

Putting Theory Into Practice

B. I. Moody III College of Business Administration 2019-2020 Annual Report



Putting theory into practice, the B.I. Moody III

College of Business Administration prepares

future professionals with the expertise to lead

in the global business community.

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A MESSAGE FROM THE DEAN

At the University of Louisiana at Lafayette B.I. Moody III College of Business Administration, we are continuously evolving to deliver an education that is relevant and provides our students the knowledge, skills, and experiences to excel. Our curriculum emphasizes innovation, teamwork, and real-world learning. These elements were most evident this year when our world suddenly shifted.

We forged forward during the COVID-19 pandemic, transitioning all on-campus courses and college operations to remote formats. Our faculty implemented new ways to provide a valuable education to our students. Faculty also shared their expertise and research to help business, community, and government leaders adapt to the changing landscape. Our students displayed a resilience that is remarkable and inspiring.

This year was also filled with exciting achievements in student performance, faculty research, and community impact. The Moody College of Business continues to be ranked as one of the nation's best business schools by U.S. News and World Report. Our undergraduate and graduate programs were also ranked by CEO Magazine, The Princeton Review, and others. This is a testament to the focus of our University, faculty, and staff.

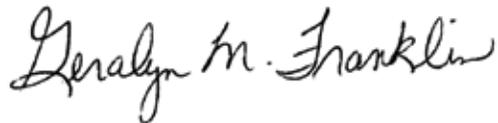
We welcomed the first 100% online students to our Bachelor of Science in Business Administration in Management and Master of Science in Accounting programs. We also enhanced our undergraduate programs by adding an Investments and Portfolio Management minor.

Enrollment in the college grew for the third year in a row with more than 2,800 students during the Fall 2019 semester. This growth is due to increased enrollment in our MBA program, now at 1,026 students participating on campus or 100% online.

In the coming year, the Moody College of Business will undergo a reaccreditation review by the Association to Advance Collegiate Schools of Business (AACSB) in both business and accounting. AACSB accreditation represents the highest standard of achievement for business schools and accounting programs worldwide. We will also launch our Moody College of Business 2020-2025 Strategic Plan with a focus on quality and continuous improvement of student learning and faculty research outcomes.

Over the past 118 years, the Moody College of Business or its predecessor business unit has shaped the lives of more than 23,000 alumni. I invite you to follow the accomplishments of our students and faculty by connecting with Moody College of Business on Instagram @moodycollegeofbusiness and Facebook @ULMoodyBusiness.

Geaux Cajuns!



*Geralyn McClure Franklin, Ph.D.
Interim Dean (2019-2020), B.I. Moody III College of Business Administration*



Franklin



VISION

Our vision is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

MISSION

Our mission is to be a vibrant learning community in a culturally rich region. We foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.

VALUES



COMMUNITY



DISCOVERY



EXCELLENCE



INTEGRITY



RELEVANCE



RESPECT

We establish and maintain meaningful relationships to create value for our university and stakeholders. | We foster intellectual curiosity, creativity, and innovation. | We are committed to teaching, research, and service with quality and distinction. | We demonstrate ethical, socially responsible, and professional behavior. | We provide relevant curricula in an ever changing business environment. | We promote mutual understanding and collegiality that embraces diverse perspectives.

GOALS

- 1** | PROVIDE STUDENTS WITH A COMPREHENSIVE BUSINESS SCHOOL EXPERIENCE WITH HIGH QUALITY ACADEMICS AND VALUE-ADDED STUDENT OUTCOMES
- 2** | ATTRACT, DEVELOP, SUPPORT, AND RETAIN FACULTY WHO PROVIDE OUTSTANDING INSTRUCTION AND PRODUCE HIGH QUALITY RESEARCH
- 3** | CREATE AND SUSTAIN EXCEPTIONAL EXTERNAL RELATIONSHIPS AND BRAND AWARENESS
- 4** | ATTAIN TRANSPARENT, SHARED COLLEGE GOVERNANCE AND SUPERIOR OPERATIONAL EFFECTIVENESS



Programs

At Moody Business, students develop the knowledge, skills, and experience to excel in the global workplace. The curriculum emphasizes innovation, teamwork, and real-world learning to prepare students for a career in any industry.

UNDERGRADUATE MAJORS

- Accounting
- Economics
- Finance
- Hospitality Management
- Insurance and Risk Management
- Management *(also available 100% online)*
- Marketing
- Professional Land and Resource Management

UNDERGRADUATE MINORS AND CONCENTRATIONS

- Accounting
- Business Analytics
- Economics
- Entrepreneurship
- Finance
- Food Service Management
- Hospitality Management
- Human Resource Management
- Insurance and Risk Management
- International Business
- Investments & Portfolio Management
- Legal Studies
- Management
- Marketing
- Professional Sales

GRADUATE PROGRAMS

- Master of Business Administration *(also available 100% online)*
- Executive MBA
- Master of Science in Accounting *(100% online)*

CERTIFICATE PROGRAMS

- Graduate Certificate in Business Administration *(100% online)*
- MBA Health Care Administration Certificate
- Post-Baccalaureate Certificate in Accounting

Rankings

Proudly ranked among the nation's best publications:

CEO MAGAZINE

POETS & QUANTS

THE PRINCETON REVIEW

U.S. NEWS & WORLD REPORT



TOTAL ENROLLMENT

2,891

Fall 2019

UNDERGRADUATE STUDENTS

1,862

Fall 2019

LARGEST UNDERGRADUATE
MAJOR ENROLLMENT

663

Management

LARGEST GRADUATE
PROGRAM ENROLLMENT AT
UL LAFAYETTE

1,014

Moody College of Business MBA Program

MBA DEGREES CONFERRED

301

Summer 2019, Fall 2019, Spring 2020

TOTAL DEGREES CONFERRED

731

Summer 2019, Fall 2019, Spring 2020

**BUSINESS DEGREE PROGRAMS
AVAILABLE ONLINE**

4

Undergraduate & Graduate

**STUDENT ENROLLMENT BY
POINT OF ORIGIN**

2,887

2,469 In-State, 319 Out-of-State, 99 International

**MOODY COLLEGE OF BUSINESS
ALUMNI NETWORK**

21,700+

**STUDENT-BASED BUSINESS
ORGANIZATIONS**

16

**UNDERGRADUATE & GRADUATE
SCHOLARSHIPS**

200+

SCHOLARSHIP TOTAL

\$300,000

Made possible by the generous
contributions of donors

Students Analyze Portfolio Investments for the University of Louisiana at Lafayette Foundation

The UL Lafayette Foundation manages donor assets that provide scholarships, professorships, chairs, faculty development funds, grants for research, athletics, alumni and University Art Museum funds, and other University-Foundation related programs. These privately held funds supplement overall programming costs.

2014

Foundation Board Approves Student Managed Investment Portfolio

- \$200,000 Portfolio | 41 S+P 500 Stocks



Maraist Financial Services Lab



Maraist Financial Services Lab

2018

Maraist Financial Services Lab Opens

- 12 Bloomberg Terminals & Electronic Stock Tickers
- Student Certification in Bloomberg Market Concepts

FALL 2019 & SPRING 2020

Maraist Financial Services Lab Initiatives

- Finance Students Analyze Stocks and Recommend Investments
- Presentations to Foundation Board and Community



Student Sales Program Earns Top Placements at Competitions

University sales competitions attract top sales students who refine their classroom skills in exciting competitive atmospheres. Sales competitions vary in format: role-play, team selling, speed selling and “elevator pitch”. These competitions are opportunities for recruiters to meet the future generation of sales professionals and see them in action. The Moody Business Student Sales Team competed at five sales competitions in 2019-2020. They prepared for competitions utilizing the Northwestern Mutual Sales and Research Lab located in Moody Hall and participated in an internal speed selling competition where they were critiqued by local sales professionals.

In November 2019, the team competed at the International Collegiate Sales Competition in Orlando hosted by Florida State University. Team members were Kaitlyn Camel, Jacob LeJeune, Robbye March, Gabriel Mire, and Austin Wade, led by coaches Dr. Valerie McGehee and Darby Murphy. For the speed selling competition, Jacob LeJeune and Kaitlyn Camel were finalists, placing in the top ten out of 180 students. UL Lafayette was the only Louisiana school to place in the top 10 for speed selling. For the role-play competition, Kaitlyn Camel placed third out of ten competitors and Robbye March placed fifth out of ten competitors. Jacob Lejeune received a golden ticket from Scripps as their choice for best sales pitch. Eighty universities from around the world and over two hundred students competed this year for the World Cup of Sales.



Student International Sales Team and Coaches



Student Sales Team Competitor

LEED Center

The UL Lafayette Louisiana Entrepreneurship & Economic Development Center (LEED), housed in the Moody College of Business, provides technical assistance and support to businesses, economic development agencies, entrepreneurs, and rural and underserved minority populations through strategic planning, impact analyses, feasibility studies and market research.

In 2019-2020, a variety of assistance was provided including the development of strategic marketing plans for the city of Ville Platte as a part of three grants for "Community Economic Development in Underserved Rural Coastal Acadiana Parishes". The students presented economic development and community engagement recommendations to city leaders including the mayor of Ville Platte, the Evangeline Parish Community Foundation, Police Jury, Industrial Development Board, Evangeline Parish Chamber of Commerce, and Evangeline Parish School Board.

Graduate Students Develop Marketing Plans for City of Ville Platte
 (Ville Platte is the poorest city in Louisiana and the second poorest city in the USA)



90+ MBA AND COMMUNICATIONS
 GRAD STUDENTS

17 PROJECTS IN EVANGELINE PARISH

Marketing Research & Strategies:

- Main Street revitalization
- Tourism
- Industrial development
- Business innovation & engagement
- Public education
- Citizen engagement



Louisiana Swamp Pop Museum



LEED Community Consulting Initiative



The LEED Center is supported through grant funding by the U.S. Department of Commerce under the U.S. Economic Development Administration's (EDA) University Center Economic Development Program Competition.

Louisiana Small Business Development Center Provides Entrepreneur Resources

The Louisiana Small Business Development Center (LSBDC) at UL Lafayette has been housed in the Moody College of Business since 1983. The LSBDC helps entrepreneurs across the Acadiana region realize their dreams of building their businesses and generating jobs in their communities through no-cost, confidential, business consulting services, entrepreneurial training programs, business information and market research resources to develop and diversify Louisiana's economy.

The focus is on pre-venture entrepreneurs and small businesses at different levels of growth and specifically those seeking capital. The mission is to help start and expand businesses by providing access to capital, bringing innovative ideas to market, creating strategic plans for growth, helping mitigate traditional and emerging risks, accessing procurement opportunities, seeking international trade opportunities, improving productivity, and increasing profitability. All of the above leads to a stronger economy thereby increasing economic vitality through job creation and retention.

WHAT THE LSBDC PROVIDED TO THE ACADIANA REGION

Over 2,330 hours *(direct contact and prep) of consulting and training*
to approximately **493 clients**

Client assistance in starting **25 new businesses,**
creating 130 jobs *and* **securing \$14.9 million**
in SBA and non-SBA loans

COVID-19
Business Resources
& Information

Hospitality Management Program Earns Reaccreditation

The Moody Business Hospitality Management program was reaccredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) until 2027. The ACPHA is a private, nonprofit organization of hospitality, tourism and business professionals in the U.S. It sets standards for effective curriculums, instruction and leadership.

The Hospitality Management program provides students hands-on experience in all aspects of hospitality management including lodging, food service, tourism, transportation, entertainment, and events. ACPHA reaccreditation affirms the value of the program and ensures that students are receiving a competitive education that meets hospitality industry standards. UL Lafayette is the only four-year university in Louisiana with a hospitality management program dually-accredited by Association to Advance Collegiate Schools of Business (AACSB) and ACPHA.

Dr. Jason Lasuzzo Strengthens Management Career with Online MBA

Jason Lasuzzo was on track to spend his career in academia before a chance meeting led him to pursue healthcare management. While in school for his Ph.D. in exercise physiology, Dr. Lasuzzo signed up for a 5K race in Northport, Alabama, where he met physician Dr. Blane Schilling. "Dr. Schilling invited me to go running with him a couple of times after that," said Dr. Lasuzzo. "Then, he asked if I would be willing to take over a program at the hospital where he worked as the medical director while I was completing my Ph.D. So, I did."

Today, Dr. Lasuzzo serves as a department manager within the UNC Health Care System at Pardee Hospital in Hendersonville, North Carolina, where he's responsible for programs within the cardiac service line. "I've wanted to go back to get an MBA for some time," he said. However, a string of surgeries and lengthy rehabs for injuries sustained in cycling accident meant putting his MBA aspirations on hold. "I never let go of my ultimate goal to have a role in senior management," he said. "After researching the online program at UL Lafayette, I felt it would be a great fit and help put my career goals within reach." Dr. Lasuzzo graduated with his MBA with a concentration in Health Care Administration from the Moody Business online program in May 2020.

The Moody Business MBA program is available on campus or 100% online. Students can choose from nine concentrations including Business Administration, Entrepreneurship, Finance, Global Management, Health Care Administration, Hospitality Management, Human Resource Management, Project Management, and Sales Leadership.



Hospitality Management



Lasuzzo



Master of Science in Accounting Moves to 100% Online

The Moody College of Business Master of Science in Accounting program has transitioned from an on-campus program to 100% online to better serve working professionals. The program prepares students to pursue senior roles in public, corporate, not-for-profit, governmental, and consulting sectors as well as earn the hours needed to receive their CPA license in Louisiana. Accelerated online courses are offered in eight-week terms. Classes began online in Spring 2020, providing more students the opportunity to earn an advanced degree from UL Lafayette.

Students Graduate From New Online Management Program

In Fall 2019, Moody Business welcomed its first online management program students. In December 2019 and May 2020, our first online management students graduated with their Bachelor of Science in Business Administration.

ANGELA ARDOIN set a goal to earn her bachelor's degree by 40. About six years ago, Ardoin moved from Baton Rouge to Lafayette. She says it took nearly six months to find a job making a salary comparable to her previous position because, "I didn't have a college degree." "I went to school when I was 18 for graphic design, but I dropped out because of money and family responsibilities," she says. "I've always wanted to go back to school."

When Ardoin enrolled at UL Lafayette, she chose business management as her major because of the availability of both night and online courses. In doing so, she established a course balance that works for her. With the Moody Business online management program, Ardoin found she had even more choices and flexibility. She earned her management degree in December 2019, two years before her 40th birthday.

ISAIAH HELAIRE was working full time as an assistant branch manager for a loan company and ready to finish his degree. A friend recommended Helaire look into the UL Lafayette Moody Business online bachelor's degree program.

Helaire was one of the first students to enroll in the online Bachelor of Science in Business Administration in Management, with 36 hours between him and his degree. For many students, that's the equivalent of three or four semesters. He finished in two semesters as an honor student with a 3.64 GPA, graduating in May 2020.

Helaire leveraged his progress toward his bachelor's degree into a job offer for his current full-time position, which he says provided additional motivation to push through. Earning a management degree through UL Lafayette meant Helaire was able to learn from faculty with years of industry experience and knowledge, along with specialized training in online teaching.

New Investment Minor Launched

For the first time, students can add an Investments and Portfolio Management minor to their degrees. Undergraduate students take 18 credit hours of courses in business finance, investments, financial information systems, portfolio theory and investment analysis, speculative financial markets, and portfolio management. Pursing a business minor allows students to customize their degree and gain flexibility for future career interests.



Ardoin



Helaire

The Moody College of Business recognizes that student involvement in both academic and professional activities enhances learning and better prepares them for success after graduation. The College emphasizes initiatives inside, and beyond, the classroom such as service learning and class projects, internships, and study abroad to enrich educational experiences.

Moody Business Pitch Competition Inspires Student Innovators, Entrepreneurs

Moody Business and BRF's Entrepreneurial Accelerator Program (EAP) — which provides services to innovative startups and works to stimulate entrepreneurship opportunities in North Louisiana — partnered to present the Moody Business Pitch Competition, the first of its kind at UL Lafayette.

The Moody Business Pitch Competition encouraged entrepreneurship and innovative thinking and was open to all UL Lafayette students. More than 45 students registered. Participants attended a speed consulting workshop where EAP analysts and other community professionals served as mentors, providing students with valuable input to further refine their business ideas. Students submitted ideas for new businesses, products, or social ventures and the top five finalists were invited to the final round.

The final pitch event, originally planned to take place on campus at UL Lafayette, was instead held virtually on March 26, 2020 in accordance with the state's stay at home mandate resulting from the COVID-19 pandemic. The five finalists competed for \$4,500 in cash prizes during the final online business pitch event. First place was awarded to Paul Pryor, a junior majoring in electrical engineering, for his business idea he calls "Leviathan" by Mystic Machines. Pryor says Leviathan, a low-cost, large format 3D printer, will fill an existing need for the automotive and aerospace industries.

Garrett Hebert won second place for The Paw Pub, his idea for Louisiana's first restaurant and animal adoption center combination. Garrett is an MBA candidate. Ambika Dahal won third place for Frubotics, his artificial intelligence/robotics invention addressing labor shortages in the farming industry for fruit and vegetable harvesting. Ambika is a Ph.D. candidate in Systems/Mechanical Engineering.

Additional finalists were Jeanne-Claire Benton, Jeanne-Claire (Psychology major) and Daniel Farris, The Lagniappe Stop (Management major). The Moody Business Pitch Competition was sponsored by EAP, BRF, and Opportunity Machine.



Moody Business Pitch Competition



Moody Business Welcomes New Student Organizations

Eta Sigma Delta (ESD) Honor Society inducted its first UL Lafayette members in November 2019. This new Moody College of Business student organization recognizes hospitality and tourism students for outstanding academic achievement, meritorious service and demonstrated professionalism. There are more than 90 active chapters worldwide. ESD is a program of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).

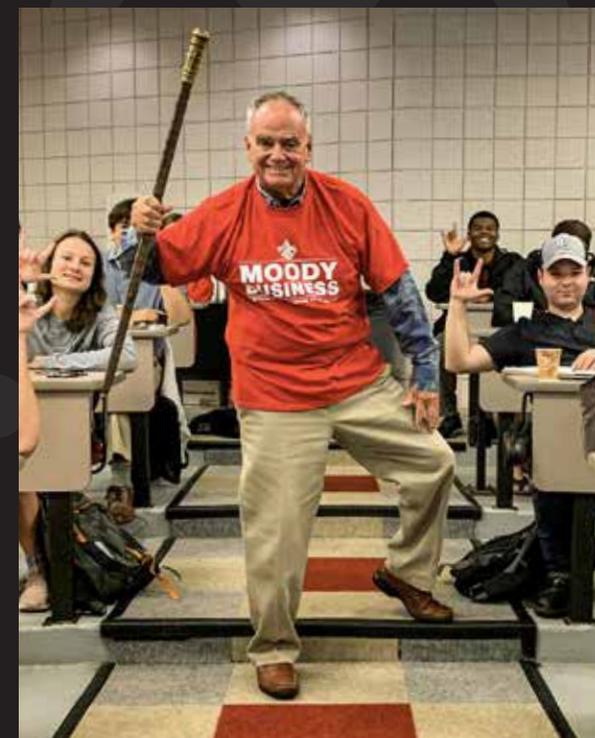
The Gamma Chi Chapter of Pi Sigma Epsilon (PSE) was re-chartered at UL Lafayette in Spring 2020. PSE is the only national co-ed professional fraternity in the fields of sales, marketing, and management. PSE gives its members the chance to gain hands-on experience through experiential learning opportunities, participate in conferences both regionally and nationally, and network with professionals through PSE's corporate partner program. There are nearly 60 active chapters at universities and colleges across the nation.

Moody Business Week

Moody College of Business hosts a week of professional and personal development events for students as an opportunity to transform their education beyond the classroom. In October 2020, Moody Business Week events included Business & Breakfast with Richard Zuschlag, CEO of Acadian Companies; national keynote speaker Dr. Tim Clipson; Moody Business Internship and Career Fair; and a Women's Entrepreneurship Panel Discussion featuring Tara Guidry of Cajun Crate, Jackie Marks-Rollins of McDonald's, and Margo Huval Dugas of MD Title. Moody College of Business and Office of Career Services coordinated the Resume Café for students to receive assistance with resume review and writing.

Risk Manager in Residence Program Visits Moody Business

Dr. Bill Ferguson and student members of the UL Lafayette Risk Management and Insurance Society hosted a Risk Manager in Residence Luncheon featuring Lance J. Ewing, Executive Vice President of Global Risk Management/Client Services for Cotton Holdings, Inc. For 20 years, Moody College of Business has been selected to host the Risk Manager in Residence program sponsored by the Spencer Educational Foundation arm of the Risk Management & Insurance Society (RIMS), the primary professional trade association of national/multinational corporate and public risk executives in the world.



Moody Business Week



Hospitality Management Students Gain Field Experience

Students in HMGT 451 Applied Food Service Management completed a rotation at the Lafayette Parish Correctional Facility. They worked alongside the inmates preparing breakfast, lunch and dinner for over 900 inmates and employees. Students completed two more rotations at the facility to learn about quantity food production, bidding, purchasing, receiving, and menu development.

Students attended a Hospitality Management Field Trip to New Orleans in February 2020 to meet with employers and program alumni and visit facilities that focus on venue, attraction, restaurant, and lodging management. Tours included the Mercedes-Benz Superdome, Smoothie King Center, National WWII Museum, Redfish Grill, and Hyatt Centric French Quarter.

Hospitality Management 407 Event Planning and Management student organized a Silent Disco Fashion Show in Dupre' Library featuring a capsule collection by Rony Billiarido, an emerging young fashion designer from Indonesia. Spectators and models wore headphones to listen to music from the show's DJ. The event was held in conjunction with a visit to the university by Dr. Nana Yuliana, Consul General of Indonesia, who provided an update on the US-Indonesia relationship on business, tourism, and culture.

Land and Resource Management Students Expand Horizons

Professional Land and Resource Management (PLRM) students attended the North American Prospect Exposition (NAPE) in Houston to engage in career networking. The students also visited the Chevron Tract in Iberia Parish to experience how a farming operation and oil and gas production facility operate in conjunction with one another. The Moody Business PLRM program is one of ten American Association of Professional Landmen (AAPL) undergraduate accredited university programs in North America.



Pi Sigma Epsilon



Disco Fashion Show



The Resume Café



PLRM Event



Career Fair



The Outstanding Graduate Award is one of the highest honors the University bestows upon a graduating senior in recognition of outstanding academic and extracurricular achievements. Every spring and fall semester, the departments within Moody College of Business each nominate a student and an overall Outstanding Graduate is selected based on leadership, scholarship and service.

Fall 2019 Outstanding Graduates

- B.I. Moody III College of Business Administration Outstanding Graduate: **Katelyn Clay** (*Department of Marketing, Major: Marketing*)
- Department of Accounting: **Sunny Roberts** (*Major: Accounting*)
- Department of Economics and Finance: **Zoe Antoine** (*Major: Economics*)
- Department of Management: **Leah Williamson** (*Major: Hospitality Management*)
- Moody Business Outstanding Master's Graduate Award: **Matthew Wilson** (*Master of Business Administration, Concentration: Health Care Administration*)

Spring 2020 Outstanding Graduates

- B.I. Moody III College of Business Administration Outstanding Graduate: **Franziska Riepl** (*Department of Economics and Finance, Major: Economics*)
- Department of Accounting: **Miranda Himel** (*Major: Accounting and Finance*)
- Department of Management: **André Boudreau** (*Major: Management*)
- Department of Marketing: **Madison Scioneaux** (*Major: Marketing*)
- Moody Business Outstanding Master's Graduate Award: **Gina Campbell** (*Master of Business Administration, Concentration: Finance*)



Clay



Roberts



Antoine



Williamson



Wilson



Riepl



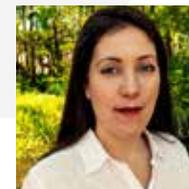
Himel



Boudreau



Scioneaux



Campbell

MARGUERITE BLANCHARD | Instructor of Economics | *Department of Economics and Finance*

Blanchard earned her MBA and BS in Accounting and Business Systems Analysis and Technology, both from the University of Louisiana at Lafayette.

BRIAN BOLTON | Professor and Dwight W. Andrus Jr. / BORSF Eminent Scholar Endowed Chair in Finance | *Department of Economics and Finance*

Bolton earned his Ph.D. from the University of Colorado in Finance & Economics, MBA in Finance & Strategy from the University of Texas, and BA in Finance & Real Estate from Southern Methodist University. His research focuses on corporate governance, particularly how boards of directors manage competing interests of investors, stakeholders and employees. Prior to joining UL Lafayette, Bolton was the Associate Director and a contributing professor of finance for IMD Business School in Lausanne, Switzerland. He previously taught at Portland State University, University of New Hampshire, University of Colorado, and Sierra Nevada College.

KELLY GREEN | Assistant Professor | *Department of Accounting*

Green earned his Ph.D. in Accounting from Virginia Commonwealth University. He earned his Master of Science in Finance and Bachelor of Business Administration, both from University of Michigan - Dearborn. His research interests include managerial accounting and accounting information systems, experimental economics, human judgment and decision-making, budgetary slack, managerial honesty, and reciprocity.

TAMMY HALL | Instructor of Management | *Department of Management*

Hall earned her Ed.D. in Organizational Leadership with a specialization in Higher Education Leadership from Nova Southeastern University. She earned her Master's in Vocational Education and BS in General Studies, both from Louisiana State University. Her research interests include workforce development, training and development, online teaching and learning, adult education, assessment and evaluation, learning organizations, organizational behavior, strategic planning, accreditation, health equity, policy, and quality improvement.

CHAD HARWOOD | Assistant Professor | *Department of Accounting*

Harwood earned his Ph.D. in Accounting from Florida Atlantic University, Master of Accounting from the University of Arkansas, and BSBA in Accounting from Arkansas Tech University. His research interests include investor connections and non-GAAP reporting and governmental audit quality.

VALERIE MCGEHEE | Instructor and Interim Director of the Northwestern Mutual Sales and Research Lab | *Department of Marketing*

McGehee earned her Ph.D. in Higher Education Leadership, Management and Policy from Seton Hall University, Master of Science in Curriculum, Instruction and Technology from Nova Southeastern University, and BA in Teaching and Education from Kean University. Her research is focused on the topics of grit, goal setting, and social support, particularly for doctoral program completion.



REED NELSON | Professor and Brauns-Oudenhoven-Boustany / BORSF Eminent Scholar Endowed Chair in Innovation & Entrepreneurship |
Department of Management

Nelson earned his Ph.D. from Cornell University in Organizational Behavior with minors in sociology and Latin American studies. He earned his Master's in Latin American Studies with minors in organizational behavior and social anthropology and his BA in Portuguese with a minor in German from Brigham Young University. His research focuses include entrepreneurship, leadership, sociocultural context, and organizational culture. Prior to joining UL Lafayette, Nelson was a professor of management at the Graduate School of Business at FACCAMP (Campo Limpo Paulista, Brazil). He also taught at UNINOVE (Sao Paulo, Brazil), Southern Illinois University at Carbondale, Louisiana Tech University, University of Texas at El Paso, and Universidade Federal de Minas Gerais (Brazil).

JAVIER PORTILLO | Assistant Professor | *Department of Economics and Finance*

Portillo earned his Ph.D. and Master's in Economics from Florida State University and his Bachelor of Accountancy in Accounting and Economics from Loyola University. His current research explores the challenges faced by individuals who attempt to aggregate complementary units for the development of wealth-enhancing projects. Specifically, he has explored the challenges associated with consolidating multiple properties into a single parcel in experimental markets, including holdout behavior and post-development externalities.



Blanchard



Bolton



Green



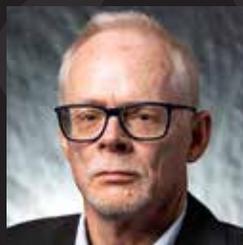
Hall



Harwood



McGehee



Nelson



Portillo



2019-2020 Award Recipients

Annually, Moody College of Business recognizes faculty and staff for excellence in teaching, research, advising, and service. Through the generosity of donors to the college, the following awards have been established.

The John T. & Sandra B. Landry Endowed Award for Teaching Excellence

OLIVER "BUSTER" LEBLANC | *Department of Management*

The Colonels Philip & Jean Piccione Endowed Award for Research Excellence

SARFRAZ KHAN | *Department of Accounting*

ZHIWEI ZHU | *Department of Marketing*

The Robert "Bob" Merrick Endowed Advising Award

STACEY BERGERON | *Department of Marketing*

Outstanding Staff Award

HEATHER DEVALCOURT | *Director of Marketing and Outreach, Office of the Dean*

Faculty Service Award

BECKY DUBOIS | *Department of Management*

Dean's Achievement Award

Faculty Recipients: **DENISE BENTON, LUCY HENKE, VALERIE MCGEHEE**

Staff Recipients: **JEREMIAH FISHER, ANGEL LITTLEJOHN, JENÁ VICTOR**



LeBlanc



Khan



Zhu



Bergeron



DeValcourt



Dubois



Benton



Henke



McGehee



Fisher



Littlejohn



Victor



Research, scholarship, and intellectual contributions are an essential focus of the University and Moody Business. The University and the College specialize in research that solves real-world problems, and faculty are equally committed to conducting research that advances knowledge in specific disciplines (basic research), provides an understanding of applications of theory for business problems (applied research), and identifies best practices to influence teaching pedagogy and excellence (teaching/learning research). As a result, Moody Business scholarship impacts the people, communities, and organizations in the Acadiana region, state of Louisiana, nation, and world.

Faculty Research Grant Awards

Moody College of Business awarded \$43,500 in Faculty Research Grants to support high-quality business research and publications.

JOSHUA BENDICKSON | *Department of Management, "Straight Outta Detroit: Embracing Stigma as Part of the Entrepreneurial Narrative"*

IGNATIUS CAHYANTO | *Department of Management, "Visualizing Resilience: Assessing the Impacts of the 2018 Tsunami and COVID-19 on Tourism-Reliant Communities in Indonesia"*

RON CHEEK | *Department of Management, "The Effect of the COVID-19 Crisis on Entrepreneurial Activity in Louisiana & the U.S."*

CHASE EDWARDS | *Department of Economics and Finance, "Born on the Bayou: Louisiana's Centuries-Old Solution to Coastal Relocation & Economic Development"*

JAVIER PORTILLO | *Department of Economics and Finance, "Do Cultural Districts Spur Urban Redevelopment? Evidence from Louisiana"*

COLLEEN WOLVERTON | *Department of Management, "A Longitudinal Study of the Impact of Expectations About Remote Work During a Disaster"*



Faculty Receive University Research Awards

Moody Business faculty were recognized at a UL Lafayette Research Recognition Reception in January 2020 for fueling research, innovation, and scholarship excellence through their extraordinary contributions.

SARAH SKINNER

Undergraduate Research Mentor Award, 2017-2018

DENISE BENTON

Undergraduate Research Mentor Award, 2018-2019

RAM THAKUR

Research Excellence Award, 2017-2018

JOSHUA BENDICKSON

Research Excellence Award, 2018-2019

CHASE EDWARDS

Rising Star Award, 2017-2018

SARFRAZ KHAN

Rising Star Award, 2018-2019

GEOFFREY STEWART

Achievement in Sponsored Research for projects between \$500,000 and \$1,000,000, 2017-2018 or 2018-2019

GARY A. WAGNER

Achievement in Sponsored Research for projects between \$500,000 and \$1,000,000, 2017-2018 or 2018-2019



Our Faculty & Staff



116

FACULTY & STAFF *



80

ENDOWED PROFESSORSHIPS



\$565,000+

IN STIPENDS AND SUPPORT

* (69 full-time faculty; 30 part-time faculty)

2020 Faculty High-Quality Research Awards

Moody Business recognized 29 faculty members as recipients of the College's inaugural Faculty High-Quality Research Awards. For 2015–2020, 19 faculty had at least one A* or A journal publication and 10 faculty had at least one B journal publication. Below are the award recipients including title of research, publisher, and ABDC rating.

- DEERGH A ADHIKARI** | Has Fed's Policy Hurt the World Economy?, *The Journal of Developing Areas*, **B**
- WESLEY AUSTIN** | Who Gets Arrested for Marijuana Use?: The Perils of Being Poor and Black, *Applied Economics Letters*, **B**
- DAVID BAKER** | Cross-Cultural Selling: Examining the Importance of Cultural Intelligence in Sales Education, *Journal of Marketing Education*, **B**
- JOSHUA BENDICKSON** | Agency Theory: Background and Epistemology, *Journal of Management History*, **A**
- BRIAN BOLTON** | Size, Leverage and Risk-Taking of Financial Institutions, *Journal of Banking and Finance*, **A***
- IGNATIUS CAHYANTO** | Communicating Hurricane Evacuation to Tourists: Gender, Past Experience with Hurricanes and Place of Residence, *Journal of Travel Research*, **A***
- KEITH CREDO** | Narcissism and Entitlement in Millennials: The Mediating Influence of Community Service Self Efficacy on Engagement, *Personality and Individual Differences*, **A**
- PRAVEEN DAS** | Market Timing and Selectivity Performance of Socially Responsible Funds, *Social Responsibility Journal*, **B**
- CHASE EDWARDS** | Gratitude in Franchisor-Franchisee Relationships: Does Personality Matter?, *European Journal of Marketing*, **A***
- JIMMIE GILSTRAP** | How Employee Behaviors Effect Organizational Change and Stability, *Journal of Business Research*, **A**
- BRANDI GUIDRY-HOLLIER** | Partially Unplugged: Using Web-Based Technology to Facilitate the Study Abroad Experience in Costa Rica, *Journal of International Business Education*, **B**
- KIMBERLY HOUSER** | Personal Data and the GDPR: Providing a Competitive Advantage for U.S. Companies, *American Business Law Journal*, **A**
- JOB Y JOHN** | Temporal Effects of Information from Social Networks on Online Behavior: The Role of Cognitive and Affective Trust, *Internet Research*, **A**
- SARFRAZ KHAN** | Director Liability Protection, Earnings Management, and Audit Pricing, *Journal of Empirical Legal Studies*, **A***
- PATRICIA LANIER** | Narcissism and Entitlement in Millennials: The Mediating Influence of Community Service Self Efficacy on Engagement, *Personality and Individual Differences*, **A**
- CURTIS MATHERNE** | Narcissism and Entitlement in Millennials: The Mediating Influence of Community Service Self Efficacy on Engagement, *Personality and Individual Differences*, **A**
- REED NELSON** | Effectuations, Social Bricolage and Causation in the Response to a Natural Disaster, *Small Business Economics*, **A**
- JAVIER PORTILLO** | Can Buyer "Mobility" Reduce Aggregation Failures in Land-Assembly?, *Journal of Urban Economics*, **A***
- MUHAMMAD RAHMAN** | Rationality of Survey Based Inflation Expectations: A Study of 18 Emerging Economies' Inflation Forecasts, *Research in International Business and Finance*, **B**
- SARAH SKINNER** | American Art as an Investment: New Evidence from an Alternative Approach, *Journal of Economics and Finance*, **B**
- LISE ANNE SLATTEN** | Developing a Method to Valuate the Collection of Big Data, *International Journal of Strategic Decision Sciences*, **B**
- STEVEN STELK** | REITs in a Mixed Asset Portfolio: An Investigation of Extreme Risks, *Journal of Alternative Investments*, **B**
- DAVID STEVENS** | Workplace Bullying: Lessons from the Special Events Industry, *Event Management*, **A**
- GEOFFREY STEWART** | Disaster Resilience Through Public-Private Short-Term Collaboration, *Journal of Business Logistics*, **A**
- RAMENDRA THAKUR** | A Comparative Study of Corporate User- Generated Media Behavior: Cross-Cultural B2B Context, *Industrial Marketing Management*, **A***
- GARY A. WAGNER** | Is the Light Rail 'Tide' Lifting All Property Values? Evidence from Hampton Roads, VA, *Regional Science and Urban Economics*, **A**
- LINUS WILSON** | Overpaid CEOs Got FDIC Debt Guarantees, *The North American Journal of Economics and Finance*, **B**
- COLLEEN WOLVERTON** | An Exploration of the Drivers of Non-Adoption Behavior: A Discriminant Analysis Approach, *Data Base for Advances in Information Systems*, **A**
- ZHIWEI ZHU** | Logistic-based Network Stability Study of Industrial Coupling Symbiosis Applied to Oil-Gas-Based Eco-Industrial Parks, *Journal of Cleaner Production*, **A**



Wagner Develops Louisiana Economic Activity Forecast

Dr. Gary A. Wagner, professor and Acadiana Business Economist/BORSF Endowed Chair in Economics, has developed the Louisiana Economic Activity Forecast.* Released quarterly, this report provides data and analysis to policymakers, the business community, and general public. The Louisiana Economic Activity Forecast reports economic activity in Louisiana and the nine metro areas. Reports present baseline, optimistic, and pessimistic scenarios for key Louisiana economic indicators. Scenarios and projections are updated quarterly to reflect the most up-to-date economic outlook for the U.S. economy and other vital sectors that are influential in shaping Louisiana's economic activity.



Wagner

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SELECT 2019-2020 FACULTY PUBLICATIONS

Austin, Wes; Skinner, Sarah; and Watson, John

"An Examination of Non-Addictive Drugs (Mis) Use and Work Absenteeism"
Journal of Applied Economics

Becton, Bret; Walker, H. Jack; **Gilstrap, J. Bruce;** and Schwager, Paul
"Social Media Snooping on Job Applicants: The Effects of Unprofessional Social Media Information on Recruiter Perceptions"
Personnel Review

Behrend, Matthew; **Khan, Sarfraz;** Ko, Youngwoo; and Park, Sung-Jin
"Abnormal Audit Fees and Audit Quality: Evidence From the Korean Audit Market"
Journal of International Accounting Research

Bolton, Brian

"Corporate Governance and Firm Performance: The Sequel"
Journal of Corporate Finance

Edwards, Chase

"Location-Based Marketing, Regulation of Home-Sharing Platforms, and Other Developments in Section 230 Immunity"
The Business Lawyer

Edwards, Chase and Baker, Brent

"Relational Marketing Throughout the History of Commercial Exchange
Blind Spots in Marketing's Origin Story"
Journal of Marketing Channels

Edwards, Chase; Bendickson, Joshua; Baker, Brent; and Solomon, Shelby

"Entrepreneurship Within the History of Marketing"
Journal of Business Research

Farrish, John and **Edwards, Chase**

"Technostress in the Hospitality Workplace: Is It an Illness Requiring Accommodation?"
Journal of Hospitality & Tourism Technology

Gilstrap, J. Bruce and Hart, Timothy

"How Employee Behaviors Effect Organizational Change and Stability"
Journal of Business Research

Hsu, Hsiao-Tang and **Khan, Sarfraz**

"Chief Accounting Officers and Audit Efficiency"
Asian Review of Accounting

James, Barclay; Sawant, Rajeev; and **Bendickson, Joshua**

"Emerging Market Multinationals' Firm-specific Advantages, Institutional Distance, and Foreign Acquisition Location Choice"
International Business Review

Khan, Sarfraz

"CFO Outside Directorship and Financial Misstatements"
Accounting Horizons

Portillo, Javier

"Land-Assembly and Externalities: How Do Positive Post-Development Externalities Affect Land Aggregation Outcomes?"
Regional Science and Urban Economics

Quach, Sara; Weaven, Scott; Thaichon, Park; **Baker, Brent;** and **Edwards, Chase**

"Gratitude in Franchisor-Franchisee Relationships: Does Personality Matter?"
European Journal of Marketing

Thakur, Ram; Hale, Dena; and AlSaleh, Dhoha

"Retirement Planning: Its Application to Marketing Practices"
Health Marketing Quarterly

Voss, W. Gregory and **Houser, Kimberly**

"Personal Data and the GDPR: Providing a Competitive Advantage for U.S. Companies"
American Business Law Journal

Wolverton, Colleen and Cenfetelli, Ronald

"An Exploration of the Drivers of Non-Adoption Behavior: A Discriminant Analysis Approach"
The Data Base for Advances in Information Systems

Wolverton, Colleen and **Stevens, David**

"The Impact of Personality in Recognizing Disinformation"
Online Information Review

Bold names indicate Moody College of Business faculty authors



SELECT 2019-2020 FACULTY ACHIEVEMENTS

DAVID BAKER was appointed to the Board of the Academy of International Business-Southeast. He is also the recipient of the 2019 X-Culture Best Instructor Award.

STEPHEN BARNES was named to the Governor's Office Protecting Health Coverage in Louisiana Task Force and the Louisiana Economic Recovery Task Force.

JOSHUA BENDICKSON received the 2019 Best Reviewer Award for Track 3: Organization Theory, International Management, and Management History from Southern Management Association.

STACEY BERGERON was named the UL Lafayette 2019-2020 Advisor of the Year by the Office of Student Engagement and Leadership for her work with Tri Delta Sorority.

KEITH CREDO and **PATRICIA LANIER** received the Most Innovative Paper Award at the National Business and Economics Society Annual Conference for "Social Loafing, Impression Management, and Workplace Deviance: Organizational Implications of Biological Faking Behaviors".

TAMMY HALL received the UL Lafayette Chapter of the National Society of Leadership and Success 2019 Excellence in Teaching Award.

HEIDI MELANCON and the **Louisiana Small Business Development Center at UL Lafayette** assisted in conducting COVID-19 Business Impact Surveys of the Acadiana region.

MARIA SLATER was named to the Louisiana Economic Development Resilient Louisiana Commission (RLC) Small Business & Retail Task Force.

GEOFFREY STEWART received the UL Lafayette 2020 Eminent Faculty Leadership in Service Award. This award honors a faculty member who combines service learning with classroom instruction to forge skills and knowledge that students can apply to community leadership opportunities. Dr. Stewart is an associate professor of marketing and The Moody Company/BORSF Endowed Chair in Regional Business Development. His research supports regional economic development in developing and maintaining relationships between regional businesses, non-profit organizations, and the Moody College of Business faculty.

GARY A. WAGNER provided ongoing COVID-19 data and analysis to the Louisiana Governor's Office and the Louisiana Department of Health. His work was cited by local, regional, national, and global news sources including *The Washington Post*, *The Wall Street Journal*, *The New York Times*, *US News & World Report*, and *The Economist*.

COLLEEN WOLVERTON received the Senior Editor of the Year award from *The Data Base for Advances in Information Systems*.



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