

KANSAS STATE UNIVERSITY

College of Business Administration Report on Areas of Research, Scholarly and Creative Activities, and Discovery (RSCAD) Strength

College of Business Administration Research Committee

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4/29/2014



College Report on Areas of Research, Scholarly and Creative Activities, and Discovery (RSCAD) Strength

Purpose of the report: We need to be able to answer the questions, “What are a College’s areas of RSCAD strengths and why? “

Due Date: Friday, May 23, 2014

Guidance for using reporting template:

- A. *Area of Strength:* This section is used to identify a College area of RSCAD strength. It refers to significant areas of research, scholarship, creative activities or discovery that the College considers a strategic strength. It does not refer to a specific department or individual faculty member.
- B. *Scope:* This section is designed to allow the College to provide a description explaining the general scope of the RSCAD area within the College context. This description is meant to communicate to both internal and external audiences the nature of the RSCAD area.
- C. *Current or Emerging Strength:* This section allows a college to identify if a particular area is a current and/or emerging strength. Enter a “C” for Current, “E” for Emerging, or “B” for Both.
- D. *Criteria of Strength:* This section allows the College to quickly explain why a RSCAD area is considered a strength. Criteria of Strength refer to characteristics or defining features that can be used to distinguish RSCAD areas of strengths. The attached criteria list can be used as a basis for identifying and reporting college areas of RSCAD strength in the reporting template.

Please enter the number(s) that correspond with the identified criteria from the attached list. Colleges may add additional criteria to the list, as they deem appropriate. If a college adds criteria to the list, please submit the additions as part of the report. Please note that the College maintains the flexibility to determine which, if any, of these criteria they want to use.

- E. *Narrative:* This section is designed to allow a College to add a narrative explaining why a particular area is a “strength”. The explanation could augment the criteria of strengths and/or be an addition to the criteria. The narrative should be targeted to both internal and external audiences. If no criteria are reported in section D, the College must provide a narrative explanation.



A. Area of Strength	B. Scope	C. Current, Emerging, or Both	D. Criteria of Strength (1, 3, 5, etc.)	E. Narrative
Corporate governance and citizenship	<p>Social and societal issues, institutions, interactions, and impacts of management:</p> <p><i>Individual and organizational ethics</i> (ethical theories, study of norms, values, and moral principles)</p> <p><i>Organizational and systemic governance</i> (regulatory relationships, corporate corruption/compliance, strategic issues/public affairs management, and corporate political activity)</p> <p><i>Stakeholder behaviors, relationships, and systems</i> (corporate social responsibility/performance, and corporate citizenship)</p> <p><i>Environmental sustainability</i> (research, theories and practices regarding relationships of organizations to the natural environment)</p> <p><i>Applied social practices and engagement</i></p>	B	1,2,3,4,6,7,8,9,10,11,14,15,16,17,18,19	<p>College-wide initiative</p> <p>Three chaired professorships – Sam and Karen Forrer Chair in Business Ethics, held by Bill Turnley; Edgerley Family Chair in Business Administration, held by Diane Swanson; Paul Edgerley Chair in Business Administration, held by Chwen Sheu.</p> <p>Business Ethics Education program – The mission is to help strengthen business ethics education internationally, nationally, and locally. The goals include enhancing public awareness of the importance of business ethics coursework and identifying effective models of ethics education for relevant stakeholders. We achieve these goals through external and internal (campus) outreach activities, including affiliations with profit and not-for-profit organizations.</p> <p>Business Ethics Education Initiative Advisory Committee - Comprised of 17 members with relevant professional and academic expertise.</p> <p>Philips 66 ethics case competition - A total of 24 schools have participated since its launch in 2010.</p> <p>Global Manufacturing Research Group (GMRG) - A multi-national community of renowned researchers dedicated to the empirical study and improvement of supply chain management (www.gmrg.org). GMRG regularly conducts</p>



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				<p>worldwide surveys to establish a database consisting of data from more than 20 countries for research purposes.</p> <p>Aspen rankings - The MBA program at K-State is ranked (76th in 2009-2010 and 59th in 2011-2012) by The Aspen Institute in the <i>Beyond Gray Pinstripes</i> list for the inclusion of social, ethical, and environmental content in class materials.</p> <p>Budget - \$55,000 per year (private funds)</p> <p>Involved faculty <i>Accounting</i> – Dann Fisher, Amy Hageman, Jane Hsu, Stacy Kovar, Stacey Lhuillier, Mark Linville, Theresa Presley, Joe Ugrin <i>Finance</i> - Ansley Chua, Chairat Chuwonganant, Eric Higgins, Taraque Nasser <i>Management</i> - Marne Arthaud-Day, Jim Bloodgood, Ike Ehie, Chad Jackson, MK Kim, Peter Mudrack, Brian Niehoff, Chwen Sheu, Diane Swanson, Bill Turnley <i>Marketing</i> - Jan Crow, Kevin Gwinner, Jaebeom Suh, Esther Swilley</p> <p>Editorial review board memberships</p> <ul style="list-style-type: none"> – <i>Academy of Management Review</i>, Marne Arthaud-Day – <i>Asia Pacific and Globalization Review</i>, Diane Swanson



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				<ul style="list-style-type: none"> – <i>Business & Society</i>, Diane Swanson – <i>International Journal of Information Systems & Supply Chain Management</i>, Chwen Sheu – <i>International Journal of Internet and Enterprise Management</i>, Chwen Sheu – <i>Journal of Organizational Behavior</i>, Bill Turnley, Marne Arthaud-Day (senior ad hoc reviewer) <p>Research activity, 2008-present (see Appendix)</p> <ul style="list-style-type: none"> – 63 journal articles – 24 research presentations – 4 books – 13 book chapters – 48 other (cases, presentations, etc.) <p>Related coursework</p> <ul style="list-style-type: none"> – ENTRP 520: Social Entrepreneurship – MANGT 390: Business Law I – MANGT 392: Business Law II – MANGT 420: Management Concepts – MANGT 421: Introduction to Operations Management – MANGT 497: Managing Sustainable Enterprises – MANGT 520: Organizational Behavior – MANGT 530: Industrial and Labor Relations – MANGT 535: Employment Law – MANGT 595: Business Ethics and Corporate Citizenship



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				<ul style="list-style-type: none"> – MANGT 596: Business, Government, & Society – MANGT 660: Supply Chain Planning and Control – MANGT 662: Procurement, Logistics and Supply Chain Design – MANGT 690: International Management – MANGT 810: Advanced Operations and Supply Chain Management – MANGT 820: Behavioral Management Theory – MANGT 825: Advanced Business Law – MANGT 860: Managing the Triple Bottom Line Business – MANGT 897: Professional Ethics (Topics) – GENBA 880: Business Strategy
<p>Entrepreneurship and technological innovation and commercialization</p>	<p><i>The actors, actions, resources, environmental influences and outcomes associated with the emergence of entrepreneurial opportunities and/or new economic activities in multiple organizational contexts.</i></p> <p><i>Management of innovation and technological change including strategic, managerial, behavioral, and operational issues.</i></p> <p>Major topics include: characteristics,</p>	B	1,2,3,4,6,7, 9,12,14,15, 16,17,18, 19	<p>College-wide initiative</p> <p>Chaired professorship – Jack Vanier Chair in Innovation and Entrepreneurship, <i>vacant</i>.</p> <p>Center for the Advancement of Entrepreneurship</p> <ul style="list-style-type: none"> – K-State Launch - An annual entrepreneurship idea competition that awards more than \$20,000 in prize money. The competition is open to undergraduate and graduate students in the K-State Manhattan campus. 1,500 students have registered since 2009. 34 new companies have launched from the competition.



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	<p>actions, and challenges of owner-managers and their businesses, corporate entrepreneurship, social entrepreneurship intellectual capital, technology management, innovation processes, research and development, innovation diffusion, implementation and use of technologies, information technologies, e-commerce, process technologies, implementation and use of technologies, technological forecasting, and impacts of new technologies on organizational forms.</p>			<ul style="list-style-type: none"> – K-State Made - A program for university students, faculty and staff to sell products on consignment through our retail partner, Varney's. – Venture Accelerator - Provides business services and space to student ventures in the early development stages. Open to students from all majors, with a focus on closing the gap between writing business plans and venture launch. – Wildcat Venture Fund - All K-State students have the opportunity to start their new venture in the Venture Accelerator with funding from the Wildcat Venture Fund, which is fully managed by investment management students. Overseen by a board of K-State linked venture capitalists. – Professional Education Series – Entrepreneurship workshops and seminars provided at the K-State Olathe campus for area entrepreneurs – Entrepreneurship Speaker Series – In partnership with other colleges, the programs bring successful entrepreneurs to campus to share their entrepreneurial experiences with students. – Innovation Bootcamp – An interdisciplinary program with Colleges of Engineering and Architecture to provide students from each discipline the opportunity to explore entrepreneurship in an intensive 3 week



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				<p>program.</p> <p>Rankings/awards</p> <ul style="list-style-type: none"> – 2011 <i>Emerging Program of the Year</i> – U.S. Association of Small Business & Entrepreneurship – 2012 <i>Emerging Center of the Year</i> – Global Consortium of Entrepreneurship Centers <p>Budget – \$175,000 per year (private funds)</p> <p>Involved faculty</p> <p><i>Accounting</i> – John Morris</p> <p><i>Finance</i> – Eric Higgins, Tareque Nasser</p> <p><i>Management</i> – Marne Arthaud-Day, Jim Bloodgood, Bongsug Chae, Satoris Culbertson, Chad Jackson, Roger McHaney</p> <p><i>Marketing</i> – Jan Crow, Reo Song</p> <p>Consulting activity</p> <ul style="list-style-type: none"> – Launch A Business (LAB) – An entrepreneurial development outreach initiative to support startup ideas by Kansas entrepreneurs with faculty, student, and alumni mentor support. – ENTRP 520: Entrepreneurial Consulting – This course matches senior-level entrepreneurship students with business startups in order to provide support and expertise to the startup through student consultants.



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				<p>Editorial board memberships</p> <ul style="list-style-type: none"> – <i>International Journal of E-Adoption</i>, Bongsug Chae – <i>Information Resources Management Journal</i>, Bongsug Chae – <i>Journal of Cases on Information Technology</i>, Bongsug Chae <p>Research activity, 2008-present (see Appendix)</p> <ul style="list-style-type: none"> – 14 journal articles – 9 research presentations – 3 books – 7 book chapters <p>Academic programs – Major and minor in entrepreneurship</p> <p>Related coursework</p> <ul style="list-style-type: none"> – ENTRP 340: Introduction to Entrepreneurship – ENTRP 350: New Venture Creation – ENTRP 440: Entrepreneurship – ENTRP 466: Digital Business – ENTRP 520: Social Entrepreneurship – ENTRP 540: Entrepreneurial Consulting – MANGT 497: Innovation in Organizations – MANGT 652: Business Project Management – MANGT 656: Systems Analysis – MANGT 840: Advanced Entrepreneurship



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				<p>– MANGT 845: Technology Entrepreneurship and Strategy</p>
Business analytics	<p><i>Using sophisticated research designs and sampling techniques, advanced multivariate statistical analyses and qualitative analyses to explain, describe and predict business phenomena.</i></p> <p>Major topics include: identifying patterns and trends in business data; spotting new opportunities and risks; fueling innovation; identifying key drivers of business performance; forecasting business phenomenon; improving effectiveness of business processes (including supply chains); optimizing business decisions; impact of data analytics on organizational performance; managing data security and protecting data privacy; managing and analyzing big data; applying web and network science to organizational and societal phenomenon; and developing new business and scientific applications using big data.</p>	B	1,2,3,4,6,7, 14,15,16, 18,19	<p>Director of Research for CBA – Promotes faculty research in mass media, manages summer research grant process, host journal editors; manage grant writing workshops, chairs CBA research committee. Coordinates acquisition of statistical software and commercial databases such as SPSS, SAS, and Stata.</p> <p>Faculty Research Seminars – Four research presentations per semester</p> <p>Distinguished Researcher Program – One top scholar per semester presents latest research in business</p> <p>Faculty Research Summer Grant program – Eight awards of \$7500 per faculty member to publish high quality journal articles.</p> <p>CARMA membership – Connects global academic methods community with video presentations, classes using recognized scholars, and application of research techniques.</p> <p>Budget – \$320,000</p> <p>Involved faculty</p>



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				<p><i>Finance</i> - Ansley Chua, Taraque Nasser, Sabuhi Sardarli, Shuang Zhu</p> <p><i>Management</i> - Marne Arthaud-Day, Bongsug Chae, Michael Chilton, Ike Ehie, MK Kim, Chwen Sheu</p> <p><i>Marketing</i> – Sung Ha Jang, Reo Song, Jaebeom Suh</p> <p>Consulting activity - Four faculty consult with companies on a regular basis using data analytics</p> <p>Editorial board memberships</p> <ul style="list-style-type: none"> – <i>International Journal of Business Analytics</i>, Bongsug Chae – <i>Information Resources Management Journal</i>, Bongsug Chae – <i>Journal of Cases on Information Technology</i>, Bongsug Chae <p>Research activity, 2008-present (see Appendix)</p> <ul style="list-style-type: none"> – 23 journal articles – 2 research presentations – 5 books – 4 book chapters – 3 other (cases, presentations, etc.) <p>Related coursework</p> <ul style="list-style-type: none"> – ACCTG 642: Accounting Research – MANGT 521: Quantitative Management – MANGT 566: Computer Systems for Finance and



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				Investment Management <ul style="list-style-type: none"> – MANGT 656: Systems Analysis – MANGT 665: Business Analytics/Data Mining – MANGT 666: Applications of Data Models in Business – MANGT 670: Social Media Analytics & Web Mining – MANGT 830: Information Technology Strategy and Application – MANGT 893: Management Science – MKTG 580: Business Intelligence – MKTG 642: Marketing Research – MKTG 810: Marketing Concepts and Research – MKTG 842: Advanced Marketing Research – MKTG 880: Advanced Business Intelligence
Customer insights	<p><i>Explain, describe, and predict consumption phenomenon and exchanges between buyers and sellers.</i></p> <p>Major topics include: customer acquisition, customer satisfaction, retention and loyalty, customer lifetime value, social media behavior, using information about customer decision making, attitudes, preferences, lifestyles and behavior to improve business metrics such as</p>	B	1,2,3,4,6, 10,11,14, 15,16,18, 19	<p>Chaired professorship – Jon Wefald Chair in Business Leadership, held by Kevin Gwinner</p> <p>Awards – Faculty members receive Best Paper Awards for research presentations at competitive conferences.</p> <p>Budget – Approximately \$2500 per faculty is allocated for travel to conferences, data collection and statistical software packages.</p> <p>Involved faculty <i>Marketing</i> – Jan Crow, Dawn Deeter, Swinder Janda, Sung Ha Jang, Reo Song, Jaebeom Suh, Esther Swilley</p>



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	sales and profitability.			<p>Consulting activity Three faculty members regularly consult with Fortune 500 and Kansas companies on customer insight topics.</p> <p>Editorial board memberships</p> <ul style="list-style-type: none"> – <i>Journal of Service Research</i>, Kevin Gwinner <p>Research activity, 2008-present (see Appendix)</p> <ul style="list-style-type: none"> – 22 journal articles – Six research presentations – Two book chapters <p>Related coursework</p> <ul style="list-style-type: none"> – MKTG 400: Marketing – MKTG 450: Consumer Behavior – MKTG 543: Integrated Marketing Communications – MKTG 546: Services Marketing – MKTG 550: Business Marketing – MKTG 546: Services Marketing – MKTG 630: Sports Marketing – MANGT 665: Business Analytics/Data Mining – MANGT 670: Social Media Analytics & Web Mining
Strategic selling	Study and practice of relationship selling encompassing the domains of front-line organizational members involved in professional selling,	B	1,2,3,4,5,6, 9,10,11,12, 14,15,16, 18,19	<p>College-wide initiative</p> <p>Chaired professorship – JJ Vanier Chair in Relational Selling, held by Dawn Deeter-Schmelz</p>



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	<p>retail selling, services marketing, and B2B interfaces.</p> <p>Major topics include: relationship selling, efficiency and effectiveness in the sales process, sales technology, sales management and sales training, recruiting, and performance evaluation.</p>			<p>Pi Sigma Epsilon – National co-ed fraternity for students in sales and sales management</p> <p>National Strategic Selling Institute - The mission of the National Strategic Selling Institute is to advance the relationship selling profession through leadership in interdisciplinary academic education, highly impactful research, and valued outreach activity.</p> <ul style="list-style-type: none"> – NSSI Advisory Board - Builds a foundation for student support and communication between the academic and private sector – NSSI auction - Raises funds for student sales competitions – Corporate partnerships (11) – Edward Jones Sales competitions – Students take the role of an Edward Jones financial advisor and sell to a client for a \$500 scholarship. – KSU Sales Cat Team - Students represent the university are national competitions. – K-State sales week - Develops professionalism and selling skills along with job placement – Sales training laboratory - The Sales Labs support two live role plays on closed-circuit monitors that relay video feed to a judge’s board room.



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				<p>Awards/rankings - Named one of the top universities for Professional Sales Education by the Sales Education Foundation in 2012 and 2013.</p> <p>Budget - \$35,000 in private money</p> <p>Involved faculty <i>Marketing</i> – Reo Song, Sung Ha Jang, Jaebeom Suh Esther Swilley, Jan Crow, Dawn Deeter, Swinder Janda, David Lehman, David Fallin</p> <p>Certificate in Professional Strategic Selling Provides students with an opportunity to prepare for careers in sales using an innovative sales lab.</p> <p>Research activity, 2008-present (see Appendix)</p> <ul style="list-style-type: none"> – 18 journal articles – 7 national research presentations <p>Related coursework</p> <ul style="list-style-type: none"> – MKTG 497: Financial Services Marketing – MKTG 560: Sales Management – MKTG 570: Advanced Selling – MKTG 542: Professional Selling – MKTG 550: Business Marketing – MANGT 662: Procurement, Logistics, & Supply Chain Design



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Accounting education				<p>College-wide initiative</p> <p>Three chaired professorships – Ralph Crouch-KPMG Chair, held by Dan Deines; Deloitte and Touche Chair, held Dann Fisher; Robin Hagans Maupin Chair, held by Joseph Ugrin</p> <p>Budget \$51,500.00</p> <p>Involved faculty Accounting - Kimberly Charland, Amy Hageman, Li-Tzang Hsu, Stacy Kovar, John Morris, Dann Fisher, Richard Ott, Kingsley Olibe, Joseph Ugrin</p> <p><i>Management</i> -</p> <p>Editorial board memberships</p> <ul style="list-style-type: none"> - <i>Advances in Accounting Behavior Research</i>, Amy Hageman - <i>Behavioral Research in Accounting</i>, Amy Hageman - <i>International Journal of Accounting and Finance</i>, Kingsley Olibe - <i>Journal of Business and Accounting</i>, Kingsley Olibe <p>Research activity, 2008-present (see Appendix)</p> <ul style="list-style-type: none"> - 12 journal articles

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				<ul style="list-style-type: none"> – 2 books – 3 book chapters – 11 other (cases, presentations, etc.)
Investments and Market Microstructure	<p>Broad area of investments and market microstructure topics.</p> <p>Major topics include:</p> <p><i>Market microstructure:</i> Order preferencing, tick size, transparency in financial markets, quote adjustments, order imbalance</p> <p><i>Investments:</i> IPOs, seasoned equity offerings, asset backed securities, REIT's, real estate finance, investor speculation</p> <p><i>Other:</i> Mutual funds, closed-end funds, ETF's, 401(k) retirement plans, separately managed accounts, conflicts in the areas of retirement planning.</p>	B	1,2,6,8,9,10,11,14,15,18	<p>College-wide initiative</p> <p>Chaired professorship - von Waaden Chair of Investment Management, held by Eric Higgins</p> <p>Budget - \$200,000 per year (private funds)</p> <p>Involved faculty <i>Accounting</i> – Kingsley Olibe</p> <p><i>Finance</i> – Ansley Chua, Chairat Chuwonganant, Anand Desai, Eric Higgins, Benjamin H. Johnson, Tareque Nasser, Sabuhi Sardarli, Shuang Zhu</p> <p>Consulting activity – Faculty have consulted with private businesses and local government agencies.</p> <p>Research activity, 2008-present (see Appendix)</p> <ul style="list-style-type: none"> – 21 journal articles – 2 book chapters