We have awoken to a new world. The challenging times we have experienced this year have impacted each of us in unexpected ways, and many of our paradigms have shifted. We have learned more about ourselves, our deepest fears, our values, what is important to us and what is not. When we look back on our personal and professional lives, we might ask what prepared us for what we've experienced this year and reflect on ways we could have better prepared.

In the College of Business at A&M-Commerce, we have also been asking ourselves many questions and have realized that our community comes first; together, we are able to overcome incredible odds. The one constant in life is change, and in the words of Albert Einstein, “Education is what remains after one has forgotten what one has learned in school.” I do believe that these chaotic times have unveiled who we really are and what we aspire to become. The College of Business faculty and staff are dedicated to teaching students to think, to producing ethical, value-creating citizens, and to helping our business and community partners succeed. We strive to teach essential business tools and techniques, and—more importantly—we focus on life-long skills such as flexibility, resilience, opportunity recognition, global awareness, and the importance of creating both social and economic value for the betterment of our community and the world. To accomplish this, we bring together world-class faculty from industry and academia who are dedicated to our vision to “transform minds, transform business and transform lives.”

Our educational model is centered on the premise that the best learning takes place through experiential learning, thought-provoking exchanges among faculty and students, engagement with the business community, and accessibility to our educators. When our students join us, they become part of The Texas A&M University System and the 130-year A&M-Commerce heritage of Lion pride and Lion family. Upon graduation, they join the distinguished and extensive A&M-Commerce Lion network. This year has been rough indeed, and the future will undoubtedly bring new challenges. Our students and alumni face a tight labor market, many face economic hardship, and our entire community faces some form of emotional anguish. Each of us in the College of Business wants you to know that we are here for you. During these times, our Lion pride unites us, and together we will emerge victorious!
GUCLU ATINC, DBA
Former Associate Dean
Department of Management and Economics

"Serving as the associate dean of the College of Business has been one of the most rewarding experiences of my career. For an educator, there is nothing more important than being able to touch the lives of one’s students. I am very fortunate to have a wonderful group of colleagues who work diligently and tirelessly to ensure that happens all the time. Together, we will continue to transform minds, to transform business and to transform lives. What an honor to be a part of that! Go Lions!"

JAMES HAMILL, CPA PH.D.
Department Head
Department of Accounting and Finance

"The Department of Accounting and Finance offers both undergraduate (BBA) and graduate (MSA and MSF) degrees concentrating in either accounting or finance. We also offer a Tax Accounting Graduate Certificate and an Auditing and Forensic Accounting Graduate Certificate. These four-course certificates can be earned separately or as part of the MSA degree program. The finance curriculum has been recently redesigned and the accounting curriculum is continuously evaluated to maintain competencies identified by the profession. The department also offers coursework needed to obtain the Certified Financial Planner (CFP) designation. We have three student organizations—two in accounting and one in finance—which provide opportunities for students to interact with professionals and learn about internships and employment opportunities."

ALEX WILLIAMS, PH.D.
Department Head
Department of Management and Economics

"I’m excited to serve as head of the Department of Management and Economics because I am aware of the care and commitment of this department’s faculty and staff. As interim dean, Dr. Hayek wants us to focus on the quality of our programs. Our department relates quality to student success. In this regard, we truly believe in helping students grow by challenging them with new experiences and assisting them when they need it most. I look forward to serving faculty and students as we strive to take the Department of Management and Economics to new heights!"

ALMA MINTU-WIMSATT, PH.D.
Retired Department Head
Department of Marketing and Business Analytics

"Given today’s challenges, the Department of Marketing and Business Analytics is very much concerned with looking after the well-being of our stakeholders. Program offerings and initiatives that improve quality are at the top of our priority list. With our BBA and MS programs, we strive to help students develop more marketable skill sets and competencies to jump start and enhance their professional mobility. Our cadre of faculty are comprised of business practitioners and highly credentialed academics who foster the learning experience of our students and provide value-added business knowledge. Our interface with industry is getting stronger as we continue to actively engage in various networking events, business organizations and internship opportunities. Our commitment to A&M-Commerce and our respective communities is evident as we weather the uncertainties of the new normal."

"...we truly believe in helping students grow by challenging them with new experiences and assisting them when they need it most."
Frank M. Smith, Director of Center for Excellence

The Center for Excellence supports the cities of Commerce, Ladonia and Farmersville in their economic development initiatives.

Dr. Yuying Shi is directing three graduate students as they work with firms who are interested in opening plants and offices in Commerce. This is a continuation of a project that was previously funded by the USDA Rural Economic Business Development Grant.

Drs. Yasemin Atinc and Brandon Randolph-Seng are directing another six graduate students as they contact potential businesses who may be interested in supporting construction of the $400 million Lake Ralph Hall project near Ladonia. Initial work on this project was completed via funding from the Upper Trinity Regional Water District, which is building the reservoir lake.

Dr. Mohamed Komaki is leading another six graduate students to update the business case they developed in late fall for the City of Farmersville to justify its acquisition of broadband internet. This proposal will be presented to the city council soon.

In addition, effort are underway to identify the professional, non-credit courses and certificate programs needed by businesses and individuals in these challenging and turbulent times. They will be delivered virtually, meaning no face-to-face interaction. Please send any topical recommendations to center director Frank Smith at frank.m.smith@tamuc.edu.

Dawn Gomez, Ph.D., Director, Career Services

Career Services provides comprehensive, one-stop career resources to College of Business (COB) students and alumni at various points in their career development.

The center offers services including career assessment and planning, career counseling, interview skill preparation, resume creation and review, and internship and job placement assistance. With over 15 years of experience, director Dr. Dawn Gomez serves the university’s main campus and locations at the Collin Higher Education Center and the Universities Center at Dallas. Working closely with the professional staff of the Career Development department, Gomez plans, develops and delivers quality, engaging programs such as lunch-n-learn sessions, information and networking panels, and workshops and seminars. In addition, Gomez oversees the internship program and teaches an online course for students who want to earn academic credit for internship experience.

Career Services and Center for Excellence

Anna Martin came to A&M-Commerce with two years of administrative experience from Fannin County Department of Family and Protective Services where she served as an administrative assistant for three different counties. Anna serves as administrative assistant with the College of Business Career Services department and the Center for Excellence. Anna also possesses seven years of military training as a personnel information management specialist (75F) in the U.S. Army Reserves from 1999-2006. Anna is an optimistic people-person who thoroughly enjoys working and collaborating with others.
COB Advising office staff member, Marcia Henderson, received the President’s Meritorious Service Award on January 9, 2019. Ms. Henderson was honored for her service to the university and especially her advocacy for the Lion Food Pantry.

Sarah Elder, Graduate Enrollment Specialist

Graduate advising has transitioned to a new team of graduate enrollment specialists who will be the point of contact for graduate students from the moment they inquire about the program through graduation. Transitioning to this model allows for a more interactive and hands-on approach to advising.

With nearly 10 years at A&M-Commerce, Sarah Elder serves as graduate enrollment specialist for the M.B.A. and M.S. in Business Analytics and the M.S. in Management.

Janeen Gibson, Associate Director of Advising

Our undergraduate academic advising department assists students in the clarification of life/career goals and in the development of educational plans for the realization of their goals.

We help students prepare for registration, resolve academic problems and offer academic/educational advice. We listen carefully to our students and makes referrals to relevant offices.
Nelson Mandela once said, “Education is the most powerful weapon which you can use to change the world.” As a fourth-generation Lion, I have found that this statement rings true. I came to the university in September 2016 and worked in the College of Business advising office, where I came face-to-face with students who needed guidance, reassurance and resources. In May 2018, I became the assistant to the dean in the College of Business, where I worked very closely with staff and faculty. I did not have much contact with students, and I was behind the scenes if I did. I learned so much about the administration side! It prepared me with the passion to be on the front line, handling our students’ needs. In March 2020, that passion led me to a new position as the College of Business concierge. A concierge is described as someone acting as the point of reference for students who need assistance or personalized information. I am honored to be the first point of contact for our students, especially in times like these!

Brittainy Thomas, Dean’s Office

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My work-from-home experience during the COVID-19 pandemic

Billie Abell, an admin speaks - I am very fortunate that my job allows me to work from home during the pandemic. I created my lovely “home office” space at my dining table using a laptop, extra monitor, keyboard and wireless mouse. I quickly realized that having a designated workspace reduces my chance of being distracted! My office number is forwarded to my cell phone so I don’t miss important calls. It’s definitely a struggle remembering to use my work voice between 8 a.m. and 5 p.m. Our fast internet service allows me to stay connected to our campus network through a portal, making all my files and documents readily available. Technology is so amazing! Without it, working from home would be virtually impossible!

Each day, I get ready as if I were still going to campus. This makes a huge difference. It gives me a sense of purpose and keeps me feeling good about myself. It also keeps me from getting lazy! During lunch, I might take a walk, work in my flower beds or finish up simple projects around the house. I miss coming to campus and morning walks from my car to the BA building. I miss turning on my lighted sign with quirky quotes and seeing Dr. Humphreys walk by my office during his morning coffee break. Most of all, I miss seeing students, faculty, staff and my favorite co-workers. Thanks to Amanda Brown, we can keep in touch with our work friends through a Facebook group, and we’re able to chat with everyone during our weekly Zoom coffee break!

You never know how luxurious your office is until you can’t go there. It’s the simple things we often take for granted.

Amid the Crisis

Join COB in congratulating Ramya Aroul, Ph.D., Department of Accounting and Finance, on the birth of her son, Guhan Saharsha Aroul.

Expert Commentary

Dr. James Hamill, head of the Department of Accounting and Finance, provided expert commentary for the CCH CARES Act Guide. CCH is a national provider of tax software and information.

Accounting Major – Billy “Dustin” Bishop Antolick

As a pharmacy IV technician at Texas Health Presbyterian Hospital Dallas, Billy is on the front lines of the COVID-19 pandemic, all while taking 12 credit hours during the spring 2020 semester.

Working up to 60 hours per week, he tries to squeeze in 3-4 hours of sleep between hospital shifts. Homework gets done on his shift breaks, and he schedules exams on his days off. Billy’s dog, Missy, was very ill to begin the spring semester. Fortunately, she made a full recovery.

College of Business efficiently transitioned to online instruction during COVID-19 crisis!

Due to the unprecedented and rapidly evolving situation surrounding the COVID-19 pandemic, A&M-Commerce transitioned all face-to-face courses to online instruction. Even with the robust tools available in our learning management system, transitioning in such short order was clearly a daunting task, particularly for instructors not accustomed to online teaching. However, the agile response from the College of Business was rapid and swift. The College of Business has long been a pioneer in online learning, carrying the largest online MBA program in past years. Most faculty in the College of Business have extensive experience teaching online courses. Those without experience immediately adapted and learned the latest tools and techniques with training and assistance from their peers. Moreover, the College of Business supported students with compassion and care during this challenging time and seamlessly sustained a high-quality education for its students.
The Distinction in Professional Development program is an interdisciplinary career readiness program in the College of Business administered by Director of Career Services Dr. Dawn Gomez. Currently, 30 undergraduate and graduate students in all disciplines actively engage in a curriculum that includes high-impact practices designed to deepen, enrich and integrate students’ learning inside the classroom with experiential activities outside the classroom. Students can choose to earn a gold or silver-level distinction by choosing the amount of their level of engagement in over two semesters. Students may engage in high-impact activities including internships, field visits, participation in mock interviews, common books, undergraduate and graduate research with faculty, volunteerism, service-learning, Joe Griffith Effective Communication Method training, on-campus or off-campus seminars, workshops, and conferences. The program prepares students to be competitive and marketable after graduation so they can compete in the local, national and global marketplace.

Porly Prom is a junior industrial engineering major with hopes of completing his bachelor’s degree in 2021. As part of the Distinction in Professional Development program, his engineering curriculum is designed to prepare him for proficiency in problem-solving techniques, critical thinking skills and other mechanics, integrating business and technology to solve complex business problems. Porly’s long-term career goals involve joining a company where he can continue to learn and grow, take on engaging projects and responsibilities, and eventually advance to a leadership position. Porly completed his gold-level distinction in spring 2020 and has been a member of the Distinction in Professional Development program since August 2019.

Chandler Hollowell left her mark at A&M-Commerce, becoming a role model for future students. Chandler earned a gold-level distinction award from the College of Business before she graduated in December 2018 with a bachelor’s degree in marketing. Students receive gold-level distinction by completing a rigorous career-readiness curriculum. Originally from Jacksonville, Florida, she was highly engaged in student life at A&M-Commerce. Chandler served as student lead on the homecoming committee, student involvement suite desk manager, 2016-17 Phase 2 Hall council president and marketing assistant for the Rayburn Student Center. She was a member of the Pearls mentorship program and a representative at the 2016 Southwestern Black Student Leadership Conference (SBSSLC), as well as the 2019 ACUI Women’s Leadership Institute Conference. In her four years at A&M-Commerce, Chandler sat on the Student Service Fees committee, Block Party committee, Lions Leap planning committee, and served as executive chair of the 2016-17 Campus Activities Board’s Family, Community and School Spirit committee.

Facing a disability after a successful battle against cancer in 2015, Amy Hays ended her 15-year career as a network capacity engineer at a Fortune 500 bank. Originally from Santa Rosa, California, Amy has lived in Texas since 2004. She enrolled in the graduate school at A&M-Commerce in fall 2019 to pursue her master’s degree in computer science with an emphasis in artificial intelligence. She also plans to earn a doctorate in educational psychology. Her research interests include finding new ways for people with disabilities to work with computers. Amy founded and serves as president of a cancer support group at A&M-Commerce while also earning gold-level status in the Distinction in Professional Development program in spring 2020. She is a peer mentor and graduate assistant for Dr. Omar El Ariss in the College of Science and Engineering.

Chandler Hollowell

Porly Prom

Amy Hays

Porly Prom is a junior industrial engineering major with hopes from Santa Rosa, California, Amy has lived in Texas since 2004. She enrolled in the graduate school at A&M-Commerce in fall 2019 to pursue her master’s degree in computer science with an emphasis in artificial intelligence. She also plans to earn a doctorate in educational psychology. Her research interests include finding new ways for people with disabilities to work with computers. Amy founded and serves as president of a cancer support group at A&M-Commerce while also earning gold-level status in the Distinction in Professional Development program in spring 2020. She is a peer mentor and graduate assistant for Dr. Omar El Ariss in the College of Science and Engineering.
Louis Guerrero began at Innovation First International as a forecast/financial planning and analysis intern in spring 2019. After graduating in 2019 with a bachelor’s degree in accounting, Guerrero was hired full-time as a financial planning analyst. Louis shared in a journal reflection that he felt his coursework in the College of Business prepared him well for the work he did during his internship. "Perhaps one of the classes that has helped me the most has been my operations management class," said Guerrero. "I’m having to analyze each process in the supply chain from the very moment we make a placement order all the way to the time we receive it from China." He continued, "I’ve been able to apply the concepts I’ve learned from my operations management class, including lead time analyses, safety stock optimization, quality control processes, sourcing and transportation."

Maria Ortiz Orlulde, accounting major and intern at Louis Powersports in Greenville, Texas, completed her internship in summer 2019. Upon completion, she was offered a full-time position reconciling multiple accounts for the company. "I interned at Fox, Byrd and Company in January of 2019 and was offered a full-time position during my internship," said Nunez. "I decided to stay with the company and have enjoyed a fantastic year with the firm."

Blake Hill is a spring 2020 operations intern at L3Harris working on his bachelor’s degree in business administration. He rotated among various departments, gaining experience in procurement, quality, logs and records, continuous improvement, and more. As a Marine, Blake worked on electronics-heavy communications systems made by L3Harris, so his internship may turn into a full-time career at L3Harris.

Nora Borgardt started her internship with NTT Global Sourcing in Plano, Texas, in November 2018. After working just over a year as an intern and part-time employee, the company offered her a full-time job upon graduation. She transitioned to her full-time role in May.

Makena Thomas, is earning her Bachelor of Science in Marketing while interning in the management trainee program at Enterprise Holdings. She has opportunities to practice key business skills and build new competencies in administration. Makena rotates among other Enterprise interns as fleet manager.

Ivan Nunez graduated in May 2019 with a bachelor’s degree in business. "I interned at Fox, Byrd and Company in January of 2019 and was offered a full-time position during my internship," said Nunez. "I decided to stay with the company and have enjoyed a fantastic year with the firm."

Delvin Smith is an operations intern at Robotics Education and Competition Foundation (REC) in Greenville, Texas. He graduated in August 2019 with a B.B.A in Management and is now a graduate student majoring in finance. Delvin handles a range of tasks at REC, from shipping packages to creating budgets. He reports that his education at A&M-Commerce has helped him excel at his job.

THE POWER OF COB INTERNSHIPS:
STUDENTS GET HIRED!

The COB internship program is a structured program to which students with formal internship offers can apply to receive academic credit. Typically, COB majors and minors apply for internships as rising juniors or, most often, in their senior year of study. Students work approximately 10-12 hours per week at internships in their disciplines and receive practical work experience that reinforces theoretical knowledge with experiential application. While engaging in on-site or remote internships, undergraduate and graduate students enroll in an online internship course taught by Dr. Dawn Gomez, director of Career Services. Students are asked to regularly reflect on their learning experience during their internship and how that resonates with the business-related coursework in their degree plans.

The COB is proud to showcase and highlight our interns and graduates who embody the quality, caliber and marketability of COB students, and the internship program that helps them develop hirable and transferable skills.
Experiential Learning in Cost Accounting

For the past two years, small groups of more than 60 students from Dr. Robert Rankin’s cost accounting classes have toured 29 manufacturing companies in Northeast Texas and the Dallas-Fort Worth Metroplex to gain firsthand, real-world experience in cost and management accounting. Story Thompson, a student from Rankin’s accounting class, expressed curiosity about Saputo Dairy Foods, a large industry in her hometown of Sulphur Springs, Texas. Rankin arranged for Story and two other students from Sulphur Springs, Abbey Martin and Richen Sherpa, to tour the company.

They met with Kyle Taylor, the finance administration manager of operations and Danny Brewster, a cost accountant with the company. Afterward, the group commented that the experience was effective in helping them bridge the gap between academia and industry. Thirty students from Rankin’s graduate online accounting information systems class conducted site visits to gain firsthand knowledge of class concepts in a real-world application. Lanetta Sims, a production clerk at Saputo, interviewed Taylor and Brewster, to gain a deeper understanding about their accounting information system, SAP. After completing her paper, Sims commented, “This experience gave me a better understanding of the topics covered in the text and how those topics directly relate to my working environment.” She continued, “This paper gave me a broader view. My job is small but it is an important part of the accounting system at my facility.” This is the second time in less than a year Taylor participated in experiential learning with Rankin’s accounting students.

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M.S. ACCOUNTING STUDENTS

REBECCA ABRAHAM &
SHERRY CAMPBELL

Rebecca Abraham, M.S.A. graduate student, published an article titled “Structuring Single-Property Qualified Opportunity Fund Investments” with Professor James Hamill. This article was initiated in the tax research class and was published in December 2019.

Sherry Campbell, an M.S.A. graduate student, published an article titled “Rentals as a Trade or Business for the Qualified Business Income Deduction” in October 2019 with Professor James Hamill. Sherry began this project in her tax research class.
Dr. James Hamill, head of the Department of Accounting and Finance at A&M-Commerce, made presentations on various tax-related topics to RSM, LLP in Chicago, Illinois; the Louisiana Tax Conference in New Orleans, Louisiana; Colter & Justus, LLP in Knoxville, Tennessee; CorpTax in Plano, Texas; and the New Mexico Estate Planning Council in Albuquerque, New Mexico. He also instructed webinars for RSM and CCH Wolters Kluwer.

Accounting student Maxwell Perez has received a $10,000 scholarship from the Public Company Accounting Oversight Board (PCAOB).

The PCAOB is a non-profit corporation established by Congress to oversee the audits of public companies. The PCAOB Scholars Program awards merit-based scholarships to exemplary accounting undergraduate and graduate students. To receive this scholarship, students must have outstanding academic Department faculty must also heavily advocate for these students. must advocate heavily for the student. “It’s an honor for one of our students to be selected,” said Hamill.

Perez is from Denison, Texas, where he graduated eighth in his class.

Accounting Research & Education Forum
Department of Accounting and Finance
Vicki Stewart

On September 17, 2019, the Department of Accounting and Finance served as host for the semiannual Accounting Research and Education Forum. The forum was organized by professors Deborah Welch of Tyler Junior College and Mary Fischer of the University of Texas at Tyler to present accounting research and education topics. Attendees at included accounting professors from A&M-Commerce and several regional universities in Texas. Speakers included Jay Vega from Stephen F. Austin State University, who presented his research titled “Troubled Asset Relief Program and Earnings Credibility.” Jennifer Reynolds from the University of Texas at Tyler presented information on Section 199A: Qualified Business Income and examples of tax projects for accounting students on this topic. Cheryl Prachyl from the University of Texas at Arlington presented methods for creating grading rubric templates in Excel for accounting student projects. Attendees then participated in a roundtable discussion of accounting classroom issues.

Accounting Alumni Spotlight

Accounting alumna Coleen M. Smith and Donia Alrimawi gave a presentation to 70 accounting students on the A&M-Commerce campus on February 24, 2020. Smith, an East Texas native, graduated Magna Cum Laude with a bachelor’s degree in business administration from East Texas State University in 1994. She began her career at Conway CPAs LLC in 1997 and obtained her CPA license one year later. After nine dedicated years, Coleen was made CPA manager of the Commerce office for the company. In 2010, her passion for accounting was recognized when she was announced partner. In 2017, Coleen was promoted to CPA manager of the company’s thriving Greenville office. Coleen is happily married with five children and eleven grandchildren. Coleen is an active member of the noon Rotary Club of Greenville and her home church in Point, Texas.

Alrimawi received her bachelor’s degree in 2012 from A&M-Commerce and her M.S.A. in 2013. While taking classes in the master’s program Donia interned with Conway CPAs. After graduation she was offered a full-time position as tax associate. Donia has been a loyal and valued employee for more than six years. She continues to grow as both a tax and financial accountant. With this strong background in public accounting Donia plans to pursue her CPA license and eventually take over the manager’s office.

James Hamill, CPA, Ph.D.
The Wall Street Journal

Dr. James Hamill was quoted in the October 19-20, 2019 edition of The Wall Street Journal. In an article titled, “For Landlords, a New Tax Break Comes with Strings Attached,” tax reporter Laura Saunders explores the trade or business tax status of individual rental property owners as the classification applies to the new Tax Cuts and Jobs Act of 2017, Sec. 199A Qualified Business Income Deduction. Hamill provided additional information on the late-September 2019 Internal Revenue Service release of safe-harbor guidelines for rental property owners.
Beta Alpha Psi – BAP

Beta Alpha Psi and the National Association of Black Accountants, Inc. invited Brenda R. Williams, diversity recruiting advisor for the Dallas office of BKD CPAs & Advisors (BKD), to speak at a forum for accounting students at A&M-Commerce on February 24. Williams spoke to the 70 students in attendance about accounting internships at BKD.

The U.S. firm has locations in 18 states. Students submit resumes to the company and are contacted through email with procedures to apply for an internship at the firm.

Presenting to Students

Senior account manager for Becker CPA Review, Kim Holland, gave two presentations to accounting students this past spring. The first presentation focused on resumes while the other focused on CPA exam preparation. Holland utilized A&M-Commerce student ambassadors, Abbey Martin, 2019-2020 and Story Thompson, 2020-2021.

Senior Citizens

Accounting student Narecia Estes and accounting professor Terry Brawand were invited by A&M-Commerce retiree, Dr. Bob Johnson, to attend a senior citizens meeting at Hunt Regional Medical Center at Commerce (TX) on February 12. Estes, who works in the community preparing tax returns at The Essix Group, and Brawand were happy to answer the group’s questions related to tax season.

Dr. Robert Rankin – AAA Case First Place Award

Congratulations to Dr. Robert Rankin for earning a first-place award from the American Accounting Association and the Institute of Management Accounting for his teaching case, “Troubled Waters: An Outsourced Ethical Dilemma.” He recently presented the case to nearly 40 accounting professors at the American Accounting Association (AAA) and Institute of Management Accountants (IMA) Teaching Case Conference. This is Rankin’s third award from the AAA/IMA. In 2016, he won third place for “Chicken or Egg: Hatching a New and Innovative Introduction” case study. He won the award in 2018 for “Higher Degrees of an Ethical Dilemma.” Both were published in the Institute of Management Accounting Educational Journal. To date, instructors have downloaded his teaching notes more than 330 times combined, suggesting Rankin and his co-authors Trish Driskill, University of the Incarnate Word and Marty Stuebs, Baylor University, have impacted a significant number of future management accountants. Rankin is pictured with Margret Shackell, Ithaca College, at the Brigham Young University’s BYU Salt Lake Center campus in Salt Lake City, Utah.

TAMUC Alumni Steven Dawson, CFP

A&M-Commerce College of Business alumni Steven Dawson, CFP, invited by Leaders of Tomorrow, recently spoke to business school students at the University of Bucharest, thereby growing the Lion business family internationally!
Saville, Dodgen & Company – BAP

Twenty-five College of Business students along with Drs. Shiyou Li, Caroline Hartmann and Cheryl Scott attended a presentation by Jonathan Gilbert Saville, practice talent coordinator for Dodgen & Company, on November 7, 2019. Gilbert discussed aspects of the firm including structure and size, culture and working hours, promotions and career paths such as auditing and tax specializations. He also discussed job opportunities including internships and full-time positions. Beta Alpha Psi sponsored the event.

Meet Peter Spurgeon, TAMUC Regents Scholar and Texas Society of CPAs Award Winner

Peter Spurgeon, a summa cum laude graduate in May 2019, received the 2019 Accounting Excellence Award from the Texas Society of CPAs. Dr. Caroline Hartmann, associate professor of accounting at A&M-Commerce, presented the award.

Spurgeon was home-schooled by his parents. “Peter always made the job of home-schooling easy; because of his dedication to the completion of his goals,” his mother said. “He was diligent in his studies and made sure to put in the effort to study, research and learn all that was required of him.” She added, “He has carried that work ethic into college and his accounting internship. We’re very proud of who he has become.”

TAMUC Students attend CMA Event at Texas Wesleyan University in Fort Worth

A&M-Commerce accounting students attended the Student Extravaganza event presented by the Institute of Management Accountants (IMA) at Texas Wesleyan University in Fort Worth, Texas on September 27, 2019. Our students networked with numerous companies, seeking internships and jobs. This is the fourth time A&M-Commerce students have attended the event. After attending this event in fall 2018, alumni Zachary Cook received a job offer from Occidental Petroleum. We would like to acknowledge longtime IMA volunteer, Jimmie Smith, who passed away unexpectedly, two months after the event. Smith was an instrumental part of organizing these student events over the years.

Alper Gormus, Ph.D. – Energy Textbook Article

An article by associate professor of finance, Alper Gormus, Ph.D., is featured in an energy textbook along with authors from premier universities around the globe.

Dror Parnes, Ph.D. – Black Belt

Dror Parnes, Ph.D., associate professor of finance earned his black belt in Taekwondo in May 2019.
Dr. Mario Hayek

Dr. Mario Hayek is the interim dean of the College of Business and founding director of Venture College, an initiative championed by A&M-Commerce president Dr. Mark Rudin. Venture College is a space dedicated to INSPIRE, INNOVATE and IMPACT! During the fall 2019 semester, an interdisciplinary group of dynamic students came together and founded The Aurora Humanitarian Initiative, a space where members of the A&M-Commerce community learn about and execute their creative and innovative projects geared at creating economic or social value. In the process of learning by doing and obtaining support from amazing faculty, staff and alumni, local organizations and community leaders, students are learning how to disrupt markets and solve social problems.

FACULTY HIGHLIGHTS

Dr. Sonia Taneja

Dr. Sonia Taneja is a professor of management in the Department of Management and Economics. Her research and teaching interests are in the field of organizational behavior, leadership and entrepreneurship. Taneja is the incoming proceedings editor for the Academy of Management Conference. The conference is the most prestigious international academic event in the field of management. As an editor, Taneja is responsible for selecting, compiling, editing and publishing the most advanced research presented during the conference by renowned management researchers.

Dr. Guclu Atinc

Dr. Guclu Atinc is an associate professor of management in the Department of Management and Economics and former associate dean for the College of Business. His research and teaching interests in the field of strategic management, corporate governance and research methods have been cited more than 1,000 times. He has been on the editorial board of several management journals and has served as the proceedings editor for the Academy of Management Conference, the most prestigious international academic conference in the field of management. As an editor, Dr. Atinc was responsible for selecting, compiling, editing, and publishing the most advanced research presented during the conference by renowned management researchers. Atinc has recently been appointed as an associate editor for the journal Management Decision, which is the oldest and longest-running scholarly journal focused exclusively on the scientific study of management. As an associate editor, he selects from hundreds of competitive manuscripts submitted to the journal for peer review.

Serving and engaging with the Community: Keturi DeLong, vice president for advancement, hosted Facebook Live interviews with Dr. Dale Funderburk (left photo), and Dr. Jared Pickens (right photo) on the economy, money and finances.
Dr. Mildred Golden Pryor Honored

Dr. Mildred Golden Pryor, a Texas A&M University System Regents Professor, was honored this year as an Eminent Faculty Scholar by the A&M-Commerce Faculty Senate and the Texas Association of Black Personnel in Higher Education (TABHE).

Pryor is a professor of management at A&M-Commerce. She has received multiple awards, including the 2018 TABHE Award, 2017 Dr. Martin Luther King Outstanding Educator Award, 2014 Dan and Jalinna Jones Professor of the Year Educator Award, 2013 William L. Mayo Professorship Award, 2011 and 2012 A&M-Commerce Outstanding Research Awards, 2010-2012 Texas A&M University System Teaching Excellence Awards, and the 2006 A&M-Commerce Distinguished Faculty Award for Teaching.

As leader of A&M-Commerce’s quality initiatives, she and her team were able to integrate continuous improvement into the fabric of A&M-Commerce, support accreditation efforts and use improvement results to achieve the engagement level of the Texas Award for Performance Excellence. For 17 years Pryor was an executive with E-Systems (now L3Harris) and Campbell Soup Company. Industry awards include the Vision of Excellence Award, General Manager’s Excellence Award, and Top 100 Excellence awards. Her Ph.D. fields are production/operations management, organizational theory and behavior, and quantitative methods. Her post-doctoral studies include quality courses under Drs. W. Edwards Deming and Joseph Juran, and Philip Crosby, as well as courses in Taguchi methods, quality function deployment, Six Sigma, leadership and organizational transformation. Research interests include ethics, strategic management, quality management, workplace spirituality, innovation and small business leadership.

Her publications appear in Harvard Business Review, Industrial Management, Journal of Business Strategy, Journal of Applied Management and Entrepreneurship, Journal of Management History, Academy of Strategic Management Journal and other scholarly and professional journals. She is a member of the editorial review board for several major journals. In addition to her academic and industry endeavors, Pryor has held many positions in her church and contributed to various community organizations, including involvement in startup of the Northeast Texas Children’s Museum in Commerce, Texas, and Cross Trails Cowboy Church in Wolfe City, Texas.

Pryor has served as examiner, judge, and chairman of the board of overseers for the Texas Award for Performance Excellence. She says she intends to function as a positive role model for students and others, while utilizing positive energy to encourage and strengthen relationships and culture in the College of Business and across the A&M-Commerce campus.

Dr. Brandon Randolph-Seng appointed Editor-in-Chief for Management Decision Journal

Dr. Brandon Randolph-Seng is an associate professor in the Department of Management and Economics. His current research primarily examines the ethical and social cognitive factors in leadership, entrepreneurship and teams. Collectively, his work has been cited over 900 times.

He teaches predominantly organizational ethics and behavior-related courses at both undergraduate and graduate levels. In addition to teaching and research he has consulted in the public sector, ranging from local municipalities to large defense-related contractors. Randolph-Seng is now editor-in-chief for the academic journal Management Decision, which is the oldest and longest-running scholarly journal focused exclusively on the scientific study of management. As editor-in-chief, he gives the final say to any article accepted to the journal based on the extensive peer-review process that he oversees. He is also responsible for setting the future direction of the journal and determines how to help the journal reach the widest audience possible. The journal receives over two thousand submissions each year; only ten percent of those submissions are accepted and published.

In 2019, at the recommendation of members of the College of Business advisory board and several strategic partners, Frank M. Smith, director of the Center for Excellence, spearheaded an initiative to incorporate SAP into various graduate and undergraduate courses. As of December 2019, 329 students completed at least one course with the SAP component, 28 students completed two courses with the SAP component and two students finished three SAP component courses and received the SAP Student Recognition award. May 2020 graduate, Puya Goudarzi, who earned her master’s degree in business analytics, was recognized for completing the SAP certificate. New courses are being offered every semester; fulfilling our promise to ensure students have skills that our corporate partners ask for.
Dr. Adolfo Benavidez, Professor Emeritus of Economics

Dr. Adolfo Benavidez talks to juniors from Commerce High School about the field of economics. Students attended Workplace Fundamentals and training in Joe Griffiths Communications Method through a USDA grant secured by Frank M. Smith, director for the Center for Excellence. After serving over 40 years in higher education as a professor, dean and provost, Benavidez retired in December 2019, starting a new journey in Florida. He will be missed by his colleagues and students.

Teaching Excellence: Dr. Asli Ogunc received the Excellence in Teaching Award for exemplifying the purpose of the National Society of Leadership & Success (NSLS) through excellence in academic student development. Students nominated Ogunc for her ability to teach with heart and passion while motivating students in their pursuit of education and excellence. After a short address to inductees, she accepted the award at an induction ceremony in Ferguson Auditorium on December 6, 2019 as one of only three recipients from A&M-Commerce.

Dr. Asli Ogunc

Serving the University: Dr. Asli Ogunc brought the best and brightest of Boles ISD high school students to campus for a field trip event on March 4. After a short admission presentation, the students were welcomed by more than 20 faculty members from across the campus, followed by a campus tour and lunch at Luigi’s restaurant. Students and faculty involved said the event was a huge success. A similar field trip was scheduled March 31 for seniors at Caddo Mills High School. Unfortunately, conditions surrounding the COVID-19 pandemic forced the event online. Students were glad the event was not canceled. They appreciated the opportunity, indicating it was helpful to plan the next steps in their education. They agreed the Zoom meetings with faculty were very informative, complimenting professors and the academic technology team. They appreciated the virtual field trip opportunity.

Teaching Excellence: Dr. Asli Ogunc

Recovery Task Force for Collin County. He was invited and appointed by Collin County Judge Chris Hill.

Dr. Bob Collins

Dr. Bob Collins, faculty member in the Department of Management and Economics, will serve on the Economic

Dr. Lirong Liu

Dr. Lirong Liu, associate professor of management and economics, and Dr. Frannie Miller have been awarded a $50,842 USDA-APHIS grant in October 2019. The grant supports research on the economic impact of feral swine on golf courses and cemeteries in Texas. With increased prevalence of feral swine activities in Texas, landscaping and recreational areas like golf courses and cemeteries face serious damage caused by feral swine on a regular basis. The proposed research will support policy maker decisions about allocating resources to feral swine management programs. This, in turn will help reduce the amount of damage land managers face.

Dr. Augustine “Chuck” Arize

Dr. Augustine “Chuck” Arize, a Regents professor in the Department of Management and Economics, received the Unfettered Thought award under RSCA category for his professional excellence.

Dr. Jared Pickens

Dr. Jared Pickens and students attended the 13th Annual Undergraduate Research Conference at the Federal Reserve Bank of Dallas. The conference is part of the Economics Scholars Program, a collaborative effort between Austin College and the Federal Reserve Bank of Dallas to foster involvement of undergraduate economics students in all facets of research.
Students Highlights

Ernst & Young

CELEBRATING OUR STUDENTS

On December 14, 2019, faculty, alumni and friends gathered to celebrate two of our graduate assistants. Somtochukwu (Sommy) Obuzor graduated with master’s degrees in business analytics and finance, and accepted a great job with Ernst and Young. We celebrated Emily Okindo, who marked her 29th birthday. “I’m overwhelmed, receiving so much love and attention,” Okindo said. “I’m thankful to all my amazing professors and colleagues for their presence and kind wishes.” Sommy is currently in New Jersey and Emily is a graduate assistant helping economics faculty at A&M-Commerce.

TAMUC Center for Excellence and UTBWD

LAKE RALPH HALL PHASE I

The College of Business Center for Excellence (CFE) participated in a project for the Upper Trinity Regional Water District (UTRWD). The project was managed and directed by Dr. Yasemin Atinc, faculty member in the Department of Marketing and Business Analytics and Dr. Brandon Randolph-Seng, faculty member in the Department of Management and Economics in collaboration with Frank M. Smith, CFE director. This project provided a great opportunity for College of Business students. Seven out of 80 students were selected as interns for the project after a rigorous interview process.

UTRWD is developing a strategy to meet long-term water deficits in the UTRWD supply area. As part of its long-term strategy to consolidate and safeguard its market position, UTRWD is planning to develop Lake Ralph Hall to provide needed water supply in time to avoid a shortage. As part of the project commencement, UTRWD requested assistance from the CFE to conduct a market research analysis for business opportunities supporting construction in the Lake Ralph Hall area, excluding business that will be directly involved in construction, as well as businesses needed to support the area after the lake is completed.

Pictured left to right: Sunanda Ramesh, Nadia Ballarin, Samira Baten, Saibhya Prasad, Purva Prabhu, Ceren Caglar, and Vidhya Kadipakam with Dr. Brandon Randolph-Seng and Dr. Yasemin Atinc.

Md Kamrul Hasan - Student Highlight

Md. Kamrul Hasan is completing his master’s degree in management at A&M-Commerce while working as a graduate assistant in the Department of Management and Economics. He was involved in several research projects with multiple professors in the department. One of his research projects, under guidance from Dr. Mario Hayek, was selected for presentation at the 2019 Southern Management Association Conference in Norfolk, Virginia. The conference is competitive, with only a limited number of research papers selected for presentation each year. The title of the paper is “Lessons for Green Management from the Hispanic Civil Rights Movement: A Pseudo-Gap Analysis.” He also presented a paper titled “Activist Identity Construction of Madam C.J. Walker” at the United States Association for Small Business and Entrepreneurship (USASBE) conference in New Orleans, Louisiana this year. It is one of the most prestigious conferences for small business and entrepreneurship research. Additionally, this article was recently accepted for publication in the Journal of Management History.

Hasan is also an editorial assistant at the journal Management Decision under guidance from Dr. Brandon Randolph-Seng. He received the Louis H. Craig Memorial scholarship award for academic year 2019-2020 and also received other travel grants from the graduate school at A&M-Commerce. Hasan is continuing his graduate studies in the doctoral management program at the University of North Texas.

Savannah Smith

Savannah Smith is an honor student pursuing her bachelor’s degree in liberal studies with a concentration in economics. Savannah is writing her honors thesis, titled “How to Quantify the Benefits of International Volunteerism,” under the supervision of Dr. Asli Ogunc. Prior to graduating in May, Savannah received acceptance letters from two graduate programs; a master’s degree program in international development at SciencesPo in Paris, France, and a master’s degree program in economics at the University of Texas at Dallas. Despite her busy schedule, Savannah was chosen to participate as a discussant in the Dallas Federal Reserve’s Economic Scholars Program Undergraduate Research Conference.
Dr. Shi - Commerce Project

Students presented a project to the Economic Development Center (EDC) at the city hall in Commerce, Texas. The project aims to identify and attract potential companies that may be interested in expanding their business operations to Commerce.

Dr. Yuying Shi, assistant professor of marketing and Frank M. Smith, director for the COB Center for Excellence, led a group of six students who identified potential manufacturing and agricultural businesses. They compiled three different business analysis reports highlighting comparative advantages of doing business in Commerce. They sent the reports to more than 300 companies and received positive feedback.

The project enhances awareness for the city of Commerce and promotes efforts by city management to help new and existing businesses. Students are very enthusiastic toward the project. Through this semester-long project they gained extensive research and firsthand experience working for a city government.

The group funded their project with a grant from the U.S. Department of Agriculture (USDA). As a result of the project’s success the USDA encouraged the group to apply for a follow-up grant.

ISACA Business Etiquette Luncheon

A&M-Commerce students were fortunate to attend ISACA’s annual Business Etiquette Luncheon hosted at Brookhaven Country Club in Dallas, Texas. Eighteen students from the university attended the event which included an incredible professional experience, interesting corporate presentation and a fruitful opportunity to network at an enjoyable corporate lunch.

The presentation was an illuminating session covering resume writing and landing your first job in the corporate world. A multitude of topics were discussed, from resume building to corporate dress code. This was followed by the corporate lunch and networking session. Each student was assigned to separate tables, sitting with students from other universities and a corporate executive from one of many major firms in the state. The exercise exposed students to corporate dining etiquette and offered them an opportunity to step out of their shell and express themselves while networking with some of the foremost, accomplished executives in corporate America.

All in all, it was a wondrous experience and the students are richer for it.
Dr. Ramya Aroul and Dr. Yuying Shi were selected as the first College of Business faculty members to receive the Augustine “Chuck” Arize Junior Faculty Award. The award recognizes outstanding teaching, research and service provided by A&M-Commerce faculty. Aroul is an assistant professor of finance and Shi is an assistant professor of marketing.

Malik shared, “I have always been a strong advocate of knowledge dissemination and I believe teaching provides a perfect platform for this. My long-term goal as an educator is to prepare successful students for the next step in their lives, both academically and practically.” He went on to say, “In this regard, my short-term goal for each course I teach is to ensure that students can grasp the key concepts, use the learned methods for their advancement and never shy away from asking my advice on any matter.”
City of Farmersville, Texas – Tax Increment Reinvestment Zone

Dr. Mohamed Komaki, assistant professor of business analytics and Frank M. Smith, director of the COB Center for Excellence, led a group of six students on a feasibility study of broadband internet implementation in the city of Farmersville, Texas. The Tax Increment Reinvestment Zone (TIRZ) board for the city sponsored the project. The main goals for the project were to provide data about users' satisfaction from different internet providers and a cost/benefit analysis for implementing broadband internet.

In this project students designed questionnaires and then distributed those questionnaires to residents and business owners within city limits to identify internet users' satisfaction in terms of cost, quality and reliability of internet services from different providers, and to identify their internet usage needs. Students interviewed several companies to better understand their needs and expectations. The group also worked on a feasibility study and cost/benefit analysis of implementing broadband internet.

The findings were presented to the TIRZ board to help it decide on implementation.

M.S. Business Analytics at Collin College

The Department of Marketing and Business Analytics will offer the M.S. in Business Analytics program at Collin College in Frisco, Texas, effective fall 2021. A&M-Commerce President, Dr. Mark Rudin, approved the proposal. The M.S. in Business Analytics is a STEM designated program.

Business Analytics and Accounting Cross-listing

An IT audit cross-listed course between business analytics and accounting will be offered during the fall semester. The course will be offered in conjunction with the Information Systems Audit and Control Association (ISACA). IT audit classes will be taught online by a member of ISACA. Upon completion of the course, students will be prepared to sit for the IT certification test.

Department of Marketing and Business Analytics Advisory Board

By Dr. Alma Mintu-Wimsatt

The Department of Marketing and Business Analytics is excited to announce that we have assembled our first business advisory board. The board is composed of industry professionals and ETSU/TAMUC alumni. The partnership with the board will enhance the department’s ability to meet and respond to the needs and concerns of various stakeholders. The department will seek feedback on current and future program offerings. Members include Chris DeLong, retired executive at PepsiCo and COB Business Council member; Jay Demmler, senior principal IT architect at Raytheon Technologies; Peter Drewes, operations principal analyst for Lockheed Martin Aeronautics; Wendy A. Gunderson, dean of academic affairs at Collin County Community College District; Tracey Reed, general manager at Lowe’s Regional Distribution Center; Frank M. Smith, director for the COB Center for Excellence; Dr. Dawn Gomez, director of Career Services in the COB; and Brandon Williams, senior vice president for Guaranty Bank & Trust in Sulphur Springs, Texas.

Department of Management and Economics Advisory Board

By Dr. Alex Williams

We recognize the trends in higher education—greater competition, demand for specific degrees and certificates, rising prices—just to name a few. We believe our advisory board is uniquely equipped to help us address these issues and we’ve tasked them with providing us with insight and ideas on how to position ourselves and excel. The members include Hilley Clark, supply chain director at L3Harris; Kevin Housing, AVP cybersecurity at GM Financial; Tad McIntosh, president at HumCap; Rishyraj Singh, mortgage group manager at Citibank; Chris Shaw, Dallas market president for Business First Bank; Bruce Trego, former president for L3Harris (now L3Harris); Tim Wheeler, president and CEO for Wheeler Staffing Partners.
A&M-Commerce's College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB)—the gold standard for business accreditation achieved by only 5% of the world's business schools. Programs and courses are offered online, in Commerce and in Dallas.