

The Thurmond Faculty Review

Annual Faculty Research Review of The College of Business Administration

Issue 02 Spring 2014



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From the Associate Dean for Professional Development



Welcome to the second issue of the Thurmond Faculty Review newsletter. I am honored to share with you the many, recent successes of our faculty. Winthrop's faculty members do much more than teach classes, and we have many excellent outside the classroom activities that we would like to share with our various stakeholders.

In this newsletter, you will see that our faculty spend a great deal of time interacting with the business community in a variety of ways. Our faculty also assist students with a variety of activities outside the classroom, including developing their job search and interviewing skills, searching for internships, and assisting with job placement. On top of those things, our faculty are active researchers, advancing the academic and applied knowledge base in their particular fields of study.

Thank you for taking the time to visit our website and read this newsletter. We hope you enjoy this annual update of our faculty accomplishments and would like for you to help us spread the word about the many great activities happening in Winthrop's College of Business Administration.

FACULTY HIGHLIGHTS

New Hires



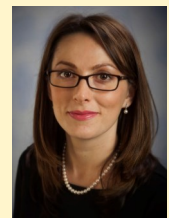
Stephanie Lawson
Marketing



Glyn J. Winterbotham
Accounting



Andrew R. Besmer
Computer Science



Adriana Cordis
Accounting



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Outstanding Faculty Research

ACCOUNTING

Maas, J., Keeling, K. O., Michenzi, A. R., Bossle, F. X. (2013). Using an Accounting Fair to Increase Students' Interest in the Accounting Profession and the Accounting Major. *Advances in Accounting Education*, 14, 1-16.

Pantuosco, L. J., Ullrich, L., Pierce, B. (2013). The Case of the Missing Money: How can capital investment return to formerly union dominated manufacturing states? *Journal of Business and Economic Perspectives*.

Pantuosco, L. J., Ullrich, L., Pierce, B. (2013). Do states with levels of higher education spending graduate more students? Is the value of their spending observable? *International Journal of Business and Public Administration*, 10(2/FALL 2013), 152-165.

Winterbotham, G. J., Herda, D., Taylor, M. (2013). The Effect of Board Independence on the Sustainability Reporting Practices of Large U.S. Firms. *Issues in Social and Environmental Accounting*, 6(3/4), 25-44.

COMPUTER SCIENCE

Garrison, C. (2013). *EMV Overview and US Status* (vol. 15). AL: Society of Business Industry and Economics (SOBIE) 2013.

Peters, C., Thomas, J., Morris, R. (2013). Looking for Love on Craigslist: An Examination of Gender Differences in Self-Marketing Online. *Journal of Marketing Development and Competitiveness*, 7(3), 79-95.

Gao, D., Watson, L. T., Easterling, D., Thacker, W., Billups, S. (2013). Solving the Canonical Dual of Box and Integer Constrained Nonconvex Quadratic Programs via a Deterministic Direct Search Algorithm. *Optimization Methods and Software*, 28(2), 313-326.

Thacker, W. (2013). *Review of Applied parallel computing* (online ed., vol. online, pp. 1). New York, NY: Computing Reviews.

Thacker, W. (2013). In Fang (Cherry) Liu, Karl Rupp, Rhonda Phillips, William Thacker (Ed.), *Proceedings of the 2013 Spring Simulation Multiconference, High Performance Computing Symposium 2011 (HPC 2011)* (pp. 174). Vista, CA, 2013: Society for Modeling and Simulation International.

ECONOMICS

Lewis, W. (2014). Revisiting Manufacturing Employment in South Carolina. *Journal of Business, Industry & Economics*, 12.

Pantuosco, L. J., Ullrich, L., Pierce, B. (2013). The Case of the Missing Money: How can capital investment return to formerly union dominated manufacturing states? *Journal of Business and Economic Perspectives*.

Pantuosco, L. J., Ullrich, L., Pierce, B. (2013). Do states with levels of higher education spending graduate more students? Is the value of their spending observable? *International Journal of Business and Public Administration*, 10(2/FALL 2013), 152-165.

FINANCE

Schultz, J., Jaffke, D. (2013). Java For You. *Journal of Case Studies*, 31(1), 89-95.

Faculty Spotlight

Barbara Burgess Wilkerson

Dr. B-W, as students like to call her, is the Director of Student Professional Development for the College of Business Administration. She has been instrumental in her years here with Winthrop in counseling countless students in job readiness and helping place them in excellent career positions.



Dr. B-W's background is in communications and she has spent many years of her career as a grant writer and investigator. That has carried through here at Winthrop and she has had many successful grants funded as a result of her many hours of work. Her latest grants were secured to help the CBA develop and devise its own emotional and intelligence study and testing materials to be used with students as they begin their journey with job readiness. Additional grants were received to help fund the Student Professional Development conference that she single handedly plans and implements in the spring of each year for students.

The SPD Conference is a one-day conference featuring different topical tracks geared towards professional development—one set for freshman and sophomores and one set for juniors and seniors. The conference culminates with a key note speaker and a luncheon for students and organizations. This March will mark the 7th annual SPD conference and is themed "Employment Seeking in the Digital Age."

Barbara not only serves here in the CBA on committees, such as the curriculum committee and the undergraduate revision committee, but she is affiliated with numerous campus wide committees including the library committee and the intensive writing committee.

Barbara remains involved with the local community and serves as a member of the York County Women in Business Association as well as the Association of Business Communications. She is also passionate about her service to the National Association of Mental Illness where she acts as an advocate for individuals and families dealing with mental illness.

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Outstanding Faculty Research

MANAGEMENT

- Benson, K., Matthews, M. (2014). ACA: One Year Later. *The CPA Report*, 44(1).
- Jefferson, J., Benson, K. Experiential Leadership: Does the Leader Development Experience Matter in Perceived Leadership Competency Improvement? *Journal of Leadership Education*.
- Benson, K., Thompson, J. Charting a Course to Become AUPHA Certified: What Every Undergraduate Healthcare Management Program Should Know. *Journal of Health Administration Education*.
- Burgess-Wilkerson, B., A. L., Frankforter, S. (2013). Emotional Intelligence: A Comparative Analysis of Two College of Business Administration Programs. *Advances in Business Research Journal*, 4(1), pgs. 13-23.
- Uhl-Bien, M., Lowe, K., Riggio, R., Carsten, M. (2014). Followership Theory: A Review and Research Agenda. *Leadership Quarterly*, 25(1).
- Bligh, M. C., Kohles, J., Carsten, M. (2013). The Vision Integration Process: Applying Roger's Diffusion of Innovations Theory to Leader-Follower Communications. *Leadership*, 9(4), 466-485.
- Carsten, M., Uhl-Bien, M. (2013). Ethical Followership: An examination of Followership Beliefs and Crimes of Obedience. *Journal of Leadership and Organizational Studies*, 20(1), 49-61.
- Riddle, E. J. (2013). In J. M. Teets (Ed.), *Integrating Study Abroad into a Business Curriculum: A Case Study* (vol. 49, pp. 71-77). 2013 Proceedings of Southeast INFORMS.
- Oakes, M. Gregory, Smith, M. (2013). Good and Evil in Contemporary Business Practice. *Southern Journal of Business Ethics*, 5(2013), 123-135.
- Spears, M., Parker, D. F. (2013). Attributes that Best Describe Successful Leaders: A Perceptual Analysis. *Advances in Management*, 6(2), 31-36.

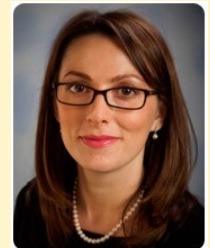
MARKETING

- Lawson, S., Andrews, D., Baumeister, C., Moeller, S., Schaefer, T., von Wangenheim, F., Wittkowski, K. (2013). *Access-based Consumption*. American Marketing Association.
- Patwardhan, H. (2013). Reflections on Emotional Attachment to Brands: Brand Romance and Brand Love. *Journal of Customer Behavior*, 12(1), 73 - 79.
- Peters, C., Bodkin, C. (2013). An Exploratory Investigation of Secondary Socialization: How Adult Children Teach Their Parents to Use Technology. *International Journal of Business, Humanities, and Technology*, 3(8), 5-15.
- Peters, C., Thomas, J., Morris, R. (2013). Looking for Love on Craigslist: An Examination of Gender Differences in Self-Marketing Online. *Journal of Marketing Development and Competitiveness*, 7(3), 79-95.
- Peters, C., Thomas, J., Benjumea, J., Garner, N., Turner, K. (2013). Chick-Fil-A: A Social Media Crisis. *Journal of Critical Incidents*, 6(1), 137-140.
- Peters, C., Cellucci, L. (2013). Ideas for Case Research. *Journal of Case Studies*, 31(2), 1-7.
- Cellucci, L., Peters, C. (2013). The Importance of Permissions in Field Research. *Journal of Case Studies*, 31(1), 1-7.
- Thomas, J., WU, D., Moore, M. (2013). Voluntary simplicity: The great American apparel diet. *Journal of Fashion Marketing and Management*, 17(3), 294-305.

Faculty Spotlight

Adriana Cordis

Adriana Cordis, Ph.D., is one of our newest additions to the CBA. Her term at Winthrop began in the Fall of 2013. Her areas of teaching expertise include managerial and cost accounting, and her research focuses on capital-market and transfer-pricing issues. She also has a long-standing interest in corruption from a public policy perspective.



Prior to joining Winthrop, Dr. Cordis held a faculty appointment at the University of South Carolina Upstate. Her first position after completing her doctorate was with Ernst & Young in New York City.

Adriana is passionate about opening up the real world to students by exposing them to guest speakers and undergraduate fellowships. Part of that passion led her to write for and receive a teaching grant from the Charles Koch Foundation to support her mission in bringing outside speakers to the classroom and to provide many opportunities for undergraduate students.

As Adriana settles in on campus she has already immersed herself in student life and the Winthrop campus family. She serves as the faculty advisor for the Institute of Management Accountants and is an active faculty participant in Beta Alpha Psi activities. She is also busy developing professional partnerships with Ernst & Young in our area and working toward some on campus recruitment opportunities as well as internships and job placement for students.

Adriana and her husband are expecting their first child in April.



Jane Thomas, Ph.D., and professor of marketing, earned the 2013 LaRoche Graduate Faculty Award.



Marilyn Smith, Ph.D., and professor of management has been named the University's 2013 Distinguished Professor.

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Beyond the Classroom



Marketing Strategy

Dr. Jane Thomas' Marketing 489 class had to devise a plan to assemble, package, promote and distribute bagels to the campus. Many campus wide constituents were very happy the morning the bagels hit the streets!



Health Care Management

Dr. Mike Matthews and a group of health care management students along with Agape Senior placed over 500 floral umbrellas in a magnificent and colorful display at Winthrop Lake to raise money and awareness for hospice.



Beta Alpha Psi

Under the direction of Dr. Jane Maas, Beta Alpha Psi members sponsor the VITA program. Volunteers In Income Tax Assistance helped with the tax preparation of 2013 returns for members of our campus and our community.

Outstanding Faculty Honored

Jim McKim was awarded the Wells Fargo Excellence in Teaching Award for his exceptional performance in the classroom and his care for his students.

Steve Frankforter and Clarence Coleman were presented the Springs Industries Research Award for their academic dedication to research.

Emma Jane Riddle was awarded the Excellence in Service Award for her commitment to service in the community as well as within the university and the College of Business Administration.



Faculty Spotlight

Will Thacker



August 2014 will mark 36 years of service for Will Thacker, Ph.D. Will is a professor of computer science and has served on numerous committees with the CBA as well as campus wide.

Much of what Will does is closely related to the welfare of our students. Among his numerous committees he is currently serving on, the General Education Committee and the University Curriculum Committee address those issues that impact students directly. He is a faculty marshal and contributes to the four commencements and convocation each year.

One highlight for computer science students and Will is the ACM Programming Team Competition. Will takes a group of students each year to meet and compete against many other schools in the Southeast. This year the team competed in a regional competition held at Georgia Tech. They placed 10th out of 51 teams.

Most recently, Will received word that one of his many journal articles entitled, *Solving the canonical dual of box- and integer-constrained nonconvex quadratic programs via a deterministic direct search algorithm*, was one of Optimization Methods and Software's most read papers in 2013! He is no stranger to solving mathematical models of realistic problems for engineers using state of the art numerical methods. Will's interests lie in numerical methods, parallel processing, and computer science while maintaining his sanity with SCUBA and even teaching a diving course here on campus in the P.E. Department.

