

MITCHELL MAGAZINE



MITCHELL
COLLEGE OF BUSINESS

ABRAHAM & MITCHELL



A Brotherly Welcome

AS YOU WALK TOWARD THE ENTRANCE OF THE MITCHELL COLLEGE OF BUSINESS BUILDING, YOU'RE GREETED BY A LIFE-SIZE, REMARKABLY LIFELIKE SCULPTURE OF ABE AND MAYER MITCHELL, THE SCHOOL'S MOST PROLIFIC BENEFACTORS AND ITS NAMESAKES.

Installed in July 2008, the 600-pound bronze sculpture is the creation of Mobile sculptor Casey Downing Jr.

Born in 1948, Downing has sculpted for 50 years. His famous works include the statue of boxer Joe Louis in LaFayette, Alabama; "The Recruit," a piece depicting a military recruit taking his oath of enlistment at USS Alabama Battleship Memorial Park on the Mobile Bay Causeway; the five statues of Alabama Supreme Court chief justices in downtown Montgomery, Alabama; and two pieces at entrances of Cathedral Square park in downtown Mobile, to name a few. There are well over 50 Downing public sculptures to date across Alabama and the U.S., and as far away as Singapore in Southeast Asia.

Downing, who grew up in Mobile, studied commercial art at South and went on to receive a bachelor's degree in fine art from the University of Alabama in Huntsville in 1976.

The Mitchell brothers sculpture took about a year to create. "Mayer and Abe came into my studio, and I took a lot of pictures of them standing and sitting, together and separate," Downing said. "I had them sit on a circular revolving base to photograph them from all angles, capturing their clothing, physical builds, postures, and expressions."

He made a clay model that he used to create a ceramic mold, which he then used to cast the molten bronze for the finished piece. "The fine details you see in the finished bronze piece come from the tool marks I use to form the clay models," Downing said.

The finished piece was delivered to the College, lifted and carried by a rolling hoist, set on a welded-bronze bench and bolted onto the bench from underneath.

The sculpture was unveiled at a ceremony on July 26, 2008. Asked what the Mitchell family thought, Downing replied, "They loved it. They thought it was great." Sadly, Mayer passed away the September before the sculpture was installed.

Downing's father, Maurice "Casey" Downing Sr., was his inspiration and set an example for hard work.

Downing Sr. was first elected to the Alabama House of Representatives in 1962 and served in that body for 12 years. He was instrumental in the battle to charter a college of medicine for the University of South Alabama, was involved with the effort to move the USS Alabama to Mobile and led the fight to bring greyhound racing to Mobile, a goal he finally achieved in 1972. Maurice Downing died in April 1985.

"I had them sit on a circular revolving base to photograph them from all angles, capturing their clothing, physical builds, postures and expressions."

—CASEY DOWNING JR.

"My father was one of the founding legislators at South," Downing said. "He was really excited about getting the University here in Mobile."

These days, South students pose by Downing's sculpture to commemorate their time at the College, decorating it for holidays and being photographed with it for graduations.

The Mitchell brothers sculpture stands as a landmark on the University campus and a tangible reminder of the Mitchell family's commitment to the future of the Mitchell College of Business. It is a fitting tribute to two men and a family committed to doing good for the College, the University of South Alabama, and the city of Mobile.

On the cover (Left to right): Reagan Crew, Hailey Kerstiens, Anna Henley, Josie Albin, Millie Martorana, Michael Pierce

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USA UNIVERSITY OF SOUTH ALABAMA
MITCHELL COLLEGE
OF BUSINESS



From the Executive Vice President and Provost

It has been 60 years since a few visionary leaders decided that southwest Alabama needed its own four-year, public university to serve the citizens of the region and the state. The rest, as they say, is history.

As we continue celebrating the growth and statewide impact of the University of South Alabama during our 60th Anniversary, it's important to note that business programs were an early part of the University's curriculum. Today, the Mitchell College of Business continues building on the legacy of those early faculty members and staff through its mission of educating innovative, future business leaders to serve the Gulf Coast region and beyond.

The Mitchell College's future is bright, and very soon it will be led by an outstanding new dean, who begins his tenure in January. Dr. Michael Capella, currently dean of the College of Business at Loyola University in New Orleans, has accepted our offer to join the South Alabama family. Dr. Capella brings a wealth of knowledge and experience, but, most of all, he has a vision of working alongside the faculty, staff, students, alumni and community partners of the Mitchell College to further enhance its regional and national reputation.

Thank you to Dr. Alvin Mitchell for serving as interim dean of the College for more than two years and, recently, Dr. Harold Pardue for serving in the interim role until Dr. Capella joins us. Drs. Mitchell and Pardue are two exceptional members of the University's academic community, and their service to the Mitchell College is greatly appreciated.

While it's important to recognize all of the accomplishments of the past six decades, I am enthusiastic about the future of the Mitchell College of Business as the University moves forward as the Flagship of the Gulf Coast. As always, Go Jags!

Andi M. Kent

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SOUTHALABAMA.EDU/COLLEGES/MCOB**



JIF 2ND QTR FY23 PERFORMANCE REPORT

	JAN	FEB	MAR	2 ND QTR
FY23				
RETURN (NET)	7.32%	-0.86%	4.45%	11.09%
15.75%				
S&P	6.28%	-2.44%	3.67%	7.50%
15.62%				

PERFORMANCE HIGHLIGHTS (2ND QTR)

TOP PERFORMERS:

Nvidia Corp (NVDA) ↑ 90.07%
Tesla Inc (TSLA) ↑ 68.42%
Rumble Inc (RUM) ↑ 68.07%
Sector: Information Technology ↑ 39.38% vs 25.60%*

WORST PERFORMERS:

Northrop Grumman (NOC) ↓ 15.38%
Archer Daniels Midlin (ADM) ↓ 14.21%
Bank of America Corp (BAC) ↓ 13.65%
Sector: Utilities ↓ 9.15% vs -3.95%**

2ND QTR SHOWED STRONG PERFORMANCE:

35 of our positions in positive territory.

IT SECTOR ↑ ALMOST 40%

- Driven by Nvidia Corp.'s 90.07% growth
- Driven by AI (artificial intelligence) enthusiasm
- Provides next-generation chips necessary for AI systems
- Also positioning itself as a serious competitor in the AI arena with its own AI-powered services
- NVDA expected to continue as strong performer for the JIF

WE REMAIN OPTIMISTIC EVEN ABOUT OUR WORST PERFORMERS:

- NOC, ADM, and BAC are all well-positioned to weather a recession.
- BAC may continue to be volatile as the banking industry struggles, but we believe they are a good long-term investment.

* S&P information technology sector quarterly return

** S&P utilities services sector quarterly return



A Sound Investment

The Jaguar Investment Fund (Jag Fund) is the centerpiece of a laboratory-style class designed to teach Mitchell College of Business students how to actively manage financial portfolios.

Under the direction of Dr. Chris Lawrey, associate professor of Economics, Finance and Real Estate, the class — Student Managed Investment Fund or FIN 425 — covers two semesters. It gives students a hands-on, real-world money management experience, including dealing with the ups and downs of the stock market. This course fulfills a student's internship requirements.

The Jag Fund exists to advance the education and career opportunities of its student managers, to achieve outstanding investment performance and to grow by building reserves and attracting new donors.

The fund has received a total of \$500,000 in principal. It was established in 2015 with a bequest from the estate of Eleanor Ruth and Clarence M. Frankel Jr., with additional money added from the Mitchell endowment. It aims to achieve portfolio returns that beat the performance of the S&P 500.

This year's portfolio outperformed the S&P 500 for the first calendar quarter of 2023 (the second quarter of South's fiscal year 2023). This was due primarily to very large gains by a few of the stocks.

By the Numbers

2022-2023 ACADEMIC YEAR

21 : 1

STUDENT TO
TEACHER RATIO

943

UNDERGRADUATE STUDENT
ENROLLMENT
(approx. 20% out-of-state)

147

GRADUATE STUDENT
ENROLLMENT
(approx. 10% out-of-state)

68

DOCTORAL STUDENT
ENROLLMENT
(over 30% out-of-state)

132

BACHELOR'S DEGREE
CONFERRED

8

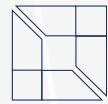
STUDENTS GRADUATED WITH
DUAL DEGREES

22

MASTER'S DEGREES
CONFERRED

13

DOCTORAL DEGREES
CONFERRED



47 Years

AACSB ACCREDITED
(since 1976)



STUDENTS FROM
8 Countries



10

STUDENT ORGANIZATIONS



\$211,620

ENDOWED SCHOLARSHIPS



170

STUDENT INTERNSHIPS FILLED



3

STUDY ABROAD TRIPS

7

UNDERGRADUATE
MAJORS

8

UNDERGRADUATE
MINORS

2

MASTER'S DEGREE
PROGRAMS

1

DOCTORAL PROGRAM
With 3 Concentrations

48

FULL-TIME FACULTY

28

ADJUNCT FACULTY

40

FACULTY WITH
DOCTORAL DEGREES

180

FACULTY-PUBLISHED
ARTICLES IN PEER-
REVIEWED JOURNALS

2

FACULTY FULBRIGHT
SCHOLARS



ARE YOU AN ALUM OF THE MITCHELL COLLEGE OF BUSINESS OR
THE FORMER COLLEGE OF MANAGEMENT? [LET US KNOW WHERE YOU ARE!](#)

College degrees prepare you for a successful career.

The Mitchell College of Business faculty knows that it takes more than classes to become a business professional. We give you the skills you need to become a leader.

Undergraduate Majors

Accounting
Economics, Finance and Real Estate
General Business
International Business
Management
Marketing
Supply Chain and Logistics
Management

Undergraduate Minors

Accounting
Data Analytics
Economics
Finance
General Business for Non-Business
Majors
General Management
Industrial-Organizational Psychology
Marketing
Real Estate for Business Majors
Real Estate for Non-Business Majors

Graduate

Master of Accounting
Master of Business Administration
Master of Business Administration
Healthcare Leadership Concentration

Doctoral

Ph.D. in Business Administration
Concentrations:
Business Analytics
Management
Marketing

FAREWELL TO THE 2022-2023 MITCHELL AMBASSADORS

The Mitchell Ambassadors are a group of outstanding undergraduate Mitchell College of Business students who are leaders in extracurricular activities, excel in academics and represent the College at a variety of activities and events.



JOSIE ALBIN
Hometown: Kingman, Kansas
Aspirations after college: Launch a professional career in the financial industry with the flexibility to pursue a law degree.

Albin was a Mitchell Scholar and a member of Campus Outreach. She participated in Study Abroad programs, the Society of Business, Industry and Economics Conference and the Jaguar Investment Fund, and worked in the USA Office of Governmental Relations and the Mitchell College marketing department. "I loved every minute of my time in Mobile," she said. "My fiance and I met at USA, and we plan to elope right after graduation."



SARAH BARNES
Hometown: Wetumpka, Alabama
Aspirations after college: Pursue a career in data visualization and analytics.

Barnes was a member of the Mortar Board honor society, Beta Gamma Sigma honor society and Chi Omega Fraternity. She took advantage of numerous undergraduate research opportunities all four years at South. "This experience," she said, "allowed me to form deeper relationships with professors, gain a better understanding of classroom material, connect with peers outside of my major, gain experience parenting at conferences, and even have an amazing internship."



REAGAN CREW
Hometown: Tuscaloosa, Alabama
Aspirations after college: Work as an outside sales representative for ABC Supply Co. in Mobile.

While pursuing a marketing degree with a concentration in professional sales, Crew was a Leadership Scholar, a Student Government Association senator and a member of the Cottage Hill Civitan Club. Reagan also hit a milestone in his life while at South. He married his high school sweetheart! "This decision has obviously changed my life drastically," he said, "and has led to more growth, joy and love than I had ever experienced."



IAN MONTES DE OCA
Hometown: La Paz, Bolivia
Aspirations after college: Travel overseas and pursue a career working internationally.

Montes was president of the USA Economics Club and vice president of the Latin American Student Association. Originally from Bolivia, he chose the University of South Alabama to pursue a high-quality education. "The student-faculty relationships that I was able to make at the Mitchell College of Business helped me to develop in ways that I will never forget," he said.



ETHAN FLOWERS
Hometown: Brantley, Alabama
Aspirations after college: Pursue master's degrees from Auburn University and the University of Virginia while serving as an officer in the United States Army.

Flowers was an active member of the USA Army ROTC program, vice president of the Collegiate Entrepreneurs Organization, president of the Financial Management Association and a supervisor

"The student-faculty relationships that I was able to make at the Mitchell College of Business helped me to develop in ways that I will never forget."

—IAN MONTES DE OCA

of South Sports Intramurals. He participated in the Society of Business, Industry and Economics Conference, where he gained valuable professional presentation experience. "The Mitchell College of Business requires students to complete an internship in order to graduate with experience," Flowers said. "I interned at Navy Federal Data Analytics, where I gained incredible field experience."



ANNA HENLEY
Hometown: Mobile, Alabama
Aspirations after college: Pursue a law degree while managing her family's nonprofit organization.

Henley was a senator in the Student Government Association, president of the Mitchell Ambassadors, a Mitchell Scholar and a Leadership Scholar.

She participated in Study Abroad programs, was a Dayspring U ministry leader, and was a member of Beta Gamma Sigma honor society and Jaguar Productions "Academics are important, of course, but Mitchell College has always prioritized personal relationships and the well-being of its students," Henley said. "They remember your name, help you find your passions and give you the resources to achieve your goals!"



HAILEY KERSTIENS
Hometown: Madison, Alabama
Aspirations after college: Start her professional marketing career and grow roots in Mobile.

Kerstiens was a Mitchell Scholar, a member of the Catholic Student Association and a senator in the Student Government Association. "I have been able to get involved with many local Catholic churches and help with high school girls' groups," she said. "Being a source of advice and friendship to them is definitely one of the favorite hats I get to wear throughout my week."



MILLIE MARTORANA
Hometown: Mobile, Alabama
Aspirations after college: Work in Mobile in the area of human resources.

Martorana was an active member of the Catholic Student Association, CSA Student Leadership, the Society for Human Resource

Management and Students for Life. "During my time at MCOB I have felt very encouraged to be the best that I can be," Martorana said. "I have made meaningful connections that will last well into the future. South offered me an accepting and encouraging atmosphere that pushed me to get involved on campus."



MICHAEL PIERCE
Hometown: Spanish Fort, Alabama
Aspirations after college: Pursue a Master of Healthcare Administration/MBA program and become a healthcare administrator.

Pierce was a Southerner and a member of Sigma Chi Fraternity, Beta Gamma

Sigma honor society and Campus Outreach. "My choice to attend the Mitchell College of Business turned out to be an incredible experience yielding incredible relationships," Pierce said. "I had such amazing professors that went out of their way to ensure I was prepared for a career, and more importantly life!"

"I had such amazing professors that went out of their way to ensure I was prepared for a career, and more importantly life!"

—MICHAEL PIERCE



MEET THE 2023-2024 MITCHELL AMBASSADORS

The Mitchell Ambassadors are a group of outstanding undergraduate Mitchell College of Business students who are leaders in extracurricular activities, excel in academics, and represent the college at a variety of activities and events. Ambassadors work closely with the College student services office, assisting with new student orientation and registration. They play a major role in the College's PREP (Professional Readiness Engagement Program) and serve on the College's strategic planning committee.

Newton's Third Law



“When people tell me I can’t do something because of my physical condition, then I have to do it.”

—MARKIA SULLIVAN

Sir Isaac Newton, a 17th-century English mathematician and physicist, said in his third law of motion that “for every action, there is an equal and opposite reaction.”

For Markia Sullivan, a senior and supply chain and logistics major at the Mitchell College of Business, Newton’s law is a perfect metaphor for her life.

“When people tell me I can’t do something because of my physical condition, then I have to do it,” Sullivan said. “I have to prove it to myself, and then I have to show them I can do it.”

Sullivan’s life completely changed when she was nine years old, coming home from a Mardi Gras parade in downtown Mobile.

“I was riding in the back seat of my best friend’s parents’ car when suddenly we were rear-ended by a speeding drunk driver,” she said. “I was thrown to the front of the car, and my head hit the dashboard.”

Sullivan was rushed to a local hospital. Days later, the hospital was ready to release her, but her mother noticed something wrong.

“After the accident, at the hospital, I was walking. The doctor told my mom there wasn’t anything wrong with me, and she could take me home,” Sullivan said. “But my mom, who was a nurse, refused to listen to the doctor because she knew that I wasn’t behaving normally.”

“So the hospital did an MRI scan, and they discovered there was bleeding and swelling on my frontal lobe. I was rushed into emergency surgery. That would be the last time I walked.”

After the surgery, Sullivan was in an induced coma for two weeks.

“I don’t remember any of it happening to me, but I was told by my mom. When I woke up from the coma, I was being transported to the Scottish Rite Hospital in Atlanta, Georgia.

“After several surgeries, my heart stopping twice, and two weeks in a coma, I woke up to find out I couldn’t walk, and my arms and hands weren’t working right. I had to stay in the Scottish Rite for eight months.”

Sullivan was diagnosed with a traumatic brain injury caused by swelling, known as cerebral edema.

“It was really hard for me. I mean, one day I was walking around, and then everything changed,” she said. “I couldn’t walk, I couldn’t do normal activities anymore, but my cognitive skills were fine. I was the same person on the inside, but completely different on the outside.”

That fall, when school was back in session, because she missed half of the previous school year, Sullivan had to repeat the fifth grade. She also had to change to an accessible school that could accommodate her physical needs and her wheelchair.

“I had to learn to use a wheelchair, how to eat, how to take care of myself. My hands are weak, but luckily, I’m able to use computers and other electronics,” she said. “It took me a while to accept my life as it is. It wasn’t easy for me. I cried a lot.”

Sullivan went on to graduate from Shaw High School in Mobile. After taking time to create a plan and learning how to be more independent, she enrolled at Bishop State Community College in Mobile, where she earned an associate degree in computer information systems.

“Then I decided to keep going, so I enrolled at South,” she said.

“I chose South because of its accessibility for students like me and its accommodation of public transportation. I love it here.

“I get good grades, and I love the challenging classes. As soon as I get home, I do my class work and study for tests. I don’t like to wait. I like to get my work done right away.”

After she graduates with her bachelor’s degree, Sullivan plans on pursuing a master’s degree, and then a career in business.

“I would really like to be a contract specialist,” she said. “I feel like that would be perfect for me.

“I’m not going to let anyone or anything keep me from reaching my goals. The accident that happened to me at 9 tried to take something from me, but it turns out that it made me more determined. Now I think I can do anything!”

DISTINGUISHED ALUMNI

THE 2023 DISTINGUISHED ALUMNI AWARDS RECOGNIZE OUTSTANDING ACHIEVEMENTS AND/OR LEADERSHIP DEMONSTRATED BY SOUTH ALABAMA ALUMS IN THEIR CHOSEN FIELDS OF INTEREST OR TO THE UNIVERSITY OF SOUTH ALABAMA OVER A PERIOD OF TIME.



Mr. James B. Estabrook, Jr. '68



JAMES B. ESTABROOK JR., CLASS OF 1968

Jim Estabrook graduated from South’s College of Business with a Bachelor of Science in Marketing. He is the former president of Estabrook Motor Company and Estabrook Automotive Inc. in Pascagoula, Mississippi, founded by his father in 1951. In addition, he is a past chairman of the Ford Zone Dealer Council, a past director of the Mississippi Automobile Dealers Association and a past president of Mississippi Automobile Dealers Association Services.

Estabrook has received numerous distinguished achievement and customer satisfaction awards from Ford Motor Company, Nissan Motor Company and Toyota Motor Company, including the Ford Motor Company Distinguished Achievement Award and the Toyota President’s Award. He has been an advisory director of Hancock Bank (now Hancock Whitney Bank), chairman of Whitney Holding Corp., chairman of Whitney Bank and chairman and director of Hancock Holding Company (now Hancock Whitney Corp.). The bank grew from \$5.9 billion in assets to \$30.6 billion during his time as chairman.

Well known for his community involvement, Estabrook has served as a director for community organizations such as The Salvation Army, the Boys Club, the Jackson County Economic Development Foundation, the Kiwanis Club, the Singing River Mental Health Association, South Inc. and the Jackson County Chamber of Commerce.

Mr. John Ethan Bonds Shell '00



JOHN ETHAN BONDS SHELL, CLASS OF 2000

Jeb Shell graduated from the Mitchell College of Business with a Bachelor of Science in Accounting. He currently serves as chief financial officer of Mobile-based Hargrove Engineers + Constructors. Shell facilitated Hargrove's growth from one office with 40 teammates and \$5 million in annual revenue to 14 offices, 2,200 teammates and \$400 million in revenue. His responsibilities include designing the financial and accounting processes and procedures and developing long-term strategies to ensure the economic success of Hargrove. He serves as the company’s treasurer and on the board of directors for the Hargrove Foundation.

Mrs. Margie Malone Tuckson '73



Shell represents Hargrove on many professional boards and with many civic organizations, including the Alabama State Board of Public Accountancy, Feeding the Gulf Coast, Downtown Mobile Alliance, Boy Scouts of America, the City of Mobile Mayor’s Audit Committee, the Business Council of Alabama, JH Outback Mobile Leadership Council, United Cerebral Palsy, the Mobile Area Education Foundation’s HIPPY Early Childhood Education Program Board, the Rotary Club of Mobile, the Mobile Touchdown Club and the Leadership Mobile Finance Committee.

At the University of South Alabama, Shell is a lifetime member and past president of the National Alumni Association. He served as co-chair of the MacQueen Alumni Center Building Committee and the USA Upward & Onward Capital Campaign Committee and was Kappa Alpha Order Epsilon Alpha Chapter alumnus advisor. He assisted in raising more than \$2.1 million for various initiatives, including \$400,000 for the MacQueen Alumni Center and \$1.5 million for The Hargrove Club at Hancock Whitney Stadium.

MARGIE MALONE TUCKSON, CLASS OF 1973

Margie Malone Tuckson graduated with a Bachelor of Science in Marketing from South’s College of Business. Professionally, Tuckson had a long and very distinguished career at IBM, where she climbed the ranks to hold management positions in marketing and training. She currently serves as chief financial officer for Tuckson Health Connections.

She leveraged her leadership acumen from industry to develop and engage with a cross section of organizations, including Big Brothers Big Sisters, the American Cancer Society, the Hank and Billye Aaron Chasing the Dream Foundation, foster homes for children and several women’s support organizations.

As a Mobile native, Tuckson has maintained a close relationship with her home community and the University of South Alabama. She serves as a member of the University’s Board of Trustees and is a former member of the National Alumni Association Board of Directors. She established the Margie Malone Tuckson Endowed Marketing Scholarship in the College of Business, endowed scholarships at LeFlore and Murphy high schools and an annual award at the USA College of Medicine and is a founding member of the Iota Nu Chapter of Delta Sigma Theta Sorority, which she continues to support. She generously donates to the USA Retention Program to bridge the financial gap for underserved students.

Balancing Act

Brandi Hamilton Dugger is a 2008 graduate of the Mitchell College of Business, champion paddleboarder, triathlete, professional yogi, and mother of three.

She is also a biopharmaceutical area sales manager and national field trainer for a leading global biotech company, with a focus on immunology, hematology, cardiovascular and metabolic treatments, and respiratory and transplant therapy.

"Biologics are a class of drugs that are produced using a living system, such as a microorganism, plant cell or animal cell," said Dugger. "For instance, our plasma center makes up one of the world's largest collectors of human plasma, and the plasma that is collected at our sites around the world is used to manufacture remedies for serious and rare diseases.

"In college, I did a marketing internship with a pediatric behavioral health clinic. Working in the clinic afforded me my first exposure to pharmaceutical sales reps and what their role entailed."

Dugger's attraction to healthcare and her knowledge of business marketing led her to pharmaceutical sales.

"After graduation, I began my career in public relations and marketing for a healthcare system, but my interest was always in the inner workings of pharmaceutical representatives and healthcare providers," she said. "I was influencing the messaging in marketing, but I was really more intrigued by the level of education and knowledge that was required for such a direct impact on patients, and I knew I wanted to go in that direction."

As a new sales rep, Dugger began working in primary care clinics.

"I started off working within primary care with products for diabetes treatment," she said. "From there, I advanced into specialty pharmaceuticals, and then into biologics, specializing in rare diseases, specifically in immunology and coagulation products."

Dugger's passion for her job is evident in her career growth. After 14 years as a sales rep, she has excelled in her profession, and says her business education from South has continued to enhance the value of her skills and knowledge in her industry.

"Between my marketing, market research and statistics classes, I rely most on market research. Knowing the environment you're working in and how you differentiate and stand apart in value is of utmost importance," she said. "I have worked as a national sales trainer and achieved being in the nation's top 10% of sales reps.

"I'm beyond blessed to have a career I thoroughly enjoy. It's very important to know yourself well enough to recognize your passions and what really drives you."

Despite her busy career, Dugger makes time to participate in one of her favorite activities — paddleboarding.

"A few years ago, some friends and I started a paddleboard community for our town," she said. "There are over 100 people in our group, and we come together on the water at sunset. It's a beautiful thing to see come together.

"Yoga and paddling provide a space to decompress and step away from all the demands throughout the day. It is my shared solitude."

"Knowing the environment you're working in and how you differentiate and stand apart in value is of utmost importance."

— BRANDI HAMILTON DUGGER



PHOTO BY BILLY DUGGER



Notes from the field

BY CC ANNULIS, MITCHELL COLLEGE OF
BUSINESS SENIOR MARKETING MAJOR,
REPORTING FROM ICELAND:

During the Maymester, seven Mitchell College of Business students journeyed to Reykjavík, Iceland, to learn about sustainable business practices. Through tours of geothermal power plants, conversations with CEOs of leading companies in sustainability and hikes along waterfalls, students immersed themselves in Iceland’s culture to gain a deeper understanding of business abroad.

“To move, to breathe, to fly, to float, to gain all while you give to roam the roads of lands remote, to travel is to live.”

—HANS CHRISTIAN ANDERSON

This weeklong course, led by Dr. Ermanno Affuso, a professor of economics and finance at the Mitchell College, provided an overview of the economics of natural resources within Iceland’s businesses and culture.

The lessons focused on the local fisheries, energy and logistics. Students also had the opportunity to discover how Iceland’s natural resources are preserved and utilized through the country’s sustainability efforts. From finance to marketing, every aspect of business in Iceland was explored during this study abroad program. A presentation with Iceland’s Nasdaq stock exchange provided insight into challenges, reforms and recovery in Iceland’s financial markets, specifically during the difficult 2008-2011 financial times. The Nasdaq president answered questions regarding the response of the markets and regulators to the COVID-19 pandemic and early warning signs of the worldwide crisis.

To help gain a better understanding of Iceland’s exports of green solutions and reputation as a leader in sustainability, students visited Green by Iceland, an organization whose mission is to fight climate change through cooperation and environmentally friendly initiatives. Green by Iceland’s marketing manager spoke about Iceland’s renewable energy history, climate goals, and eco-friendly enterprises.

Students also visited the Iceland Ocean Cluster, a collaboration of over 70 companies of differing sizes that represent most parts of the ocean value chain, from fisheries to seafood biotech companies. The conversations and information shared between students and leading companies provided real-life examples of successful sustainable business practices.

Iceland serves as an example to businesses and communities who want to achieve sustainability goals. Students hoped to implement what they learned during this immersive experience in their future business endeavors.



Interim Dean Alvin Williams and several Mitchell College of Business students traveled to Singapore to better understand the business challenges and opportunities in the Asia-Pacific region. As a key logistics hub and one of Asia’s wealthiest countries, Singapore was an ideal location to learn about this area’s status as a global financial center and its influence on the world’s economy. The students focused on ASEAN (the Association of Southeast Asian Nations) as an economic and trading region and explored cultural, political and social differences.

The course provided students with the opportunity to experience a part of the world so very different from their current environments. It was another important step in the MCOB’s journey to expand the global horizons of students, thus positioning them to excel in complex business environments around the world.



TO SUPPORT STUDY ABROAD
OPPORTUNITIES: [GIVING.SOUTHALABAMA.
EDU/MITCHELLSTUDYABROAD](https://giving.southalabama.edu/mitchellstudyabroad)

Relationship Advice



"Productivity is a byproduct of relationships. You get the right relationships, the right investment of training, coaching and mentoring, you get the product you're looking for," said Nathaniel Patterson.

Patterson is chairman of the Mitchell College of Business Marketing, Quantitative Methods and International Business Advisory Council, providing guidance and feedback and imparting knowledge of marketing and public relations to the College.

He is also the chief engagement officer at A Culture of Excellence Inc., a corporate leadership and consulting firm based in Mobile, Alabama, which assists professionals and business leaders in connecting to their employees, customers and communities. He has over 30

years of experience providing leadership to corporate, entrepreneurial and nonprofit organizations. He specializes in strategic planning, turnaround management and startup companies.

"I tell my clients that success is not about brilliance; it's about relationships," he said. Patterson learned at an early age that people working together create success.

Growing up in the Down the Bay neighborhood, a historic community in downtown Mobile, Patterson was always curious about the world of business. Down the Bay was considered a thriving, self-sustaining, interracial community, with African American and immigrant-owned businesses, including cab companies, newspapers, restaurants, grocery stores, movie theaters, bars, churches

"I tell my clients that success is not about brilliance; it's about relationships."

-NATHANIEL PATTERSON

and a mosque. It was the hometown of Mobile legends like baseball stars Satchel Paige, Willie McCovey and Hank Aaron, who were born in Down the Bay.

"With this mix of people and their shared goal of being successful, people worked hard to keep their customers and employees happy," Patterson said.

His mother, Olivia Patterson, a single mom with three kids, worked for 52 years as a retail clerk at Raphael's, an upscale clothing store in Mobile. "Back then, a Black woman working in that high-end environment had to know how to talk to people and get them to trust you," he said. "She instilled in us the ability to create and cultivate relationships.

"You learn about relationships as a child," Patterson said as he described an afternoon that his mother took him and his siblings to Kresge's drugstore in downtown Mobile for milkshakes to celebrate their good grades.

"It was the 1960s, and so we had to give up our seats at the counter to the white people. The people got the police to escort us out," he said. "When we got out to the sidewalk, a police officer turned to me and told me if I wanted to change things, I had to become a businessman and be part of a chamber of commerce. That advice really changed me."

Because of that experience, after beginning his first job out of college, he joined his first chamber of commerce and honed his relationship management skills. He eventually became a member of the Mobile Area Chamber of Commerce board and president of the Dearborn YMCA board in Mobile.

"Soft skills are a highly desired skill set, especially emotional intelligence," he said. "It is your ability to create collaboration and synergy that creates value. Practice and hone those skill sets."

Asked for his advice to Mitchell College of Business students, he said, "Join collegiate and national professional associations. As a young person attending regional and national conferences, you will stand out. There are people who will be willing to advise, coach and mentor you. It is never too early to start building and sustaining your network."

Nathaniel Patterson is a career coach, columnist, motivational speaker and trainer, and has authored three books: "MaDear's Wisdom," which is about the wisdom he received from his mother, "Up at Dawn" and "This Is Not Your Parents' Economy." He has lived in Brazil, Kenya, Southern California and the Tampa Bay area. Find him on Facebook at nathaniel.patterson2, LinkedIn at nathaniel-patterson-jr-04608712 and Twitter at NPattersonnp2.

The Mitchell College of Business advisory councils provide guidance and feedback to the College and its academic units. They are instrumental in connecting board members to educators, administrators, and students in achieving the College's goals. They are external stakeholders from local businesses, industries, organizations, and governments that provide value in helping to deliver academic programs.

- Executive Advisory Council
- Accounting Advisory Council
- Economics, Finance and Real Estate Advisory Council
- Management Advisory Council
- Marketing, Quantitative Methods and International Business Advisory Council
- Center for Real Estate and Economic Development Advisory Council
- Melton Center for Entrepreneurship and Innovation Advisory Council
- Professional Readiness Engagement Program
- Jaguar Investment Fund

To get involved with one of the Mitchell College of Business advisory councils, please contact the Dean's office at 251-460-6419.

“The faculty did an outstanding job training me to appreciate both relevance and rigor of research. I didn’t feel pressured to research things I didn’t enjoy, nor was I allowed to sacrifice quality in my investigations.”

—DR. JUSTIN SCOTT,
COHORT 7, GRADUATED
MAY 2022



APPLY FOR OUR NEXT PH.D. COHORT [SOUTHALABAMA.EDU/COLLEGES/MCOB/PHD](https://southalabama.edu/colleges/mcob/phd)

The Mitchell College of Business Doctorate of Business Administration program, with concentrations in business analytics, management and marketing, is a 36-month program, with a curriculum designed to encourage a balanced, conceptional, theoretical and methodological approach to learning.

Classes are led by doctoral faculty with extensive experience in university teaching and research. Mitchell College Ph.D. faculty are widely published in management, marketing and research methods, and work closely with the Ph.D. students to guide their own research interests to publication.

Under the direction of Dr. Joe Hair, professor of marketing and quantitative methods, this is the 11th cohort of doctoral students at the College.

- 36-month program
- Nine on-campus weekends per year
- Coursework and qualifying exams completed during the first two years
- Third year devoted to the completion of the research component
- Concentrations in Business Analytics, Management, & Marketing
- Military active-duty & veterans welcome
- Curriculum designed to encourage a balanced conceptual, theoretical, and methodological approach to learning
- Financial aid available

“Throughout my time at South Alabama, I had the privilege of learning from some of the best and brightest. These professors are not only experts in their respective areas of study, but they are also deeply committed to helping their students succeed.”

—DR. MELANIE
BOUDREAUX, COHORT 7,
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School of Business,
Tulane University



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DENISE ROBB

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Dream Team Project



What is it like to perform on the big stage? Students in Finance 446 find out through the Dream Team Project. It's a capstone assignment in that real estate finance and investment class at the Mitchell College of Business.

Under the direction of Dr. Reid Cummings, professor of finance and real estate, student teams analyze data on a variety of commercial properties and then make recommendations to a "Dream Team" of real estate investment professionals, who quiz them on their buy or sell recommendations.

Cummings' idea for the Dream Team came from the 1992 Olympics. "For the first time, the U.S. men's basketball team included professionals. The team dominated all competition and signaled that bringing the best is paramount," Cummings said. "That's what I want for my students: to show the best in the business they have what it takes to be successful at a high level."

"Putting them in this situation teaches students what they cannot learn from any textbook — what it is like to be front and center, responding in real time to challenging questions from an extremely intimidating group of professionals."

Cummings deliberately designed the project to make the students feel like business professionals — including the pressure and stress — to simulate how things really work beyond the classroom. For weeks, Cummings introduced new elements to the simulation, including software glitches, mistaken information and interest rate changes, all intended to make the students see how often situations and information change in the investment world.

"The real point of the exercise is not the analysis, although I want them to know how to do that," he said. "What I really want is for my students to experience the art that is the presentation and the persuasion of their ideas in a logical, coherent fashion to a group of sophisticated investors whom they have never met. I want them to realize and expect anything can happen, and to be nimble enough to react when it does."

Investor feedback is a critical component of the project. After the class, the Dream Team members told Cummings how impressed they were with the students' preparation, presentations, analyses, recommendations and professionalism.

"What is amazing to me through the years I have been teaching this class is how well the students perform under very tense conditions," said Cummings. "The students know they nailed it and are always proud of their incredible accomplishments."

JaguarRealty, is a first-in-the-nation, university-based real estate company for Mitchell College of Business students.

[LEARN MORE >>](#)



Tax Prep Program More Than Doubles Participation



Upper-division accounting students in the Mitchell College of Business prepared 176 income tax returns for the public, students and staff this spring, a 126% increase over last year.

The students worked through the VITA (Volunteer Income Tax Assistance) Program. It offers free basic tax return preparation for people with annual incomes under \$73,000.

2022	2023
Total Returns	Total Returns
78	176
Average Refund	Average Refund
\$1,579	\$1,293

Accounting students have been preparing returns through VITA for five years at the Mitchell College, saving taxpayers approximately \$62,000 in professional tax preparation fees. Since 2019, students have prepared over 450 returns.

MCOB students working in the VITA program fulfill internship requirements toward their bachelor's degrees.

[LEARN MORE >>](#)



Cool Confidence

Learning has become addictive for Brittany Siefert, a second-year Ph.D. Student in the Mitchell College of Business.

Originally from Madison, Ohio, Siefert is vice president and general manager of Economy Appliance, Heat & Air Inc. in Pensacola, Florida.

"I started my college career in Ohio at John Carroll University, where I was a double major in marketing and logistics," Siefert said. "While I was there, I really loved learning, and I thought it would be the best thing to become a professor someday and teach people to continue learning at different stages."

After receiving her bachelor's degree, Siefert moved to Pensacola to attend the University of West Florida.

"I wanted to move out of Ohio and go to someplace warm," she said. "I was so tired of the snow and the long, cold winters."

Siefert was granted a graduate assistantship at the university and worked on her MBA.

"During my MBA, I was required to choose a local company to perform analysis and research for. I chose my then-boyfriend's family business, Economy," she said. "Once I graduated, they asked me to come to work for them, and the rest is history."

Over the past nine years, along with her now-husband, Dustin, Siefert has helped the company grow, increasing sales through improved marketing, customer service and sales practices. The business has also opened a second location in Fort Walton Beach, Florida.

"The funny thing is, I moved to Florida to get away from a place that was cold outside," she said. "Now I work at a place that makes buildings cold inside."

"After a couple of years, I felt like I wanted to continue to learn and better myself. I asked myself, what can I do next?"

Siefert decided to attend Locklin Technical College in Milton, Florida, to study heating, ventilating and air conditioning systems maintenance and installation.

"It was a three-year program, and it was challenging, but I was trying to get to the next level — trying to figure out how I can be a better leader for my employees," she said. "I said to myself, this is going to be my career. I need to learn all I can about heating and air conditioning so that when I talk to people, I can talk intelligently on the subject."

Then Siefert made the decision to go for a Ph.D.

"I looked at Ph.D. programs throughout the country, and I found Mitchell College's program on the AACSB (Association to Advance Collegiate Schools of Business) accreditation website," she said. "I created a spreadsheet, narrowed down my choices and then chose the University of South Alabama because of Dr. Hair's reputation among other professors across the country. It was also helpful that South offers in-state tuition to people in Pensacola. That kind of sealed the deal for me."

"Dr. Hair" is Dr. Joe F. Hair Jr., Distinguished Professor of Marketing and director of the Ph.D. in Business Administration Program at South.

"To be able to go back to a college at this stage of my career has been a tremendous help in getting together with like-minded people, who also run businesses, and who know what I'm going through trying to run a business," Siefert said.

In the doctoral program, she is concentrating on business management.

"Right now, my research interest is in leadership, empowering leadership, and how that affects employees' morale and job performance," she said. "How this type of leader works for this employee compared to being a sterner leader for this employee, and the different ways that employees react to the different leadership styles you have has just been so eye-opening for me."

The Mitchell College of Business Ph.D. program is an intense, three-year, executive-style program that meets in person nine weekends a year. The other weeks, the cohort meets ad hoc.

"When I come back from a weekend session, I'm like, oh, my gosh, I just learned all of this really good stuff! And I love that I can put everything I'm learning into practice almost immediately," she said. "I think about how I could do something differently, and how I can work on myself, and I love that I can see the outcome in the employees."

"For me, after getting my Ph.D., I want to really focus my time and attention on the company and grow it. I'd like to do business consulting for small businesses, and I'd like to do some teaching at one of the local universities. I really can't wait to cross that stage again."

"I love that I can put everything I'm learning into practice almost immediately."

—BRITTANY SIEFERT





Tackling Business

SANTUAN MCGEE

Santuan McGee is no stranger to the football field or a classroom at the Mitchell College of Business.

McGee, a 2012 graduate with a degree in business administration, is now the director of athletic development for the University of South Alabama Athletics Department.

He was a running back for South's football Jaguars and a member of the University's first official football team in 2009.

"I felt like I was a part of South's history. It made me proud."

—SANTUAN MCGEE

A native of Tallahassee, Florida, McGee came to South after exploring many options to further his football career.

"After high school, I was originally going to Middle Tennessee State," he said. "And then I got a call from Brian Turner, one of South's first football coaches, with an invitation to visit the school. In 2008, South was in the process of creating its first football team.

"When I got here, I was very impressed by the campus, and it was only 3 and a half hours away from home. But what really sold

me was the dream of coming to South and being part of the new team that was going to get the brand new stadium someday."

In September 2009, the University of South Alabama Jaguar football team played its first game at Ladd-Peebles Stadium, near downtown Mobile.

"It was so exciting," McGee said. "It was like a dream come true to be out on the field as a Jag."

Today, back at the University, working for the team on which he played, he applies the business skills he learned at the Mitchell College.

"I think of all the classes I took, the ones that I use the most these days are the management and leadership classes," he said. "I recall all of the charts and diagrams I had in Dr. Bill Gillis' classes. I think that makes me an actionable leader, as I try to lead by example.

"I love that I can combine the discipline I learned in football with the management skills I learned in the business college. I feel like I've come full circle."

In 2020, the University debuted Hancock Whitney Stadium, a \$78 million, state-of-the-art football facility with a capacity of 25,450 fans.

"It was unbelievably exciting to be there at the first game in the new stadium with some of my teammates from that first football team," McGee said. "I felt like I was a part of South's history. It made me proud."

BRANDON CRUM

"Doing marketing for a business is like tackling your opponent in football. In both, you're trying to stop the other team from scoring," said Brandon Crum, a freshman Mitchell College of Business marketing major and a tight end for the University of South Alabama football Jaguars.

"Either in business or on the field, you're always trying to beat your competition and outscore them," he said.

Originally from Auburn, Alabama, home of Auburn University, Crum came to South on a football scholarship.

"I chose South over the other schools because the campus was really nice, it was close to home, and they had this brand new stadium to play in," he said.

"Of course, pretty much my whole family went to Auburn. But they understood that I wanted to play football, and I had a great opportunity with South."

Crum plans on becoming a real estate agent after getting his bachelor's degree from South.

"I'm minoring in real estate and really can see myself doing that for a living," he said. "I enjoy Dr. (Reid) Cummings' classes, and I believe my marketing degree combined with real estate will help me be successful."

When asked how football and business intersect, Crum said, "It's all about teamwork. You have to learn your role, how to get along with different people and how to work toward your goal together.

"You can't just do everything by yourself. You have to learn to work with other people to be successful."

"You can't just do everything by yourself. You have to learn to work with other people to be successful."

—BRANDON CRUM



Horse Sense

[hôrs sens] • noun

The ability to make good judgments or decisions



WHEN A STUDENT STEPPED UP TO VOLUNTEER
FOR AN OPPORTUNITY TO WORK ON HIS
PROFESSOR'S EQUINE THERAPY FARM, THE
TEACHER LEARNED MORE THAN THE STUDENT.

Noah Nelson, a business administration major at the Mitchell College of Business, is a volunteer at DreamCatcher Farm, an equine therapy farm in Silverhill, Alabama.

The 23-acre farm specializes in providing therapeutic programs for children and young adults with physical or mental special needs.

Equine therapy uses the connection between people and horses to enhance physical or mental health. Also known as therapeutic riding, equine therapy involves on-ground and mounted work for children and adults with autism, cerebral palsy, Down syndrome, deafness, blindness, ADHD, high anxiety, and coping or and behavioral issues. The horses facilitate work on spatial awareness, balance, core strength and sensory integration, which improves the participants' physical strength as well as their self-confidence.

DreamCatcher Farm is the brainchild of Susie Foster, wife of Mark Foster, an associate professor of accounting at the Mitchell College of Business.

After an accounting class, Nelson asked Foster if he could volunteer at the farm.

"One day, as I was leaving class, I overheard Mr. Foster mention that he had a farm that worked with special needs kids, and I told him if he ever needed a farmhand to let me know," said Nelson. "About an hour later, he called and asked how soon I could be there. I said I'd be there in an hour, and I've been volunteering there ever since."

Nelson helps young men with special needs, teaching them how to build fencing in a pasture on the property, in an effort to help them learn life skills and boost their communication skills.

He and his twin brother, Luke, learned the value of hard work as children in Florida.

"I grew up on a farm, so I've been doing this kind of work since I was a kid," Noah said. "It's actually kind of relaxing." Foster was surprised at how eager Nelson was to help out on the farm.

"I was just talking about the farm. I wasn't asking for volunteers. And Noah just came up to me and said he'd like to help," said Foster.

"He's great. He really relates to and communicates well with the guys. He just organically understood what we were trying to accomplish and fit right in.

"Noah just jumped right in. He was very personable, and he gave them a lot of 'attaboys.' He just naturally figured out how to be a teacher."

Foster, an alumnus of the Mitchell College of Business with a master's degree in accounting, credits his wife, a certified therapeutic equine specialist, for the success of the program, which gives local parents options to help improve the lives of their children.

"We are trying to help prepare them to learn how to work, to have life skills and to learn how to complete tasks and communicate with people."

— MARK FOSTER

"So many of these kids, when they age out of the system, basically there's not a whole lot for them to do," he said. "We are trying to help prepare them to learn how to work, to have life skills and to learn how to complete tasks and communicate with people. We want to help them to learn teamwork and not be afraid to ask a question if they're not sure of what they're supposed to be doing."

DreamCatcher Farm is home to four horses — three who participate in the equine program and one who is a show horse.

"The show horse has another job to do," said Foster. "But the kids love to go up to him and pet him and love on him, and just loves it. All of the horses establish relationships with these kids, and the kids establish relationships with them.

"They're like emotional support animals that just happen to be very large."

When asked why he volunteers at DreamCatcher Farm, Nelson said, "I love coming out here with these guys and all the kids. It's an amazing feeling to know you're helping them learn how to do actual labor. I feel like it will help them fit into this world and give them purpose."



“We want to put students in positions where they are prepared to stand out and be set apart from the field.”

— MARK FOSTER

Back row left to right: Mrs. Ellen Madden, Mr. G Tashbin, Ashley Wade, Daniel Harvey, Charlie Wine, C.C. Annulis, Dr. Al Chow, Sloan Bryant, Ethan Flowers, John MacLatchie, Front row left to right: Cheyenne Jackson, Grace Brown, Sarah Barnes, Helen Kraklow, Maggie Overstreet, Josie Albin

EXPLORING RESEARCH

Mitchell College of Business students are tasked with undertaking research projects to develop critical thinking and presentation skills, beginning in their freshman year.

In April, 14 Mitchell College students presented their research findings at the Society of Business, Industry and Economics (SOBIE) conference in Miramar Beach, Florida. Students explored such topics of interest as sustainable business practices, game theory economics following the pandemic and mathematical market outcome prediction processes.

For senior finance major Sloan Bryant, research became a way to connect what she had learned in the classroom to the real world. She worked with finance professors Dr. Chris Lawrey and Dr. Kenneth Hunsader, analyzing various market index returns and new return prediction processes.

“Conducting research and attending the SOBIE conference was such a great experience,” said Bryant. “It was an opportunity to push myself out of my comfort zone both academically and professionally.”

Heading up undergraduate research, Dr. Alan Chow has mentored students and led them to the conference since 2017. He continually encourages students to excel above the minimum academic requirements and pursue fulfilling and rigorous studies.

“As I explain to our students when speaking to them on this topic, research is the process of identifying a problem or situation, investigating the root causes of that situation, developing and implementing a solution, measuring the results of the solution, and communicating the results to others — a process most professionals embark on in their work environments,” said Chow.

For several students, research is already reaping many professional benefits. Sarah Barnes, a senior finance major from Wetumpka, Alabama, caught the attention of executives with Airbus during a local research presentation.

“Sarah talked about analytics,” Chow said. “It was a key term that professionals in the community are looking for. She got an internship with one of their companies and now has a full-time job, all prior to graduation.”

“We want to put students in positions where they are prepared to stand out and be set apart from the field. The ability for students to deal with multiple opportunities, analyze the situations and make the best possible decisions is what I hope to instill in my students. The well-roundedness that they come out with is exactly what we are hoping to create. I get excited about that.”

From freshmen to seniors, students involved in research gain experience that will support their future success in academic and professional fields. The Mitchell College of Business is dedicated to providing learning opportunities beyond the classroom and looks forward to the continued support of undergraduate student research.

A BACHELOR’S DEGREE IN BUSINESS ADMINISTRATION PREPARES YOU FOR MANY ROLES IN A MODERN ECONOMY. DEGREES SHOULD PREPARE YOU FOR A SUCCESSFUL PROFESSIONAL CAREER. MITCHELL COLLEGE OF BUSINESS FACULTY KNOW THAT IT TAKES MORE THAN CLASSES TO BECOME A BUSINESS PROFESSIONAL.

Any accredited business school will give you the basics. Mitchell College teaches you the skills that help you become a leader.

Through the Mitchell College of Business Online Business Administration Degree Program, you’ll learn about leadership, accounting, finance, marketing, supply chain and logistics management, and more.

SouthAlabama.edu/onlineprograms



100% Online Bachelor’s in Science and Business Administration Degree

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- Fully-accredited program
- Respected degree: business leaders see an online degree from a “well-known” institution as having the same value as an on-campus degree
- Access to on-campus amenities like the Student Recreation Center and pool, sports venues, libraries, food court, and bookstore



DR. ERMANNO AFFUSO
PROFESSOR, ECONOMICS AND FINANCE

Affuso will study climate change and sustainability in the European Union at the Technical University of Košice in the Slovak Republic.

"My field of research is very timely because of all the research on climate change that's currently going on. There's no substitute for good ideas," said Affuso. "I'm honored to have received this fellowship because it's really hard to get. When I received my first Fulbright Specialist award, I was competing not only with academics but with politicians, journalists, entrepreneurs and civilians."

Affuso received his previous Fulbright Specialist award to train doctoral students and faculty in advanced econometrics at the same university. His new Fulbright Scholar award will let him focus on research to examine the interrelationship among climate change, conflicts, and the prices of food and energy in Europe.

Good Things Come in Twos

TWO MITCHELL COLLEGE OF BUSINESS FACULTY MEMBERS GRANTED FULBRIGHT FELLOWSHIPS

The U.S. Department of State and the J. William Fulbright Foreign Scholarship Board have awarded Fulbright fellowships to Dr. Ermanno Affuso and Dr. Christina Wassenaar.

The Fulbright Program is the flagship U.S. international educational exchange program, with the goal of improving intercultural relations, cultural diplomacy and intercultural competence. It is considered to be one of the most widely recognized and prestigious scholarships in the world.

This is the first time in the 60-year history of the University of South Alabama that two faculty members from the same college have received a Fulbright award in the same year.

"I was there last summer, and my work was well received," Affuso said. "I had a meeting at the U.S. Embassy, and they were happy I was there strengthening the relationship between the U.S. and other countries, which is the goal of the Fulbright. It's also a great way to showcase the University and the College on an international stage."

Born in Bari, Italy, Affuso earned his bachelor's and master's degrees in civil engineering, with a concentration in environmental and resource economics, from the Polytechnic University of Bari, and his Ph.D. in applied economics from Auburn University in Auburn, Alabama.

Asked what he's especially looking forward to, he said, "The food! Slovakia has a big food culture, just like the food culture here in the South or in Italy, where I'm from. Where I'm going is about 10 miles from the Hungarian border, so you get all of those good spices from the old Ottoman Empire. I love to cook, so I'm always looking forward to eating and cooking new things."

DR. CHRISTINA WASSENAAR
ASSISTANT PROFESSOR,
MANAGEMENT

Wassenaar will study peace creation at the Saints Cyril and Methodius University in Skopje, Republic of North Macedonia.

"I'm so happy to have received this award," she said. "It is an honor to be working with the people at the university in Skopje, as well as to have the opportunity to learn more about what is happening in that part of the world; there is a lot happening in some really forward-thinking industries, and to have the chance to know more about them as it relates to how they lead is exciting! I can't wait to get started."

"My project will include helping the university and their business school with accreditation evaluation, as they hope to ascend to AACSB (Association to Advance Collegiate Schools of Business) accreditation in the near future. I'll work with graduate and doctoral students, providing research coaching. I'll also be doing a qualitative research study, incorporating interviews with government and business leaders on topics related to shared leadership, corruption and responsibility."

Originally from Claremont, California, Wassenaar earned her Bachelor of Science in Agricultural Business Management from California State Polytechnic University, Pomona, and her MBA, with a concentration in strategy, and Ph.D. in management from Claremont Graduate University.

This will be her first visit to North Macedonia.

"I've lived in Turkey and visited Bosnia and Herzegovina and Montenegro, where I explored and listened to the stories of this area of the world," she said. "That made the choice of North Macedonia an easy one when applying for the Fulbright, as it felt very much like I was taking an opportunity to understand more about an area that is integral to the peace and success of the greater world."

"On a personal level, I'm looking forward to learning more about North Macedonia. I've been reading about the history of the area, which is old, rich and complex. That history, in addition to the biodiversity of the area, has also contributed to foods I'm hoping to both

"I'm looking forward to learning more about North Macedonia... I want to listen to the people of North Macedonia, and hear their stories and dreams."

—DR. CHRISTINA WASSENAAR

try and learn to cook. But most of all, I want to listen to the people of North Macedonia, and hear their stories and dreams."

Asked what's next after this project, she said, "I want to work on developing several of my writing projects around peace and organizations, continuing to extend and develop the work I was part of with a team from USAID for women's business literacy, as well as finish a program for strategic economic development in the bio-based economy through the Wageningen University in the Netherlands."





Pitching Big Ideas

The Melton Center for Entrepreneurship and Innovation, housed in the Mitchell College of Business, fosters entrepreneurship through education at the high school and college level, business advising, and business development assistance.

In April, the Melton Center hosted its sixth annual Coastal Pitch Competition for Mitchell College students at Innovation Portal in downtown Mobile.

The event provides students with a unique platform to showcase their innovative business ideas through a very brief "elevator pitch" in front of a panel of judges who are successful entrepreneurs. The competition not only helps students hone their pitching skills, but also serves as a catalyst for turning their innovative ideas into businesses.

Five students competed, presenting diverse and inventive business concepts. Luke Nelson, this year's first-place winner, pitched The Easy Easter Bunny, a service that places Easter eggs in customers' yards for a fee on the night before the holiday. Ethan Hickey and Quin Frazier proposed Cozy Toes, a collection of fully lined, sherpa-footed sweatpants. Sydney Davis introduced Elizabeth Jean Interiors, a home decor and furniture shop featuring an in-house team of interior designers. Cade Meyers presented FrioPie, a pizza variant designed for refrigerated consumption. Lastly, Michael Seiter pitched Beach Rentals, offering convenient equipment rental to beachgoers.

The Coastal Pitch Competition is a testament to the Melton Center's dedication to supporting the entrepreneurial community. By offering students the opportunity to develop their ideas and compete in a supportive environment, the center is making significant strides in shaping the future of the region's entrepreneurial ecosystem.

The Melton Center leverages federal, state, and local resources to impact and expand the entrepreneurial culture at the University of South Alabama and contribute to the economic development of the Central Gulf Coast region through education, engagement, and development opportunities. It all starts with an idea, and at the Melton Center, you can see your ideas take flight.

The Melton Center helps people start and improve their businesses:

- Creating Business Plans
- Startup Training
- Business Consultation
- Loan Advising
- Minority Business Accelerator Program
- Nonprofit Consultation

Career Test Drive

Choosing a career path can make for sleepless nights for some students as they get closer to graduation. Internships are a way for students to get real-world experience before they have to decide which job to take.

Meredith Satcher, a senior marketing major at the Mitchell College of Business, interned this summer at the Bragg-Mitchell Mansion, a historic house and tourist attraction in midtown Mobile, Alabama.

"I found out about the internship through events I attended at the mansion," said Satcher. "The College requires all students to do an internship before they can graduate, and I thought this would be a great place to work and see if I'd like this career."

"In that job, I learned how to be a tour guide, something I never thought I'd like. But I actually loved it. I also got to create a social media program, which helped me learn how to be more strategic in my messaging."

A Birmingham native, Satcher plans to pursue an event planning and sales career in the Mobile area after she graduates.

"Initially, I was nervous about which internship to choose, but I'm so glad I chose that one," she said. "It really helped me feel good about the career I'm heading toward and made me feel like I want to stay and work in Mobile after graduation."

Internships

STUDENTS

The Mitchell College of Business internship program offers invaluable experiential learning opportunities for students pursuing careers in business, enabling them to gain practical experience prior to graduation. Qualified students have the opportunity to engage in applied work experiences through internships, all within a dynamic learning environment led by accomplished faculty.

EMPLOYERS

Enhance your team with the next generation of business leaders. To participate in the internship program, employers must commit to the following requirements:

- Employ intern for a minimum of 112.5 hours
- Provide an orientation, introducing the student to the industry, organization, and department
- Assign relevant entry-level business assignments (no more than 20% clerical in nature)
- Arrange a mentor to guide and direct the student through the internship experience
- Complete both mid-term and final evaluation (forms will be provided)
- Keep the Mitchell College of Business faculty supervisor informed of any issues or concerns that may arise

FOR MORE INFORMATION, CONTACT JESSICA FRANKS, COORDINATOR FOR EXPERIENTIAL LEARNING.
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Calm, Cool & Collections

“I didn’t come from a family that talked about college. I honestly just took a chance on myself.”

—ASHLEY WADE

Ashley Wade graduated from South in the spring of 2022 with a bachelor's degree in accounting, and now she is an accountant/auditor for the State of Alabama. She is also on her way to graduating again this coming spring with a Master of Accounting (MAcc) from the Mitchell College of Business.

A native of Tuscaloosa, Alabama, Wade was wooed away from the famous college town during an event at a local community college while she was in high school.

“When I was a senior, I decided to go to this college fair just to see what other colleges had to offer,” said Wade. “I just walked up to the table with South’s logo on it. I liked what I heard about the school, and the best part was, I could move away and experience a new city.”

Wade came to South in 2018 with the intent to study business.

“My mom was in business, so I always felt that was something I wanted to do,” she said. “My mom was a manager over seven Payless shoe stores, and as a child, I thought it was cool to see her handle all of them so well. I didn’t come from a family that talked about college. I honestly just took a chance on myself.”

When she excelled in her classes, an instructor took her aside and talked to her about pursuing accounting.

“I was going to declare my major in management, but then Ms. (Ellen) Madden inspired me with some kind and wise words about going into accounting,” Wade said. “She piqued my interest in the subject, and after taking two of her accounting principles classes, I decided to choose accounting as my major.”

Wade said she found her passion in her favorite class, forensic accounting. “You’re looking for something that doesn’t make sense; you’re looking for inconsistencies,” she said. “You’re like a detective.”

In her senior year, Wade landed an internship with the Alabama Department of Revenue and was soon offered a permanent position upon graduation. Soon, she began taking classes online for her master’s degree.

“I really enjoy the MAcc program,” she said. “The classes are all online, so I can still work full time, and they help me sharpen my critical thinking and communication skills.

“In my job, I’ve got all these numbers and all this stuff, and I have to put together a spreadsheet to paint a picture to explain it all to someone who’s not an accountant. I’m turning something big and messy into something small and detailed. It’s fun.”

Wade said she recommends that accountants come to the Mitchell College of Business for their master’s degrees.

“The MAcc program is challenging, but it’s not overwhelming, and it gives you the classes, the credit hours and the study material you need to take the CPA exam,” she said. “And the best part is, it’s only going to take me a year. I highly recommend it.”

When asked what her family in Tuscaloosa thinks about her success, she said, “They are very proud of me. I am the first in my family to graduate from college. My papa calls me every day to tell me how proud he is of me. He always told me that I could do anything in this world, and he is happy that I’ve made a way for myself.”

MASTER OF ACCOUNTING DEGREE PROGRAM

- Earn your master's degree in as little as one year.
- Classes are 100% online.
- AACSB accounting accreditation.
- Courses prepare you for the CPA Exam.
- Learn from advanced faculty.

CLASSES INCLUDE:

- Forensic Accounting
- Multi-Jurisdiction Taxation
- Tax Research
- Advanced Financial Accounting Practices
- Cost Accounting
- Information Systems
- Auditing
- Managerial Accounting

PROGRAM BENEFITS:

- Specialized positions and leadership responsibilities
- Diverse career options
- Job security
- Career growth
- Increased salary potential
- Flexibility in work settings
- Boost to achieve a higher-level position in banking, taxation, insurance, or any company with a financial division.
- An essential step toward certification as a public accountant

LEARN MORE >>



HIGHER ED DAY

In April, Mitchell College of Business student Hank Rader (fourth from right) and other student leaders from South attend Higher Education Day at the state’s capital in Montgomery, Alabama, to meet with state leaders and highlight the importance of higher education in Alabama.

BETA GAMMA SIGMA
BUSINESS HONOR SOCIETY
INDUCTIONS

Eight MCOB students were inducted into Beta Gamma Sigma business honor society at the end of the Spring 2023 semester. Beta Gamma Sigma is an international business honor society. Founded in 1913 at the University of Wisconsin, University of Illinois and University of California, it has over 980,000 members, selected from more than 600 collegiate chapters in business schools accredited by AACSB International.

MANAGEMENT ADVISORY
BOARD ENDOWED
SCHOLARSHIP RECEIVES
GIFT

Garin Danner of the Mitchell College of Business Class of 1972 presented a gift to the Management Advisory Board Endowed Scholarship.

Danner is an emeritus member of the board. He was a human resources director for over 40 years for The SSI Group in Mobile.



USA PRESIDENT JO BONNER
TAKES A TURN AT DRIVING THE
TRUCK SIMULATOR.

At the Mitchell College of Business Career Fair in April, the American Trucking Association brought a state-of-the-art, 53-foot truck driving simulator to promote the College’s Supply Chain and Logistics program. The goals of the traveling truck simulator are to encourage students to enter the supply chain field and help them appreciate the role of trucking in that process.

BELOVED PROFESSOR RETIRING
AFTER 48 YEARS OF TEACHING

Accounting professor Dr. James “Russ” Hardin is calling it a wrap on his teaching career that spans almost five decades. Hardin, a native of Spindale, North Carolina, joined the Mitchell College of Business in 2007 as a professor and chair of the accounting department. Previously he was a dean at the Kelce College of Business at Pittsburg State University in Pittsburg, Kansas, director of the MBA program at Gardner-Webb University in Bolling Springs, North Carolina, and a department chair

at Spartanburg Technical College in Spartanburg, South Carolina.

Hardin earned his bachelor's degree in 1971 and master's degree in 1972 from Appalachian State University in Boone, North Carolina, and his doctoral degree from the University of Mississippi in 1995.

At the Mitchell College, Harding taught corporate and partnership taxation, tax research, and professional accounting courses. In his many years as a teacher, Hardin transformed countless students’ lives through the classes he taught, the mentorship he provided, and the curricula he shaped. The faculty, staff, and students wish him well on his retirement.

Hardin said of his plans after retirement, “My wife and I love to dance and travel, so we plan on doing a lot of that.”

WASSENAAR ELECTED VICE
PRESIDENT FACULTY SENATE

Dr. Christina Wassenaar, assistant professor of management, has been elected vice president of the University of South Alabama’s Faculty Senate.

“I’m excited to have been elected to serve as the Faculty Senate vice president this coming year,” Wassenaar said, “and I’m looking forward to supporting our Faculty Senate president, Donna Streeter. Our overall goal is to support a valuable working relationship with the various stakeholders who are impacted by our faculty at South, and to communicate the value of the faculty contribution to the overall workings of the University.”





JAGUAR SENIOR MEDALLION SOCIETY

MCOB students were awarded the Jaguar Senior Medallion on April 25th in the University's Student Center

The Jaguar Senior Medallion Society recognizes graduating seniors who have demonstrated excellence through achievement in scholarship and engagement in activities at the University of South Alabama.

Lance Johnson and Melanie Watson are this year's medallion winners from the Mitchell College of Business.

Melanie Watson, a native of Helena, Alabama, received her her bachelor's degree in management in May. After graduation, Lieutenant Watson will join an Air Force unit as a logistics officer in North Carolina, where she hopes to work with airplane fueling logistics.

Lance Johnson, from Saraland, Alabama, earned his bachelor's degree in management with a human resources concentration and a minor in marketing in May. He attributes this award to his service in the College's Society for Human Resource Management, among other activities.

KIM GRAVES JOINS MITCHELL COLLEGE OF BUSINESS

Kim Graves joined the College in March in the position of academic advisor II. Previously, she was a secretary in the English Department. This spring, Graves earned her bachelor's degree in management with a human resources concentration at the College. She is a native of Leakesville, Mississippi.



SABRE MARKET SUMMIT HOSTS DATA ANALYTICS PROFESSIONALS

In June, the South Alabama Center for Business Analytics, Real Estate and Economic Development, known as SABRE, hosted its annual Market Summit at the MacQueen Alumni Center on the University campus. The conference brought together business professionals from the Gulf Coast's real estate, banking, legal and accounting sectors for a deep dive into national and regional economic and real estate trends. Experts discussed national monetary policy, trends in the post-pandemic retail industry, possible directions of our U.S. economy and the future of lending and real estate on the Gulf Coast. The Mitchell Company, LLB&B Inc. Real Estate and the Mobile Area Association of Realtors sponsored the summit.



SECOND STORY

Second Story events provide employers with an exceptional opportunity to connect with students in a casual environment, starting with morning face-to-face meetings that allow for personal interactions and concluding with a presentation by the employer during the lunch hour. Second Story events are usually held on Tuesdays and Thursdays from 9:00 a.m.-noon in the Mitchell College of Business second floor lobby. For more information, please contact Jessica Franks, coordinator for Experiential Learning, at jfranks@southalabama.edu.

COMMEMORATING BRUCE MCCRORY

President Jo Bonner presents a Mitchell College Business Resolution commemorating the late Bruce McCrory to his daughter, Mary Lee McCrory Gay, and wife, Patricia McCrory. McCrory, who passed away in 2022, was a 1972 graduate of the University. He was a co-founder of the Kiker Corp. in Mobile. He was also a longtime member of the Mitchell College of Business Executive Advisory Council, served on the Mitchell Learning Resource Center Steering Committee and the Campaign USA Leadership Team, and was a past president and life member of the University's National Alumni Association.

AIRBUS

Dave Trent (left), site director of Airbus in Mobile, speaks to Mitchell College of Business student Max Villarreal Castro during a Lunch & Learn event in January. Trent painted an optimistic picture regarding employment opportunities for Mitchell College graduates. The student group CEO (Collegiate Entrepreneurs' Organization) hosted the event.

Faculty Research

The scholar-professors at the University of South Alabama Mitchell College of Business strive to provide impactful research in an effort to advance the understanding of societal impacts of economies, finance, industry, logistics, and marketing around the globe. We are pleased to share some recent research and publication highlights from the Mitchell College of Business faculty.

FINANCE

Adam Harper, Assistant Professor, Economics, Finance and Real Estate (with Samar Ashour, and Grace Hao,) “Investor Sentiment, Style Investing, and Momentum,” Journal of Financial Markets, January 2023

ACCOUNTING

Amelia Baldwin, Professor, Accounting (with Qi Liu, Victoria Chiu and Brigitte Muehlmann,) “Technology Agility Supported by a Growth Mindset: A New Requirement for Accounting Curricula,” Journal of Emerging Technologies in Accounting, 2023

Amelia Baldwin (with Victoria Chiu & Qi Liu) “A Bibliometric Analysis of the Accounting Information Systems Educator Journal, Accounting Information Systems Educator Journal, 2023

Hua Christine Xin, Associate Professor, Accounting (with Benjamin P. Foster,) “A Research Note on Textual Disclosures About Blockchain Technology in 10-Ks,” Journal of Accounting, Ethics and Public Policy, 2022

Hua Christine Xin, (with Hassan Espahbodi, Reza Espahbodi, and Kose John,) “Earnings Management in the Short-and Long Term Post-regulation Periods,” Review of Quantitative Finance and Accounting, 2021

ECONOMICS

Ermanno Affuso, Professor, Economics, Finance & Real Estate (with Buleca, J., Zhang, D., & Zoricak, M.) “The Welfare Impact of Euro on European Consumers” Finance Research Letters, 104141, 2023

Khandokar Istiak, Associate Professor, Economics, Finance & Real Estate, “Psychological Factors of Canadian and Mexican Tourists and the US Tourism Sector,” Tourism Economics, May 2022

Jain Urvashi, Assistant Professor, Economics, Finance, & Real Estate, “Widowhood and Cognition Among Older Women in India: New Insights on Widowhood Duration and Mediators,” SSM-Population Health, 2022

Jain Urvashi (with Marco Angrisani, Kenneth Langa, TV. Sekher and Jinkook Lee,) “How Much of the Female Disadvantage in Late-Life Cognition in India Can Be Explained by Education and Gender Inequality,” Scientific Reports, 2022

MARKETING

Charlene Dadzie (with Samuelson Appau, A.B. Fajardo, Roland Gau, Laurel Steinfeld,) “Climate Change Knowledge Networks: the Case of Nature-Dependent Prosumers, Ccepted,” Journal of Association for Consumer Research, February 2023

“Teaching and learning, research and discovery, synthesis and creativity, understanding and engagement, service and outreach... are many “core elements” to the mission of a great university.”

—FORBES MAGAZINE

Charlene Dadzie (with Courtney Nations Azzari, and Stacey Menzel Baker,) “The Role of Luxury in Ritual and its Transformative Potential for Consumer Well-Being,” Journal of Macromarketing, 2022

Charlene Dadzie (with Kofi Dadzie, Wesley J Johnston, Haizhong Wang and Evelyn Winston,) “The Integration of Logistics and Marketing Practice Into Baseline Supply Chain Practices in the Emerging Markets,” Journal of Business and Industrial Marketing, 2022

Charlene Dadzie (with Dibyangana Biswas, Sarah Mady, Ronald Paul Hill, Rehana Paul,) “A Whiter Shade of Pale: Whiteness, Female Beauty Standards, and Ethical Engagement Across Three Cultures,” Journal of International Marketing, June 2022

Charlene Dadzie (with Pia A. Albinsson, Sophia Anon, Samuelson Appaug, Lagnajita Chatterjee, Jenna Drenten, Margaret Echelbarger, Akon E Ekpo, Adrienne Muldrow, Spencer M Ross, Shelle Santana, Michelle F Weinberger,) “The Platformed Money Ecosystem: Digital Financial Platforms, Datafication, and Reimagining Financial Well-Being,” Journal of Consumer Affairs, May 2022

Joe Hair, Professor, Marketing and Quantitative Methods (with Scott C. Manley, Ralph I. Williams Jr.,) “Enhancing TQM’s Effect on Small Business Performance: An Exploratory Study of TQM Applied with a

Comprehensive Strategic Approach,” The TQM Journal, September 2022

Joe Hair (with Abdullah Alamer,) “Partial Least Squares Structural Equation Modeling (PLS-SEM) in Second Language and Education Research: Guidelines Using an Applied Example,” Research Methods in Applied Linguistics, 2022

Joe Hair (with Mary Jane Gardner and Joanna Phillips Melancon) “What’s In It For Me? Perceived Value of Marketing Activities as a Driver of Consumer Engagement on Social Network Sites,” Marketing Management Journal, 2022

Joe Hair (with Carlos Eduardo Lourenco, Felipe Zambaldi, and Mateus Canniatti Ponchio,) “Consumer Brand Engagement Concept and Measurement: Toward a Refined Approach,” Journal of Retailing and Consumer Services, 2022

Joe Hair (with David J. Emerson and Kenneth J. Smith,) “Psychological Distress, Burnout, and Business Student Turnover: The Role of Resilience as a Coping Mechanism,” Research in Higher Education, 2022

Joe Hair (with Pratyush N. Sharma, Benjamin D. Liengard, Marko Sarstedt, and Christian Ringle,) “Predictive Model Assessment and Selection in Composite-Based Modeling Using PLS-SEM: Extensions and Guidelines for Using CVPAT,” European Journal of Marketing, 2022

Joe Hair (with Marko Sarstedt, Christian Ringle, Pratyush N. Sharma, and Benjamin D. Liengard,) “The Fallacies of Simple But Flawed Demonstrations: A Comment on Marketing or Methodology? Exposing the Fallacies of PLS with Simple Demonstrations,” European Journal of Marketing, 2022

Joe Hair (with Marko Sarstedt, Mandy Pick, Benjamin D. Liengard, Lăcrămioara Radomir, and Christian Ringle,) “Progress in Partial Least Squares Structural Equation Modeling Use in Marketing Research in the Last Decade,” Psychology and Marketing, 2022

Joe Hair (with Pratyush Sharma, Benjamin D. Liengard, Marko Sarstedt, and Christian Ringle,) “Extraordinary Claims Require Extraordinary Evidence: A Comment on Recent Developments in PLS,” Communications of the Association for Information Systems, 2022

Joe Hair (with Zach Moore and Dana Harrison,) “Data Quality Assurance Begins Before Data Collection and Never Ends: What Marketing Researchers Absolutely Need to Remember,” International Journal of Market Research, 2022

Matthew Howard, Associate Professor, Marketing and Quantitative Methods, “Relations of Behavioral Inhibition and Activation System Sensitivities with Vaccination Outcomes: Investigating the Mediating Role of Vaccine Hesitancy in Older Adults,” Journal of Health Psychology, 2023

Matthew Howard, “Integrating the Person-Centered Approach with the Study of Vaccine Hesitancy: Applying Latent Profile Analysis to Identify Vaccine Hesitancy Subpopulations and Assess their Relations with Correlates and Caccination Outcomes,” Vaccine, 2023

Matthew Howard, “Creation of the Entrepreneurial Personality Scale: Removing Conceptual and Empirical Barriers from the Study of Personality and Rntrepreneurship,” Journal of Business Venturing Insights, 2023

Matthew Howard, “A Systematic Literature Review of Exploratory Factor Analyses in Management,” Journal of Business Research, 2023

Matthew Howard (with Melissa Gutworth and Daniel Simonet,) “Mandated But Willing? Preferences and Expectations Among Mandatory Work-From-Home Employees,” Human Resource Management Journal, 2023

Matthew Howard, “Relation of Personal Characteristics with Human Papillomavirus Vaccination Outcomes: Assessing the Mediating Role of Vaccine Hesitancy Dimensions,” International Journal of Sexual Health, 2023

Matthew Howard “Why People Fail to Participate in Annual Skin Cancer Screening: Creation of the Perceptions of Annual Skin Cancer Screening Scale (PASCSS),” Diagnosis, 2023

Matthew Howard, Tristan Johnson, and Russ Hardin, (with Shawn Mauldin,) “Options for Meeting the 150-Hour Requirement to Maximize Students’ Demand as Public Accounting Recruits: Have things Changed?,” The Accounting Educators’ Journal, 2023

Matthew Howard, “Investigating the Relation of Political Orientation and Vaccination Outcomes: Identifying the Roles of Political Ideology, Party Affiliation, and Vaccine Hesitancy,” Psychological Reports, 2023

Matthew Howard, (with Joshua Cogswell,) “A Meta-Analysis of Polychronicity: Applying Modern Perspectives of Multitasking and Person-Environment Fit,” Organizational Psychology Review, 2023

Matthew Howard, (with Jennifer Henderson,) “A Review of Exploratory Factor Analysis in Tourism and Hospitality Research: Identifying Current Practices and Avenues for Improvement,” Journal of Business Research, 2023

Matthew Howard, “Big Five, Dark Triad, and Face Masks: The Role of Personality in Reducing the Spread of COVID-19,” Journal of Individual Differences, 2022

Matthew Howard, (with Kelly Manix) “Assessing the Shared Facets of Honesty-Humility and Machiavellianism: Implications for a Common Conceptual Core,” Journal of Individual Differences, 2022

Matthew Howard, (with Wade Forde, Jacob Whitmore, and Elise Lambert)

“I Alone Can Fix It”: Is Social Courage a Bright Side of Narcissism?,” Journal of Organizational Effectiveness: People and Performance, 2022

Matthew Howard, (with Phillip Holmes,) “The Duplicitous Effect of Organizational Identification: Applying Social Identity Theory to Identify Joint Relations with Workplace Social Courage and Unethical Pro-Organizational Behaviors,” Journal of Positive Psychology, 2022

Matthew Howard, (with Maggie Davis) “The Mediating Role of Vaccine Hesitancy in the Relations of COVID-19 Conspiracy Beliefs and Vaccination Outcomes: Which Dimensions Matter?,” Journal of Health Psychology, 2022

Matthew Howard and Joe Hair, “Integrating the Expanded Task-Technology Fit Theory and the Technology Acceptance Model: A Multi-Wave Empirical Analysis,” AIS Transactions on Human-Computer Interaction, 2022

Matthew Howard, “Integrating the Approach/Avoidance Framework with Multidimensional Persistence: Identifying Novel Mediating Effects and Outcomes,” Personality and Individual Differences, 2022

Matthew Howard (with Maggie Davis), “A Meta-Analysis and Systematic Literature Review of Mixed Reality Rehabilitation Programs: Investigating Design Characteristics of Augmented Reality and Augmented Virtuality,” Computers in Human Behavior, 2022

Matthew Howard “The Good, the Bad, and the Neutral: Vaccine Hesitancy Mediates the Relations of Psychological Capital, Dark Triad, and Big Five with Vaccination Willingness and Behaviors,” Personality and Individual Differences, 2022

Matthew Howard and Mickey Smith, “Employee Regret and Disappointment: The Creation of a Scale and Foundational Application of the Approach/Avoidance Framework,” Applied Psychology, 2022

Alex Sharland (with John MacLatchie), “Just-in-Time versus Just-in-Case: Inventory systems and their potential impact on Caribbean Companies,” Proceedings of the 34th Annual Conference, Caribbean Agro-Economic Society, Nassau, The Bahamas, 2023

MANAGEMENT

I-Heng (Ray) Wu (with Nai-Wen Chi, Min-Hsuan Tu,) “Why and When Proactive Helping Does Not Lead to Future Help: The Roles of Psychological Need Satisfaction and Interpersonal Competence,” Journal of Vocational Behavior, Volume 140, February 2023

I-Heng (Ray) Wu (with Nai-Wen Chi and Min-Hsuan Tu), “Why and When proactive Helping Does Not Lead to Future Help: The Roles of Psychological Need Satisfaction and Interpersonal Competence,” Journal of Vocational Behavior, 2023

Jennifer C. Zoghby and Jeanne D. Maes, “How to Make Remote Work Relationships Work,” Her Money Magazine, May 2023

REAL ESTATE

Reid Cummings, Associate Professor, Economics, Finance & Real Estate and Interim Assistant Dean for Financial Affairs, “Jaguar Realty: A Bridge from Education to Practice for the Next Generation of Real Estate Professionals,” Journal of Real Estate Practice and Education, 2022

Reid Cummings, “Jaguar Realty: A Bridge from Education to Practice for the Next Generation of Real Estate Professionals,” Journal of Real Estate Practice and Education, 24:1, 86-92, 2022

Reid Cummings and Ermanno Affuso (with Donald Alex Beebe and Steven R. Schultze,) “Endogenous, Regime-Switching Hedonic Estimation of Commercial Waterway Water Quality Impact on Home Values in the Alabama Black Belt,” Sustainability, 14, 11683, 2022

Reid Cummings (with Josh Maples, Daniel Petrolia, Shea Ishee, Seong Yun) “Do Wind Mitigation Programs Affect Home Sale Values?,” Journal of Real Estate Research, 1-23, 2022

Reid Cummings and Ying Huang (with Ronald Spahr and Mark A. Sundermann,) “Public Auction Versus Private Negotiation in Residential Property Sales,” Journal of Housing Research, 1-20, 2022

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