24 are in journals with an acceptance rate of 21-40%, and one PRJ is in a journal with an acceptance rate of 41-50%. Two other PRJs are indexed in the prestigious Australian Business Deans Council (ABDC) list (see Table C-2). Eleven are indexed in both Cabells and ABDC. Ten PRJs are in other refereed journals approved by exceptions. Exceptions were granted when journals were shown to be indexed in other databases (i.e., Scopus), recognized by peer and/or aspirant schools, or widely recognized as peer reviewed industry publications.

**Table C-1. Cabells Quality Measurement of Faculty Peer-Reviewed Journal Articles**

Quality Measurement	Number of Faculty Articles	Percentages
20% or less	16	39.1%
21% to 40%	24	58.5%
41% to 50%	1	2.4%
<b>Overall Total</b>	<b>41</b>	<b>100%</b>

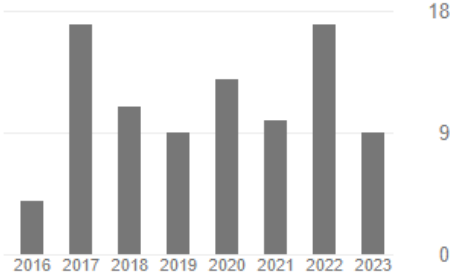
**Table C-2. Quality Measurements of Faculty Peer-Reviewed Journal Articles**

Quality Measurement	Number of Faculty Articles	Percentages
Listed in Cabells, not ABDC	31	57.4%
Listed in ABDC, not Cabells	2	3.7%
Listed in Cabells and ABDC	11	20.4%
Exception Granted PRJs	10	18.5%
<b>Overall Total</b>	<b>54</b>	<b>100%</b>

**Part D: Impact of Intellectual Contributions**

Business faculty members research impact is demonstrated by the number and quality of ICs totaling 163 over the five-year reporting period. Included in this number are 54 peer-reviewed journal articles, multiple books, cases, and chapters, and numerous conference proceedings. The impact of these JMSB faculty ICs is also evident from the quality of the journal outlets mentioned in Part C. In addition, the impact of faculty research is evidenced by citations of published works (see Table D-1).

**Table D-1. Full-Time Business Faculty Google Scholar and Research Gate Statistics**

Faculty	Google Scholar Statistics	Research Gate Statistics												
Cody Bogard	Google Scholar Citations not registering yet.	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px;">4.7 <small>Research Interest Score</small></div> <div style="border: 1px solid black; padding: 2px;">573 <small>Reads ⓘ</small></div> <div style="border: 1px solid black; padding: 2px;">0 <small>Citations</small></div> <div style="border: 1px solid black; padding: 2px;">2 <small>Recommendations</small></div> </div> <p>Research Interest Score _____ 4.7</p> <p>Citations _____ 0</p>												
Kitty Campbell	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">All</th> <th style="text-align: center;">Since 2018</th> </tr> </thead> <tbody> <tr> <td>Citations</td> <td style="text-align: center;">101</td> <td style="text-align: center;">69</td> </tr> <tr> <td>h-index</td> <td style="text-align: center;">5</td> <td style="text-align: center;">3</td> </tr> <tr> <td>i10-index</td> <td style="text-align: center;">2</td> <td style="text-align: center;">1</td> </tr> </tbody> </table> 		All	Since 2018	Citations	101	69	h-index	5	3	i10-index	2	1	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid black; padding: 2px;">24.6 <small>Research Interest Score</small></div> <div style="border: 1px solid black; padding: 2px;">2,197 <small>Reads ⓘ</small></div> <div style="border: 1px solid black; padding: 2px;">7 <small>Citations</small></div> <div style="border: 1px solid black; padding: 2px;">5 <small>Recommendations</small></div> </div> <p>Research Interest Score _____ 24.6</p> <p>Citations _____ 7</p> <p>h-index _____ 2</p>
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George Collier	<table border="1"> <thead> <tr> <th></th> <th>All</th> <th>Since 2018</th> </tr> </thead> <tbody> <tr> <td>Citations</td> <td>45</td> <td>28</td> </tr> <tr> <td>h-index</td> <td>2</td> <td>2</td> </tr> <tr> <td>i10-index</td> <td>2</td> <td>1</td> </tr> </tbody> </table>		All	Since 2018	Citations	45	28	h-index	2	2	i10-index	2	1	<table border="1"> <tr> <td>19.6</td> <td>1,586</td> <td>23</td> <td>2</td> </tr> <tr> <td>Research Interest Score</td> <td>Reads ⓘ</td> <td>Citations</td> <td>Recommendations</td> </tr> </table> <p>Research Interest Score ————— 19.6</p> <p>Citations ————— 23</p> <p>h-index ————— 2</p>	19.6	1,586	23	2	Research Interest Score	Reads ⓘ	Citations	Recommendations
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Jimmie Flores	No Google Scholar Citations.	<table border="1"> <tr> <td>--</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Research Interest Score</td> <td>Reads ⓘ</td> <td>Citations</td> <td>Recommendations</td> </tr> </table> <p>Research Interest Score ————— --</p> <p>Citations ————— 0</p>	--	0	0	0	Research Interest Score	Reads ⓘ	Citations	Recommendations												
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Lauran Fuller	Google Scholar Citations not registering yet. ABD: Currently completing dissertation.	<table border="1"> <tr> <td>--</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Research Interest Score</td> <td>Reads ⓘ</td> <td>Citations</td> <td>Recommendations</td> </tr> </table> <p>Research Interest Score ————— --</p> <p>Citations ————— 0</p>	--	0	0	0	Research Interest Score	Reads ⓘ	Citations	Recommendations												
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Ashley Hampton	Google Scholar Citations not registering yet.	<table border="1"> <tr> <td>5.6</td> <td>284</td> <td>1</td> <td>2</td> </tr> <tr> <td>Research Interest Score</td> <td>Reads ⓘ</td> <td>Citations</td> <td>Recommendations</td> </tr> </table> <p>Research Interest Score ————— 5.6</p> <p>Citations ————— 1</p> <p>h-index ————— 1</p>	5.6	284	1	2	Research Interest Score	Reads ⓘ	Citations	Recommendations												
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<p><b>Kendra Ingram</b></p>	<table border="1"> <thead> <tr> <th></th> <th>All</th> <th>Since 2018</th> </tr> </thead> <tbody> <tr> <td>Citations</td> <td>147</td> <td>38</td> </tr> <tr> <td>h-index</td> <td>4</td> <td>3</td> </tr> <tr> <td>i10-index</td> <td>4</td> <td>1</td> </tr> </tbody> </table>		All	Since 2018	Citations	147	38	h-index	4	3	i10-index	4	1	<table border="1"> <tr> <td><b>4.0</b> Research Interest Score</td> <td><b>19</b> Reads</td> <td><b>8</b> Citations</td> <td><b>0</b> Recommendations</td> </tr> </table> <p>Research Interest Score ————— 4.0</p> <p>Citations ————— 8</p> <p>h-index ————— 1</p>	<b>4.0</b> Research Interest Score	<b>19</b> Reads	<b>8</b> Citations	<b>0</b> Recommendations
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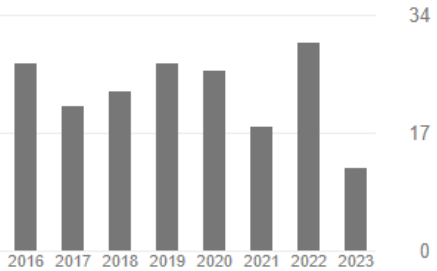


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<p><b>Robert Stevens</b></p>	<table border="1"> <thead> <tr> <th></th> <th>All</th> <th>Since 2018</th> </tr> </thead> <tbody> <tr> <td>Citations</td> <td>64472</td> <td>25478</td> </tr> <tr> <td>h-index</td> <td>120</td> <td>75</td> </tr> <tr> <td>i10-index</td> <td>471</td> <td>295</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>Year</th> <th>Citations</th> </tr> </thead> <tbody> <tr><td>2016</td><td>~4000</td></tr> <tr><td>2017</td><td>~4000</td></tr> <tr><td>2018</td><td>~4200</td></tr> <tr><td>2019</td><td>~4200</td></tr> <tr><td>2020</td><td>~4500</td></tr> <tr><td>2021</td><td>~4800</td></tr> <tr><td>2022</td><td>~4800</td></tr> <tr><td>2023</td><td>~3500</td></tr> </tbody> </table>		All	Since 2018	Citations	64472	25478	h-index	120	75	i10-index	471	295	Year	Citations	2016	~4000	2017	~4000	2018	~4200	2019	~4200	2020	~4500	2021	~4800	2022	~4800	2023	~3500	<table border="1"> <tr> <td><b>594.9</b> Research Interest Score</td> <td><b>8,715</b> Reads</td> <td><b>1,125</b> Citations</td> <td><b>6</b> Recommendations</td> </tr> </table> <p>Research Interest Score ————— 594.9</p> <p>Citations ————— 1,125</p> <p>h-index ————— 14</p>	<b>594.9</b> Research Interest Score	<b>8,715</b> Reads	<b>1,125</b> Citations	<b>6</b> Recommendations
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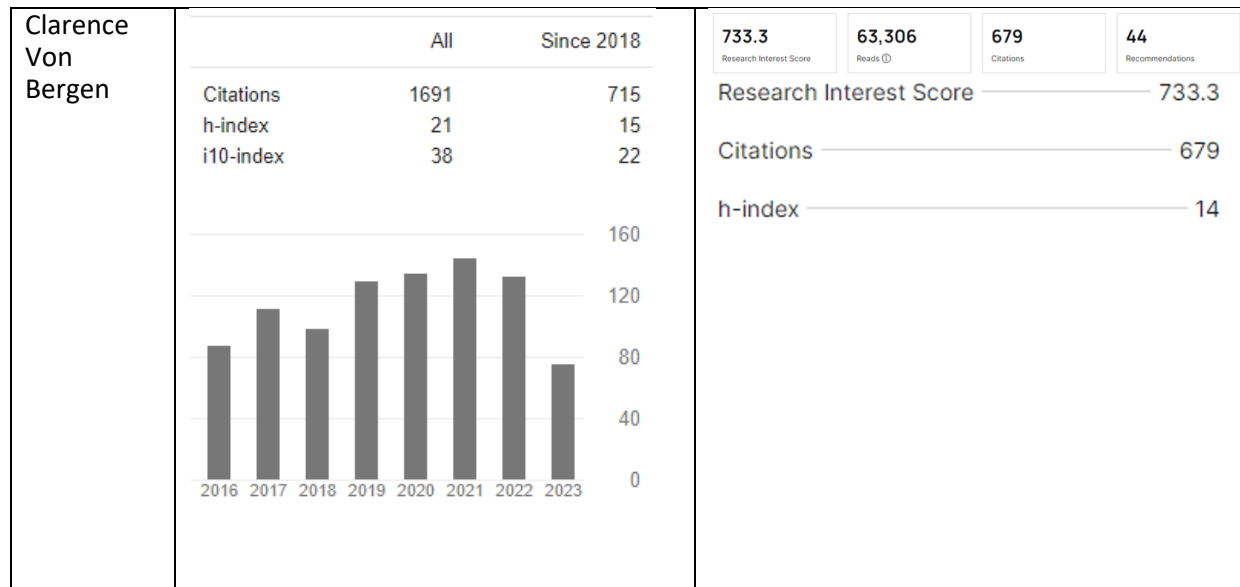
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\*These totals do not include the research statistics of several long-term faculty who were proficient scholars and taught during this five-year accreditation cycle but retired before our reporting year of 2022-2023. This includes Drs. Martin Bressler, Linda Bressler, and Clarence Von Bergen. Their research statistics are included in Table D-2.

**Table D-2. Retired Business Faculty Who Taught During 2018-2023 Google and Research Gate Statistics**

Faculty	Google Scholar Statistics	Research Gate Statistics																				
<p><b>Martin Bressler</b></p>	<table border="1"> <thead> <tr> <th></th> <th>All</th> <th>Since 2018</th> </tr> </thead> <tbody> <tr> <td>Citations</td> <td>1029</td> <td>650</td> </tr> <tr> <td>h-index</td> <td>19</td> <td>15</td> </tr> <tr> <td>i10-index</td> <td>28</td> <td>19</td> </tr> </tbody> </table>		All	Since 2018	Citations	1029	650	h-index	19	15	i10-index	28	19	<table border="1"> <thead> <tr> <th>941.1</th> <th>116,051</th> <th>400</th> <th>106</th> </tr> <tr> <td>Research Interest Score</td> <td>Reads</td> <td>Citations</td> <td>Recommendations</td> </tr> </thead> </table> <p>Research Interest Score ————— 941.1</p> <p>Citations ————— 400</p> <p>h-index ————— 13</p>	941.1	116,051	400	106	Research Interest Score	Reads	Citations	Recommendations
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These three retired faculty accounted for an additional citation count for JMSB Business Division faculty of 3,237 citations according to Google Scholar, with 1,664 citations since 2018. Research Gate reported these three faculty members having accounted for 1,250 citations. Likewise, these three had an average h-index of 17.33 or 12.67 since 2018, and a i10-index of 26.67 and an i10-index of 16.33 since 2018. Their Research Gate reported h-index was an average 11.67. Their Average Research Index Score was 658.10, and the Total Number of Reads was 210,241 for an average of 70,080 reads per faculty member. These three retired faculty members also accounted for 180 recommendations, or an average 60 per faculty member.

Finally, as shown in the faculty CVs, research impact is evident from research awards (see Table D-3) including outstanding research and best paper awards, engagement in journal editorships, editorial boards and ad hoc reviewer services, textbook publications, presentations on research at events, and stakeholder outreach, just to name a few.

**Table D-3. Faculty IC Impact Evidenced by Research Awards**

Faculty Member	Research Award
Dr. Rhonda Richards	Distinguished Paper Award at the Southwest Case Research Association 2023 conference Distinguished Paper Award at the Southwest Case Research Association 2022 conference Distinguished Paper Award at the Southwest Case Research Association 2020 conference
Dr. David Whitlock	Faculty Senate Recognition Award for Outstanding Research and Scholarly Activity for the 2022-2023 academic year Distinguished Paper Award, Federation of Business Disciplines, ASBE 2023 conference Best Case Award - Celina Texas' Cajun Fest at the Southwest Case Research Association 2022 conference
Dr. Carol Sullivan	Outstanding Scholar Award in 2023 by the American Society of Business and Behavioral Sciences
Dr. Lawrence Silver	Best Case Award - Celina Texas' Cajun Fest at the Southwest Case Research Association 2022 conference Faculty Senate Recognition Award for Outstanding Research and Scholarly Activity for the 2021-2022 academic year Best Case Award: Waterhaven Park at the Southwest Case Research Association 2020 Best Case Award: Mears Power T at the Southwest Case Research Association 2019 conference
Dr. Robert (Bob) Stevens	Best Case Award - Celina Texas' Cajun Fest at the Southwest Case Research Association 2022 conference Best Case Award: Mears Power T at the Southwest Case Research Association 2019 conference



Dr. Courtney Kernek	Best Case Award: Mears Power T at the Southwest Case Research Association 2019 conference
Dr. Ying-Chou Lin	Distinguished Paper Award at the 2021 IGBR International Conference
Dr. Ashley Hampton	Distinguished Paper Award, Federation of Business Disciplines, ASBE 2023 conference
Dr. Lucinda (Luci) Parmer	Best Paper in Session at the Academy of Business Research Conference in 2020.  Faculty Senate Recognition Award for Outstanding Research and Scholarly Activity for the 2019-2020 academic year
Dr. Hanzhi (Frank) Xu	Best Doctoral Paper in Finance Award at the University of North Texas for the 2018-2019 academic year.

### ICs Impacting Society

Table D-4 shows select exemplars of scholarly activity that have had positive societal impact on industry, academia, student learning, and public policy. JMSB faculty have an innate ability to conduct research that is relevant to this array of stakeholders. Those in industry who are operating local businesses and providing economic growth for the region have a direct link to JMSB’s ICs. Whether by attending the Women in Entrepreneurship Conference, collaborating with faculty to explore a specific phenomenon, or benefiting from the dissemination of knowledge in the JMSB Newsletter or faculty speaking engagements, the ICs from the faculty are being utilized for guidance. As evidenced through citation counts, the ICs at JMSB are being shared and referenced by colleagues throughout academia. Students benefit from these ICs by developing critical thinking skills when solving business cases published by JMSB faculty. Further, JMSB students have opportunities to collaborate with faculty on undergraduate and graduate research projects, enabling students to grow their passion for research and present papers during regional and national conferences.

**Table D-4. Select Examples of ICs Creating Societal Impact**

Scholarly Activity	Societal Impact
Whitlock, David W., Hampton, Ashley, and Campbell, Kitty (2023). Mentoring Women Entrepreneurs: Perceived Needs and Benefits, <i>Journal of Business &amp; Entrepreneurship</i> : 33(1), Article 3.	Recipient of the Association for Small Business and Entrepreneurship Outstanding Paper Award.  Dr. Whitlock and his research partners have applied their research to the development of the Women in Entrepreneurship Conference held annually

	at SE by the JMSB and OSBDC. ( <i>Societal Impact Initiative: Community Engagement</i> )
Lin, Y., Kernek, C. and Richards, R. (2021). Outfox the Investor. <i>Association of Small Business and Entrepreneurship Annual Meeting</i> . April 2021.	Dr. Lin and his research partners transformed the results of their academic and applied research into beneficial knowledge and management practice for a local entrepreneur. The case study results, along with a financial model for decision making was shared with the business owner. The owner utilized the model to influence his strategic decision and strategy thus the applied research became beneficial knowledge and management practice for the business, industry, economy and society at large. ( <i>Societal Impact Initiative: Community Engagement</i> )
Cisneros, L., Chappel, M., Garai, P., & Risher, J. J. (2020, November). Providing Sustainability through Flexibility: Mitigating the Economic Impact of COVID-19 on the Restaurant Industry. <i>Atlantic Marketing Association Annual Conference</i> , Virtual.	Dr. Risher co-authored two peer-reviewed presentations that were accepted to Atlantic Marketing Annual Conference in 2020 based on research projects given in Data Analysis for Managers (BUS 5253). Two teams were accepted and those students made the presentations. 5 students attended and presented the papers and their travel was funded by the JMSB. ( <i>Societal Impact Initiative: Empowering Education</i> )
Parmer, Lucinda. 2020. "Reviving Rebekah's Operational Plan." <i>Journal of Business Management Dynamics</i> , 10(02), 12-19.	Dr. Parmer transforms the results of her academic and applied research into beneficial knowledge and management practice for JMSB learners. This case study is used in the Small Business Management (BUS 3343) class as a team project. Student results are shared with the business owner and the applied research becomes beneficial knowledge and management practice for the business, industry, economy and society at large. ( <i>Societal Impact Initiative: Empowering Education and Community Engagement</i> )
Richards, R. Ingram, K., and Kernek, C. (2020). Iron Fed: If We Build It, Will They Come? <i>Journal of Innovation &amp; Sustainability</i> , 15(8), 40-56.	Recipient of the Association for Small Business and Entrepreneurship Outstanding Paper Award.  Drs. Kernek, Richards and Ingram analyzed and provided feedback to a local entrepreneur on the options to expand their cross fit gym. The owners then took the recommendation to expand to the local bank for a loan. They also utilized the Oklahoma Small Business Development Center at Southeastern for guidance with business decisions. They were approved for the loan and expanded their business to more than double the size of the original business. ( <i>Societal Impact Initiative: Community Engagement</i> )

<p>Stevens, R., Silver, L., Whitlock, D. and Richards, R. (2022) Cajun Fest. <i>Southwest Case Research Association Annual Meeting</i>, March, 2022.</p>	<p>Recipient of the Southwest Case Research Distinguished Paper Award. The events planning committee of Celina used the results of the case to address two important issues-marketing. They expanded their marketing efforts to target more populated areas south of Celina, Prosper and Frisco, Texas with increased promotional efforts of the event. <i>(Societal Impact Initiative: Empowering Education and Community Engagement)</i></p>
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