



SOULES college of business

The Soules College of Business is excited to announce Dr. Krist Swimberghe as the interim dean beginning May 1, 2020. Dr. Swimberghe joined UT Tyler in 2010 and has served as the chair of the Department of Management and Marketing in the Soules College of Business since 2014. Under his leadership, the marketing curriculum has become one of only six programs in the nation accredited by the Category Management Association. Dr. Swimberghe received his DBA with a major in marketing and minors in quantitative analysis and management from Louisiana Tech University. Prior to his career in academia, he spent almost 20 years in industry, predominately in international marketing and sales in the defense and automotive related industries, both in Europe and the United States.

“I am humbled and look forward to serving The University of Texas at Tyler, Soules College of Business, its students and all of its stakeholders during these extraordinary and challenging times of transition. With challenges however also come opportunities. For the past 10 years, I have witnessed the hard work of the faculty and staff of the Soules College of Business translate into signature programs that have benefited both students and the community. I am confident that as we partner together, we will nurture a culture that builds on the forward momentum of the college and continue to fulfill our responsibility of being the economic and educational driver of East Texas. I believe that our best days are yet to come!”

DR. KRIST SWIMBERGHE
INTERIM DEAN

MARTIN RESOURCE MANAGEMENT CLASSROOM

Martin Resource Management Corporation has partnered with the Soules College of Business and UT Tyler to improve the region's college completion rate and strengthen the East Texas workforce. To commemorate the partnership, UT Tyler named a classroom in the Soules College of Business for the industry leader. UT Tyler President Michael Tidwell and Martin Resource Management Corporation CFO Bob Bondurant were among those who celebrated the occasion.

EAST TEXAS ENTREPRENEURSHIP CENTER

The Soules College of Business would like to introduce Mr. Jeffrey M. Howlett as executive director for the East Texas Entrepreneurship Center and Director of the Hibbs Institute. Mr. Howlett attended both Harvard University and University of Oxford earning an executive MBA from the latter. He has also been involved in several diverse startups since launching his first venture as an undergraduate. For the last decade, Mr. Howlett has helped entrepreneurs, universities and municipalities worldwide with new venture programs, technology commercialization and economic development strategies. As director of Venture Mentoring Services, Mr. Howlett helped facilitate the creation of the No. 2 university entrepreneurship program in the United States as ranked by *Princeton Review*. The program is still consistently ranked in the top 10 today.

HIBBS INSTITUTE FOR BUSINESS & ECONOMIC RESEARCH

The Hibbs Institute helps businesses, regional economic development councils and local governments expand business activity in greater East Texas. The institute also provides professional economic research and analysis for organizations, companies and investors considering locating, expanding or investing in East Texas. In this year, the Hibbs Institute produced and published over 30 whitepapers, newsletters, briefs and externally funded projects that reached several thousands of East Texans. In response to the COVID-19 pandemic, the Hibbs Institute released several special issues with economic and health statistics relevant to the pandemic in East Texas.

LONGVIEW SMALL BUSINESS DEVELOPMENT CENTER

The UT Tyler-Longview Small Business Development Center (SBDC) officially opened for business on May 1, 2019. In its first full year of operation, center director Day Shel mire opened offices in Longview and Marshall and hired two business advisers and an administrative assistant. The SBDC counseled over 260 entrepreneurs and small business clients while providing almost 2,000 hours of one-on-one business counseling. These efforts helped start 20 new businesses, created over 100 new jobs and helped inject over \$13 million in loans and owner equity. As an SBA Resource Partner, the center's business advisers helped small businesses apply for CARES Act loan funding during the COVID-19 economic disaster. The SBA has appropriated additional funding to the program for COVID-related small business recovery efforts, which will allow the SBDC to hire additional staff and open satellite offices in its six-county service area.

FACULTY, STAFF, STUDENT AND ALUMNI HONORS

Dr. Miguel Caldas received the 2019 Outstanding Faculty Teaching Award from the Texas Alpha Xi Chapter of the Alpha Chi National College Honor Society.

Dr. Kerri Camp is the faculty adviser for Beta Gamma Sigma. Dr. Camp received the Student Organization Adviser of the Year from the UT Tyler Leadership and Service Awards.

The 2020 Lyceum Student Research Showcase was held virtually this year with 237 students presenting in 90 research presentations. Paige Pinkston, a graduate accounting student, received first place in the Outstanding Graduate Oral Presentation category. Her presentation was on Sustainability Accounting: Pros, Cons and Standards. Ms. Pinkston's faculty mentor was Dr. Mary Fischer, professor of accounting.

Dr. Silvana Chambers was awarded the Es wrothy Malcolm S. Knowles Dissertation of the Year from the Academy of Human Resource Development. The award recognizes an outstanding doctoral dissertation that exemplifies scholarly work and contributes to the HRD field. Her dissertation examined the extent to which gender quotas in leadership are an effective intervention for achieving gender equality in the

workplace. Dr. Chambers is currently serving as an assistant professor of management at the University of Houston at Clear Lake.

OUTSTANDING FACULTY AND STAFF AWARDS

The Soules College of Business annually recognizes faculty members who have made significant and impactful contributions in the areas of teaching, research and service. This year's honorees are Dr. Leonard Brown (teaching), Dr. Hui James (research), Dr. Jim Cater (research) and Ms. Jennifer Reynolds (service).

Academic Partnerships annually recognizes two faculty members for their commitment to teaching excellence in the college's MBA Healthcare Management program. This year's recipients are Dr. Miguel Caldas, professor of management, and Dr. Venugopal Gopalakrishna-Remani, associate professor of management.

The Soules College of Business initiated the Outstanding Staff Award in 2019. This award is voted on by a committee of faculty and staff within the college. Mrs. Jackie Richardson, Administrative Assistant II in the accounting, finance and business law department was selected to receive the 2020 Outstanding Staff Award.

STUDENT SCHOLARSHIPS

The Texas Retailers Education Foundation (TREF) presented the Soules College of Business with a \$25,000 gift to endow a scholarship. "Our hope is that this scholarship gives students the opportunity to consider a career in the retail industry, and that it helps open up career paths for them long-term," said Joe Williams of TREF. To qualify for the TREF scholarship, a student must have attended high school in Texas and have a cumulative GPA of 3.0 or higher. Preference shall be given to students who are planning to pursue a career in the retail profession, have previously worked in the retail profession or have parents who currently work in retail.

The Rex Miller Memorial Scholarship for industrial technology and industrial management majors was endowed by Dr. Mark Miller in the amount of \$10,000.

The Matthew "Matt" Ellis Endowment Scholarship was endowed by Ms. Linda Adams Ellis in the amount of \$10,000.

STUDENT ENGAGEMENT

American Marketing Association

The inaugural year of the American Marketing Association (AMA) student organization was a

success. Speakers ranged from CEOs, to local business owners and professionals, to successful UT Tyler graduates who made the transition from university life to the workplace. Phil Burks, CEO of Genesis Group, Misty Wages, regional sales manager for KLTV, and Paul Ruark, alumni and loan officer at Texas National Bank, spoke to students in a face-to-face format during the fall and a portion of the spring semester.

Soules Ambassadors

Soules Ambassadors served as student hosts for the Leaders and Legends Event with Karl Rove, participated in a luncheon with the Ambassador from Uzbekistan, Arbor Day tree planting, Relay for Life, Patriot Premiere, the Top 25% Celebration for prospective students and much more this year. Students must complete an application, meet the required criteria such as GPA, and go through an interview process. This year's membership was comprised of 17 exemplary students within the Soules College of Business and led by Jackie Richardson serving as staff adviser.

Association of Technology, Management and Applied Engineering (ATMAE)

The UT Tyler ATMAE student organization participated in the ATMAE National Conference held in Charlotte, North Carolina. UT Tyler placed second in innovation and design, second place in electronics and controls, third place in the overall achievement category in the robotics competition and first place for the People's Choice for their created robot. Additionally, Dr. Heshium Lawrence received the Faculty Excellence Award from ATMAE at the conference.



Beta Alpha Psi

The Mu Kappa Chapter of Beta Alpha Psi (BAP) collaborated with the Cooperative Teachers' Credit Union to put on the reality fair for RISE Academy High School. BAP members worked as credit counselors for 50-75 high schoolers who attended the fair. Jack Wright, Cheyanne White, Spencer Milner and Dipram Khatri attended and won third place in innovation during the regional conference for Beta Alpha Psi during February 2020 in New Orleans, Louisiana.

Association for Computer Machinery

Although COVID-19 interrupted some of the planned events, several social activities were held this year. Specifically, the student chapter held a trivia contest, a video game night and a gaming tournament fundraiser. In addition, several members were among the two, three-person programming teams representing UT Tyler in the South-Central Region of the Annual International Collegiate Programming Contest. Officers this year include Winslow Conneen (chair), Blaine Pace (vice-chair), Gaddiel Morales (secretary), and Taylor Maddox (treasurer).



STUDENT SUCCESS

Soules College Night at the Basketball Game

According to Dr. Howard Patterson, UT Tyler's athletic director, Soules College Night was the largest turn out in recent memory for a homecourt basketball game. With over 200 students, faculty and staff in attendance, students were challenged to see which class (freshmen, sophomores,





juniors and seniors) would have the highest attendance. The winners received Colombia shirts from the Soules College of Business. Soules College of Business sponsored both the UT Tyler's men and women's basketball games on February 20, 2020. The National Anthem was sung by assistant professor of management, Dr. Timothy Morgan, director of development, Rob Springer, and Soules College of Business students Texas Desselles (marketing major) and Josh Geibler (computer information system major). During the men's halftime show, Mr. and Mrs. John Soules Sr. were presented with a basketball jersey signed by the UT Tyler players. Other activities included raffling a \$100 Target gift card and a one-year membership to Crunch Fitness in Tyler.

Virtual Mock Team Interviews

Each semester, students in the MANA 3170—Build and Manage a Career course, participate in mock team interviews. Businesses that participate in this event include Ingersoll Rand, Amazon, Walmart, Edward Jones and many more. Unfortunately, COVID-19 interrupted the spring 2020 mock team interviews for 268 students and businesses.

It was time to do some mission critical problem solving. Gail Johnson enlisted the help of UT Tyler digital learning specialist, Brian Mackenzie. Together, they devised a way to hold the interviews virtually. Zoom provided the functionality they needed to bring students and business leaders together. Following

the same format as the face-to-face event, students participated in a 30-minute networking session, followed by 34 breakout sessions. Business leaders led the 60-minute breakout sessions, providing students with valuable practical experience and constructive feedback to strengthen their interviewing skills.

Human Resource Development Webinars

The Department of Human Resource Development hosted a successful three-part webinar series for undergraduate students in the spring and summer 2020 semesters using Zoom. In April, Dr. Brad Shuck, associate professor at the University of Louisville, spoke to the students about the importance of HRD professionals in creating "Employee Engagement" in the workplace. In May, Darren Short, previous vice-president at GoDaddy.com and past president of the Academy of Human Resource Development, shared his insights on "Success Opportunities and Workplace Fun" that encouraged students to create and maintain a strong network of mentors, experts and coaches to help them grow their career path. For the June webinar, Gail Johnson and Kelley Gerwig, co-owners of Solving Business Problems Creatively, delivered a valuable workshop, "Embracing Change: Successful People are Not Just Lucky," which punctuated the importance of career readiness. Students who participated also received a membership to the Association of Talent Development.

RESEARCH AND SCHOLARSHIP

The Soules College of Business faculty have over 100 activities this year even with the COVID-19 pandemic including publishing 50 journal articles and 10 book chapters. The faculty also presented more than 32 papers and completed an additional 15 other scholarly outputs in peer-reviewed journals or conference proceedings. Several faculties published in A+ journals. Numerous faculties within the Soules College of Business were awarded internal grants through UT Tyler. Our faculty are dedicated to the importance of research and continue to produce high quality research at the regional, state, national and international levels.

COMMUNITY ENGAGEMENT

The technology department hosted two half-day training/recruitment events with the manufacturing students from the Career and Technology Center at Tyler ISD. The high school students learned how to draw solid models that they could then 2D print. Students also were given a tour through the technology labs. During the tour, demonstrations were given using the new plasma arc-cutting table, water jet-cutting machine, various industrial robots, laser engravers and more.

Dr. Mary Helen Fagan, associate professor of management, and Shruti Patil, city of Tyler informatics data analyst, were interviewed in November 2019 on the "City of Tyler Roses and

Weeds" podcast. Dr. Fagan spoke about her collaboration with the city of Tyler GIS department over the past year on a business analytics service-learning project. Graduate and undergraduate students worked as consultants and engaged in the analysis and visualization of the Tyler Citizen Survey and building permit data.

Ms. Jennifer Reynolds participates in an initiative with the Women's Fund of Smith County that seeks to give Smith County area high school girls the opportunity to make a positive impact in their community. The Girls Invested in Volunteer Efforts (G.I.V.E.) Program, since its inception in 2014, has awarded more than \$20,000 to exceptional local nonprofit organizations. It has also allowed participants to experience the joy of giving and helping others in their own community.

Dr. Kerri Camp, associate professor of marketing, along with students, other faculty and community members sewed more than 600 masks for those in the vulnerable population and healthcare industry of East Texas during COVID-19.

Hooping Ceremony

Soules College of Business continues to host each fall and spring semester our hooping ceremony celebrating the accomplishments of both Master's and Ph.D. students. In December 2019, 98 students as well as 558 family and guests were welcomed by faculty and staff.





PUBLISHED AUGUST 24, 2020