We hope everyone had a nice holiday break and had chance to re-energize for the new semester. We are off to a great start with enrollments appearing to have leveled against a year ago. We had been losing some, but were still operating within a 2-sigma band over time. We will have to wait for the 20th day for the final tally, but perhaps the pendulum is swinging back toward business. Thanks to all of you for making the students’ experiences in the Barton School so terrific – the word is spreading.

The Barton International Group is on the threshold of some very significant advances and we will be working on a publication that features BIG and the Faculty-in-Residence Program. This year we have five faculty members interviewing at Spirit Aero-Systems for FIR positions this coming summer.

The Center for Management Development continues its great work helping companies advance their training efforts. As you know, CMD is a very important part of our programs, both the connections to the community and resource generation. The Center for Economic Development and Business Research is significantly expanding its coverage, as is the Center for Entrepreneurship. The Center for International Business Advancement continues to make International Business a touchstone and with the World Trade Council bring really superior monthly programs to Wichita.

Many of the faculty are furthering out connections with the community, certainly the Wichita community but also the broader region of South Central Kansas and the state, and the international community. Creating this network is very important to us as Wichita is the number one exporting city in the nation when measured by percent of GDP exported.

We are going to have a terrific semester in the Barton School. Thanks to all of you for making the Barton School all that it is, on top of being the best business school in Kansas.

Doug

Khawaja Saeed, Associate Professor of Management Information Systems and Barton Fellow, had his paper chosen as the Best Paper in the Decision Sciences Journal for 2011. Dr. Saeed's publication is titled, "Inter-Organizational System Usage and Supply Chain Integration: An Empirical Assessment." His co-authors are Manoj Malhotra and Varun Grover. This award was announced at the annual Decision Sciences Conference in Boston in November. In addition to his outstanding research in the area of supply chain integration, he is also publishing research in the area of Human Computer Interaction and the evaluation of the usage of mobile banking application services.

David (Jingjun) Xu has a paper forthcoming in the Journal of the Association for Information Systems, one of the top journals in the field of Management Information Systems. The paper's title is “The Effects of Service and Consumer Product Knowledge on Online Customer Loyalty.”

Marty Perline had an article published in The Sports Journal (Vol. 14) entitled: "The Effects of Conference Realignment on National Success and Competitive Balance: The Case of Conference USA Men's Basketball." His co-authors were G. Clayton Stoldt and Mark Vermillion.

Schwartz Lecture Series

Donald R. Proctor
Senior Vice President
Office of the Chairman and CEO
Cisco Systems, Inc.

January 25, 2012

On-campus student lecture:
9:30-10:45 in the CAC Theaters
Business luncheon:
11:45-1:30 at Wichita Marriott

Topic: Building an Architecture of Trust: The Network’s Role in Securing Cyberspace

In today’s network-centric world, organizations are more dependent than ever on the availability, integrity, and privacy of their information systems. For companies, cybersecurity is critical to maintaining competitive advantage; for countries, cybersecurity has become equivalent to national security. Don Proctor will talk about the tectonic forces shaping the new cybersecurity landscape and outline a new, architecture-driven approach for ensuring the security of critical information infrastructure.

Contact Joan Adkisson for more information.

Business Week

March 5-10, 2012

Our annual Business Week is almost here, the committee has been working hard to bring in interesting speakers to help our students learn and network with our community leaders.

March 5
9:30—Meritrust
11:00—Why YOU should have a Career in Insurance
12:30—Spirit AeroSystems
2:00—Old Town Warren Theater Tour

March 6
8:00—Breakfast with Grant Thornton
9:30—Stepping Stones: What Entry-Level Jobs do for You!
11:00—"E" is for Ethics
11:00—What Can I Do with a Career in Sales
12:30—3M’s Marketing, Management, Merchandising
2:00—Goodrich Cabin Systems Tour
7:05—IT Opportunities: How Management Information Systems is Impacting Local Business

March 7
8:00—Breakfast with Martens Commercial Group
9:30—Speed Marketing
11:00—Koch Industries
12:30—1, 2, 3s of Financial Planning
2:00—Downtown Trolley Tour
5:35—YPW Panel
7:15—KEYNOTE Speaker: Justin Seamonds

March 8
9:30—Leadership Motivation Speaker
11:00—Presenting with Confidence
12:30—Vying for the Interview
2:00—Koch Industries Tour
3:30—Center for Entrepreneurship Forum Series

March 9
2:00—International Employment Authorization

March 10
BSDA event

If you have not been contacted and would like to bring your class to one of the sessions, please contact Joan Adkisson.

The Business School’s Meet N’ Greet

Thursday, January 26, 2012
from 2:30 - 4p.m.
IN CLINTON HALL LOBBY 2nd FLOOR

This event has been especially organized to welcome our new international students to Wichita State for the spring semester. We encourage all business students and faculty/staff to come and join us for refreshments as we meet our new international students. The Ambassadors for Student Cultural Exchange (ASCE) have helped organize this event along with co-sponsorship from the Barton School of Business and Farmers Insurance. This will be a come and go event so we hope you can stop by. Refreshments and drinks will be served.

If you have any questions, please contact Ann Burger by e-mail at ann.burger@wichita.edu
**Dates to Remember**

February 1, 2012  Jabara Scholar Press Conference 10:00 – 11:00  
February 2, 2012  First Thursday Lunch 11:00-1:00  
February 9, 2012  CFE Forum Series—Artist Management, Denise Stiff  
March 1, 2012  First Thursday Lunch 11:00-1:00  
March 5-10, 2012  Business Week  
March 7, 2012  Business Week Keynote Speaker—Justin Seamonds, Dean & Dulca  
March 8, 2012  CFE Forum Series—Jimmy John’s Gourmet Sandwich Shops  
April 5, 2012  First Thursday Lunch 11:00-1:00  
April 5, 2012  CFE Forum Series—From Employee to Entrepreneur  
April 13, 2012  CFE—Shocker Business Plan Trade Show 3:00-7:00  
April 22, 2012  Beta Gamma Sigma reception 2:30-4:00  
April 27, 2012  CFE—Banquet & Shocker Business Plan Competition Awards  
May 4, 2012  Faculty/Staff awards luncheon  
May 12, 2012  Spring Commencement  
(Mother in lobby of Clinton Hall following commencement ceremonies)  
May 17, 2012  36th Annual World Trade Week

**Library News**

**Business Research Videos on YouTube**

WSU Libraries is now on YouTube! Librarians have created a suite of instructional videos for students, faculty, and staff within the Wichita State University YouTube channel. A WSU Libraries Virtual Tour is available, as well as tutorials for using databases and other library resources. Two recent videos have been created with Business researchers in mind. Finding Company Financial Statements in Mergent Online provides information on searching for a company’s income statement, balance sheet, and other financial information in the Mergent database. Finding Company Information in LexisNexis Academic teaches users how to search for company profiles and create lists of companies based on specific criteria. The YouTube videos can be easily embedded in Blackboard or shown to students in class or out. Most videos are under five minutes long. The videos are available at [http://bit.ly/wsulibrariesvideos](http://bit.ly/wsulibrariesvideos).

Any questions, or suggestions for new videos, can be sent to the liaison librarian for Business, Melissa Mallon at melissamallon@wichita.edu or x 5077.

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The Dean’s Office is missing one of the laptop’s that are available for checkout, please contact the dean’s office if you have one of them  Thank you.

Send your news to joan.adkisson@wichita.edu for publication in the monthly newsletter.