Marketing & Entrepreneurship

Marketing Knowledge Leaders Selling Up

Outstanding Output of New Marketing Faculty Highlighted

Two newcomers, Vanessa Patrick and Rex Du, honored among the most productive young scholars for papers on topics like using luxury to sell products, and managing consumer relationships.
Three faculty members from the department were recognized as Marketing Science Institute (MSI) Young Scholars, a program that highlights the most productive young scholars in the field. Incoming faculty members Vanessa Patrick and Rex Du, both associate professors, join the 2009 list of 30 exceptional young marketing researchers in the field.

Patrick and Du each joined the Department of Marketing & Entrepreneurship faculty this fall. Du received his Ph.D. in marketing from the Fuqua School of Business at Duke University, and his research interests are in the areas of customer relationship management, retail category management, marketing metrics and performance evaluation, household consumption and financial portfolio, database marketing and new product diffusion and sales forecasting. Patrick received her Ph.D. from the Marshall School of Business at USC, and her research interests include affect (mood and emotions), art and aesthetics, hedonics and luxury branding, and intertemporal issues in choice and consumption. “The Broad Embrace of Luxury: The Role of Hedonic Perceptions in the Differential Influence of a Luxury (vs. Value) Brand Concept on Brand Extension Evaluations,” a study co-authored by Patrick and Henrik Hagtvedt that was published in the *Journal of Consumer Psychology*, provided background material for an August article prominently featured in *TIME* magazine.

In addition, Patrick published papers in several academic journals in 2009, including “Coping with Non-Purchase: Managing the Stress of Inaction Regret,” co-authored with Matthew Lancellotti and Gustavo De Mello, and “Affective Forecasting and Self-Control: When Anticipating Pride wins over Anticipating Shame in a Self-regulation Contest,” co-authored with Hae Eun Chun and Deborah J. MacInnis, both for the *Journal of Consumer Psychology*.

Assistant Professor Noah Lim received the Management Science Meritorious Service Award for 2009 for his notable service as a reviewer for the journal *Management Science*.

Assistant Professor Jill M. Sundie co-authored a paper with DISC Professor Wynne Chin titled “Schadenfreude as a Consumption-Related Emotion: Feeling Happiness about the Downfall of Another’s Product,” which was accepted for publication in the *Journal of Consumer Psychology*.

The UH Bauer chapter of the Collegiate Entrepreneur’s Organization attended the national CEO Annual Conference in Chicago in October, winning several awards. The group received first place in E-Diffusion, an award for spreading awareness of the organization throughout the UH campus, while CEO member Johnathan “Duke” Nicklos was a finalist in the elevator pitch competition, where he based his 90-second pitch on the initiative to break the cycle of addictions, called “It Ends with Me,” that would be done through a network that provides 24-hour at-risk counseling, peer support group seminars and conventions. CEO Corporate Relations Officer Izabela Gryciuk, a marketing student, was also recognized for organizing various events throughout the semester, including presentations from real-world entrepreneurs, field trips to business sites and other activities to promote the field of entrepreneurship.

Larry J. Sachnowitz Professor Betsy Gelb and Associate Professor Partha Krishnamurthy, Bauer Faculty Fellow and Director of Institute for Healthcare Marketing, wrote an op-ed piece on the research that should assist in framing health reform that was published in the *Houston Chronicle*’s Outlook section in October. Gelb was also quoted by several newspapers and television stations over the fall, including a KHOU story on Black Friday sales and a *Chronicle* report on cause-related marketing.

In addition, C. T. Bauer Professor of Marketing Steve Brown was interviewed by *The Galveston County Daily News* for a November story about mall operators’ changing marketing strategies, and Wolff Center for Entrepreneurship director Daniel Steppe provided comments in a story about a local garage sale management business that was published in a December edition of the *Chronicle*. 
The Dean’s Executive Board welcomed a new chairman and five additional members in 2009-2010. Administaff President Richard Rawson (’72) is incoming chairman, taking over for past chairman John McNabb II, who is chairman for Growth Capital Partners, L.P. The board’s newest members include Sam Douglass (’54), chairman and CEO of Equus II Incorporated; J. Downey Bridgwater (’84), chairman, president and CEO of Sterling Bancshares Inc. and Sterling Bank; Bala V. Balachandran, founder, Indian School of Business and Great Lakes Management Institute, and former associate dean, Kellogg School of Management, Northwestern; Frank Kelley, associate dean of undergraduate studies at Bauer College; and Michael C. Linn, chairman and CEO of LINN Energy.

Bauer College was featured in The Princeton Review’s latest guide to the country’s best business schools. The Best 302 Business Schools surveyed 19,000 students in 2006, 2007 and 2008 and included two-page profiles of the best business schools in the country. A summary of Bauer highlights reported by students includes a strong academic focus on the energy industry, friendly students, a good peer network, cutting-edge classes and a great metropolitan setting. Students also lauded the high caliber of Bauer faculty, the value of non-classroom events like an annual Leadership and Ethics Week, and the level of support from the Rockwell Career Center and other UH Bauer resources.

Strategic Financial Group and parent company MassMutual have lent their name to the high visibility video wall in the lobby of Melcher Hall, now branded the Strategic Financial Group News Center. The plasma screens in the News Center display important announcements and news to the thousands of students who pass through the building each day. Representatives from Bauer College celebrated the partnership with leadership from SFG and MassMutual during a reception in September.
Bauer College re-launched its Distinguished Leaders Series in October with an energy focus. Sponsored by Sequent Energy Management, the DLS featured two of the country’s foremost energy experts as guest speakers — Gal Luft, the executive director of the Institute for the Analysis of Global Security (IAGS) and John W. Somerhalder II, who is chairman, president and CEO of AGL Resources.

The Bauer College Alumni Association held several successful events over the fall semester, including its monthly breakfast networking series, sponsored by James E. Bashaw & Co., which hosted speakers including Houston Dynamo President and General Manager Oliver Luck, US Oncology President and CEO Bruce Broussard (MBA ’89) and Houston Texans President Jamey Rootes.

The BCAA also held its annual meeting in August, which boasted record-setting attendance along with presentations to honor the college’s Golden Cougars, a group of alumni who attended Bauer in the 1940s and 50s, along with outgoing Dean’s Executive Board chairman John McNabb and a group of employees from China National Petroleum Corporation who were in Houston to receive their Global Energy MBA degrees from Bauer.

► Supply chain senior Sean McFarlin was the recipient of the Joe W. Martin Scholarship Endowment. Joe Martin (’76), an alumnus of the UH chapter of the Sigma Chi fraternity, awards the scholarship annually to a Sigma Chi member and Bauer student who maintains excellent grades and stays active in student organizations. This is McFarlin’s second year to receive the honor.

► Assistant Dean for Career Services at the Rockwell Career Center and longtime tri-athlete Jamie Belinne represented Team USA in the International Triathlon Union (ITU) Long Distance Triathlon World Championships in Perth, Australia. Belinne was invited to join Team USA 2009 after finishing Top Ten in her age group in a national championship triathlon last year. Teams from more than 20 countries traveled to Australia to compete in the race, and Belinne finished 36th in her age group world-wide.
Assistant Dean for Career Services Jamie Belinne crosses the finish line in Perth, Australia.
The 2009 University of Houston football season marked the launch of the Bauer Business Leaders Program, a joint effort between the UH Bauer College of Business and UH Football to connect student athletes with prominent Houston business leaders. Each Cougar home game featured two honorary guest sideline coaches who participated in all pre-game and game time activities.

Sideline coaches included Mike Linn, chairman and CEO of LINN Energy; Bradley Hutchinson, Barclays Capital management director of upstream coverage; Peter Tumminello, executive vice president of business development and support for Sequent Energy Management; C. Gregory Harper (MBA ’97), senior vice president and group president of CenterPoint Energy Pipelines and Field Services; John T. McNabb II, Growth Capital Partners chairman; L.R. “Robin” French, FEC Holdings founder and co-owner; Randy Giles, CEO for UnitedHealthcare; Richard G. Rawson (BBA ’72), president of Administaff and chairman of the UH Bauer Dean’s Executive Board; Jeff Allen, president and CEO of Integrity Financial Group; Gerald W. McElvy, president of ExxonMobil Foundation; Harris County Sherriff Adrian Garcia; and Robert Erwin (BS ’95), owner and president of Pi Studios.

Bauer students and alumni showed strong support for UH Athletics this year in what has been said to be the most remarkable season in Cougar football history. The Bauer College Alumni Association hosted droves of fans at the Bauer Pavilion while student organizations rallied for the Coogs during pre-game tailgating outside of Robertson Stadium.

**Guest Sideline Coaches Went 6-0 For Cougar Football**

HAVE AN ACCOLADE WORTHY ITEM? Please tell us about it and submit an email to Jessica Navarro at jnavarro@bauer.uh.edu or Chester Jacinto at cjacinto@uh.edu. Your accolade should include faculty name, title, and two or three sentences on the recognition or honor. We will then schedule a headshot of the noted faculty member for inclusion in Bauer Accolades.

**OUR MISSION** The mission of the C. T. Bauer College of Business at the University of Houston is three-fold: to create and disseminate knowledge that improves the real world of business, to link that scholarly achievement to high-quality learning experiences for a diverse undergraduate and graduate student body, and to prepare our students for responsible business leadership worldwide.