

# Accolades & More!

Distinction at the Bauer College of Business

Fall 2007

## ACCOUNTANCY & TAXATION

On Oct. 9, a group of Bauer students led by accounting professor **Dr. Ron Lazer** placed first in the college's "extreme tax" competition sponsored by PricewaterhouseCoopers.



Seniors **Jeremy Rincon** and **Duane Scaridno**, junior **Joon Bae** and sophomores **Juliana Noukas** and **Edelmira Pena** were the winning team in the contest, which was part of Leadership & Ethics Week 2007. Judges will view a video of the team's performance to determine if the students will be selected to participate in the national xTAX competition.

Associate accounting professor **Saleha Khumawala** received the "Woman of Excellence Award" from the India Cultural Center. She was honored in the professional category for successfully leading the Study Abroad India program for Bauer students as well as developing an education model that uses the tools of microfinance to support client children's education. Khumawala received the award from NASA astronaut **Sunita Williams** and **S.M. Gavai**, the Consul General of India.

Accounting academic advisor **Elizabeth Bullock** appeared in the October issue of the University's Employee Focus newsletter in the "Who's Who on Campus" section. Academic advisor **Troy Hopkins** submitted her name for consideration.

The Bauer College chapter of the National Association of Black Accountants won first place at the NABA National Case Study Competition sponsored by KPMG in June. The winning team consisted of students **Chrystal Osborne**, **Jerrica Lewis**, **Ayodeji Ebulomo**, **Brittany Washington** and **Brittney Webb**. Professor **George Gamble**, director of Bauer's Institute for Diversity and Cross-Cultural Management, serves as the NABA chapter's faculty advisor. The Bauer NABA chapter defeated student teams from six other universities — Howard, North Carolina A&T, Chicago State, DePaul, Temple and Florida A&M, the 2006 competition winner.



This summer, the International Association for Accounting Education and Research, in collaboration with KPMG, awarded a \$25,000 grant to Professor **Kaye Newberry** and her research team for a study called "Leverage and Cost of Equity Capital – An Empirical Test of Various Definitions of Liability and Fair Value Measurement."

Newberry's team was the only group from the United States to receive the prestigious award, which was given to only five teams worldwide as part of IAAER's Research of Defining, Recognizing and Measuring Liabilities grant program. The program supports research that helps the International Accounting Standards Board make informed decisions on identifying liabilities and how to measure them. Newberry and her team presented their research at a conference in London in September and will do so again two times next year in the United States.

## DECISION AND INFORMATION SCIENCES



Teaching fellow **Michael Murray**, a recent addition to the Decision and Information Sciences department faculty, holds a Ph.D. in operations management from the University of Houston and an MBA in finance from Bauer College. His areas of research interest include supply chain management, continuous production systems and process economics and decision systems.



Professor **Everette Gardner** has just been named a Fellow of the International Institute of Forecasters. Dr. Gardner's 1985 article, "Exponential Smoothing: The State of the Art," was recently ranked as the third most influential article in forecasting published during the last 25 years. The two authors ranked above Dr. Gardner on the list are the winners of the

2003 Nobel Prize in economics, **Robert Engle** and **Clive Granger**.

Professor Gardner also made three presentations on forecasting in June throughout North America. In Montreal, he spoke to the Ernst & Young Airline Auditors Conference on forecasting the usage of frequent flyer miles. He spoke at a Houston meeting of the American Production and Inventory Control Society's top management night on forecasting for operations management. In New York, he spoke to the International Symposium on Forecasting on trend extrapolation.

Assistant Professor **Leiser Silva** was invited to give two seminars to the London School of Economics — "Fighting Against Windmills: The Implementation of Strategic Information Systems and Deep Structures" and "A tale of an Academic Journey: From the LSE to Business Schools in North America." He was also invited to Cambridge University to give a seminar highlighting his recent *MIS Quarterly* article. Dr. Silva has been appointed as a visiting research fellow at the London School of Economics.

## FINANCE



Professor **Thomas George** recently co-authored a paper titled "Long-Term Return Reversals: Overreaction or Taxes?" that is forthcoming in the *Journal of Finance*. He also presented another co-authored paper, "Leverage, Financial Distress and the Cross Section of Stock Returns," at the 2007 Western Finance Association Meetings in June.

Department chair **Praveen Kumar**, a Texas Bank of Commerce/Tenneco Professor and Executive Director of UH-GEMI,

also attended the WFAM meetings to present "Asset Pricing with Estimation-risk and Uncertain Information Quality," a paper that is forthcoming in the *Review of Financial Studies*. The paper he co-authored with accounting Professor **K. Sivaramakrishnan**, "Who Monitors the Monitor? The Effect of Board Independence on Executive Compensation and Firm Value," has also been accepted for publication in the *Review of Financial Studies*. Kumar also presented research with Professor **Nisan Langberg** at the Utah Winter Finance Conference in February and the annual meeting of the American Finance Association in January.

Professors **Martin Dierker** and **Alex Boulatov** presented their joint paper titled "Pricing Prices" at the Oxford Summer Symposium and at the 2007 European Finance Association meeting. They will present their research again at the 2008 annual meeting of the American Finance Association. There, Boulatov will also present "Securities Trading when Liquidity Providers are Informed," a paper he co-authored with Professor **Thomas George**.

Assistant professor **Hadiye Aslan** attended the European Finance Association meeting in August at the University of Ljubljana in Slovenia. She presented a paper titled "Firm Characteristics and Informed Trading: Implications for Asset Pricing," which she co-authored.

Professors Aslan and **Kumar** also presented "Going Public and Going Private: What Determines the Choice of Ownership Structure?" at the Fourth Annual Conference on Corporate Finance at Washington University in St. Louis.

Professor **Craig Pirrong** presented a paper he authored titled "The Industrial Organization of Execution, Clearing and Settlement in Financial Markets" at the meeting of the International Society for the New Institutional Economics held in June in Iceland.

In October, he also participated in a roundtable discussion of intellectual property and competition issues relating to financial markets sponsored by the Federal Reserve Bank of Chicago and the Kellogg School of Business, Northwestern University. He has been invited to deliver a keynote talk at the Federazione Italiana di Matematica Applicata (Italian Federation of Applied Mathematics), Energy and Environment: New Challenges to Mathematical Modeling and Applications, to be held in January in Ayas-Champoluc, Italy.

Excerpts from Professor Pirrong's blog, [www.streetwiseprofessor.com](http://www.streetwiseprofessor.com), have been included in a special issue of *CME Magazine* commemorating the merger of the Chicago Board of Trade and the Chicago Mercantile Exchange.

Doctoral student **Doruk Ilgaz** will present his research at the Financial Management Association meeting that will be held next year in Dallas.

Executive professor **Dan Jones** appeared on FOX 26's hurricane briefing in August to discuss the importance of flood insurance for residents close to the coast. He also shared some



of his extensive experience in insurance and expertise in risk management with meteorologist **John Dawson** and the viewing audience.

Professors **Nisan Langberg** and **K. Sivaramakrishan** have a forthcoming paper in the *Journal of Accounting and Economics*, "Voluntary Disclosures and Information Production by Analysts."

## GRADUATE AND PROFESSIONAL PROGRAMS



*BusinessWeek* has recognized the evening MBA program at Bauer as one of the best in the nation by including it on the 2007 list of the 30 Best Part-Time MBA Programs. Bauer is ranked #1 in Houston, #4 in the Southwest and #27 in the nation.

This past summer, four students agreed to tackle a question posed by INTEC Engineering Partnership, LTD, an engineering and project management company that serves the international oil and gas industry with 500 employees and offices in Houston, London, Delft, Kuala Lumpur, Perth, Rio de Janeiro, Lagos and Mexico City. The company's question: What makes a "Great Place" to work? And more importantly, what things could INTEC's Houston office do in order to hit the mark and be recognized for its achievements?

**Elizabeth P. McGlothlin** (MBA '07), **Vinh Tran** ('05 MBA '07) and MBA candidates **Jimmy Watson** and **Jonathan**

**Braun** each brought unique skills to the project, and initially had to work out how to divvy up tasks according to their strengths, says McGlothlin, an engineer with Boeing's space shuttle program.

They began their work by researching "Best Place to Work" lists compiled annually by *Fortune* magazine, *Houston Business Journal* and state and national groups to assess which lists were most applicable for a company of the size and scope of INTEC. The students also looked at academic literature on the subject and then designed an employee survey to try and determine what INTEC employees thought about each of the measures in relation to their jobs. An independent business consultant told Associate Dean of Graduate and Professional Programs **Latha Ramchand** that the group's research was easily worth \$150,000 in the real world marketplace.

Thirty-one Global Energy MBA (GEMBA) students from Beijing traveled to Houston this summer to take part in a commencement ceremony that represented the graduation of the program's first class. Four of China's top energy executives received their MBAs through the program. Many of the students are employed by Sinopec and will be leading China's largest and most influential energy companies for years to come. A special luncheon was held in honor of all the students, featuring Graduate and Professional Programs Commencement speaker **G. Edmond Clark** (MBA '79), President and CEO of FedEx Trade Networks, Inc.



The first Beijing Global Energy Executive MBA class graduated on May 11, 2007.

## MANAGEMENT



Director of Global Studies **Tyler Priest** was honored with the 2007 Geosciences in the Media award from the American Association of Petroleum Geologists for his recently

published book, *The Offshore Imperative: Shell Oil's Search for Petroleum in Postwar America*. He will accept the recognition in April at the AAPG annual meeting in San Antonio.



The Management department welcomed **Long Le** to their faculty this fall. Le serves as the Director of International Initiatives and specializes in teaching global studies. He holds a Ph.D. in political science and history from the University of Houston and earned his MA in political science from UH.

Another new professor, **Seemantini Pathak**, has also joined the department. She holds a Ph.D. from Arizona State University and has extensive knowledge in corporate governance and strategy.

A paper by assistant professor **Dusya Vera**, doctoral student **Michael Banks** and alumna **Louise Nemanich** titled "Knowledge Transfer and Enjoyment in Classroom vs. Online Settings" received the Best Paper in Management Education award from the Management Education & Development Division of the Academy of Management for the National Academy of Management Meetings.

## MARKETING & ENTREPRENEURSHIP

According to a list published in the *Chronicle of Higher Education*, the department of marketing is one of the 10 most productive in the country. The ranking, compiled by Academic Analytics, cites the department for faculty members' contributions to books and journals, as well as citations and financial and honorary awards. Bauer College ranked #9 on the list.

Former doctoral research fellow **Adam Rapp** received the 2007 Doctoral Dissertation Research Award from the American Marketing Association Selling and Sales Management Special Interest Group. He submitted his dissertation titled "New Insights on Marketing and Performance Outcomes: Applying a Team Lens."

Assistant Professor **Niladri Syam** was named to the editorial board of *Marketing Science*, a quarterly national journal that offers cutting-edge research as well as new insights and approaches to current marketing-related problems.



Assistant professor **Ye Hu**, a new addition to the Marketing & Entrepreneurship department, holds a Ph.D. in marketing from The Wharton School of the University of Pennsylvania. His research interests and areas of expertise include empirical models of consumer learning, Bayesian statistical methods, probability models and retailing.

*The Management Report*, a publication of MIT Sloan Management Review, featured **Betsy Gelb**, a Larry J. Sachnowitz Professor and Director of Ph.D. Programs, in its August issue. Gelb was interviewed about creating successful sales promotions in an article called "Making the Sale." NBC's TODAY show also tapped Gelb as a marketing expert in June. Gelb appeared on the program to comment on cereal brand pricing.

## CENTERS & INSTITUTES



The Center for Entrepreneurship & Innovation was named second in the nation by *The Princeton Review* and *Entrepreneur* magazine in the annual list of the Top 25 Undergraduate Entrepreneurship programs. Bauer topped Baylor University, the University of Arizona and Notre Dame, among others, on the list.



Students representing the Program for Excellence in Selling won first place at the inaugural "Can't Beat the Experience" team sales contest held on Sept. 28 at Indiana University. The team included marketing senior **Charlsie Anderson**,

accounting senior **Jose Rodriguez**, marketing senior **Kurt Schoeffler** and MBA candidate **Alim Hirani**.

The July/August issue of *BizEd*, the magazine for the Association to Advance Collegiate Schools of Business, featured Associate Dean for Executive Education and Marketing Professor **Eli Jones**. The article focused on Jones' work with the Sales Excellence Institute and the connections he has made for students with corporate clients in building a bridge between business and academia.



## BAUER BITS



Bauer alumnus **Gerald McElvy** ('76) was given a distinguished alumni award by the Houston Alumni Organization at its 53rd annual awards dinner on Sept. 20 at the Hilton Post Oak.

Happy 5th anniversary to the Bauer Business Honors Program! The group celebrated the occasion at its annual fall mixer on Oct. 4, which featured congratulations from Dean **Arthur Warga** and Honors College Dean **Ted Estess**.



The Toyota Engines of Change featured Assistant Dean and Executive Director of Career Services **Jamie Belinne** in [www.toyotaenginesofchange.com](http://www.toyotaenginesofchange.com). Belinne is a Toyota Sponsored Athlete in the Danskin Women's Triathlon Series for its Austin team. Belinne also appeared in a recent issue of *AchieveTexas In Action, A College and Career Planning Guide*, to discuss the need for trained business professionals.

*Members of the Dean's Executive Board held a successful inaugural meeting on Nov. 15 to begin discussing how to sustain the unprecedented achievements of the past year. The board includes, pictured from left to right, **Richard G. Rawson**, president of Administaff; **William J. "Bill" Gedwed**, CEO for HealthMarkets; **L.R. "Robin" French III**, founder and CEO of FEC Holdings, L.P.; Dean **Arthur Warga**; **Melvyn L. Wolff**, chairman of the board for Star Furniture; UH System Regent **Michael J. Cemo**; Associate Dean **Bob Casey**; **Jack B. Moore**, President and COO of Cameron; **John T. McNabb II**, chairman and CEO of Growth Capital Partners; Associate Dean **Latha Ramchand** (seated) and Associate Dean **Elizabeth Anderson Fletcher** (seated).*



*Not pictured are **Rex Adams**, vice chairman of PBS; **Aylwin B. Lewis**, President and CEO of Sears Holdings Corp.; **Gerald W. McElvy**, President of ExxonMobil Foundation; **David L. Mendez**, chairman of JPMorgan Chase Texas Middle Market; **Anthony R. Chase**, chairman and CEO of ChaseCom LP; **Samuel DiPiazza Jr.**, CEO of PricewaterhouseCoopers Int'l Ltd.; **Mark G. Papa**, chairman and CEO of EOG Resources; **Dave Warren**, President and CEO of Energy Alloys; **Bruce A. Williamson**, chairman, president and CEO of Dynegy; **Duy-Loan Le**, senior fellow of Texas Instruments; **C. Greg Harper**, President, CEO and director of Spectra Energy; Associate Dean **Eli Jones** and **Karen W. Katz**, president and CEO of Neiman Marcus Stores.*

## BAUER WELCOMES NEW FACULTY AND STAFF

### FACULTY:

#### DECISION AND INFORMATION SCIENCES

**Michael Murray**, visiting assistant professor, operations management

#### MANAGEMENT

**Long Le**, visiting assistant professor, global studies

**Seemantini Pathak**, visiting assistant professor

#### MARKETING &

#### ENTREPRENEURSHIP

**Ye Hu**, assistant professor

### STAFF:

#### ACCOUNTANCY & TAXATION

**Candace Wirt**, academic advisor 1

#### DEAN'S OFFICE

**Julie Bonnin**, contract writer

**Faviola Garcia**, office coordinator

**Tanara Landor**, special event operations coordinator

**Jessica Robertson**, communications manager

**Marsha Van Horn**, senior graphics designer

**Aracely Villalpando**, development coordinator

#### EXECUTIVE DEGREE PROGRAMS

**Anne Ness**, program director (marketing)

**Tanieka Young**, program director (recruitment)

#### MARKETING & ENTREPRENEURSHIP

**Bevelyn Williams**, office assistant 2

### RICS

**Daniel Nguyen**, microsystems analyst 2

**Pyong "Q" Park**, instructional designer

**Trent Ramsey**, user services specialist 3

**Henry Tu**, application developer 2

**Jeremy Warren**, office assistant 2

#### ROCKWELL CAREER SERVICES

**Jewelette Christopher**, career counselor 2

**Oliver Blanco**, career counselor 2

#### SALES EXCELLENCE INSTITUTE

**Justin Bremer**, program manager

**Rachel Cheney**, events manager

#### UNDERGRADUATE BUSINESS

#### PROGRAMS

**Jonathan Hill**, advising assistant 2

## HAVE AN ACCOLADE WORTHY ITEM?

Please tell us about it and submit an email to Jessica Robertson at [jnrobertson@uh.edu](mailto:jnrobertson@uh.edu) or Chester Jacinto at [cjacinto@uh.edu](mailto: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 *Accolades & More!*

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