



### In this issue:

Marketing Club Wins  
First Place ..... page 1

Society for Human Resource  
Management ..... page 2

'Tis the Season ..... page 3

HR Houston..... page 4

Faculty Accomplishments ..... page 4

MIS Students Initiating a Project  
with the Center for Community  
Engagement..... page 5

Fall 2022 Convocation ..... page 5

Inaugural Tenure Project  
Conference..... page 6

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COLLEGE OF BUSINESS ADMINISTRATION  
SAM HOUSTON STATE UNIVERSITY

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## The Marketing Club Won FIRST Place in HubSpot's National Marketing Competition

The Marketing Club had two teams compete in the Level Up student marketing competition, hosted by HubSpot's Education Partner Program. The competition was held virtually on Friday, November 18. Undergraduate student teams from around the U.S. worked within a simulation platform to make business decisions to help their companies earn equity. Students were faced with tasks throughout the competition that required them to analyze the market, manage promotion, and invest in technologies to grow their businesses. One of our student teams, comprised of Sonia Diaz, Kaylee Trotter, Aurora Gonzalez, and Michelle Vandamme, won FIRST place in this national competition, beating out 30+ teams and edging out Cornell University/Emory University (2nd place) and Suffolk University (3rd place) for the top spot.

Our winning student team won a meeting with Kipp Bodnar, HubSpot's Chief Marketing Officer and will each receive a \$600 Expedia travel certificate and an ultimate HubSpot swag box.

*HubSpot, a SaaS company / CRM platform approached Dr. Brynildsen and requested that she develop a team for a*



*nationwide student marketing simulation competition. Dr. Brynildsen worked with the Marketing Club to get two teams to sign up, and also signed on as the advisor and mentor for the event.*

*Drs. Brynildsen, Gravois, and Mehta are co-advisers the Marketing Club.*

## Society for Human Resource Management

The Society for Human Resource Management (SHRM) at Sam Houston State University has recruited over 30 students this Fall semester by participating in organization fairs and the College

of Business Administration cookout. The E-board consists of Shelby Teal as the President, Lauren Reyna as the Vice-President, Kimberly Zapata as the secretary, Malachi Stluts as the Recruiter,

Sydney Nolan as the Social Chair and Amanda Parker as the Treasurer.

Together we have coordinated SHRM meetings with HR representatives from Apex Systems, Canopy by Hilton, and Insperty. The meetings educate our members on different HR related subjects such as recruiting, compensation, and personal and professional development.

Our members have also developed their HR expertise by completing internships during the Summer and Fall. Shelby Teal has completed a successful internship with Insperty as an HR Intern and will be starting a full-time position in HR after graduation. Lauren Reyna has completed an internship with Ciena Corporation as a Talent Acquisition Intern and has accepted an offer with Amazon as an HR Partner after graduation. Katelyn Ostby is currently representing our organization as an HR



intern at Webber, LLC. Malachi Stluts is currently a technical support intern at Apple Computer, Inc. And Lexcee Grant has successfully completed a summer internship with Publicis Sapient as a People Operations Intern. We are so proud of our graduating members and cannot wait to see how they represent our organization as HR Leaders!

*Written by Lauren Reyna, President, The Society of Human Resource Management*



## 'Tis the Season

The Management, Marketing and Information Systems Department MMIS is FILLED with many creative people! Look at the creative decorations that were designed by Esmeralda Nunez, Leah Torres, Hallee Cognata and Tiffani Goodwin!

*Happy Holidays!*

▼ Pictured below (left to right): Esmeralda Nunez, Leah Torres, Hallee Cognata and Tiffani Goodwin





# HR Houston

Dr. Allan Grogan’s management students recently attended (Sept. 27) an off-campus event sponsored by HR Houston. The group met for lunch in the Woodlands to learn about HR investigations and network with industry professionals. A GREAT time was had by ALL!!

*Management Students attending the HR Houston Meeting in the Woodlands.*

- ▶ From left, Katelyn Ostby, Shelby Teal, Rhonda Jones, Lauren Reyna, with Assistant Professor of Management, Allan Grogan
- ▶ Katelyn Ostby and Rhonda Jones (with HR practitioners)
- ▼ Lauren Reyna and Shelby Teal



# Faculty Accomplishments

**Dr. Bina Ajay** recently co-authored an article that was recently accepted at the *Journal of Management* and it is now available online. The article titled, *The Background on Executive Background: An Integrative Review*. In the article, the authors review scholarship on executive background in three related disciplines – management, finance, and accounting. In the narrative component of the review, the authors discuss the commonly studied background characteristics (for example, tenure, functional background, knowledge and education) and ways in which different experiences may be conceptualized (for instance, in terms of visibility, timing, or frequency). They also include a bibliometric analysis illustrating

patterns within recent research on executive background. Both these sections of the review helped the authors identify and offer multiple suggestions for future research in the area.

Here’s a link to the article: [The Background on Executive Background: An Integrative Review - Joanna T. Campbell, Hansin Bilgili, Craig Crossland, Bina Ajay, 2022 \(sagepub.com\)](https://www.sagepub.com/journalsPermissions.nav/doi/10.1177/00218718221115541).

**Dr. Tiffany Maldonado** was selected as one of 51 recipients of Course Hero’s Teaching Grant for Digital Learning: <https://www.coursehero.com/faculty-club/best-lessons/teaching-grant-winners-2022/>

**Dr. Huda Masood** shared her human resource insights on how the pandemic impacted leaders at the top of the organization. He thoughts were included in an article in the *Toronto Star*:

<https://www.thestar.com/business/2022/08/02/pandemic-stress-leading-to-trouble-at-the-top.html>

**Dr. Janis Warner** and **Kamphol Wipawayangkool** recently published an article titled, *Bringing a background variable into focus: A multimethod investigation of IT security climate’s influence on elicited IT security beliefs in the Journal of Systems and Information Technology*.

## MIS Students Initiate a Project with the Center for Community Engagement

In Fall 2022, MIS students in MGIS 4330 Business Database Management II under the supervision of Dr. Kamphol Wipawayangkool, Associate Professor of MIS, presented their Academic Community Engagement (ACE) work on the database schema for SHSU Center for Community Engagement (CCE), represented here by Partnership Coordinator Taylor Morrison and Communication Coordinator Sarah Burchett. The schema will be used as the foundation for the next phase of Dr. Wipawayangkool's project to develop a system for the CCE to manage its faculty and communication database.

The students involved in this initial phase are Zachary Adams, Ethan Bowles, Keith Dennis, Justin Horton, Luchas Johnson, Ronnie Johnson, Yahya Maigag, Michael Peebles, Leah Thompson, Sadarius Trotter, and Joshua Wong.

ACE is a teaching method that combines community engagement with academic instruction. This pedagogy encourages students to use the skills, knowledge, and dispositions learned in the classroom to collaborate with community partners to help them master course objectives and contribute to the public good.

CCE is SHSU's hub for campus-community connections and collaborations. Through Community



Partnership Development, Faculty Development, and Student Development, the CCE designs, plans, manages, and promotes many initiatives that enhance the culture of community and civic engagement. The CCE is dedicated

to maintaining SHSU's status as a community engaged campus recognized nationally since 2010 by the Carnegie Foundation. Dr. Joyce McCauley is the Executive Director and Dr. Lee Miller is the Director.

## Fall Convocation 2022



◀ Professors Chris Cassidy, Willow Yang, Carla Jones, and Carliss Miller celebrate the start of the academic year at the Fall 2022 Convocation.



## Inaugural Tenure Project Conference

This summer, Dr. Gina Brynildsen attended the inaugural Tenure Project Conference with over 100 other under-represented junior faculty from around the United States. The Tenure Project was created with a singular purpose in mind: to increase the chances that under-represented junior faculty receive tenure at research universities. Building from the successful model developed by

The PhD Project, participants convened in Seattle, WA to build community, discuss research and teaching, celebrate accomplishments, and create intentional spaces to discuss issues specific to junior faculty of color such as self-care, the emotional labor associated with potential tokenism, increased demands on time, responding to microaggressions, and more. During this three-day conference,

junior faculty engaged with panels of senior faculty and administrators on professional development topics (e.g., tenure packet prep and meet the editors' sessions), participated in small and large group discussions on issues unique to being an under-represented scholar, built community, and networked within and across the various business disciplines.



*Season's Greetings!*