Mission

The Barton School prepares students for lifelong learning and success in the global marketplace, advances the knowledge and practice of business, and supports economic growth through research, outreach and knowledge transfer.

Vision

The Barton School strives to be internationally recognized as a model of research, knowledge transfer and applied business learning.

Core Values

The Barton School values:

• Being student centered and business driven
• Fostering integrity and intellectual curiosity
• Celebrating the development of critical thinking, innovation and an entrepreneurial mindset
• Honoring diversity of culture, thought and experience

Advisory Board

Paul Allen, Allen, Gibbs & Houlik, L.C.
Philip Anderson, Spirit AeroSystems, Inc.
Ronald Baldwin, CrossFirst Holdings, LLC
Craig Barton, Barton Companies
Kenneth Breeden, Tennessee Valley Authority
Victor Bridgeman, GE Healthcare
Dave Burger, KGE Isom
Michael Burrus, retired
Wayne Chambers, High Touch, Inc.
Lance Chastain, self-employed
Stephen Clark, Clark Investment Group
Steve Cox, Cox Machine
Martin Eby, Jr., Martin K. Eby Construction Co.
Ginger Farney, Ernst & Young LLP
Steven Feilmeier, Koch Industries, Inc.
Patricia Goebel, Star Lumber & Supply
Brian Heinrichs, INTRUST Bank
Manilee Hopkins, MKH Accounting & Dispute Consulting
Richard Kincaid, BeCause Foundation
Diane Kraus, retired
Shawn Lancelot, U.S. Trust, Bank of America Private Wealth Management
Cheryl Lindeman, Lindeman, ESQ
Ronald Mann, Mann Properties, LLC
Tom Martin, Tome, LLC
Mike Michalik, Empire Bank
William Moore, retired
Marilu Paul, Commerce Bank
Dan Peare, Hinkle Elsau Law Firm, LLC
Kenton Richards, Travelers Insurance
Susan Smith, GLMV Architecture
Mark Tolome, Center for Entrepreneurship
Ted Vlamis, Pioneer Worldwide
Jim Walters, Textron Aviation
Bob White, retired
Michael Young, The Capstreet Group

Barton School Administration

Anand S. Desai, dean
Jim Clark, associate dean, Undergraduate Studies
Khawaja Saeed, associate dean, Graduate Studies
Paul Harrison, director, School of Accountancy
Jen-Chi Cheng, chair, Economics Department
Richard LeCompte, chair, Finance, Real Estate and Decision Sciences Department
John Perry, chair, Management Department
Stephen Porter, chair, Marketing Department
Pat McLeod, director, Center for Management Development
Jeremy Hill, director, Center for Economic Development and Business Research
Mark Toftline, director, Center for Entrepreneurship
Dharma DeSilva, director, Center for International Business
Jan Wolcutt, director, Center for Economic Education
Dotty Harpool, director, Student and Community Initiatives
Arlene Schreiber Thomas, assistant dean, Barton School Budgets
Randy Ware, manager, Business Advising Center
Joan Adkisson, assistant to the dean and scholarship coordinator

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Real Estate Mogul Receives Center for Real Estate Award
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Sue Abdinour Wins Wichita Business Journal Innovation Award
Esther George Welcomed as Schwartz Lecture Series Speaker

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Dean’s Message

Applied Learning, Research and Knowledge Transfer: excelling in these three areas is at the heart of our vision for the W. Frank Barton School of Business. These three areas drive us to provide our students with an opportunity to put theory into practice, to produce new knowledge that advances the practice of business, and to conduct outreach activities that provide business and economic insights and job-specific skills to the external community.

In this 2016 Annual Report, we highlight some examples of applied learning, research and knowledge transfer. Steve Werner, majoring in entrepreneurship, starts a Uber-like lawn care business called Lawn Buddy, applying the concepts of risk-taking, innovation and creativity from his coursework. Dr. Muthitacharoen’s research on online auctions compares bidding strategies in short lived online auctions with those in longer-life online auctions. Barton School Centers continue to grow on the tradition of engaging with, and providing services to, the local and state business community. In fact, the Center for Management Development has provided on-site training to organizations literally from coast to coast.

Student interest in our degree programs continues to grow and we see yet another increase in business majors from last year. At both the undergraduate and the master’s levels, our fall 2016 enrollment is the highest in the last five years. We expect this growth to continue in 2017 and beyond. One of the fastest growing areas for us are the online degree programs in general business and management, which we launched in fall 2016. Our students come to the Barton School not only from Kansas and the USA but also from 59 foreign countries for their undergraduate education and from 26 foreign countries for their graduate education. Likewise, our alumni span the globe, living and working in 78 countries including the U.S.

I truly believe that our success is because of the collaboration between the Barton School, the University, and our alumni and business partners. I would like to especially thank our alumni and business partners. Your generous financial contributions have enabled us to increase our student scholarships to $691,435 awarded for the 2015-16 academic year. Your generous contributions of your time and talent have enabled us to invigorate existing advisory boards and create new ones. In 2016, we initiated a new program called “Professor-for-a-Day” to invite our alumni to spend a day sharing their expertise and knowledge with our students and faculty.

Wichita State University is on the move. Our campus is being transformed daily—both figuratively and literally. And the Barton School is moving ahead along with the University. I invite you to peruse this annual report, and if you are on our campus, I invite you to stop by, even if it is just to say hello.

On behalf of the students, faculty and staff in the Barton School, I thank you for all you do for the Barton School, and I look forward to our continued partnership.

Anand Desai, dean
W. Frank Barton School of Business
Andover student wins $48,000 Clay Barton Scholarship at Wichita State

In 1991, the late Rent-A-Center co-founder W. Frank Barton, who provided the naming endowment for WSU’s Barton School of Business, established a scholarship in his son Clay’s name. Clay Barton died from cancer in 1988 at the age of 20, cutting his promising life short. While the Clay Barton Scholarship does not substitute for Clay’s presence, it is a powerful legacy. This legacy speaks to the richness of the Barton tradition here at Wichita State. Barton Scholars are expected to be the “best of the best,” excelling in academics, leadership and service, fitting the pieces of their lives intricately into a structure that has lasting value. The candidates face a rigorous set of challenges in competing for the Clay Barton Scholarship.

CAELAN DEAN, a senior at Andover High School, was awarded the 2016 Wichita State University Clay Barton Scholarship.

He will receive $12,000 a year for four years to attend Wichita State. The $48,000 Barton Scholarship—up from $44,000 last year— is one of the largest business scholarships in the state.

Dean, who is majoring in economics, was involved in debate, forensics, marching band and concert band, and scholars bowl in high school. He was a four-time qualifier to the state debate championships and a three-time qualifier to the state forensics championships, as well as a competitor in the 2014 National Championship for Speech and Forensics.

The Barton School inaugurated a Professor-for-a-Day program during the spring 2016 semester. The program’s first participant, on March 31, was Kevin Nichols, senior vice president, Wealth Management/UBS — Nichols Investment Group.

On Nov. 7, the program welcomed its second participant, Barton School MBA alumnus Philip Anderson. Anderson is a 27-year veteran in the commercial aerospace and defense industry. He is the former senior vice president of Defense Programs at Spirit AeroSystems, where he developed and deployed the company’s defense aerospace growth strategy.

Students, faculty and staff learned a lot from these business professionals during class visits, luncheons and receptions. Thank you Kevin and Philip for your time and mentorship!
Phil Ruffin has been named the 2016 recipient of the Kansas CCIM Chapter / WSU Center for Real Estate Lifetime Achievement Award. This honor is awarded annually to an individual who has made a significant contribution to the commercial real estate and/or development industry in Wichita over a long period of time.

Ruffin’s diverse business career has run the gamut from owning a dairy, a bank and more than four million square feet of commercial real estate, which included shopping centers, office buildings and strip centers, to expansive holdings in the hotel and gaming industries. Some of his current properties include 12 hotels in Kansas, Maryland, California, Oklahoma, Texas and Alabama, as well as a 16-acre island named Crystal Cay in Nassau, Bahamas, and 12,000 acres in Belize.


Dr. Sue Abdinnour Receives Wichita Business Journal Innovation Award

The Wichita Business Journal named Dr. Sue Abdinnour as a 2016 innovation winner. Dr. Abdinnour was recognized for her innovative assembly line software that helps companies determine the best way to set up an assembly line. The software she created is called Assembly Line Design Application, ALDA for short. Local companies such as Textron, Envision and CallCap have benefited from Dr. Abdinnour’s cutting edge software product.

Dr. Abdinnour explained to the Wichita Business Journal, “If a plane is $10 million minimum, you have 10 times 16, that’s $160 million inventory sitting on the line. So when you take that down from 16 work stations to eight, and this is what ALDA does, it helps you find the best number of work stations. You’re reducing your inventory by half ...”

Dr. Abdinnour is an example of how Barton School faculty research results in improved business practices especially here in Wichita — the Air Capital of the World.

WSU is proud to announce that Barton School of Business Professor Dr. John Perry recently received this distinction for the online course MGMT 681. In order to be recognized, instructors must perform a self-review of the course, submit the course for peer and expert review, and receive top marks from reviewers. A Blackboard Exemplary Course Program Rubric is used to evaluate the merits of the course relating to course design, interaction and collaboration, assessment, and learner support. Each of these categories is then further defined into subcategories and are used to score the course. To be considered for exemplary status, the course as a whole must receive between 145 and 174 points, earning an exemplary rating on the rubric. Finally, the reviews are sent to the BECP leaders, and a shortlist of courses that met the criteria are awarded with the Exemplary Course Status.
The 2016 speaker for the James P. Schwartz Endowed Memorial Lecture Series was Esther George, President and chief executive officer of the Federal Reserve Bank of Kansas City and a member of the Federal Open Market Committee, which has authority over U.S. monetary policy. Ms. George provided invaluable insight into the workings of the Federal Reserve to a packed house of students and business leaders.

Barton School Welcomed Esther George as Schwartz Lecture Series Speaker

Wichita State sophomore Marshall Johnson still remembers his parents’ excitement last year when he told them he had won the $20,000 United Negro College Fund/Koch undergraduate scholarship, the first Kansas student to ever receive it.

The highly competitive scholarship is awarded to students with an interest in exploring how entrepreneurship, innovation and economics contribute to individual, community and societal well-being.

“The fact that they invested in having just the entrepreneurial mindset really helps out,” says Johnson, who is double majoring in real estate finance and economics. “It meant a lot because where the program is headed is the path I want to take.”

After enrolling at Wichita State, Johnson jumped into student life on campus. As a freshman he joined the Student Ambassador Society, Phi Delta Theta and Barton International Group (BIG). He became the social chair for his fraternity and the assistant director of operations for BIG, which has taught him a lot about leadership in just a short time.

“I like to be fun and not let the title or the power get to my head,” he says. “Being one of the group and leading by example, I feel like we can achieve more.”

Johnson has moved up to director of operations in BIG and is now treasurer for Phi Delta Theta.

He says his favorite thing about leadership in his fraternity is helping change the stigma of what it means to be a fraternity man.

“It’s teaching new members to focus on the right things and be a good person,” says Johnson.

“I like leading from that perspective and giving them good moral values that they can keep for the rest of their lives.”

He attributes much of his personal growth to the people around him at WSU.

Barton School Sophomore Becomes one of WSU’s Youngest Leaders

“FEEL LIKE BEING SURROUNDED BY PEOPLE WHO REALLY WANT TO SEE YOU SUCCEED. YOU CAN BE YOURSELF RATHER THAN FALLING INTO THAT CATEGORY OF JUST BEING A NUMBER AND NOT EXPANDING ON THE THINGS YOU COULD BE DOING WELL AT,” HE SAYS.

Johnson continues to learn and grow from his peers and is always trying new things to see what works best for his academic success.

One of the things Johnson recognizes as unique to the campus culture at WSU is the ability to draw new people together. Whether it be through campus events, tables in the RSC or basketball games, he loves the opportunity to build a culture that brings the university together.
Entrepreneurship major Steve Werner, recently won the first Cox Business Get Started Wichita competition for his startup, Lawn Buddy, and received a prize of $17,000 in cash and services. Werner describes Lawn Buddy as a sort of Uber for lawn care. Clients of the service download an app and can request lawn service with the touch of a finger. The service relies on a network of lawn care professionals linked to the app.

“While we are often compared to Uber or Lyft, we are really the first in the lawn care and snow removal industry,” said Werner. “I would like to set the benchmark in our industry so that companies are later compared to us.”

The Lawn Buddy concept is a product of Werner’s coursework for Entrepreneurship 310, which explores the entrepreneurial mentality and philosophy toward risk-taking, innovation and creativity.

Werner and his team plan to continue working toward the launch of Lawn Buddy in Wichita. They plan to release the app on iOS and Android. There will also be a web version of the service.

The team, which also includes chief operating officer Sonya Werner and chief management officer Brandon Light, plans to launch the snow-removal component of the business this winter.

Bartons School students enjoy a wide selection of business-related clubs, organizations and ways to get involved that go far beyond the classroom, including:

- **Barton International Group (BIG)**
  A student-run enterprise offering specialized consulting services to local companies and international corporations through innovative and competitive business strategies. BIG partners with global companies to travel abroad and complete projects aimed at helping clients become more successful in the global marketplace.

- **Barton School Dean’s Ambassadors (BSDA)**
  A group designed to provide an open line of communication between Barton School students and the dean. This select group of business students is committed to enhancing the stature of the Barton School and meeting the needs of fellow Barton School students by communicating with the dean, organizing key activities throughout the school year and serving the community.

- **Beta Alpha Psi**
  A national honorary accounting society and professional fraternity. The WSU chapter offers business students free tutoring in accounting and publishes an annual resume book that spotlights WSU graduates. Its members are in constant contact with accounting firms, manufacturers and other businesses. All accounting, finance and MIS majors are invited to attend professional meetings during the year.

- **Economist Anonymous**
  Supports and organizes educational and social activities for students interested in economics.

- **The International Business Student Association (IBSA)**
  A forum for students in all majors interested in the globalization process and issues confronting U.S. businesses, the economy and society. IBSA assists the CIBA and WTC in conducting country/company monthly trade programs and educational export seminars. IBSA’s participation at these functions provides rewarding opportunities for IBSA members to meet and network with area business executives, seek mentors, interview executives for internships and research reports, and to discuss real-world business and career options.

- **Society of Human Resource Management (SHRM)**
  A professional organization for students with an interest in Human Resource Management. It provides a vehicle for students to interact with practitioners in Human Resource Management as well as other students in their field.

- **Omicron Delta Epsilon**
  An international honor society for students interested in economics. The WSU Alpha Chapter, founded in 1952, offers students an opportunity to get better acquainted with other students interested in economics, faculty members and professionals in economics-related fields. ODE supports and organizes academic, professional and social activities to enhance students’ exposure to the professional aspects of economics as a career field for service in the academic world, business, government and international organizations.

- **Shocker Student Marketing Association**
  Informs, engages and trains Wichita State students who have an interest in the marketing field. The organization focuses on helping students network with one another, connect with local professionals and explore the world.
## Fall 2016 Major Distribution

### Undergraduate Majors

<table>
<thead>
<tr>
<th>Major</th>
<th>Undergraduate Major Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>525</td>
</tr>
<tr>
<td>General Business</td>
<td>336</td>
</tr>
<tr>
<td>Management</td>
<td>232</td>
</tr>
<tr>
<td>Finance</td>
<td>231</td>
</tr>
<tr>
<td>Marketing</td>
<td>202</td>
</tr>
<tr>
<td>MIS</td>
<td>134</td>
</tr>
<tr>
<td>International Business</td>
<td>117</td>
</tr>
<tr>
<td>Economics</td>
<td>83</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>81</td>
</tr>
<tr>
<td>Human Resources</td>
<td>77</td>
</tr>
<tr>
<td>Real Estate</td>
<td>39</td>
</tr>
</tbody>
</table>

## Fall 2016 Student Profile

### Undergraduate Total: 2066

- Male: 1187
- Female: 879

### Graduate Total: 260

- MBA: 195
- EMBA: 15
- MA Econ: 28
- MA Acc: 22

## Recent Graduates

<table>
<thead>
<tr>
<th>Year</th>
<th>Baccalaureate Degree</th>
<th>Master’s Degree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>385</td>
<td>73</td>
<td>458</td>
</tr>
<tr>
<td>2015</td>
<td>407</td>
<td>62</td>
<td>469</td>
</tr>
<tr>
<td>2014</td>
<td>350</td>
<td>85</td>
<td>435</td>
</tr>
<tr>
<td>2013</td>
<td>363</td>
<td>83</td>
<td>446</td>
</tr>
<tr>
<td>2012</td>
<td>436</td>
<td>105</td>
<td>541</td>
</tr>
<tr>
<td>2011</td>
<td>404</td>
<td>88</td>
<td>492</td>
</tr>
</tbody>
</table>

## Home to Undergraduate Students from:

- Angola
- Australia
- Bangladesh
- Benin
- Bolivia
- Brazil
- Burma-Myanmar
- Cameroon
- Canada
- China
- Colombia
- Cote D’Ivoire
- Croatia
- Democratic Republic of Congo
- Dominican Republic
- Ethiopia
- France
- Georgia
- Germany
- Guatemala
- Honduras
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Kenya
- Laos
- Lebanon
- Malaysia
- Mexico
- Mongolia
- Morocco
- Nepal
- Netherlands
- Antilles
- New Zealand
- Nigeria
- Pakistan
- Panama
- Paraguay
- Philippines
- Romania
- Saudi Arabia
- Serbia
- Slovakia
- South Korea
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Taiwan
- Tanzania
- Thailand
- United Kingdom
- United States
- Vietnam

## Home to Graduate Students from:

- Australia
- Bangladesh
- Brazil
- Cameroon
- Canada
- China
- Colombia
- Cote D’Ivoire
- Democratic Republic of Congo
- Ecuador
- Georgia
- India
- Iran
- Kenya
- Libya
- Malawi
- Malaysia
- Mexico
- Morocco
- Nepal
- Nigeria
- Pakistan
- Saudi Arabia
- Spain
- Sri Lanka
- United States
- Vietnam
Barton School Alumni
Reflect on their Barton School Experiences

What really stands out about the Barton School is its dedication to preparing students for life after college. They work hard to develop well balanced individuals by focusing on both the technical and soft skills.

Michael Flores and the staff at the School of Accountancy helped prepare me for my career. Even 12 years later, I value their insight and often reach out to discuss trends in the emerging workforce. They go above and beyond what is expected of an educator. My time as a graduate assistant also gave me a thorough understanding of how invested the faculty are in student success.

As a master’s student, I was fortunate to have four job offers before finishing my degree. Onsite interviewing and fall recruiting made my transition from school to the workplace seamless.

Our partnership with the Barton School has turned many successful student interns into new hires. These internships have been great opportunities for Barton School students to experience our culture and get technical job training.

Barton School Alumni
Across the United States

Alaska: 13
Alabama: 60
Arkansas: 120
Arizona: 255
California: 542
Colorado: 543
Connecticut: 25
Washington DC: 9
Delaware: 8
Florida: 321
Georgia: 174
Hawaii: 27
Iowa: 69
Idaho: 34
Illinois: 178
Indiana: 46
Kansas: 12,795
Kentucky: 35
Louisiana: 28
Massachusetts: 47
Maryland: 68
Maine: 3
Michigan: 78
Minnesota: 98
Missouri: 526
Mississippi: 16
Montana: 13
Nebraska: 100
Nevada: 75
New Hampshire: 10
New Jersey: 42
New Mexico: 50
New York: 97
North Carolina: 120
North Dakota: 8
Ohio: 82
Oklahoma: 463
Oregon: 62
Pennsylvania: 60
Rhode Island: 8
South Carolina: 54
South Dakota: 11
Tennessee: 93
Texas: 1248
Utah: 37
Virginia: 142
Virgin Islands: 1
Vermont: 3
Washington: 211
Wisconsin: 52
West Virginia: 10
Wyoming: 9

Barton School Alumni
Spanning the Globe

Argentina: 1
Australia: 6
Austria: 4
Bahrain: 2
Belgium: 3
Bhutan: 1
Bolivia: 1
Botswana: 1
Brazil: 2
Bulgaria: 1
Canada: 24
China: 9
Colombia: 2
Comoros: 1
Cyprus: 5
Ecuador: 1
Egypt: 1
Finland: 1
France: 2
Germany: 4
Greece: 2
Guam: 1
Honduras: 1
Hong Kong S.A.R.: 8
Iceland: 1
India: 10
Indonesia: 52
Ireland: 1
Israel: 3
Italy: 1
Jamaica: 2
Japan: 35
Kenya: 1
Latvia: 1
Lebanon: 2
Macau S.A.R.: 1
Madagascar: 1
Malaysia: 200
Mexico: 5
Mongolia: 1
Morocco: 3
Nepal: 4
Netherlands: 1
Netherlands Antilles: 1
New Zealand: 1
Nigeria: 3
Northern Mariana Islands: 1
Norway: 4
Oman: 2
Pakistan: 9
Panama: 2
Paraguay: 4
Peru: 4
Philippines: 1
Poland: 3
Puerto Rico: 3
Qatar: 1
Saudi Arabia: 5
Senegal: 1
Singapore: 18
Slovakia: 1
South Africa: 4
South Korea: 4
Spain: 4
Sri Lanka: 10
Sweden: 2
Switzerland: 1
Syria: 2
Taiwan: 27
Tanzania: 3
Thailand: 34
The Bahamas: 1
Turkey: 1
United Arab Emirates: 2
United Kingdom: 7
Virgin Islands: 1
Zambia: 2

The biggest advantage of the Barton School is its relationship the business community. This allows students the unique experience of being able to intern while attending school, network with area businesses and apply classroom knowledge in the real world.

Several faculty helped prepare me for my career, but specifically Professor Flores. His teaching method combined real-world experiences and ethical discussions, which challenged me to really understand the “why” not just the “how” to what I was learning. He was, and still is, a great mentor. I credit where I am today because of his classroom guidance.

The Baron School prepares students in many ways that adds to their success in finding employment after school. Because of its business connections, I was able to decide which employers were the best fit for me—and I had job offers from both firms before graduation.

Since then, I’ve been honored to take part in the KSCPA’s “20 Under 40” leadership program, and I was also nominated for the KSCPA’s “Women to Watch” award.

JAMES BAILEY, CPA
Director of Accounting
Infosync
BBA ACCT ’03
MAcc ’04

TARA LAUGHLIN, CGFM
Senior Manager, Assurance Services
Allen, Gibbs & Houlik
BBA ’08
MAcc ’09

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Barton School Outreach Centers
Made Significant Impact on Business Community in 2016

Impact of the Center for Real Estate

- Released the 2017 Kansas Housing Markets Forecast series, with forecast publications for Kansas City, Lawrence, Manhattan, Topeka and Wichita, along with outlook reports for 17 micropolitan area counties across the state.
- Unveiled a new website (realestate.wichita.edu), providing real estate related data for markets all across Kansas and an interactive data tool allowing users to explore the data to meet their needs.
- Made over 15 presentations on housing market conditions at venues across the state, including Kansas City, Lawrence, Manhattan and Topeka.
- Converted in the Principles of Real Estate class to an online format to serve the Barton School’s online business degree.

Impact of the Center for Entrepreneurship

- Over $72,000 in scholarships was awarded to entrepreneurship students.
- The Growing Rural Business Program conducted three 11-week programs, which served 64 local businesses in Marion County, Anderson County and Phillipsburg County.
- The Kansas Family Business Forum completed another successful year conducting 20 programs featuring experts presenting topics critical to the success of the 40 family owned companies who are members of KFBF.
- Supported the College of Engineering in the creation of University Innovation Fellows. The Fellows are a national community of students leading a movement to ensure all students gain the necessary attitudes, skills and knowledge required to compete in the economy of the future.
- In concert with other Colleges here at the University, the Center for Entrepreneurship participated in the development of a new student entrepreneurial organization, Shocker StartUp. The organization aims to promote innovation and interdisciplinary scholarship among Wichita State and the greater Wichita Community.

Outreach

- The center developed, with student help, a new microsite to promote the access, understanding and use of key high-frequency data across economic regions within Kansas.
  - [KANSASECONOMY.ORG](#)

Conferences

- The Kansas Economic Outlook Conference, which consists of mostly business professionals and community leaders, broke a new attendance level of over 750 people.
  - [EOC2016.CEDBR.ORG](#)

- The center formalized the Kansas Economic Outlook Team (business professionals representing five regions across Kansas), implemented quarterly meetings to discuss the regional economies and increased the attendance at each of the regional conferences.
  - [KEOT.CEDBR.ORG](#)

In the spring of 2016, the center hosted the second annual Wichita Area Research Exchange, where business and university faculty discussed the state of entrepreneurship within the regional market.
  - [WIRE.CEDBR.ORG](#)

Research

- The Center for Economic Development and Business Research has updated its population age-cohort forecasts of every Kansas county with the assistance of a graduate business student.
  - [POPULATION.CEDBR.ORG](#)

- The center has updated and enhanced the service and retail trade gap analysis for every Kansas county. The analysis is a useful tool for local entrepreneurs and economic developers.
  - [GAP.CEDBR.ORG](#)
The Barton School Welcomes New Faculty Members

**Dr. Duane M. Nagel**  
**Assistant Professor of Marketing**

Dr. Nagel received his Ph.D. in marketing from Florida State University, Tallahassee, FL., his MBA from Colorado State University, and his BBA from the University of Texas at San Antonio. His research is currently focused on customer participation and co-production in B2B and B2C contexts, with a specific focus on the implications of these activities on marketing strategy. Prior to joining academia, he worked in industry for 16 years. His work experience is predominately in brand management, marketing services and retail/shopper marketing. You can find Duane in the Barton School teaching Introduction to Marketing and Consumer Behavior courses.

When asked to name a few interesting facts about himself, Duane replied, “If I could win one sporting event in the world, it would be the Masters. If I could only eat one type of food the rest of my life, it would be Tex-Mex.”

**Dr. Michael McLeod**  
**Assistant Professor of Management**

Mike recently finished his Ph.D. in strategy and entrepreneurship from Texas Tech University. He received his MBA from California State University and his BA in accounting from Weber State University. His academic research interests include strategic management, entrepreneurship and business communications. This is Mike’s second year at the Barton School as he was a visiting professor during the 2015-2016 academic year. Mike is one of the last Barton School professors that a graduating undergraduate student experiences, as he teaches the capstone BBA course, Strategic Management.

An interesting fact about Mike is that he is an avid powerlifter, once working his way up to squatting 700 pounds. He also lived in the Dominican Republic for multiple years and speaks Spanish fluently.
Dr. Mehmet Barut has been promoted to professor.

Dr. Achita Muthitacharoen has been promoted to professor.

Dr. Jingjun (David) Xu has been promoted to associate professor with tenure.

Dr. Achita Muthitacharoen (whom student call “Dr. Mi”), associate professor (MIS) is building an international reputation as a leading researcher on the subject of online auctions. Dr. Mi and colleague Stefan Tams of HEC Montreal recently had a research article titled “The role of auction duration in bidder strategies and auction prices,” in the International Journal of Electronic Commerce. This publication is ranked as the #1 electronic commerce journal in the world.

There are many implications for businesses that can draw from the findings of this recent study. The study investigated how auction duration can be used to draw different bidder strategies. Its results showed that some bidder classes that are commonly deemed undesirable by auction sellers such as last-minute bidders helped significantly increase sellers’ price premium when the auction sellers employed appropriate auction duration strategies. The research used iPad auctions on eBay to compare biding strategies across two groups — shorter (one-day) and longer (seven-day) auctions. It was discovered that auction duration, an auction parameter often chosen by auction sellers, can be used to draw different types of bidders and alter their winning efficacy both in the forms of winning likelihood and bidder surpluses. For instance, the winning likelihood of last-minute bidders in shorter auctions decreased approximately by 17 percent and they helped increase price premium by more than 100 percent, as compared to those in longer auctions after controlling for other factors such as sellers’ feedback score, opening pricing strategies. Dr. Mi drew on the concept of bidder’s time cost and information asymmetry to explain the findings and compared other bidder strategies such as evaluators and participators (naïve bidders).

This is the most recent of Dr. Mi’s extensive online auction research portfolio. Barton School faculty members Drs. Mehmet Barut, Cindy Claycomb, Jodi Pelkowski, John Perry and Khawaja Saeed have each collaborated with Dr. Mi on journal publications. In addition to the International Journal of Electronic Commerce, Dr. Mi’s research has been published in leading journals such as the Journal of Information Technology Management and the International Journal of Electronic Commerce. Some of Dr. Mi’s online auction research articles can be found below.

“Uncertainties from Product Monetary Values: The Game Changer in Online Auctions” Muthitacharoen, A.; Saeed, K. A., and Barut, M.

“Examining Effectiveness of Partitioned Pricing Strategies and its Transparency in Online Auction Marketplaces” Muthitacharoen, A. and Perry, J. A.

“What matters and what doesn’t: Examining the Effectiveness of Surcharge Policies in C2C Online Auctions” Muthitacharoen, A., Zhang, X., and Gillenson, M. L.

2016 Publications, Proceedings and Presentations

RODNEY BOEMHE
Article • Multinational Corporations and Stock Price Crash Risk • International Journal of Finance & Banking Studies

JEFFREY BRYANT
Article • A New Law Changes the Way the IRS Will Handle Partnership Audits • Journal of Taxation of Investments

MASUD CHAND
Article • Leveraging the Diaspora for Africa’s Economic Development • Journal of African Business

Gaylen Chandler
Article • Some Predictions of Entrepreneurial Article Impact • Journal of Entrepreneurship

Dharma deSilva
Article • Globalization’s Gift of G20 EMCs in Retrospect and Prospect: Reshapes the New Global Business Landscape Spurring World Trade & Investment into the 21st Century • CDN Business Journal

PHILIP HERSCH
Article • Are There Too Few Trades During the NFL Draft? • Applied Economics Letters

STANLEY LONGHOFER
Paper • A Statistical Analysis of the Effects of Access, Traffic Exposure and Frontage Parameters upon Sale Price of Commercial Real Property in Kansas • Transportation Research Board Annual Meeting

GERCANA MARKOVA
Article • Some Predictions of Entrepreneurial Article Impact • Journal of Entrepreneurship

Charles Martin
Article • How Nature, Culture and Legal Calendars Influence the Calendrical Timing of Consumer Behaviour • Journal of Customer Behaviour

Proceedings • Nonverbal ‘Explanations’ and Demonstrations of Essential Marketing Matters • Society for Marketing Advances

Jodi Pelkowski
Article • Are There Too Few Trades During the NFL Draft? • Applied Economics Letters

Martin Perline
Article • Big 12 Football: Before and After Membership Changes • The Sport Journal

John Perry
Article • Comparing Family and Nonfamily Candidates for Promotion: Manager Selection at Acme Lumber • The CASE Journal

Jeffrey Quirin
Article • The Marriage of Sharon and Henry Sawbones: A Forensic Case Illustrating the Use of a Tax Return in a Litigation Advisory Services Context • Issues in Accounting Education

Anthony May
Article • Multinational Corporations and Stock Price Crash Risk • International Journal of Finance and Banking Studies

Paper • Crash Risk and Seasoned Equity Offerings • Financial Management Association Annual Meeting

Michael McLeod
Article • Empirical Research in Family Business Review: Progress, Challenges, and the Path Ahead • Family Business Review

Article • Organizational Ethics Research: A Systematic Review of Methods and Analytical Techniques • Journal Of Business Ethics

Jodi Pelkowski
Article • Are There Too Few Trades During the NFL Draft? • Applied Economics Letters

Martin Perline
Article • Big 12 Football: Before and After Membership Changes • The Sport Journal

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Jeffrey Quirin
Article • The Marriage of Sharon and Henry Sawbones: A Forensic Case Illustrating the Use of a Tax Return in a Litigation Advisory Services Context • Issues in Accounting Education

Anthony May
Article • Multinational Corporations and Stock Price Crash Risk • International Journal of Finance and Banking Studies

Proceedings • Mom’s Money is Missing: Bank Records Analysis in a Fraud Examination Case • AAA Annual Meeting

Article • Some Predictors of Entrepreneurship Article Impact • Journal of Entrepreneurship

Jim Wolff
Article • Entrepreneurial Orientation and Learning in High and Low-performing SMEs • Journal of Small Business Strategy

David Xu
Article • Enhancing Self-Efficacy for Career Development in Facebook • Computers in Human Behavior

Article • Retaining Customers by Utilizing Technology-Facilitated Chat: Mitigating Website Anxiety and Task Complexity • Information & Management

Article • Do different kinds of trust matter? An Examination of the Three Trusting Beliefs on Satisfaction and Amount of Purchase in the Buyer-seller Context • The Journal of Strategic Information Systems

David Yoon
Article • The Role of Power and Personality in High Quality Supervisory Relationships • Journal of Managerial Psychology

Paper • Power that Builds Others and Power that Breaks: Positional Power, Personal Power, and Humility • Academy of Management Annual Conference
2016 Fellowships and Endowed Chairs

Allen Gibbs and Houlik Faculty Fellow in Accounting: 
**Michael Flores**

W. Frank Barton Distinguished Chair in Entrepreneurship: 
**Dr. Gaylen Chandler**

W. Frank Barton Distinguished Chair in Business: 
**Dr. Jeffrey Quirin**

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**Dr. Jeffrey Bryant**

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Stephen L. Clark Chair of Real Estate and Finance: 
**Dr. Stanley Longhofer**

Rick P. Clinton Distinguished Professor of Management: 
**Dr. Gerald Graham**

H. Dene Heskett Chair in Accounting: 
**Dr. Paul D. Harrison**

H. Dene Heskett Chair in Finance: 
**Dr. Richard LeCompte**

Larry Jones Faculty Fellow in Corporate Governance: 
**Dr. Atul Rai**

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**Dr. Stephen Porter**

Verne and Helen Omer Distinguished Professor: 
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**Dr. Dharma deSilva**

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Regier, Carr and Monroe Faculty Fellow in Accounting: 
**Laura Zellers**

WSU Recruitment Fellow: 
**Dorothy Harpool**

WSU Retention Fellow: 
**Laura Zellers**

Coleman Entrepreneurship Fellow: 
**Ramazan Asmatulu**

Coleman Entrepreneurship Fellow: 
**Chris Broberg**

Coleman Entrepreneurship Fellow: 
**Gary Brooking**

Coleman Entrepreneurship Fellow: 
**Madeline McCulloch**

Coleman Entrepreneurship Fellow: 
**Jeremy Patterson**

Scholarships Awarded | Fall 2010 - Fall 2016 |
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