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America’s colleges and universities today find themselves in a challenging new environment—one that demands expanded academic programming, redefines our traditional academic mission, increases accountability and decreases support from traditional sources of government funding. This environment has necessitated the rise of the dean as an academic entrepreneur!

As Clark Kerr, the first chancellor and president of the University of California, noted: “Great universities will be those which have adapted rapidly and effectively to important new possibilities”—and so too must colleges of business.

As a dean, former government official at the U.S. Department of Treasury and a business entrepreneur, I’ve had the privilege of combining my academic credentials with my entrepreneurial skills. In addition to my academic and government service, I’ve also co-founded three companies.

My career is a reflection of this “New World of Business” that embraces the development of academic entrepreneurs, but still addresses the exigencies of society, government and the multi-culturalism of global/domestic markets.

This premise provides the center of gravity for academic innovation which embraces the development of academic entrepreneurs, but still addresses the exigencies of society, government and the multi-culturalism of global/domestic markets. This premise provides the center of gravity for academic innovation and entrepreneurship at the UTSA College of Business. Our strategic planning assumes that all disciplines must be excellent; but the real question is how do we weave distinctive threads into the business school fabric so that we can bind faculty and administrators together with one vision while also becoming an innovator, entrepreneur, and leader in this “New World of Business”? After significant strategic planning in the college, threads of distinction were established in globalization/intercultural pluralism, security, capital markets, transformational leadership/entrepreneurship, and health/technology.

Based on a concurrence of vision, we have developed centers, academic programs and alliances that act as profit centers while also combining academic excellence and thematic integration. Examples include the joint business/engineering Center for Innovation and Technology Entrepreneurship, the Center for Global Entrepreneurship, the Business Studies for the Americas program, the Center for Professional Excellence, the Statistical Consulting Center and many other programs and enterprises. Each is an asset to the business community—a place where faculty can apply and integrate their disciplines’ knowledge, students can hear these experts, and a dean can develop new sources of external funding for the college.

In light of the new economic realities and a societal demand for more effective use of knowledge-based resources, the greatest danger facing public universities is failing to secure external resources through innovative entrepreneurial and economic development programs. The UTSA College of Business will therefore continue on our path of national recognition with the support of the State of Texas, UTSA, external partners and our own academic entrepreneurs.

FACING NEW CHALLENGES, BUSINESS SCHOOLS MUST UTILIZE INNOVATIONS AND BECOME ACADEMIC ENTREPRENEURS TO FACE THIS “NEW WORLD OF BUSINESS.”

COLLEGE NAMED ONE OF THE TOP TEN SCHOOLS NATIONWIDE IN THE FIELD OF BUSINESS ADMINISTRATION

The UTSA College of Business was named one of the top 10 research institutions nationwide for doctoral faculty scholarly productivity in business administration according to a study by Academic Analytics.

“I commend our faculty for their outstanding scholarship and research productivity,” said Dr. Lynda de la Viña, dean of the UTSA College of Business. “We are proud to be the only Texas school included in this ranking. The national ranking attests to the quality of our faculty and, ultimately, to the quality of education that we provide to our students.”

Other schools included in this ranking were Indiana University, the University of Chicago, University of Illinois at Chicago, University of Michigan, University of Minnesota and University of Rochester.

“The College of Business has broken through the national rankings this year,” added de la Viña. “The rankings increase the prestige of the school and in turn increase the value of a UTSA business degree for our students and alumni.”

Academic Analytics is based in Pennsylvania and is partially owned by the State University of New York at Stony Brook. Their Faculty Scholarly Productivity Index is a method for evaluating doctoral programs at research universities. The index analyzed research productivity from 2001 to 2005 using objective measures such as the number of books and journal articles published, journal citations, awards, honors and grants received. The ranking examined more than 7,200 programs at 354 institutions.

MARKETING AND FINANCE FACULTY RECEIVE WORLDWIDE ACCLAIM

The Department of Marketing, the Department of Finance and the Department of Management were recently ranked as top 100 disciplines nationwide according to the Business School Research Rankings compiled by the University of Texas at Dallas School of Management. The ranking is based on the research publications of business faculty members from 2008 to 2007.

“These rankings place us in the upper echelon of national business schools,” said Dean Lynda de la Viña. “Our faculty research has a direct impact in the classroom and improves the quality of education that we provide to all of our students.”

The Department of Marketing was ranked 40th nationally and 43rd internationally. Top-tier journals included in the rankings were the Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research and Marketing Science.

The Department of Finance was ranked 55th nationally and 61st internationally. Journals included in the findings were the Journal of Finance, Journal of Financial Economics and the Review of Financial Studies.

In the Department of Management, they are ranked 80th nationally. Elite journals included were the Academy of Management Journal, Administrative Science Quarterly, Organization Science and Strategic Management Journal.

MBA PROGRAM RANKED IN TOP 10 FOR MINORITY STUDENTS

The college’s MBA program was ranked as one of the top 10 minority programs for MBA students nationwide, according to the 2007 edition of the Princeton Review.

As the only UT System school ranked, the UTSA College of Business shared the spotlight with such schools as Howard University, San Francisco State University and Thunderbird.

“Nationwide, MBA programs average only 10 percent minority students. UTSA is leading the nation with more than 30 percent of our graduate student body being minorities,” said Dr. Diane Walz, associate dean for graduate studies and research. “Our students are valuable assets to national companies looking to boost their minority representation in response to this need.”

The Princeton Review conducted surveys with 18,000 students attending business schools and received institutional data from universities to round out its rankings. Business schools were judged by three factors: offering the greatest opportunity for minority students based on percentage of minority students, percentage of minority faculty and resources for minority students.

MESSAGE FROM THE DEAN

UTSA COLLEGE OF BUSINESS
A MODEL OF ACADEMIC ENTREPRENEURSHIP

by Dr. Lynda de la Viña

Facing new challenges, business schools must utilize innovations and become academic entrepreneurs to face this “New World of Business.”
Following a year of intensive preparation, the BY AACSB marketing scholars who are prepared to teach and conduct research successfully at the best business schools throughout the United States and the world, said Dr. Joel Saegert, chair of the College of Business. The college began offering a Ph.D. in business administration in 2001 with four concentrations in accounting, finance, information technology and organization and management studies. A Ph.D. in applied statistics with a concentration in biostatistics was added in the fall of 2006.

**COLLEGE REACCREDITED BY AACSB**

Following a year of intensive preparation, the College of Business earned reaccreditation in business and separate reaccreditation in accounting from AACSB International—the leading accreditation agency for business schools worldwide. AACSB is the premier global accrediting body for business schools and peer reviewers evaluated the entire academic and administrative programs. The reaccreditation process is based on a self-study by an institutional team that develops a document titled the “Quality Improvement Plan.” The college submitted its QIP to AACSB, which reviews it and provides feedback. Following an on-site visit by a team of peer reviewers, AACSB typically takes 30 days to conduct an electronic review and announce its decision. The College of Business received AACSB reaccreditation in business and in accounting.

**New Administrators Join College**

Two new administrators have joined the college to increase services offered to College of Business students. Isaia Vela-Fox was named the director of the college’s Business Scholars Program. Vela-Fox previously served as a student success specialist at Northampton Community College in Pennsylvania, where she was responsible for increasing retention rates for targeted at-risk student populations.

The college’s Business Scholars Program is an award-winning academic and professional development program for first-generation college students. Headquartered at the Downtown Campus, the program focuses on academics, career skills and leadership development. The program is supported through the generous contributions of Citi and Wachovia.

**Getting a Future Without Barriers**

“Whatever your mind can conceive and believe, you can achieve,” noted Sosa, who was named one of the 25 Most Influential Hispanics in America by Time magazine. “What would you like to achieve, if you were guaranteed that you could not fail? Write down that goal, read it to yourself six times a day for six months and it becomes a truth for you.”

An expert in Hispanic consumer and voter behavior, Sosa served as a media consultant for George W. Bush in the 2004 campaign as well as in 2008.

** Collegiate Pacesetters**

A native Texan, Vela-Fox received her master’s and a master’s in public administration from the University of Southern California. He graduated from the Harvard Graduate School of Business, the Inter-American Defense College and the National War College.

“There are a lot of key issues that today’s youth must grapple with, such as social security, education and global warming,” Zapanta said. “Get involved in your communities and make a difference. That is the beauty of living in a democratic society.”

**The Frost Bank Distinguished Lecture Series**

The Frost Bank Distinguished Lecture Series, which began in 1988, brings prominent business and community leaders to UTSA to share their knowledge and experiences with students and others in the university and business community.

Peter C. Morales was named the assistant director of graduate business career services in the College of Business. In this role, Morales will provide career counseling and training to graduate business students; assist graduate business students and alumni with internship and job placement; foster and maintain relationships with business and community leaders; and assist in recruiting and hosting employers on campus.

Morales returns to UTSA after working as an international affairs specialist with the City of San Antonio. Prior to his employment with the city, Morales spent seven years with the UTSA Institute for Economic Development.

“Peter’s wealth of knowledge will strengthen the career development potential for our graduate business students,” said Diane Wali, assistant dean for graduate studies and research.

Morales received his master’s and bachelor’s degrees in business administration from the UTSA College of Business. He recently completed the Alexander E. Broadsheet Leadership Development Program through the San Antonio Hispanic Chamber of Commerce. Morales is a supervisory committee member for the San Antonio Federal Credit Union and has been an active member of the San Antonio Chapter of the National Society of Hispanic MBAs.
The Center for Student Professional Development (CSPD) in the College of Business is literally opening new doors for students in terms of professional development opportunities. Housed on the college’s “Main Street” on the second floor, walls were knocked down and sliding glass doors were added to beckon people into the center when it opened for students in 2007.

The center is the vision of Dean Lynda de la Viña, who began formulating strategies to make this dream a reality once she was named dean in 2005. Since then, two new assistant deans were hired to help lead center programming, a physical space was remodeled to accommodate the center, and a task force of community business leaders was convened to help formulate center programming.

“The center encompasses a continuum of academic, career readiness and leadership activities for our students,” said de la Viña. “It was designed to give our business students a competitive advantage in the marketplace as well as a well-rounded academic portfolio.”

Existing academic and leadership components such as the Business Scholars Program and the Latino Financial Issues Program, as well as international study abroad and business student organizations, are now centrally housed in the center. They are joined by an expanded array of professional development services.

“The center represents a culture shift for our students,” said Dr. Lisa Montoya, assistant dean for undergraduate studies. “We’re a one-stop shop for student activity, and we’re engaging students early on in their academic careers to develop customized programs based on their career interests.”

The UTSA College of Business has the largest undergraduate business program in The University of Texas System with more than 5,000 students. The majority of these students are minorities, and one third are first-generation college students. Recognizing the unique challenges these students face and knowing that all students need instruction in career strategies, the center offers training in networking, interviewing and career planning.

“The center has two key missions,” said Patrick Valdez, assistant dean for undergraduate professional development. “First, we are transforming students into business professionals. Secondly, we are serving the recruitment needs of the business community.”

Employers now have a centralized resource when it comes to employing business students and graduates. With one phone call, an employer can post a job opening or discuss internship opportunities. In return, the center will market the employer’s position and network with the business student body to help them find the most qualified candidate.

Recognizing the value of engaging the business community in this endeavor, a task force was formed this spring with representatives from most of the major corporations and industries throughout San Antonio. Alumnus Carlos Barbosa, vice president at Wells Fargo, and Chuck Bridgman, senior vice president of governmental banking at JPMorgan Chase, co-chaired the task force.

“The CSPD will provide the Good Housekeeping Seal of Approval for job candidates,” said Barbosa, who received his bachelor’s in business administration from UTSA in 1994. “It will help employers find the best and brightest students to meet their hiring needs.”

Task force members have been charged with partnering with the center to develop programming, participating in center activities, leading industry lecture panels, providing internship and employment opportunities and contributing financially.

“I hope the task force can provide the direction and guidance necessary for the CSPD”

CENTER PROVIDES STUDENTS WITH A CAREER SEAL OF APPROVAL

Offering first-class services for students and employers, the new Center for Student Professional Development is dedicated to student success.

by Wendy Frost

CSPD TASK FORCE

CO-CHAIRS
Carlos Barbosa, ’94, Wells Fargo
Chuck Bridgman, JPMorgan Chase

MEMBERS
Caren Albarian, SeaWorld
Deborah Becht, Broadway National Bank
Steve Benson, KCI
Cathy Bourbois, AllianceBernstein
Bili Crumlett, MBA ’77, Southwest Research Institute
Ann Bohl Deacon, ’84, Deacon Recruiting
Amy Flores, Valero
Arlen Glenewinkel Jr., ’77, ’90, Tesoro
Herb Hill, Clear Channel Communications
Tina James, H-E-B
Kelly Madla, ’98, MS ’00, Ernst & Young
Staci Marshall, MA ’05, Rackspace
Nancy Ozuna, ’93, MPA ’95, The Hanke Group
Mary Stephanie Peavy, Frost
Elizabeth Powell, USAA
Cynda Reznicek, Zachry
Juan Salazar, Westin La Cantera
Wayne Terry, ’95, H-E-B
Don Walker, Presidio Title
John Worthington, Security Service Federal Credit Union
said Valdez. “Their feedback has been invaluable as we developed programming for our students.”

**PLACEMENT SUCCESS**

In just a short time, the center already has several success stories in support of its mission. Aaron Castro, a recent graduate from the master’s in finance program, was hired as a financial analyst with Goldman Sachs in New York City.

Castro, a native of McAllen, met with Valdez in fall 2006. They worked on résumé development and interviewing skills. When Goldman Sachs called looking for strong...
Modesty is a trait seldom seen in the fast-

FINANCIAL RESEARCH

STUDENTS IN THE LATINO FINANCIAL ISSUES PROGRAM STUDIED ENTERING THE FINANCIAL MAINSTREAM

Promoting wealth and asset building among Latinos is the goal of the Latino Financial Issues Program in the UTSA College of Business. The yearlong integrated academic and service learning program exposes students to multidisciplinary fields to community economic development, financial literacy, and entrepreneurship.

“The program explores what it means to be out of the financial mainstream and how that affects our economy,” said Dr. Lisa Montoya, who designed the program with several colleagues three years ago. “Participants learn the business practices, government policies and individual behaviors that impact wealth creation in the United States.”

The need for programs such as this is evident. According to recent studies, 50 percent of the Latino community operates outside the financial mainstream. They do not use banks or have a credit history—leaving them without a means to apply for mortgages or other secured loan products.

The program, which completed its first year in the College of Business, partners with San Antonio–based microlender Acción Texas, Arizona State University and the University of Notre Dame. In the interim, a temporary trading lab equipped with three Bloomberg terminals has been created in the college’s Advanced Projects Lab. Wyatt, who received her MBA from UTSA in 1986, generously donated one of the Bloomberg terminals to the college.

Dr. Karan Bhanot, associate professor of finance, a small, select group of students will be trained in using Bloomberg to analyze stocks and bonds in order to become certified Bloomberg professionals.

“We are developing our own curriculum for this course,” said Tse. “We’ll introduce many practical issues and case studies. Bloomberg is a tool that students can use in concert with their academic knowledge. The lab introduces students to the atmosphere and environment of trading.”

“The program was designed for students in business and social sciences to have a multidisciplinary conversation,” said Montoya, who serves as both assistant dean for undergraduate studies in the college and director of the program.

As part of the service learning component last year, LFI Scholars mentored high school students from Navarro Academy in the San Antonio Independent School District. They engaged the students in an eight-week seminar on financial literacy and college readiness.

“Going to college is one of the most important financial decisions a student can make,” said Montoya. “The mentorship program is successful because students learn better in a peer-to-peer setting.”

In their second project, the scholars learned best practices in community economic development along the border from Proyecto Azteca in San Juan, Texas. Students viewed firsthand the impact that community economic development projects make. As a thank you, the students hosted a party for 50 local children in the colonias.

The program culminates with a paid summer internship in a community economic development organization. This summer, students worked with Acción Texas, the Adolescent Hispanic Fund, the City of San Antonio Department of Community Initiatives and Proyecto Azteca.

“Currently, a handful of alumni from last year’s program are still involved in financial literacy programs throughout the community,” said Montoya. “My hope is that students leave with a sense of optimism and hope for our society in the future. They’ve learned how they can make a difference in the community, and they are poised to act.”

by Wendy Frost

CREATING FINANCIAL SYNERGIES

New York, London, Hong Kong and Tokyo. Each are viewed as leading financial capitals of the world, but what about San Antonio?

based on research commissioned by Finance San Antonio in 2005, San Antonio is poised to be a leader in the financial services industry for the Southwest. A resulting economic impact study found that the financial services industry represents an annual impact of $20.5 billion to our local economy, pays the highest average wage of any industry in San Antonio and has steadily grown in recent years with the influx of new companies and operations.

Recognizing the synergies developing in the financial industry, the College of Business designated capital markets as one of five threads of distinction in which the college has developed a competitive strategic advantage.

“We believe we need to be in the forefront as San Antonio moves to be a financial center in Texas,” said Dr. Lynda de la Villa, dean of the UTSA College of Business.

As part of this strategy, the college has focused on two primary areas. First, the college is developing innovative academic programs to educate the human capital that is needed to support this industry. Secondly, the college is home to a cadre of financial researchers who are leading the forefront of research in capital markets.

TRADING LAB

One innovative initiative that the college is pursuing, based on feedback from the local business community, is the creation of a financial trading lab. The lab will serve as a teaching and research center that allows students and faculty to participate in the gathering and analysis of live, real-time financial data.

Staged to look and operate like a trading room commonly found on Wall Street, the college’s lab would be equipped with Bloomberg terminals providing electronic access to financial news and investment data. The hands-on laboratory will be used by students in the college’s undergraduate, graduate and Ph.D. finance programs.

“Bloomberg is the gold standard in terms of research tools,” said Jeannie Wyatt, CEO and chief investment officer of U.S. Global Investors Inc. “We believe we need to be in the forefront as San Antonio moves to be a financial center in Texas,” said Jeanie Wyatt, research tools,” said Wyatt, who received her MBA from UTSA in 1986, generously donated one of the Bloomberg terminals to the college.

In the interim, a temporary trading lab equipped with three Bloomberg terminals has been created in the college’s Advanced Projects Lab. Wyatt, who received her MBA from UTSA in 1986, generously donated one of the Bloomberg terminals to the college.

By Wendy Frost

The lab introduces students to the atmosphere and environment of trading.”

Financial training and analysis using tools such as Bloomberg are quickly becoming a requirement for students pursuing careers in financial institutions. “A Bloomberg certificate proves competency in accessing market and financial information through the Bloomberg system,” Wyatt added.

“When we research candidates for employment in our firm, prior knowledge and experience with Bloomberg gives candidates a real advantage.”

“Students will learn how to integrate theoretical knowledge with this practical application,” said Bhanot, whose students use Bloomberg data for speculative markets and investment courses. “Everyone in the industry uses Bloomberg. This will give students a head start as they enter the workplace.”

Besides serving UTSA students, the lab can also be utilized by students in the local community to receive instruction in areas such as financial literacy and investor education through programs such as the college’s Latino Financial Issues Program (see story at right).

To fully realize the dream of a trading lab, the college is conducting a fundraising campaign to fully fund or endow the lab. So far, $50,000 has been raised in support of this endeavor from the Volney E. Dobell Trust. Also, two Bloomberg terminals have been donated by Wyatt and Frank Holmes, CEO and chief investment officer of U.S. Global Investors Inc. A fundraising target of $2.3 million has been set, with the hope of opening the doors to the center in fall 2008.

FINANCIAL RESEARCH

In addition to providing innovative programing for our students, the college is also home to a small cadre of nationally respected financial researchers. Most recently, the department was ranked 55th in the nation and 60th in the world for their scholarly research according to the Business School Research Rankings compiled by the University of Texas at Dallas School of Management. Modesty is a trait seldom seen in the fast-paced and frenzied world of investing, but it is a hallmark of the college’s finance department faculty members. Each of the eight tenured faculty members conducts

STUDENT IN THE LATINO FINANCIAL ISSUES PROGRAM STUDIED ENTERING THE FINANCIAL MAINSTREAM

by Wendy Frost
research in a variety of areas. These include stock buybacks, option backdating, market microstructure, mergers, international financial markets and capital structure.

"By design we have people working in the intersection of capital market and corporate finance," said Dr. Lalatendu Misra, professor or finance and chair of the department. "But how we approach capital markets is unique for each individual.

"Our faculty have distinguished themselves by their hard work, collaborative spirit and quality research," Misra added. "We have earned the respect of our colleagues in the profession.

Finace faculty members are collaborating in innovative ways to develop programs and research that give the College of Business its mark of distinction.

"Most financial research attempts to explain why financial assets change in price but are too often based on observations from the market," said Bhanot, who has taught at UTSA for 10 years. "It makes our research more relevant."

Bhanot and Dr. John Wald, associate professor of finance, are working together on a forthcoming study titled "Takeover Risk and the Correlation Between Stocks and Bonds."

Bhanot specializes in corporate bonds and credit risk, while Wald specializes in corporate finance.

"Nowadays a lot of companies like AT&T go about buying companies," explained Bhanot. "Stock and bond holders gain in different ways during these acquisitions."

Their research, which has a direct application to trading, shows how takeover risk can influence the correlation between stock returns and bond spread changes. "The results have wide implications for the pricing and hedging of bonds and default risk-based financial products," said Wald, who worked in investment banking for five years at Bear Stearns. "If the company can be bought easily when the insurance rates on their bonds should be higher."

"Using decimation data, the results supported the broker promotion hypothesis," Kadapakkam noted. "The increase of stock prices on the ex-date was now smaller and the frequency of small transactions increased.

While most of the research conducted by faculty members is highly theoretical, the finance industry still understands the value of keeping abreast of academic research.

"There is a direct correlation between academic work and the realities of trading on Wall Street," said Kadapakkam. "I and others on the faculty have been contacted by Wall Street investors and financiers to better understand our academic research to maximize their trading opportunities.

Elevating the level of financial and academic partnerships in San Antonio, U.S. Global Investors Inc. pledged $200,000 to form a long-term strategic partnership with the college to develop quantitative investment research.

"U.S. Global Investors uses quant modeling and fundamental analysis to evaluate investments for our investors," said Frank Holmes, CEO and chief investment officer of U.S. Global Investors. "Further research in this area will be useful to companies like ours, and San Antonio stands to gain from the development of more intellectual capital in the financial services sector."

This summer, U.S. Global donated $50,000 to establish a finance faculty fellowship program in the college. Four faculty members (Bhanot, Kadapakkam, Misra and Tse) were named U.S. Global Investors Inc. fellows this year, and the money will be used to support faculty and doctoral student research.

"We value the academic research that we do, but, more importantly, we value our work in the classroom," said Misra, who advises the student chapter of the Financial Management Association. "The ultimate reward is seeing our students succeed in the financial marketplace."

Dr. Palani-Rajan Kadapakkam, professor of finance, has teamed with Misra to study the impact of stock symbol changes.


They examined the effects of a voluntary change in a ticker symbol without other contemporaneous corporate events such as a name change. "We were trying to figure out what happens when companies change their ticker symbols," Misra said. "We found significant declines in trading volume and prices on the effective date of the ticker change. Our finding suggests that lack of ticker information impedes the trading activity of some investors and makes it a case that changes in the information necessary for trading should be more widely publicized.

Kadapakkam also collaborated with Tse to analyze stock splits following decimation—the changing of securities trading prices from fractions to decimals. Their paper, "Stock Splits, Broker Promotion, and Decimation," appeared in the Journal of Financial and Quantitative Analysis.

"We found that on stock split ex-dates (the day a stock starts trading reflecting the split) stock returns are positive," said Kadapakkam, who recently had a paper on the synergies of mergers accepted in the Review of Financial Studies. "One of the reasons previously studied is that brokers promote the stock to retail investors. Commission costs are higher when stocks trade at a lower price, so brokers have positive incentive to sell stocks once they split."

The other hypothesis was that trading in odd lots of shares was an inconvenience for stock holders, so they sold their stock prior to the ex-date, pushing the stock price down and allowing the stock to recover once it was split.

Why do we trust one brand over another? What's behind our decisions to purchase something online or go to a store? How does the media influence what we buy—and what we desire? Is there a cultural basis for our consuming decisions? Are we even aware of all that goes into our choices?

These are some of the questions being studied by consumer behavior researchers in the UTSA College of Business.

The Department of Marketing has excelled in its consumer behavior research, recently receiving impressive rankings (40th nationally; 43rd internationally) based upon consumer research.

"For example, the 2002 Nobel Prize for economics was awarded to psychologist Daniel Kahneman for his work in behavioral economics. Kahneman's breakthrough research challenged traditional economic theory about rational decision making. His theory of decision making under uncertainty, what he deemed "prospect theory," found that humans are often not completely rational when making economic decisions.

"What Kahneman and his colleague Tversky (who died in 1996) found is that people have very predictable biases that violate the 'rational man' idea of economics under certain conditions," said Shrum. "In addition, these biased processes may be relatively unconscious and thus people are often unaware of them."

Other recent books such as Blink: The Power of Thinking without Thinking (2005) by Malcolm Gladwell and How Doctors Think (2007) by Jerome Groopman, M.D., have also mined the psychological underpinnings of decision making—and garnered bestseller status.

"The consumer behavior research in our department draws heavily from social psychology," Lowrey pointed out. "Social psychologists have long looked at topics such as information processing researchers who study consumer behavior are taking these
How does linguistic research help make a brand name successful? How important is a single sound in marketing communications? What roles do metaphors, plot, and narrative play in advertising? These questions, and many related topics, are examined in a new volume titled Psycholinguistic Phenomena in Marketing Communications (Lawrence Erlbaum Associates, 2007), edited by Dr. Tina M. Lowrey, professor of marketing.

The volume aims to showcase the diversity of phonetic theories and applying them to marketing situations,” she said. Though some of the consumer behavior research involves well-known brand names, Lowrey and other faculty are quick to point out that their research is much more theoretical than, say, a corporate research arm that is only interested in their own brand.

One of Lowrey’s research areas applies psycholinguistic theories to the study of marketing communications. She has focused down to the phonetic level of sounds to tease out symbolism and meaning in words. She recently published an edited volume titled Psycholinguistic Phenomena in Marketing Communications (see sidebar below) and has a paper with Shrum that is forthcoming in the Journal of Consumer Research.

Shrum’s research focuses on the effects of media on consumer judgment and decision making. “I’m looking at how TV programs themselves influence consumer thoughts and perceptions,” he said. “The more you watch television, the more you buy into the messages, especially messages that use influence and materialism as markers of success.”

New marketing department faculty members have also brought a cross-cultural and international focus to consumer behavior research. Dr. Alokpatra (Senia) Basu Monga, assistant professor, researches how consumers in different cultures or even regions of the world respond to branding activities.

Monga’s published research has focused on two areas: brand extensions and co-branding. When established brands introduce a new and entirely different product, they are extending their brand (for example, a salad dressing introduced by Cake). Co-branding occurs when two established brands collabo-rate to develop a new product (for example, a Cole-Haan shoe with a Nike sole). Monga’s research on the above topics recently appeared in the Journal of Marketing Research and The Journal of Consumer Research.

Drawing on theories from social psychology, Monga found that people from different cultures, in general, react differently (favorably or unfavorably) to brand extensions and co-branding. Her findings reveal some intriguing cultural differences in the way people evalu-ate brands and have implications on how to market these types of products in different regions and even to different ethnicities.

“What fascinates me is how cultural back-ground and the way in which someone was raised, their family or country background, applies to marketing,” said Monga. A native of India who attended grade school in Nigeria, Monga also brings experience from the inter-national corporate world to her position.

Sa_qert and others in the department’s consumer behavior area predict that UTSA will one day become competitive with top programs in the country.

A key asset for the department, and one that has helped recruit both faculty and graduate students, is the behavioral research lab located on the fourth floor of the Business Building.

Said Shrum, “It’s critical for those of us who do research to have a controlled facility like that.” Consisting of 18 cubicles with privacy screens, computers and workstations, the lab facilitates all kinds of studies and data analysis.

“This is a tool that allows us to do the kind of research that needs to be done to publish in top-tier journals,” Sa_qert said.

Sa_qert, who is beginning his 31st year at UTSA, is justly proud of the department’s recent accomplishments and future promise.

“What this does for the college is provide an indication that we are serious about compet- ing for recognition and influence as a high-quality educational opportunity. We hope to be able to continue to grow both in size and stature to become one of the top depart- ments in the consumer behavior discipline.”

The implications of phonetic symbolism in brand-ing and product preference are the subject of emerging research. “We applied this psycholin-guistic phenomenon to made-up brand names,” Lowrey says. The researchers found that a brand name will be preferred if the product and the symb-olism evoked by its sound was a match.

Lowrey cites the brand name Smucker’s as an example that successfully turned this phenomenon upside down, to great effect, with their tagline, “With a name like Smucker’s, it has to be good.”

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The volume aims to showcase the diversity of cur-rent research in the field of psycholinguistics and marketing communications, focusing on units of language: words, sentences and bodies of text.

Lowrey’s chapter, co-authored with Dr. L.J. Shrum, professor of marketing, examines the many ways sound conveys meaning apart from semantic content. Drawing from classic linguistic theory by renowned linguists Ferdinand de Saussure, Otto Jespersen and Edward Sapir and their own research, they exam- ine the phenomenon of phonetic symbolism, such as how the smallest unit of sound may carry symbolic meaning.

Studies have shown that vowels voiced with the tongue in the back of the mouth carry a constitu- tion of large size and shape. One example would be a sound in blander. The converse has been shown for vowels pronounced toward the front of the mouth, such as i in million.

The implications of phonetic symbolism in brand- ing and product preference are the subject of emerging research. “We applied this psycholin- guistic phenomenon to made-up brand names,” Lowrey says. The researchers found that a brand name will be preferred if the product and the sym bolism evoked by its sound was a match.

Lowrey cites the brand name Smucker’s as one example of a phenomenon that successfully turned this phenomenon upside down, to great effect, with their tagline, “With a name like Smucker’s, it has to be good.”

“For you’re naming your new brand, it might be wise to take into account some of these ideas and have your name be linked to the right associations,” Lowrey says.

One of Lowrey’s research areas applies psycholinguistic theories to the study of marketing communications. She has focused down to the phonetic level of sounds to tease out symbolism and meaning in words. She recently published an edited volume titled Psycholinguistic Phenomena in Marketing Communications (Lawrence Erlbaum Associates, 2007), edited by Dr. Tina M. Lowrey, professor of marketing. The volume aims to showcase the diversity of current research in the field of psycholinguistics and marketing communications, focusing on units of language: words, sentences and bodies of text.

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The Department of Management Science and Statistics, as early stage entrepreneurs, bring in additional revenue for the UT System through technology and the meta-cognitive experience.

Dr. John Wald, associate professor, joined the Department of Finance. He previously taught at Penn State and has a doctorate from the University of California-Berkeley. Wald’s research focuses on capital structure and executive compensation.

Dr. Victor De Oliveira, associate professor, joined the Department of Management Science and Statistics. He previously taught at the University of Arkansas and has a doctorate from the University of Maryland. His areas of interest include Bayesian methods and environmental statistics. In the Department of Economics, Dr. Melody La joined the faculty as an assistant professor after previously serving at the University of Southern Mississippi. She received her doctorate from Purdue University. Her research interests include financial economics and macroeconomics.

FACULTY MEMBER RECEIVES NATIONAL SCIENCE FOUNDATION GRANT

Dr. Raul De la Viña, chairman of the Department of Management Science and Statistics, is a co-principal investigator for a $900,000 grant awarded to UTSA from the National Science Foundation.

The Undergraduate Math Biology Scholars program provides academic and research support for students to work collaboratively on advanced problems in computational neuroscience and bioinformatics with academic mentors. The five-year grant was awarded to promote undergraduate education in mathematics, statistics and biology. The program began with a class of 10 students.

Brenna Robertson, a junior majoring in statistics, is the first business student graduating in the program. Scholars are awarded $8,000 annually over a three-year period to support their research.

“The program opens doors for students interested in entering the biomedical field,” said Kannay. “They have the opportunity to participate in cutting-edge research and work with prestigious researchers at UTSA and the UT Health Science Center.”

Daniel Tablada, lecturer in marketing, received the Dean’s Teaching Excellence Award for non-tenure track faculty. Tablada routinely teaches four courses each semester in a variety of disciplines. He initiated the Principles of Marketing class in Spanish, which is a model for the college’s new bilingual business certificate. He also led the college’s NAFTA entrepreneurship exchange program.

Dean’s Excellence Award. Martin was noted for her strong work ethic and her unprecedented knowledge of faculty and academic procedures. Stewart excels in his customer service skills and his knowledge of the areas of mortgage default and foreclosures. He has chaired the college’s undergraduate programs committee since 2002.

FACULTY AND STAFF HONORED AT AWARDS RECEPTION

Faculty and staff in the College of Business were recognized for their outstanding accomplishments during the annual faculty and staff awards banquet in May.

Dr. Rick Ughtch, associate professor of marketing, received the college’s premier teaching recognition, the E. Lou Curry Teaching Award. Ughtch’s historically receives some of the highest teaching evaluations in the college and throughout the university. He also received the President’s Distinguished Achievement Award for Teaching Excellence. This year, he directed an innovative doctoral teaching seminar for the college’s PhD students.

Dr. Cory Hallam, associate professor of management, is the editor of two journals: the International Review of Economics and Finance and Frontiers of Economics and Globalization. Hallam has served as editor of IRF since 1992. IRF is a quarterly journal devoted to the publication of high-quality theoretical and empirical articles class dealing with contemporary economics and financial issues faced by national, regional and global economies. Frontiers is aimed at econo- mist and financial economists worldwide and provides an in-depth look at current global topics.

Dr. Dana Forgione, the Janey S. Briese endowed chair in the Business of Health, is the managing editor of the journal Research in Healthcare Management Financial. The journal, which is published by the International Society for Research in Healthcare Financial Management, is a forum for the dissemination and interchange of ideas and experiences in the field of health care management. Forgione has served as managing editor since 2000.

In addition to these journal members of the college faculty also serve in a variety of editorial capacities for leading academic publications across all disciplines.

COLLEGE ESTABLISHES NEW CENTER FOR INNOVATION AND TECHNOLOGY ENTREPRENEURSHIP

The Center for Innovation and Technology Entrepreneurship (CITE), a new interdisciplinary center in the College of Business and the College of Engineering, has been established at UTSA.

CITE creates a pipeline for UTSA faculty, students and the surrounding business community to develop new technology ventures. “One of our goals for the center is to help unlock the entrepreneurial potential of both faculty and students through education and experiential activities,” said Dr. Cory Hallam, director of the center. Hallam holds a doctorate and master’s degree from the Massachusetts Institute of Technology in engineering and technology management and policy. During its initial startup period, the center has conducted innovative student projects that partner undergraduate and graduate engineering students with business graduate students in the Management of Technology program.

In one project, engineering students designed a mechanically augmented and ergonomic laryngoscope, a medical instrument used for intubations. Partnering with a business graduate student, they developed a prototype for their device, created a working business plan and applied for a patent.

“These projects give students hands-on experience as early stage entrepreneurs, bring in additional revenue for the UT System through technology licensing and lend prestige to the university’s efforts in entrepreneurship,” said Hallam.

In addition to work with students and faculty members, the center is also poised to provide education and training activities for the entrepreneurship community. Their first external event was a technology boot camp that featured a distinguished group of speakers and panelists.

Three professional and classified staff members also were recipients of the Staff Excellence Awards, established to recognize the accomplishments of college staff members. Kimberly West, director of advancement, received the college’s President’s Community Outreach and Service Award. West has been instrumental in developing relationships with the college’s advisory council, alumns and donors. Deryl Martin, senior administrative associate, and Steve Stewart, systems analyst II, received the Dean’s Excellence Award. Martin was noted for her strong work ethic and the opportunity to participate in cutting-edge faculty and academic procedures. Stewart excels in his customer service skills and his knowledge of the field of information technology.

DEAN RECEIVES FORD SALUTE TO EDUCATIONAL EXCELLENCE AWARD IN JULY.

Dr. Lynda de la Viña, dean of the College of Business, received the Ford Salute to Education award during Ford Motor Company’s annual banquet in July. The event honored outstanding community leaders for their major contributions to education and raised money for student scholarships.

De la Viña was the only female Hispanic business dean in the University of Texas System. She was the first Mexican American woman to receive a Ph.D. in economics in the United States and the first Mexican American woman at the secretarial level of the U.S. Treasury. She was named one of the 100 Most Influential Hispanics by Hispanic Business magazine.

De la Viña was named dean and Peter Flew Professor of Economics at the UTSA College of Business on July 1, 2005. She is also the executive director of the Center for Global Entrepreneurship, which she founded to improve the prospect for growth-oriented, globally competitive entrepreneurship in emerging and transitional markets.

The Endowed 1969 Commemorative Faculty Award for Faculty Excellence was presented to Dr. Tom Thomae, professor of finance, who was instrumental in creating the finance section labs for undergraduate students. Thomae posts innovative course content online to make his subject matter more engaging for students. His research interests focus on real estate, particularly in the areas of mortgage default and foreclosures. He has chaired the college’s undergraduate programs committee since 2002.

Recognizing the need for advanced studies in this field, the college established last year a Ph.D. in applied statistics with a concentration in biostatistics. Partnering with the UT Health Science Center–San Antonio, students take courses in statistics, biology, epidemiology and clinical trials.

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SHRUM CHAIRS THE BOARD OF PRONUCLEOTIDE, INC.

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DAYTON SCHRADE SCHOLAR IN ACCOUNTING

Dr. Jennifer Yin

ment, received the Thomas A. Mahoney Mentoring Award from the Academy of Management Human Resources Division at its annual convention this August. Dr. Yin received $200,000 from the U.S. Air Force to conduct research.

DAN HANKE SCHOLAR IN ACCOUNTING

Dr. Eugene Stone-Romero

launched a new corporate leadership program this fall. The customized, two- to four-day leadership program creatively blends traditional business, professor of management, received the best theoretical-empirical research paper award from Decision Sciences Institute in 2006. This is the second time that he has received the award.

UTSA COLLEGE OF BUSINESS FACULTY CHAIRS AND FELLOWS

CHAIRS

Dr. Don Liao
Richard S. Liu Distinguished Chair in Business

Dr. Dana Forgione, Janey S. Briscoe Endowed Chair in the Business of Health

Dr. Ron Rutherford, Elmo J. Burke Jr. Chair in Management of Development Building

PROFESSORS

Dr. Lynda de la Viña
Peter Flawn Professor of Economics

FELLOWS

Dr. Karan Bhanot
U.S. Global Investors Inc. Fellow in Finance

Dr. Palani-Rajan Kadapakkam
U.S. Global Investors Inc. Fellow in Finance

Dr. Cheryl Linthicum
Clear Channel Fellow in Accounting

Lakandon Silva
U.S. Global Investors Inc. Fellow in Finance

Dr. Umayee Taw
U.S. Global Investors Inc. Fellow in Finance

SCHOLARS

Dr. Jeff Boone
Albert Stig Scholar in Accounting

Dr. Elaine Sanders
Dan Hankle Scholar in Accounting

Dr. Jennifer Yin
Dayton Schroeder Scholar in Accounting

The center offers creative approaches to executive education in all business disciplines, but specializes in the fundamental issues of organizational change and transformational leadership. "We want leaders to develop new skills necessary to navigate the global landscape," said Lippman. "Previously, the leadership model was from a top-down perspective. Now the model is new to use the collective intelligence of the organization to address problems." Companies participating in center programming have included China First Aviation, Christus Santa Rosa, Goodwill Industries, Harcourt, KCI, the Tianjin Real Estate Development Management Group and Zachry.

Other programs offered by the center include an innovative Executive MBA program, international executive leadership programs and an entrepreneurship program jointly sponsored with the San Antonio Hispanic Chamber of Commerce. For more information, call (210) 458-4776.

CENTER FOR PROFESSIONAL EXCELLENCE PIONEERING CORPORATE LEADERSHIP LAB

The college’s Center for Professional Excellence launched a new corporate leadership program this fall. The customized, two- to four-day leadership program creatively blends traditional business core competencies with leadership development in the context of real work projects.

“If you have an issue in your company that you cannot move beyond, we take that as the organizational challenge for the lab,” said Bob Langel, associate dean for executive education. “We explore what a leader must see, do, know and be. Then we apply these leadership competencies with the integration of real work challenges.”

The center draws on the talented faculty within the College of Business and the university, as well as partnering with educational leaders such as the University of Maryland James MacGregor Burns Academy of Leadership and Vanderbilt University, to give leaders a new perspective for viewing leadership.

MEMBER DR. RUSSELL BRINER PASSES AWAY

Dr. Russell Briner, professor of accounting, passed away suddenly Sunday, Aug. 19, during his weekly tennis game. Briner served as chair of the Department of Accounting for 11 years from 1989 until 1999.

During his 15-year tenure at UTSA, Briner also served as an advisor to accounting internships and as interim associate dean for the College of Business at the Downtown Campus. “Russell contributed greatly to the development of the College of Business and to the development of the Department of Accounting,” said Dean Lynda de la Viña. “He will be greatly missed as a leader and friend in the college.”

Briner excelled not only in the classroom, but also in his service to the university community. He served on most of the major university and college committees. Most recently, Briner chaired the college’s Executive Committee. Nationally, he also completed a term on the Institute of Management Accountants Committee on Students.

Briner received his Ph.D. in accounting from Oklahoma State University, his master’s in accounting from Texas A&M and his bachelor’s in accounting from Texas Tech University. He was a certified CPA and CMA.

Honoring his legacy at UTSA, the Dr. Russell F. Briner Endowed Scholarship fund was established by alumni and friends in his honor in 2001. Proceeds benefit student accounting scholarships in the College of Business. For more information about the scholarship fund, contact Kim West at (210) 458-7307.

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**SUMMER RESEARCH GRANTS**

**ACCOUNTING**
- **Dr. Pamela Smith**—The Role of Certificate of Need Legislation
- **Dr. Jennifer Yin**—Earnings Management and its Effect on Executive Compensation Payout

**ECONOMICS**
- **Dr. Fatihal Firoozi**—A Comparison of the LR, Wald and LM Procedures in Specification Tests for VAR Models
- **Dr. Swaid Mahdavi**—On the Casual Relationship Between State Tax and Spending: Evidence from Panel Data
- **Dr. John Merrfield**—The Property Value Effects of Universal Tuition Vouchers
- **Dr. Su Zhe**—Black and Official Market Exchange Rates and Purchasing Power Parity

**FINANCE**
- **Dr. Karan Bhanot**—Will Pulling out the Rug Help? Uncertainty About Fannie and Freddie’s Federal Guarantee and the Cost of the Subsidy
- **Dr. Palani-Rajan Kadapakkam**—Trading Profits in Closed-End Fund Tender Offers
- **Dr. Lalatendu Misra**—Open-Ending of Closed-End Funds: An Analysis of Discount Reduction
- **Dr. Thomas Thomson**—Home Mortgage Foreclosure Auctions in San Antonio
- **Dr. Yisuan Tae**—Order Imbalance in Futures Markets: Electronic versus Open outcry Trading

**INFORMATION SYSTEMS AND TECHNOLOGY MANAGEMENT**
- **Dr. Yorta Au**—A Multi-Country Assessment of Mobile Payments Technology Adoption
- **Dr. Myung Ke**—Investigating Financial Performance of Pure Internet Firms: An Empirical Study
- **Dr. Chino Rao**—Information Security Governance Arrangements: The Devil is in the Details

**MARKETING**
- **Dr. Tina Loeser**—Further Evidence for a Complexity Continuum
- **Dr. L. J. Shrum**—The Effect of Self-Construal on Impulsive Consumption
- **Dr. Allen Zhang**—Does Precipitation Level Matter to Consumers’ Smoking Consumption?

**TENURE AND PROMOTION**

- **Dr. Pamela Smith** promoted to associate professor with tenure in accounting
- **Dr. Jennifer Yin** promoted to associate professor with tenure in accounting
I n March 2003, amidst the dust, heat and wind of the Kuwaiti desert, 23-year-old Army reservist George Cahlik began to see a clear direction for his future. As part of the Coalition Forces Land Component Command during Operation Iraqi Freedom, Cahlik’s unit, the 427th Quarter-master Battalion, met and escorted arriving Coalition partners to their staging areas. The troops were an international lot—Japanese, Korean, Spanish, Italian, Czech, Polish, Honduran, Thai and Georgian, for example. Although there weren’t a lot of downtime, as Cahlik explains it, he did find himself participating in a kind of cultural exchange through-out these long days.

“We’d talk history. Most of the soldiers were well-educated and worldly. It was interesting.” Back home after his 12-month tour, Cahlik was determined to further his knowledge of the world through formal education. He applied to UTSA and now is a double major in economics and political science with a minor in Russian. Cahlik was drawn to this discipline after taking a global citizenship class. His professor, Dr. Keying Ye, department chair in economics, his second trip to the Russian Federation in as many years. The study-abroad semester is made possible for the Humanities, his second trip to the Russian Federation in as many years. The study-abroad semester is made possible for the Humanities, his second trip to the Russian Federation in as many years. The study-abroad semester is made possible for the Humanities, his second trip to the Russian Federation in as many years. 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The study-abroad semester is made possible for the Humanities, his second trip to the Russian Federation in as many years. The study-abroad semester is made possible for the Humanities, his second trip to the Russian Federation in as many years. The study-aboad semester is made possible by a College of Business international scholarship. He is one of three UTSAs students who were awarded this prestigious international scholarship, and the only one who will use the award to study economics.
So, in May 2006, Cahlik enrolled in a faculty-led Russian language program taking place at Moscow State University. When back in Moscow this fall, Cahlik expects to live with a family during the semester, which, he said, will be beneficial for his Russian language skills and understanding of Russian culture. “Academically I want to gain a greater understanding of the Russian political and economic system in relation to ours,” said Cahlik. “I would also like to develop my Russian language skills to a level that I would be comfortable conversing in a professional setting.”

Cahlik is soft-spoken about his own experiences and the challenges he’s faced in pursuing a college education. Raised in Corpus Christi by a Czech father (who left the family when George was 13) and a Filipina mother, Cahlik says his earliest ambition was to be an engineer.

After high school, Cahlik was admitted to a private college with a strong engineering tradition, but a lack of financial resources led him to forego that dream. After a short stint working in Los Angeles, he entered the Army Reserves, which helped him finance a college education through the G.I. Bill.

Now, he thinks his delayed college entry was to his advantage. “I don’t think I would have enjoyed being an engineer.”

What Cahlik believes he would enjoy doing is putting his academic training in international relations and enthusiasm for travel to work for the U.S. Department of State in the Foreign Service. Toward this end, he’s visited with the Diplomat in Residence at the University of Texas at Austin, who advised him to pursue a graduate education before taking the famously difficult foreign service exam.

As he prepares for a life as an international citizen, Cahlik keeps busy this summer with school classes and a campus job. These days, he also has time to pursue his hobbies, which include cooking, collecting vintage turntables and listening to music—everything from 1960s soul to British invasion to Brazilian jazz.

“I want to work in an international setting,” says Cahlik, who is well on his way to his goal.

MBA STUDENTS ASSIST ALUMNUS WITH BUSINESS STRATEGY

Twenty-eight MBA students in Dr. Katsumi Shimizu’s graduate management strategy and policy class completed a final project that involved developing a five-year strategic plan for Al Tomita, MBA ‘01, owner of the San Antonio-based Sushi Tomita restaurant chain.

“The course is designed to help students review basic management theories and principles and apply these theories to real-world cases,” said Shimizu, whose research focuses on strategic management. Before his academic career, Shimizu engaged in strategy consulting for start-up and large multinational corporations located in Japan and other countries.

Tomita offered his restaurant as a case study because of his close relationship with Shimizu, who reviewed Tomita’s business plan that resulted in his first Sushi Tomita restaurant in 2001. “This was a great experience for me to work and learn from UTSA students,” said Tomita, whose business has now grown to include 150 employees and more than $5 million in sales.

“Working in cross-disciplinary teams, we learned how each element of business fits together,” said René Geersehagen, ’05, MBA ’06. “I enjoyed my entire MBA experience. Utilizing case-based learning throughout the program allowed me to apply the academic knowledge with real-world execution.”

The students conducted an analysis of the company and made strategic recommendations for future growth. They presented their findings to Tomita, who then evaluated their work.

“I’d love to continue this model in my future classes,” said Shimizu. “I encourage other local entrepreneurs to open up their businesses to students at UTSA and receive ‘free’ consulting.”

HR STUDENTS PLACE FIRST IN TEXAS AND SECOND IN REGION

A team of senior human resource majors from the UTSA College of Business placed second regionally and first in Texas during the annual HR Games competition sponsored by the Society for Human Resource Management (SHRM).

The competition allows students to demonstrate their knowledge of human resources in a jeopardy-style game show format and, ultimately, helps prepare them for the Professional Human Resource (PHR) certification exam. The questions cover topics from the PHR exam in areas such as strategic management, selection and recruitment, compensation and benefits, and employees and labor relations.

The games began in 2000 as a vehicle to showcase the best HR students in the country through a series of state and regional competitions.

Two teams of UTSA students placed first and second at the Texas HR Games in Denton. The team of Marissa Garcia, Samantha Hernandez and Sara

DOCTORAL STUDENT RECEIVES H-E-B FELLOWSHIP

Dr. Nicole Besse, a recent doctoral graduate in information technology in the College of Business, was awarded an H-E-B dissertation fellowship this spring. Besse’s dissertation work will lead to advances in the area of digital forensics.

“Nicole’s dissertation is postured to be the seminal academic work on improving digital forensic text string searching,” said Dr. Jan Clark, professor of information systems. “More effective, efficient retrieval of digital forensic data has been a problem since the inception of digital forensics, and this problem keeps escalating with the increased volume of digital data created and stored.”

Current search processes do not prioritize or organize the search results in a helpful manner. “This research will greatly reduce the analytical burden on the digital forensic investigator by developing a means to conceptually group and logically order search hit results,” said Besse, who has more than 10 years of experience as a federal and private sector forensic investigator.

STUDENTS PARTICIPATE IN BRAZIL IMMERSION PROGRAM

This summer seven undergraduate students and two faculty members participated in a Brazilian business immersion course that included a 10-day field experience in São Paulo and Rio de Janeiro. Student participants in the class were seniors Gina Franks, Aurora Morales, Melissa M. Navarro, Emmanuel Rodriguez, and juniors Malhe

ACCOUNTING STUDENTS ATTEND NATIONAL CONFERENCE

Seven accounting students from the College of Business were selected to attend the American Institute of Certified Public Accountants (AICPA) leadership conference in Georgia.

Participants were alums Lauren Calbo, MBA ’07; graduate student Robert Garcia, Ruby Lopes and Yovia Maldonado; and undergraduates Jennifer Flores, Adrienne Moreno and Nola Winter.

“The selection of seven of our students to attend this prestigious conference speaks highly of the quality of our students and our program,” said Dr. James E. Groff, chair of the Department of Accounting. “The conference gave them the opportunity to further explore the CPA profession and to network with national accounting firms.”

The two-and-a-half day conference included workshops on team building, presentation and communication skills, and the accounting profession. The students heard from featured speakers from public accounting firms as well as private industry companies. The College of Business offers undergraduate, master’s and doctoral degrees in the field of accounting. The accounting program was recently reaccredited by AACSB International, the Association to Advance Collegiate Schools of Business.
A $500,000 endowed chair as a result of the endowed chair campaign that raised more than $1.3 million for the College of Business through a bequest from the estate of Jacqueline Eugenia Ramsdel, The Glenn L. and Sally P. Ramsdel Memorial Chair for Accounting was created to honor her parents and to help prepare accountants to guide the future growth in business for San Antonio.

Her father, Glenn, was an accountant who first came to San Antonio as a war-time pilot. Her mother, Sally, grew up in a ranching family from Kinney County.

A San Antonio native, Jacqueline had a 30-year career as a realtor with Jones-King Realty. She graduated from St. Mary’s Hall, Pine Manor College and the University of Texas at Austin. She is an independent life active in her church, her community and with a network of close friends. She passed away in April 2006.

“Ms. Ramsdel was extreme in her desire to see the University of Texas at San Antonio thrive,” said John T. Rehling, Jr., interim president and provost of UTSA. “She believed so strongly in the University of Texas at San Antonio and the city of San Antonio that she decided to leave a legacy by establishing a endowed professorship in her name.”

The endowed chair is the highest and most prestigious faculty position at UTSA. It is endowed with a minimum gift of $1 million and is the highest award for faculty at UTSA and the result of the endowed chair campaign.

Other endowed chairs at UTSA include the Chartered Financial Analyst (CFA) chair in the College of Business, the J.A. and Adele Phalen chair in the Department of Computer Science, and the David and Mary Nash chair in Social Work.

For more information about giving opportunities, contact Kim West at (210) 458-7307 or kwest@utsa.edu.
COMMUNITY AND BUSINESS LEADERS SUPPORT COLLEGE’S KNOWLEDGE FOR A NEW WORLD FUND

Over $100,000 was raised last year in support of the college’s Knowledge for a New World Fund – providing support where no state funds were available – to strengthen curriculum, aid faculty and student development and enable the recruitment of high-caliber educators and students.

In this new era, the college is striving to build its reputation on recognized strengths and to capitalize on unique comparative advantages in the areas of globalization/cultural pluralism, capital markets, security, transformational leadership/entrepreneurship and health/technology.

The College of Business appreciates the participation and contributions of these community leaders who have given over the past year to the Knowledge for a New World Fund.

VISIONARY
($20,000 AND ABOVE)
H-E-B

INNOVATOR
($10,000 AND ABOVE)
AT&T Inc.

PARTNER
($5,000 AND ABOVE)
Frost

MBA’ 93.

IN NUMEROUS INITIATIVES
CITI PARTNERS WITH COLLEGE IN NUMEROUS INITIATIVES
With the support of community and business partners, the College of Business is able to offer innovative programs and services for students, faculty and the greater community at large. One longstanding partner of the College of Business is Citi.

Since 2005, Citi has supported the college’s Business Scholars Program (BSP), most recently with a $30,000 gift. The Business Scholars Program is a mentoring program that provides academic and professional development services for first-generation college students at the Downtown Campus.

“With the support of community partners like Citi, we’ve been able to expand services and programs that we offer to our BSP students,” said Leslie Vela-Fox, director of the program. “They have embraced this program and have made it their mission to ensure that all of our students succeed.”

In addition to their financial contributions, Citi professionals have participated in BSP events, lectured to BSP and business students, and hosted students at their San Antonio headquarters. Through the site visits at Citi’s Service Center in San Antonio, students have had the opportunity to interact with local Citi executives from all facets of the business, including UTSA alumni and host- ed students at their San Antonio headquarters.

“A bequest is one of the simplest and most powerful ways to have a lasting impact at UTSA,” said Steg. “In addition to this planned gift, she has also funded an annual faculty fellowship in accounting in his memory.”

“Both Albert and I felt it was important to make charitable contributions through our estate,” said Steg, who was married for 38 years. “My husband had a fine career in business. He lived his life based on a high sense of honor and integrity and with respect for all people.”

Albert Steg, a CPA, began his career in public accounting in 1925. He worked for many different companies until he retired from Borg-Warner after serving as controller, treasurer, director, vice president and ultimately senior vice president.

“The USATX has grown tremendously, and we thought we could make an impact here through our giving,” said Steg. “UTSA is a trail-blazer in college. He took advantage of every academic and leadership opportunity presented to him. He was a member of the UTSA ambassadors and the college’s Leadership Challenge program. Also, he participated in the college’s Doing Business in Mexico class, which culminated with a visit to the Universidad Nacional Autónoma de México (UNAM) in Mexico City.”

“I gained a lot of valuable insights from my Leadership Challenge experience,” said Lorenzo, who majored in finance and international business. “We learned how to lead projects, analyze activities, and how to keep a team motivated and cohesive. I’ve been able to apply those strategies in my workplace as well as my community outreach activities.”

Following in her brother’s footsteps, Belinda actively participated in student activities at UTSA. She honed her leadership skills as president of her sorority, Alpha Omicron Pi, and the UTSA Ambassadors. She also was a member of the university orientation team, Leadership Challenge class and the UNAM exchange program.

“If my internship experiences opened my eyes to a new world,” said Belinda, who majored in international business, “it was an opportunity to interact with students from across the country. It was my bridge to D.C.”

After graduating from UTSA, Lorenzo received a master’s in public policy from Syracuse University and was awarded a Fulbright fellowship in Mexico City. He returned to D.C. and began his career with the Federal Reserve in their credit risk and research section.

“I analyzed credit risk in large banks and the financial markets during the time of Enron, Worldcom, as well as following the Sept. 11 attacks,” said Lorenzo, who is currently pursuing an MBA at New York University. “My portfolio had tremendous visibility at this time, and I was able to present my findings to [Alan Greenspan] and the Board of Governors.”

In addition to their academic preparation, the Garzas also formulated their strategies for professional success. They both participated in multiple internships with the Hispanic Association of Colleges and Universities National Internship Program. Lorenzo went to D.C. first, working for the U.S. Congress and later at the Federal Reserve. Belinda interned with the Department of the Census and with the Department of Health and Human Services.

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“Citi is a friend to the College of Business as well as a champion for community initiatives in San Antonio,” said Dean Lynda de la Vina, MBA ‘93.

Most recently Citi has sponsored the college’s Knowledge Forum breakfast series for 2007–2008, which exposes the local business community and alumni to faculty research and cutting-edge topics in business.

SIBLINGS BUILD SUCCESSFUL CAREERS ON THE EAST COAST

TO HONOR HER LATE HUSBAND, ALBERT, ELSIE STEG MADE A BEQUEST IN HER WILL TO ESTABLISH A PROFESSORSHIP AND ENDOWED SCHOLARSHIP IN ACCOUNTING AT THE UTSA COLLEGE OF BUSINESS.

IN THIS NEW ERA, THE COLLEGE IS STRIVING TO BUILD ITS REPUTATION ON RECOGNIZED STRENGTHS AND TO CAPITALIZE ON UNIQUE COMPARATIVE ADVANTAGES IN THE AREAS OF GLOBALIZATION/CULTURAL PLURALISM, CAPITAL MARKETS, SECURITY, TRANSFORMATIONAL LEADERSHIP/ENTREPRENEURSHIP AND HEALTH/TECHNOLOGY.

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Utilizing lessons learned from the classroom, alums move up the corporate ladder. by Wendy Frost

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Lorenzo's work at Goldman centers around risk management. He helps develop risk management processes, models and tools that enable Federal Reserve and international partners. Recently, he worked with Goldman recruiters to host a recruitment event in San Antonio and mentored another UTSA student who ultimately received a job offer with Goldman. 

"When I first moved to the East Coast, I thought I'd only be here for a few years," said Lorenzo, who recently became engaged to a fellow Texan whom he met while in D.C. "But through the projects and opportunities presented to me at both the Federal Reserve and Goldman Sachs, I can't imagine leaving."

Belinda's career path originally began with much uncertainty. Graduating in December 2001, just two months following the Sept. 11 attacks, she entered into a frozen job market.
ALUMNI NOTES

During lunch breaks as an intern with the U.S. Department of State, Elva (Pai) Adams, MBA ‘93, was named director of human resources at the University of Wyoming. She previously served as director of human resources for the Cooper Institute. She is a certified senior human resources professional.

Marcio Soza, ’94, works in government sales for MANA of Virginia Beach, Va.

Elena (Pai) Adams, ’95, was named the Financial Services Champion of the Year by the U.S. Small Business Administration. Adams is a business relationships manager with Wells Fargo in San Antonio. She also serves on the board of directors of the UTSA Alumni Association.

Brad Childs, ’95, is working with Radance Technologies in Kettering, Ohio.

Carlos Isaza, ’95, is an officer and licensed professional at JPMorgan Chase in San Antonio. He welcomed the birth of his son, Carlos Andres, in December to his wife, Dulce MarÌa. He also has a daughter, MarÌa Paola, who is 3.

2000

Erica (Carlson) Martinez, ’00, is a recruiter for the Management Recruiters of Chicago. She resides in Aurora, Ill.

Kyle Burns, MBA ’02, was named executive director of the Free Trade Alliance in San Antonio. He was formerly the vice president of international sales for Columbia Industries.

Joseph Raetzer, ’00, Newport Beach, Calif., is the chief financial officer of the Direct Freight Corporation.

Thomas Dep, MBA ’00, was named senior vice president of food service at Hormel Foods in Minneapolis. He will be responsible for all food service sales and marketing functions.

Lennie (Darr) Ortega, ’99, is an operations performance analyst with USAID in San Antonio.

1990

Ingo Matthey, ’91, MBA ’94, is a vice president at Frost & Sullivan in San Antonio.

Matt Stone, ’92, was named president of Northeast Baptist Hospital. A certified public accountant, Stone joined the Baptist System in 2001 as a financial analyst.

Tracy Jackson, ’93, joined Tesoro in San Antonio as vice president of internal audit.

ALUMNI HONORED AT COLLEGE’S SECOND ANNUAL SIGNATURE SPEAKER SERIES

Two distinguished alumni were honored at the college’s second annual Signature Speaker Series Feb. 21 at the Marriott Rivercenter, which featured more than 400 alumni, business and community leaders. The series, sponsored by Wachovia, features a keynote address by top business leaders as well as the alumni awards program.

Amanda Butts, MBA ’98, CEO and chief investment officer of South Texas Money Management Ltd., received the Distinguished Alumni Achievement Award. Wyatt established South Texas Money Management in 2000 and it has since become one of the fastest-growing investment advisory firms focused on high-net-worth clients in the county.

"If you are a supporter of San Antonio and the South Texas community, you have to support UTSA," said Wyatt. "UTSA has a very challenging business program. I feel that I learned a great deal from the curriculum, but also from my classmates as well."

A.J. Rodriguez, ’88, MBA ’90, president and CEO of the San Antonio Hispanic Chamber of Commerce, received the college’s first Young Alumnus of the Year Award. "When I got my MBA, I learned from the best and brightest at UTSA about how to put business structure to one’s passion," Rodriguez said. "This is a tremendous honor. I’m so thankful to UTSA."

"The College of Business is proud to host this event that celebrates the accomplishments of our alumni," said Dean Lynda de la Villa. "We value the support of our alumni in raising the academic profile of the college."

Roster:

- Dean Wyatt, ’88, MBA ’90, CEO and chief investment officer of South Texas Money Management Ltd.
- Amanda Butts, MBA ’98, CEO and chief investment officer of South Texas Money Management Ltd.
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College of Business alumni are given the opportunity to contribute to their alma mater each year through the UTSA Annual Fund phonathon and direct mail campaigns. These unrestricted gifts support activities in the College of Business. We are pleased to salute the College of Business alumni who contributed more than $50 this past year to collectively raise over $81,000.

**CLASS OF '75**
- Gerald Delichia
- Leslie Kiemka

**CLASS OF '76**
- Robert Horn
- George Muller

**CLASS OF '77**
- Joseph Brawner
- Hector Cavaza
- Fernando Duran
- Linda Horn
- John Justice
- Ingridzej Mangel
- Nancy Mask

**CLASS OF '78**
- Joe Pike
- Holhouser
- Paul Nelson
- Kathryn Schwemka
- Katelyn Trudel

**CLASS OF '79**
- Francisco Alfonso
- Bertha Arche
- Jack Charles
- Gaston Gutierrez
- Steven McGlothlin
- Michael Ramirez
- Phyllis Roak
- William Talafuse

**CLASS OF '80**
- Rosa Baker
- Adonis Castillo
- Mary Chapam
- Don Cornel
- Elaine Lockwood
- John Lucas
- Steven Lundgren
- Elizabeth Mai
- Edward Montez
- Thomas Vaillo
- Scott Wiederkehr
- Antonio Wilkinson

**CLASS OF '81**
- Louis Alcali
- Carmen Garcia
- Cynthia Garcia
- David Gross
- Eign Kellar
- William McIntire
- Paul Sheitz
- Dorothy Williams

**CLASS OF '82**
- Theodora Arcos
- Belinda Barrera-McDaniel
- Suzanne Carpenter
- Gino Chincotto
- Frances Hanari
- Byron Gmmt
- Gary Hickey
- Lesi Hurtle
- Nancy Hurst
- Evelyn Mirtola
- Lynette Polaski
- John Schaller

**CLASS OF '83**
- John Allen
- Albert Estrada
- Helena Gentry
- Clifton Kane
- Linda Lane
- Michelle Moore
- Deborah Poul
- Betty Hudson Smalls
- Melissa Thorne
- Christina Weiss-Trefelken

**CLASS OF '84**
- John Bernstein
- Albert Estrada
- Helema Gentry
- Clifton Kane
- Linda Lane
- Michelle Moore
- Deborah Poul
- Betty Hudson Smalls
- Melissa Thorne
- Christina Weiss-Trefelken
- Frances Zuercher

**CLASS OF '85**
- Kathleen Bullen
- Michael Dupere
- Marilyn Gifret
- Louis Goodwin
- Donna Kilduff
- Sharon Lamtind
- Margaret Nolden
- Laura Pet
- Mark Rzeteff
- Donald Schmidt
- Teresa Walls
- Sylvia Willis

**CLASS OF '86**
- Crystal Blue
- Gregory Espensher
- Michael Gallegos
- Vickie Harnby
- Cindy Harris
- Jane Hill
- Edward Johnson
- Michael Monaco
- Donald Phillips
- Dianne Russell
- Rhonda Schleicher
- Mary Wagner-Thomas

**CLASS OF '87**
- Jeffrey Caidjan
- Barbara Covenas
- Edgar Fischel
- James Hardee
- Kevin Jack
- William Kaiser
- Stacie Mackenzie
- Daniel Musseman
- Joseph Pera
- Gage Preston
- Ronald Schenk
- William Strain

**CLASS OF '88**
- Edgar Aranda
- Judith Black
- Sherie Bowery
- Barbara Castilleja
- Lawrence Dawson
- Timothy Feddickson
- Dora Garza
- Charlotte Krimml
- Kimberly Schiffer
- Charlene Smooth
- Helene Williams

**CLASS OF '89**
- Kateene B over
- Michelle Dupere
- Marilyn Gifret
- Louis Goodwin
- Donna Kilduff
- Sharon Lamtind
- Margaret Nolden
- Laura Pet
- Mark Rzeteff
- Donald Schmidt
- Teresa Walls
- Sylvia Willis

**CLASS OF '90**
- Scott Bailey
- Michael Bardowsky
- Brandee Bradford
- B. D. Clark
- Mark Connell
- Rochelle Green
- Jeffrey Hall
- Bill Juxon
- Charles Hems
- Kristina Nelson
- Francesco Sanchez
- Penelope Smith-Singleton
- David Clayton
- Bethany Williams
- Chris Young

**CLASS OF '91**
- Abal Abruza
- Gabriella Castro
- Deborah Chopas-Azar
- Dwight Dake
- Steven Dravet
- Roy Eurioti
- Carolyn Finetti
- Julian Harte
- Viet Hoang
- Robert Killeen
- Stuart Jakias
- J. M. Malone
- David Pancratz
- Dina Ray
- Diana Schaff
- Nancy Triple
- Lynn Urban
- Jose Castillo
- David Clayton
- Benjamin Salmas
- Cathy Stames
- Ralph Valera
- Ellen Weissman

**CLASS OF '92**
- Jose Castillo
- David Clayton
- Carolina Castan
- Victoria Chavala
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- Rhonda Williams
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Jeanie Wyatt founded South Texas Money Management in 2000. The San Antonio-based company, with offices in Austin and Houston, is committed to producing competitive investment returns and providing highly individualized client services. With over $1.5 billion in assets under management, it is among the fastest-growing investment advisory firms in the country, servicing high-net-worth clients, trusts, endowments and retirement plans.

For 30 years, Southwest Business Corporation (SWBC) has been providing a wide range of insurance, mortgage and investment services to financial institutions, businesses and individuals. With offices across the country, SWBC is committed to providing quality products, outstanding service and customized solutions.