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## Taking Flight – May 2019

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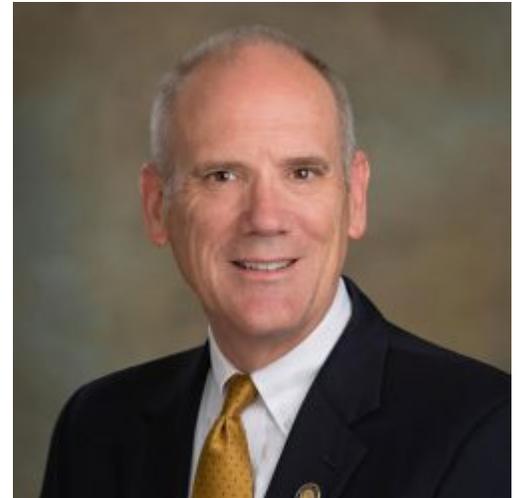
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# Taking Flight – May 2019

## Message From the Dean

Something in our natures loves celebrity. Whether in the realm of music, sports, politics, or reality TV, our attention is captured by shiny objects. I suppose that comes as no surprise. What is surprising, though, is the extent to which this fascination permeates the world of business and business education. Search for the phrase “celebrity CEO,” and you’ll get thousands of hits. Dozens of lists of top celebrity business leaders, along with various thought-pieces on the benefits and perils of celebrity status, and many thousands of books, magazine articles, and scholarly studies are devoted to celebrity leadership and its implications. Yet, I was reminded recently of a quote I once heard, “Celebrities are the focus of others, while leadership focuses on others.”



Note that leaders can be real celebrities, and celebrities can be real leaders. But the two things are far from synonymous. In fact, as the quote above suggests, they are not even necessarily related.

Celebrities merely need be well known and well regarded. Leaders, on the other hand, have to produce results. Their challenge is to take a situation, any situation, and make it demonstrably better, such that almost everyone sees the benefit. In my own writing, I have argued that leadership takes people to a place they did not know they wanted to go. Consider, before Steve Jobs, no one was asking for a phone that was also an MP3 player, camera, and personal computer. Before Hugh McColl, no one was asking that banks have a coast-to-coast network of operations, and, before Jeff Bezos, no one anticipated an online retailer that would rival Walmart in sales. Leaders produce results, not by being famous or even being popular, but by seeing opportunities before others see them and by empowering others to make that vision a reality.

I share these thoughts as I share our current newsletter. Developing the next generation of business leaders is fundamentally the work of the Parker College. We want our students to see opportunities and to aspire to great things. We want them to be empowered with the confidence that comes through competence and the support of the Parker College alumni network. But mostly, we want them to understand that their success as leaders comes not through brief brushes with fame but rather through the hard and steady work of investing in others, of laying a solid foundation, of building good teams and producing sustainable results. I’ve said many times that what we want is to change the world for the better. To do that, we need a work ethic, a skill set, an attitude of service, and an organizational model that is built to last. If we can do all that and do it well, then good results will follow and celebrity status will take care of itself.

A handwritten signature in black ink, appearing to be the name 'A. C. C.' followed by a long, sweeping horizontal line.

## Alumni Spotlight – Brittany Haught

Brittany Haught (MBA, 2015; MKTG, 2014) began her career in sales, which she soon realized was not a good fit. As a result, she took a step back to discover what she was really interested in doing. After allowing herself the time needed to make this determination, Brittany has found a career that she really enjoys as a performance specialist at PureCars, a digital advertising agency that has developed its own technology complementing advertising platforms (Google, Facebook, YouTube, etc.). The firm’s vertical is focused on the automotive industry, with car dealerships as its primary clients. As part of the PureCars Paid Social team, Brittany manages more than 125 paid social media accounts, mostly on Facebook and Instagram, for dealerships around the country. Her main responsibilities are to manage her clients’ monthly social budgets as well as their social campaigns. In this arena, Brittany offers proactive performance strategy recommendations on current and new

campaigns. In addition, she and her team constantly test new targeting and/or optimization strategies, which means they analyze a lot of data in order to learn what works best.

The best part of her job involves the continuous evolution of the technology. Brittany especially enjoys finding new ways to reach the end customer by combining new technologies and consumer data. She loves being able to make recommendations to her clients and, then, to put those recommendations into action leading to an increase in her clients' sales.

The Parker College of Business prepared Brittany for her career by teaching her to think about finding a solution rather than simply memorizing answers. She recalls that John Hatem, Ph.D., professor of finance, structured his tests and assignments so that his students had to analyze the material to succeed. It was the "hardest finance class ever," but Brittany credits it and other Parker classes as teaching valuable analytical and research skills that she uses daily.

Brittany also fondly remembers feeling at home the first time she toured Georgia Southern. While at Georgia Southern, she joined ZTA and was able to study abroad. Both of which contributed to her desire to enter the MBA program. In the MBA program, Brittany really enjoyed the opportunity to develop a full strategic marketing plan for a local business in Jim Randall's, DBA, professor emeritus of marketing, strategic marketing management class. She puts this experience into practice when she develops new advertising campaigns for her clients.

In the future, Brittany would like to lead a team at an advertising agency or a corporation that works on large, national campaigns, implementing all areas of advertising. With her love of fashion and retail, Brittany believes a position in that area "would be the cherry on the top."

Brittany and her husband, Steven, live in Roswell as do many of her friends and her mother. In their spare time, the couple enjoys getting together with friends and family to explore the city, go to downtown Roswell, and hang out at each other's houses. In the fall as season ticket holders, Brittany and Steven make the trek back to the 'Boro for every Eagles' home football game.



## Alumni Recognized for Local Community Service

*from the Statesboro Herald*

Darron Burnette (FINC, '88), Division CEO for South Georgia and North Florida for Synovus Financial Corporation, was named 2019 Statesboro Herald Humanitarian of the Year, the top recognition for the annual Deen Day Smith Service to Mankind Awards.

According to Gerald Edenfield, a Statesboro law partner, the Statesboro Herald Humanitarian of the Year award is bestowed upon persons of great caring, who are public-spirited, altruistic, filled with compassion, and with a deep dedication to putting others first. The recipient of this award provides a wide range of services to the community during the recent past and given in recognition of commitments far above and beyond the routine.

Burnette, a local bank leader, stated, "I am very grateful and very humbled." He credited his team at Synovus for winning this top award. He said, "teamwork and passion" is what it takes to make a difference in the lives of others, as well as your own. "There are so many worthy people in this community, [and] I am thankful the Lord brought me here."



*Darron Burnette expresses his gratitude after being named 2019 Humanitarian of the Year during the Deen Day Smith Service to Mankind Awards at the Nessmith-Lane Conference Center.*

Burnette is very active in many community organizations, often holding leadership positions. He has served as past chairman of the Statesboro-Bulloch County Chamber of Commerce; secretary for the Georgia Southern Athletic Foundation; board member for East Georgia Regional Medical Center; treasurer for the Ogeechee Technical College Foundation; and as a member of the boards of the Statesboro Police Foundation, Forest Heights Country Club and the Coastal Georgia Alzheimer's Association, co-chairing two annual fundraising projects – the Miriam Burnette Striking Out Alzheimer's Softball Tournament and Rockin' Out Alzheimer's for Alzheimer's research. Additionally, he has served as past president of the Kiwanis Club of Statesboro, Leadership Bulloch, the Optimist Club, and has served on the Bulloch Academy board of trustees, the Keep Bulloch Beautiful Board and as division chairman for United Way. Burnette has been instrumental in the South Main Street Revitalization program and Blue Mile project in downtown Statesboro. He is also involved with Entrepreneurial Learning and Leadership at Georgia Southern University.

In 2018, Burnette was named the Statesboro-Bulloch County Business Leader of the Year, and has previously been recognized as the Deen Day Smith Service to Mankind recipient in 2008 and the 2011 William B. Turner Humanitarian Award for Synovus Financial Corporation recipient.

Named for renowned humanitarian Deen Day Smith Sanders, the annual awards gala has honored almost 1,000 residents of Statesboro and Bulloch County, said Statesboro Herald President Joe McGlamery.

In addition to Burnette being recognized during the 31<sup>st</sup> annual Dean Day Smith Service to Mankind Awards, Doug Lambert (MKTG, '71), president of Southeastern Hospitality Services, Inc., was honored for lifetime achievement as a Bulloch-area humanitarian.

### **Doug Lambert**

Doug Lambert could be called a host of Statesboro and Bulloch County with all he has done for the community in the name of hospitality.

He “has a long history of doing things to make Statesboro and Bulloch County a stellar and inviting community,” Hickman said. “His focus on hospitality and leadership has left a positive mark on our city, exemplifying the welcoming embrace shown to visitors and potential business partners and neighbors.”

Lambert has served on the Bulloch County Development Authority, the Statesboro Convention and Visitors Bureau and the Bulloch County Airport Committee. He is a past president of the Ogeechee Technical College Foundation and the Rotary Club of Downtown Statesboro and a former Rotary assistant district governor and is a member of the Georgia Southern University College of Business Administration advisory council.

He is past chairman of the Coastal Workforce Services Board in Savannah and of the Hospitality & Travel Foundation, and he and his wife hosted an exchange student from Denmark under the Georgia Rotary Student Program.

“Known by friends and peers as a man of integrity, a dedicated public servant ... he is a leader in his industry as an entrepreneur, a visionary developer and superb manager who has built several businesses and created countless jobs in our area,” he said.

Lambert helped organized the Statesboro Convention and Visitor's Bureau and served as charter president. He has served as past chairman of the Statesboro-Bulloch Chamber of Commerce and is a past president of Forest Heights Country Club. He was the Statesboro-Bulloch Chamber of Commerce 2015 Business Leader of the Year and a member of the Georgia Tourism Roundtable.

He is “deeply involved in the Creek on the Blue Mile Commission (which) involves countless hours of volunteerism, dedication and passion for the community,” Hickman said.

Lambert was the 1997 Georgia Southern University College of Business Administration Alumnus of Year and has served as vice chairman of the College of Business advisory council and chairman of the academic advisory council of Georgia Southern's Hotel and Restaurant Management program.



*Doug Lambert (MKTG, '71), president of Southeastern Hospitality Services, Inc., honored for lifetime achievement as a Bulloch-area humanitarian, received the Deen Day Smith Award on April 23, 2019.*

He “is a voracious reader, has a passion for automobiles and is an instrument-rated private pilot,” Hickman said.

A native of Atlanta, Lambert graduated from Georgia Southern with a bachelor’s degree in marketing. While attending college, he worked as desk clerk for a local hotel, and after graduation, he went to work with Franklin Equities Inc., taking responsibility for operation of seven hotels and eight restaurants in six states.

He formed Southeastern Hospitality services, building eight hotels in Statesboro and Savannah. In 1986, he was named Georgia Hotelier of the Year and in 1990 the Travel Industry Member of the Year for the Magnolia Midlands Travel Association.

## Georgia Southern MBA to Host Open House Events in Savannah

Working professionals in the Savannah area who are looking to advance their education and careers by obtaining a Master of Business Administration (MBA) can learn more about the Georgia Southern University Parker College MBA through several upcoming open house events on the Armstrong Campus.

The AACSB-accredited program has been offering classes in Savannah for more than 35 years, now offering in-seat classes at the Armstrong Center on Abercorn Street in Savannah. The MBA program is also available online, but due to demand, the MBA program will accept its final intake of students on the Statesboro Campus in Fall 2019.

By offering its MBA program in Savannah, the Parker College is responding to its market. Program growth over the last few years has been from the Savannah area, and officials believe the program is now positioned to take advantage of regional growth opportunities. The Parker MBA Savannah program provides a curriculum specifically designed for working professionals taught by faculty who provide rigorous coursework with opportunities to learn from other business professionals. Students take classes as a cohort and can complete the program in about 15 months.

The Georgia Southern Parker MBA Savannah program will host several open house events over the summer at the Armstrong Center, Suite 217.

- Thursday, June 27, 3 to 7 p.m.
- Tuesday, July 16, 3 to 7 p.m.

The Armstrong Center complements the program by immersing students in a business-style setting. The Center has a state-of-the-art, 300-seat auditorium, several executive-style boardrooms and a video conference center. The first-floor classrooms are equipped with the latest audiovisual presentation systems, wireless internet service and executive-style seating. Meeting rooms, a banquet room and a large ballroom also make the space ideal for workshops, trade shows, exhibitions and other events.

For more information, visit [GeorgiaSouthern.edu/businessgraduate](http://GeorgiaSouthern.edu/businessgraduate), email [mba@GeorgiaSouthern.edu](mailto:mba@GeorgiaSouthern.edu) or call 912-478-5767.



Immediately following the university-wide ceremony held at Paulson Stadium, the Parker College of Business celebrated its graduates with a tailgate on Sweetheart Circle. During the tailgate, Gus and Freedom made appearances for photo opportunities with our graduates and their families and friends.

The Parker College of Business held its ceremony at 4 p.m. in Hanner Fieldhouse, where every business graduate was recognized individually. The ceremony was led by Dean Allen C. Amason with Mr. Gregory M. Parker delivering the convocation address.

Mr. Parker started by saying, "I want to dare you to think big... and plan for success. You've been given the knowledge, but, now, you have to learn to be wise. You have to learn to make wise decisions." He continued with, "I encourage you to make your foundation strong. Right now matters. It will create the foundation for the rest of your life... Change is constant, and you must learn to embrace it." Parker later challenged the graduates to "develop an appetite for continuous learning; set measurable goals to be the person you want to be; and create a board of directors (i.e., accountability partners and mentors). Pay it forward, and take someone under your wing to mentor. Dare to be different."

Approximately 715 business undergraduate, graduate and Ph.D. students received degrees during the ceremony.



## Hospitality Students Experience Industry Through Hands-on Involvement

Students seeking careers in the hospitality industry aren't just learning concepts in the classroom, but they are also prepared for the industry through hands-on experiences at Georgia Southern University.

The Hospitality Management program in the Parker College of Business prepares students for entry-level management positions in the restaurant and lodging industries while focusing on industry operations. Throughout the academic year, hospitality students travel throughout the Southeast to locations known for tourism to experience the behind-the-scenes operations of restaurants, hotels, pre-packaged food facilities and more.

Students have visited cities like New Orleans for an extended weekend, and most recently, the Inn at Sea Island on the Georgia coast where they learned about the industry by participating in activities like tourists, but also through hands on learning assignments.

In New Orleans, students were introduced to regional food, everyday life and the culture of the Louisiana bayou. While there, they visited museums, a cigar rolling shop, St. Louis Cathedral, casinos and some of the famous cemeteries. They also participated in a walking tour that showcased the city's street performing hot spots.

Through the trip, students gained experience within multiple areas of the industry, including different modes of transportation, different styles of hotels and lodging options, and various levels of food and beverage service. During the trip, the students were asked to analyze the service and food of the two most famous beignet restaurants in New Orleans, Café du Monde and Café Beignet.

While visiting the Inn at Sea Island, students toured the Lodge at Sea Island and attended a reception and meal with the managing director of Sea Island, Georgia. This gave students insight into how a five-star resort is managed and operated.

While in Sea Island, the hospitality students visited The Cloister hotel and learned about front-of-the-house and back-of-the-house operations. During The Cloister visit, students met with the Executive Committee of Sea Island and discussed hospitality issues with some of the most talented leaders in the hospitality/tourism industry.



*Chef de Cuisine of fine dining outlet at The Cloister at Sea Island talks with Georgia Southern students.*

Following The Cloister visit, the students toured King & Prince Seafood in Brunswick, Georgia, where they took a behind-the-scenes tour of the facility. The company processes millions of pounds of shrimp each month for restaurant companies like Panda Express, Captain D's and Popeyes, among others.

Students also gain hands-on experience in the industry by connecting with the Tourism Leadership Council in Savannah. Recently, students were invited to the 21<sup>st</sup> annual Tourism Awards & Scholarship Dinner. Sixteen awards were given to professionals in the industry who have made the tourism community a better place, and six area students, including Samantha Dalton, a recreation and tourism management major at Georgia Southern, received scholarships to further their studies in the tourism and hospitality fields.

"Being actively involved in the local tourism scene allows for excellent networking opportunities for our students to secure internships and full-time employment upon graduation," said Charles Marvil, lecturer of hospitality management. "Not only is the program looking to expand to the Armstrong campus in Savannah, but the experiential learning activities taking place outside of the classroom abound."

To learn more about Georgia Southern Parker College of Business's Hospitality Management program, visit [GeorgiaSouthern.edu/parker/mgnt/undergraduate](http://GeorgiaSouthern.edu/parker/mgnt/undergraduate).

## Parker College of Business Logistics Department Moves up in World Ranking

The Department of Logistics and Supply Chain Management (LSCM) in the Parker College of Business has moved up in its world research ranking to No. 14 by [SCM Journal List™](#). The Department was ranked No. 15 in 2018.

The *SCM Journal List™* annual ranking of universities' supply chain management research output is based on the leading supply chain management journals. The research is primarily empirically focused and has been published in the last five years.

"We have program-driven approaches to research in the Department of LSCM. The journals represented on the *SCM Journal List™* are widely regarded as premier outlets for intellectual contributions," stated Jerry Burke, Ph.D., professor and chair of the Department of Logistics and Supply Chain Management. "We aim for these journals to enhance the reputation of our strong undergraduate degree program as well as our Ph.D. program. It means a lot to our programs to attract and retain faculty with keen interests in student success along with world-class research reputations. While our team may not get the exposure of a sports team with a top 20 ranking, we take great pride in our intentional and continued success through academic pursuits."

The *SCM Journal List™* ranking uses output from top-tier journals which publish research across a broad spectrum of areas across the supply chain, in both the analytical and empirical arenas. Georgia Southern has been ranked in the top 25 of the empirical list for four straight years with this year's ranking of 14<sup>th</sup> being the best ranking to date.



## Management Faculty Debuts on "Bananas Unpeeled," Shares Team Research Results

The Small Business Management class taught by Curtis Sproul, Ph.D., assistant professor of management, has been engaged with the Savannah Bananas throughout the spring semester to assist the franchise in developing a new product to launch during its Summer 2019 baseball season.

The Savannah Bananas baseball team is not your typical baseball team. Through play in the Coastal Plain League, the Bananas feature top college players from around the country and have a “Fans First” motto. With this mission of “Fans First,” the owners seek to entertain always, making baseball fun, which gives the fans the best possible experience at the ballpark.

On Monday, April 15, Sproul joined Bananas Owner Jesse Cole and President Jared Orton on the official weekly podcast of “Savannah Bananas: Unpeeled.” While Sproul’s class was working on its project, Sproul did some research of his own in order to prove Cole’s statement that Savannah Bananas players have “an unparalleled advantage” playing for the team.

Watch the podcast to find out what Sproul “peels back” about the team.

[https://www.youtube.com/watch?v=kbREFx\\_RfJc](https://www.youtube.com/watch?v=kbREFx_RfJc)



## Parker College of Business Logistics Students Win at Annual IANA Competition

Four senior logistics and supply chain management students in the Parker College of Business brought home a second consecutive win from the Intermodal Association of North America (IANA) Logistics and Supply Chain Management Case Competition in Jacksonville, Florida.

Alecia Breen, Madeleine Haney, Shelby Bates and Tate Robinson won first place after competing against six other student teams from Auburn University, University of Arkansas, University of Maryland, University of North Florida, University of North Texas and the University of South Florida during the 11<sup>th</sup> annual event in April.

This year’s focal case required students to leverage topical knowledge about types of intermodal equipment, regulatory limitations, due date promises and analytical computations to find the most cost-efficient shipping plan for a sub-network of parcel package carrier’s operations.

“Our team worked hard and delivered a top-notch presentation,” said Jerry Burke, Ph.D., the team’s advisor and a professor and chair of the Department of Logistics and Supply Chain Management. “The industry judges made a point to let me know our team did an excellent job. Many thanks to IANA for supporting these competitions and also for supporting the Department of Logistics and Supply Chain Management as an IANA Scholar School.”

Larry Gross of Gross Transportation Consulting was commissioned to develop the intermodal case study specifically for the competition. The student presentations were judged by a group of business professionals representing a broad section of intermodal supply chains

In addition to competing, the students enjoyed a Behind the Tracks tour hosted by CSX at the corporate headquarters in downtown Jacksonville, where students had the opportunity to network with industry professionals and their peers, learn about the academic programs at other universities, and hone their analysis and presentation skills.



*l-r: Jerry Burke, Ph.D., department chair for Logistics & Supply Chain Management; Alecia Breen (junior), Madeleine Haney (senior), Shelby Bates (junior) and Tate Robinson (senior)*

## Logistics Students Present Research; Ph.D. Student Recognized

On Thursday, April 18, five logistics students presented their research to members of the university community at the Student Research Symposium, a conference-style showcase of undergraduate and graduate student research across multiple disciplines. The event includes poster presentation sessions and paper/oral sessions. During the academic year, students work side-by-side with faculty mentors, making valuable contributions to their fields of expertise. The Symposium brings the campus and community together to celebrate these accomplishments in research and to recognize the outstanding scholarly achievements made by our students.

Graduate students nominated for the Averitt Award were also recognized during the Symposium. The Averitt Award is the highest honor presented to graduate students within the Jack N. Averitt College of Graduate Studies and is funded by the Graduate Student Organization. This year, the Parker College of Business nominated Nihar Kumthekar for Excellence in Instruction. Graduate program faculty nominate one student for Excellence in Research and one for Excellence in Instruction.

“Being nominated by my department for the prestigious Averitt Award for Graduate Excellence in Instruction is one of the high points of my time at the Parker College of Business,” stated Kumthekar. “As I step into the world of academia, knowing that my efforts are valued by the department, gives me direction and confidence. I strive to continuously improve my instruction by incorporating the profound values that I have acquired from my mentors. It certainly helps to have the best guiding and nudging you in the right direction, and this nomination wouldn’t have been possible without them.”



*Jerry Burke, Ph.D., department chair for Logistics & Supply Chain Management, left, with Ph.D. student Nihar Kumthekar.*

## Eight Honors Students Present Research to University

With the conclusion of the spring semester comes many events for students to showcase the work they have done over the past year. On Friday, April 26, the University Honors Program presented the Twelfth Annual Honors Research Symposium. During the Symposium, eight Parker College of Business honors students, along with their faculty advisors/mentors, delivered presentations on their Honors Thesis research.

Graduating seniors in the honors program are required to complete an Honors Thesis or Capstone Project. The research projects span the realms of inquiry and creativity available at Georgia Southern University. Faculty mentors work with each student, providing advice, support and mentorship as the students complete their projects.

Below are our students’ research and research abstracts.



**Victoria Liggett, Accounting/Fraud Examination**

**Directed Gifts, Love Offerings and the Uncertain Guidance of IRS Publication 526 for Donors and Donees to Non-Profit Organizations**

**Michael Wiggins, Ph.D.**

This study focuses on the IRS guidelines for charitable contributions and how fraud is committed under the ambiguity of IRS publication 526. There are numerous instances of fraud, especially in not-for-profit organizations. This study will review those cases and explore the guidelines' possible impacts on the future.

**Emmanuel Obodochine, Economics/International Business and Management/Entrepreneurship**

**Female Development and its Effect on GDP in Africa**

**Mariana Saenz-Ayala, Ph.D.**

The goal of this paper is to look at the impact of the female labor force participation on African countries' economic development and to identify each country's characteristics in which female labor force participation is important for development.

**Erin Moore, Finance**

**The Dollar is Green, and American Banks Should Be Too: Clean Energy Finance and Its Circulation Through Green Banks**

**Axel Grossmann, Ph.D.**

The earth is at risk of irreversible damage if the carbon footprint of humans is not drastically reduced immediately. Green Banking is one method to change the environmental impact of society and has been proven to be socially responsible and economically enticing.

**Kelley Nemecek, Information Systems**

**The Application of Paperless Processes to Improve Data Management in Small to Medium Organizations**

**Michael Cuellar, Ph.D.**

The most successful businesses today rely on data to discover insights and enrich decision making. Though, for small businesses lacking the same resources, this is nearly impossible. A business looking to remain competitive will benefit from having accurate and organized long-term records and everyday transactions created from digital processes.

**Jaymin Patel, Information Systems and Finance**

**Demonetization: An Analysis of an Instant Decision**

**Axel Grossmann, Ph.D.**

This analytical study examines the impact of demonetizing the Rs. 500 and the Rs. 1000 legal tender in India. This study examines the local and national impacts left in India. The ultimate purpose is to conclude whether demonetization left a better impression on India.

**Ngoc Le, Logistics & Intermodal Transportation**

**The Last-Mile Challenge: An Evaluation of the Crowdsourcing Solution**

**Issam Moussaoui, Ph.D.**

Despite playing a vital role in determining e-commerce success, the last-mile delivery remains the most complicated, expensive and inefficient segments of the fulfillment process. This research aims to provide greater insight into the last-mile challenge and evaluate the potential of using a crowdsourcing platform to mitigate this logistical limitation.

**Zane Sudan, Management**

**Time Changes Everything: Examining Socioemotional Selectivity's Effects on Entrepreneurial Intentions and Attitudes**

**David Jiang, Ph.D.**

Socioemotional Selectivity Theory puts forth predictions about a person's goals and behavior depending on their time perspective. In this study, students' entrepreneurial intentions and attitudes are measured based on changes in time perspective to identify the effects of time, experience, and uncertainty on entrepreneurial goals.

**James Morris, Management/Operations Management**

**Cultural Asymmetry Inside the Firm and Its Effect on Collaboration Within the Supply Chain Industry**

**Matthew Jenkins, Ph.D.**

Studies have discovered multiple factors that affect a firm's collaboration. Culture is one that has drawn much inquiry. Most studies have examined the culture of the organization but very few have researched the cultures of departments throughout one firm. This research analyzes how the different departments' cultures affect a firm's collaboration and performance.

The University Honors Program provides a small college atmosphere in the context of a large comprehensive university. The Program is designed to foster the development of a critical sense of inquiry, a spirit of creativity, a global perspective and an ethic of civic responsibility. A hallmark of the Program is the emphasis on bringing ideas to life through undergraduate research, experiential learning and service-learning opportunities.

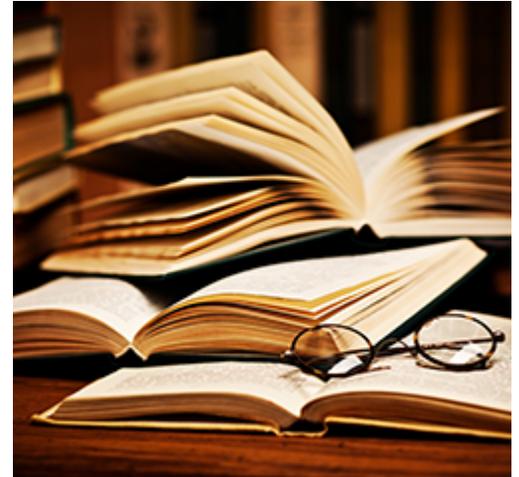
## Faculty/Staff News

Hyunju Shin, Ph.D., assistant professor of marketing, along with co-authors, Xia Liu (Rowan University) and Alvin Burns (Louisiana State University), had their paper "A Big Data Approach to Examining the Impact of Luxury Brands' Social Media Marketing on Customer Engagement" accepted for publication in the *Journal of Business Research*. Congrats, Hyunju!

Jason Beck, Ph.D., associate professor of economics, was featured in *WalletHub's* recent article, "2019's Best Places to be a Real Estate Agent." To view the article in its entirety, visit <https://wallethub.com/edu/best-worst-cities-to-be-a-real-estate-agent/18713/#expert=jason-beck>.

Steven Charlier, Ph.D., associate professor of management, has been named Outstanding Reviewer for the *Journal of Management Education* for 2018. Outstanding Reviewers are recognized for helping develop authors' ideas in kind and supportive fashion, returning reviews quickly, and for assisting the Associate Editors in making appropriate decisions for each manuscript's ultimate disposition. Congratulations, Steve!

David Jiang's paper, co-authored by Franz Kellermanns (UNCC), Tim Munyon (UT Knoxville) and Lane Morris (UT Knoxville), "The Family Ties That Bind: How Emotion and Family Dynamics Preserve Socioemotional Wealth," has won the 2019 Family Firm Institute's (parent organization for FBR) Best Unpublished Research Paper Award and \$2,500. Additionally, his paper, "The Moral Costs of Socioemotional Wealth: Integrating a Moral-Emotion Nexus into Theoretical Explanations about Socioemotional Wealth," co-authored by Franz Kellermanns and Tim Munyon, has been selected and invited by Jay Barney to receive feedback for promising family business theory papers from *Academy of Management Review (AMR)* associate editors at an *AMR* developmental workshop in Italy on improving and extending family business theory. Congratulations, David!



# ON THE FLY

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Full Name (if female, include maiden name) \_\_\_\_\_

Name you prefer \_\_\_\_\_  Single  Married  Divorced  Widowed

Spouse's Name (if female, include maiden name) \_\_\_\_\_

Did spouse attend Georgia Southern?  Yes  No If yes, Degree/Year \_\_\_\_\_

Your Georgia Southern Graduation Year \_\_\_\_\_ Degree \_\_\_\_\_ Major \_\_\_\_\_

Year \_\_\_\_\_ Degree \_\_\_\_\_ Major \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone Number ( ) \_\_\_\_\_ Business Phone Number ( ) \_\_\_\_\_

Employer \_\_\_\_\_ Business Title \_\_\_\_\_

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We look forward to hearing from you soon!



# BUILDING A LEGACY

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