

SIP'20

REPORT

SHARING INFORMATION ON PROGRESS

PRiME

PRINCIPLES FOR RESPONSIBLE
MANAGEMENT EDUCATION



COLLEGE OF BUSINESS
Illinois State University

TABLE OF CONTENTS

Letter of Renewed Commitment

About the College of Business at Illinois State University

COB Vision, Mission, and Goals

Overarching Principles of the College of Business

From the Strategic Plan of the COB

Standards of Professional Behavior and Ethical Conduct in the COB

Diversity Programs in the COB

Ethics in the COB

University Commitment

Advisory Board Actions

Scholarship in the COB (2018 – 2020)

The Principles in Action (2018 – 2020)

Department Level Activities

Department of Accounting

Department of Finance, Insurance, and Law

Department of Management and Quantitative Methods

Department of Marketing

Center and Institute Activity

Innovation Consulting Community

The George R. and Martha Means Center for Entrepreneurial Studies

Katie School of Insurance and Risk Management

Assessment of Objectives, 2018 – 2020

 Objective 1:

 Results:

 Objective 2:

 Results:

 Objective 3:

 Results:

 Objective 4:

 Results:

 Objective 5:

Future Objectives, 2020 - 2022

Appendix A: College of Business Publications

Articles



LETTER OF RENEWED COMMITMENT



**ILLINOIS STATE
UNIVERSITY**
Illinois' first public university

College of Business
Office of the Dean

Campus Box 5500
Normal, IL 61790-5500
Phone: (309) 438-2251
Fax: (309) 438-5510

October 1, 2020

To Whom It May Concern:

Illinois State University signed our original letter of commitment to the Principles for Responsible Management Education (PRME) on February 4, 2008. At the time, Illinois State University, through the College of Business became the third public university in the United States to commit itself to the principles underlying PRME, and, by extension, the UN Global Compact. The faculty of the College were eager to take part in the vital future outlined for us by the Principles and the UN's Global Compact. Our commitment has only grown stronger in the past 12 years.

Our 2020 Sharing Information on Progress (SIP) report demonstrates our continuing commitment to the principles of PRME by both the University and the College. Illinois State is a leader in civic engagement, recently obtaining the Carnegie Elective Classification for Community Engagement. This designation honors the work that Illinois State University has done in engaging students and community organization to advance learning and to improve the greater community.

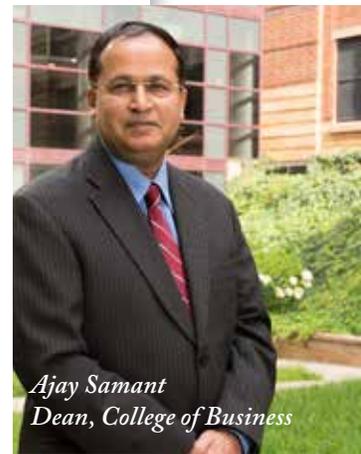
The College of Business demonstrates its commitment to the principles of PRME through our curriculum, research, and student engagement. In the first SIP report, the College reported 29 peer-reviewed articles. In our 2020 SIP Report, we have included over 300 intellectual contributions, including 146 peer-reviewed journal articles. As a College, our research topics are often incorporated into the classroom, bringing the Principles of PRME to life for our students.

On behalf of the faculty and staff of the College of Business at Illinois State University, it is with pleasure to express the continued support from both the College and University to the continued commitment to the Principles for Responsible Management Education. We are proud of our embodiment of these principles in our teaching and conduct. As the Redbirds of Illinois State University fly into the global world to create their own legacies, they carry with them the foundations learned within our classrooms and build upon the principles within their own careers.

Sincerely,

Ajay Samant

Ajay Samant
Dean, College of Business
Illinois State University



*Ajay Samant
Dean, College of Business*

ABOUT THE COLLEGE OF BUSINESS AT ILLINOIS STATE UNIVERSITY

The College of Business (COB) at Illinois State University has over 4,000 students and 100+ full-time faculty members. The COB is accredited by AACSB International in Business and is one of 190 business programs, globally, to hold separate AACSB Accounting Accreditation.

The COB is home to 10 undergraduate majors, nine undergraduate minors, four graduate majors, and five graduate certificates and has multiple Points of Pride.



- ▶ Recognized by Bloomberg Businessweek as one of the **TOP UNDERGRADUATE BUSINESS PROGRAMS FOR THE PAST SIX YEARS**
- ▶ Recognized by the University Sales Education Foundation as **ONE OF THE TOP UNIVERSITY SALES PROGRAMS** - One of 68 universities to offer a specialized undergraduate program in professional sales
- ▶ Recognized as one of the **TOP SCHOOLS FOR GRADUATES IN INSURANCE AND RISK MANAGEMENT** by the Risk and Insurance Management Society (RIMS) and the International Risk Management Institute, Inc. (IRMI®)
- ▶ Received full membership in the Consortium for Undergraduate International Business Education (CUIBE) membership **ONE OF 23 BUSINESS SCHOOLS TO RECEIVE FULL MEMBERSHIP**
- ▶ Holds membership in the University Sales Center Alliance - **ONE OF 19 UNIVERSITIES TO RECEIVE FULL MEMBERSHIP**
- ▶ Achieved one of the **HIGHEST PASS RATES IN THE STATE OF ILLINOIS** on the Certified Public Accounting Examination and one of the **TOP FIVE SCHOOLS NATIONALLY** on each of the four parts of the CPA exam for the 64 schools reporting 50+ students taking the exam
- ▶ Recognized as one of the **TOP FOUR INSURANCE AND RISK MANAGEMENT PROGRAMS** in the United States



2018 - 2023

MISSION, VISION, CORE VALUES, GOALS, STRATEGIES, AND TACTICS

MISSION, VISION, CORE VALUES, GOALS, STRATEGIES, AND TACTICS | 2018-2023

Our mission is who we are, who we serve, and why we exist. We strive to achieve our vision. Our core values are the foundation for determining our goals and strategies. Our tactics provide direction for implementing our strategies. We recognize an ever changing external environment and we will continue to monitor and assess the needs of our stakeholders in the future.

VISION:

To be the first choice for business education in Illinois and beyond.

MISSION:

Within Illinois State University's College of Business, through our shared commitment to excellence in learning, we prepare students to become skilled business professionals who think critically, behave ethically, and make significant contributions to organizations, communities, and our global society.

CORE VALUES:

- We value excellence in instruction and enhanced student learning through a holistic approach.
- We value a dedication to knowledge creation through scholarship, teaching and service.
- We value balanced excellence between teaching and research.
- We value a culture of diversity and inclusion.
- We value a commitment to civic engagement and social responsibility to our institution, state, nation, and global community.
- We value the efficient and effective use of our resources, recognizing the fiscal challenges in higher education.
- We value a culture of shared governance.
- We value responsibility, honesty, trust, respect, and fairness as embodied in our Standards of Professional Behavior and Ethical Standards.

GOAL ONE

Prepare students for success in a diverse and global environment by providing excellent instruction and a transformative learning experience for every student.

STRATEGIES

1. Maintain high expectations for excellence in student performance.

Tactics

- A. Increase standards of excellence for student performance as outlined in our department and college assessment plans.
- B. Increase education across the curriculum in ethics, social responsibility, and sustainability.
- C. Enhance the professionalism of our students.
- D. Continue to provide an integrated and responsive curriculum with cutting edge knowledge by using outside sources (AACSB, PRiME, COB Advisory Board, etc.).
- E. Monitor online education outcomes including quality of classes, quantity of classes, etc.

2. Develop a supportive, individualized, and transformative educational experience in and out of the classroom.

Tactics

- A. Provide the opportunity for a transformative learning experience for every student (e.g. study abroad, internships, client projects, service learning projects, entrepreneurship opportunities, etc.)
- B. Continue to offer class sizes of 30 or less in upper level courses.
- C. Optimize course offerings (COB core and required major classes) to support timely graduation.

- D. Continue to offer co-curricular opportunities (RSOs, guest speakers, civic engagement projects, etc.)
- E. Build a strong sense of community, engagement, and satisfaction among students.
- F. Increase internships and other experiential learning opportunities with high academic quality and rigor.
- G. Provide and monitor opportunities for students to pursue professional certifications.
- H. Monitor the number and success of students seeking and obtaining professional designations.
- I. Increase the number of advisers based on AACSB recommendations.
- J. Create new, distinctive and innovative classes and programs to meet the needs of stakeholders.
- K. Support professionalism and career development for students.

3. *Strengthen graduate programs in the College of Business.*

Tactics

- A. Build an MBA program with specialized tracks that differentiates itself from competitors.
- B. Support opportunities for students to pursue graduate degrees.
- C. Investigate new opportunities for MBA and other graduate education in the College of Business.
- D. Pursue methods to encourage faculty to teach at the graduate level.

GOAL TWO

Create a workplace that encourages and rewards excellence among faculty and staff.

STRATEGIES

1. *Employ an excellent faculty and staff who meet the needs of COB stakeholders.*

Tactics

- A. Recruit and retain high quality and diverse faculty and staff.
- B. Provide adequate Graduate Assistant support to faculty.

2. *Support research including contributions to practice, pedagogy, and interdisciplinary areas.*

Tactics

- A. Continue to provide monetary support for research by finding new funding sources.
- B. Reward research through awards and recognition.
- C. Partner with organizations to conduct research that is beneficial to the faculty member, the College, and the organization.
- D. Provide development opportunities to build faculty expertise.

3. *Support teaching excellence.*

Tactics

- A. Continue to provide monetary support for teaching by finding new funding sources.
- B. Reward teaching through awards and recognition.
- C. Partner with organizations to provide opportunities such as client projects, service learning projects, guest speakers, etc.
- D. Provide development opportunities to build faculty expertise.

4. *Provide leading edge facilities, technology, and technology services and support for students, faculty, and staff.*

Tactics

- A. Maintain a building that provides a professional business setting.
- B. Increase capabilities of students, faculty, and staff by ensuring evolving technologies are available to COB stakeholders.
- C. Prioritize reinvestment in technology infrastructure and services.

5. *Reward excellent service through visible and meaningful awards.*

Tactics

- A. Provide opportunities for public recognition and awards to faculty, civil service and AP staff.
- B. Seek funding for monetary awards
- C. Continue to look for venues to reward excellent service
- D. Seek opportunities and activities that make all COB employees feel valued and appreciated

GOAL THREE

Create an engaging and committed culture of diversity and inclusion across multiple dimensions

STRATEGIES

1. *Provide opportunities that facilitate social and professional development within the college.*

Tactics

- A. Provide opportunities for faculty and staff development and engagement through participation in seminars, and workshops.
- B. Increase opportunities for hearing and interacting with speakers invited to campus.
- C. Increase welcoming and celebratory events for students, faculty, staff and other selected constituents.

2. *Maintain a student body consisting of diverse, individuals with high standards and high expectations.*

Tactics

- A. Recruit and retain a diverse group of high-quality students.
- B. Increase recruitment efforts targeting high achieving students, underrepresented students, students with financial need, and transfer students.
- C. Develop programming to engage a wide spectrum of the COB student body.
- D. Grow and enhance international opportunities for students and faculty.

GOAL FOUR

Promote and communicate our brand including COB successes and our vision of excellence and national recognition.

STRATEGIES

1. *Support and reward faculty, staff and students in striving to develop nationally recognized expertise.*

Tactics

- A. Encourage and reward leadership in professional organizations.
- B. Support activities related to intellectual contributions such as publication in quality journals, textbooks, conference presentations, etc.
- C. Increase private and federal grant research activity.
- D. Prioritize funding and encouragement for faculty professional development opportunities.

2. *Maintain AACSB International accreditation for business and accounting.*

Tactics

- A. Develop and maintain a faculty-centered assurance of learning program.
- B. Develop and monitor faculty professional qualifications.
- C. Develop and monitor quality and impact measures.
- D. Maintain and ensure effective strategic management procedures.
- E. Monitor engagement, innovation, and impact.

3. *Continue developing an effective marketing communications strategy.*

Tactics

- A. Increase communication inside and outside the college.
- B. Create and follow a marketing and media relations plan which includes a social media strategy.
- C. Create an appropriate brand for the COB within the ISU brand.

4. *Encourage national and international recognition of the COB brand.*

Tactics

- A. Seek out opportunities for national rankings and recognitions for all degree programs.
- B. Promote our centers and institutes to enhance the reputation of COB.
- C. Obtain recognition for excellence through rankings and other third party information sources.
- D. Obtain recognition for excellence through AACSB accreditation.
- E. Promote and recognize professional activities (consulting, board service, etc.).

GOAL FIVE

Create and strengthen partnerships with alumni and business organizations.

STRATEGIES

1. *Continue existing and create new programs that strengthen partnerships.*

Tactics

- A. Create and support centers and institutes central to our mission.
- B. Develop and maintain appropriate initiatives and partnerships.

2. *Maintain existing and create new relationships with businesses and organizations that partner with the COB and hire our graduates.*

Tactics

- A. Increase opportunities for business partners to meet and interact with students.
- B. Increase number of business partners who seek to interview and hire our students.
- C. Increase student awareness of career options and the soft skills needed to succeed in a career.

3. *Increase private financial support.*

Tactics

- A. Increase private giving for College priorities: scholarships, attracting and retaining faculty, databases, research, faculty development, and student development.
- B. Increase the number of endowed professorships and faculty scholars.
- C. Grow the COB “excellence fund” to provide support for programming central to the mission of the College of Business.

4. *Maintain an active and vibrant COB Alumni network.*

Tactics

- A. Use social media outlets to support the COB Alumni Network.
- B. Support opportunities for alumni to reconnect and become involved the life of the College.
- C. Continue to refine and publish News & Views

As a signatory to the United Nation's Principles of Responsible Management Education (PRME), the College of Business has agreed to provide reports outlining Practical Actions and Qualitative and Quantitative Results; Assessment of Outcomes; Assessment of Prior Objectives (from the 2018 SIP Report); and Future Objectives. The narrative below provides specific examples related to these reported areas.



OVERARCHING PRINCIPLES OF THE COLLEGE OF BUSINESS

PRME's principles are an integral part of the College's 2018 – 2023 Strategic Plan.

► SELECTED KEY COMPONENTS INCLUDE:

GOAL ONE -

Prepare students for success in a diverse and global environment by providing excellent instruction and a transformative learning experience for every student.

► PLEASE SEE THE FOLLOWING SECTIONS OF THE REPORT FOR DETAILS RELATED TO THE PREPARATION OF STUDENTS FOR A DIVERSE AND GLOBAL ENVIRONMENT.

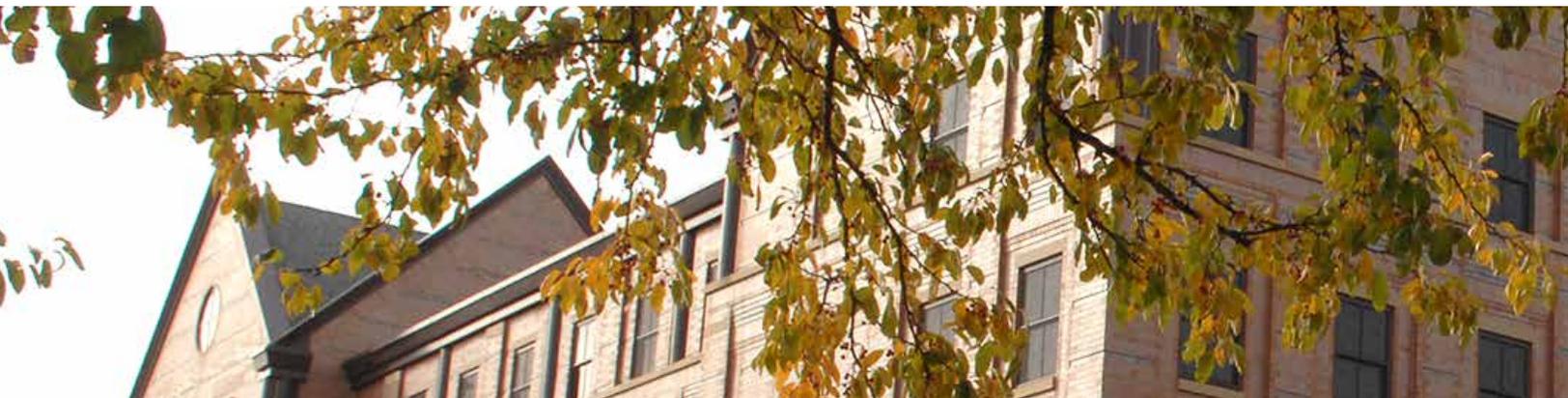
GOAL THREE -

Create an engaging and committed culture of diversity and inclusion across multiple dimensions

STANDARDS OF PROFESSIONAL BEHAVIOR AND ETHICAL CONDUCT IN THE COLLEGE OF BUSINESS

The administration, faculty, staff, and students of the College of Business at Illinois State University are committed to the principles of professional behavior and integrity. As a community of scholars and business professionals, we developed *Standards of Professional Behavior and Ethical Conduct*. The statement forms the basis of behavior for all stakeholders involved with the College, including all internal stakeholders such as students, faculty, and staff, and our external stakeholders such as advisory board members. A complete copy of the *Standards for Professional Behavior and Ethical Conduct* is available at this link. *The Standards include:*

- Responsibility is the foundation of integrity. We hold ourselves and others responsible for acting with honest, respect, and fairness.
- Honesty is fundamental in learning, teaching, and research. We act honestly and do not tolerate or justify dishonest conduct in any circumstance.
- Respect is the foundation of our academic community. We use appropriate speech and behaviors to demonstrate respect for one another and for the educational process.
- Fairness is essential for the evaluations that are part of the educational process. We strive to achieve fairness in our standards and procedures as well as in our evaluation of the work of others.
- Trust is achieved when all who are involved in the educational process adhere to the principles of integrity.



DIVERSITY PROGRAMS IN THE COB

The College of Business works closely with the office of INTO. INTO has agents all over the world that identify international students who would be a good fit for ISU. INTO's recruiters travel abroad to meet with both agents and students to educate them about our strongest programs, student life, and recreational opportunities. Once at ISU, students enroll at ISU either directly into programs of study or the Pathway Program, which allows students to continue learning the English language program while taking appropriate content courses. Through INTO, students can begin their studies at ISU while they bring their English proficiency up to program admission standards. Without these programs, international students would not be admissible to the University. MBA and Accountancy remain two of the most popular programs for pathway students. President Dietz's goal of bringing more international diversity to campus is the driving force behind our partnership with INTO.

ETHICS IN THE COB

Each major in the College of Business assesses students on four dimensions: writing and critical thinking, team-based collaboration skills, presentation skills, and ethics knowledge. *The goal for ethics knowledge is that a minimum of 75% of the students will be evaluated to be acceptable or exemplary on the following criteria:*

- Understanding of the responsibility of business in society
- Understanding of ethical decision-making
- Demonstrating moral development in ethical decision-making
- Demonstrating an understanding of the responsibilities of a leader's role as it relates to ethics
- Demonstrating an understanding of the roles of various corporate governance entities and policies as they relate to ethics

Faculty members assess these skills each semester. Annually, the faculty within the majors meet to discuss the results and develop strategies for improving student performance on the assessments.

UNIVERSITY COMMITMENT

Sustainability at Illinois State University is an evolving process which enhances quality of life and meets the economic, social, and environmental needs of the present without compromising resources for future generations. This is accomplished through teaching, research, service, and administrative efforts that benefit our various communities.

The Office of Sustainability at Illinois State University is one example of the commitment the University has to the Principles outlined here. *Examples of projects include:*

- Innovation Consulting Community offers students a way to work with the community to propose solutions to complex problems. More details can be found at: <http://innovationconsulting.community/>
- Water Conservation in Chemistry Laboratories to reduce water loss by over 250,000/gallons/year
- Audubon Cooperative Sanctuary Program for Golf Courses awards to the D.A. Weibring golf course

ADVISORY BOARD ACTIONS

The COB utilizes many advisory boards. The College of Business Advisory board provides valuable input for the College. Additionally, each major, center, and institute meets once or twice per year with a discipline-specific advisory board. An ongoing agenda item at the board meetings are topics of social and environmental responsibility. The board members provide valuable input for an ever-evolving curriculum.



2018 - 2020 THE PRINCIPLES IN ACTION

The College of Business continues to evolve and progress in the areas outlined by the six principles of PRME. In this section of the report, the COB outlines specific qualitative and quantitative actions and results since our last report. Related to Principle 4, the College of Business Publications can be found in Appendix A.



PRINCIPLE 1 | PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for inclusive and sustainable global economy.



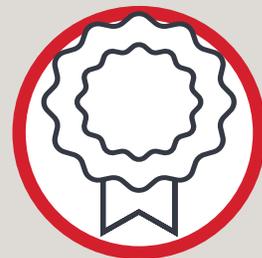
PRINCIPLE 2 | VALUES

We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



PRINCIPLE 3 | METHOD

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



PRINCIPLE 4 | RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



PRINCIPLE 5 | PARTNERSHIPS

We will interact with managers of business to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



PRINCIPLE 6 | DIALOGUE

We will facilitate dialogue and debate among educators, students, business, government, consumers, media, civil organizations and other groups and stakeholders on issues related to global social responsibility and sustainability.

SCHOLARSHIP IN THE COB

(2018 - 2020)

A total of 146 peer-reviewed journal article, 38 peer-reviewed proceedings, 123 peer-reviewed presentations, 22 research awards, and 15 other types of scholarship were published by College of Business faculty members during the most recent SIP period of July 1, 2018 to June 30, 2020. Faculty members from each department and all majors in the College of Business are represented within the research effort. Please see Appendix A for a listing of selected COB Publications.



DEPARTMENT LEVEL ACTIVITIES DEPARTMENT OF ACCOUNTING

PRME ACCOMPLISHMENTS (2019-2020)

DEPARTMENT OF ACCOUNTING (ACC): PRINCIPLE 1

- We have introductory, intermediate, and advanced data analytics as well as SAP to assist students with future technology demands.
- We offer International Accounting online during the summer to better facilitate access for our students.
- We have Forensic Accounting at the graduate level now.
- We have a certificate in data analytics and forensic accounting at the graduate level now.

DEPARTMENT OF ACCOUNTING (ACC): PRINCIPLE 2

- We have a new class in Ethics and Leadership for Accountants that incorporates many social responsibility dilemmas faced by accountants.
- We have a Study Abroad over Spring Break, to Belgium, where students study social responsibility at the University of Antwerp.

DEPARTMENT OF ACCOUNTING (ACC): PRINCIPLE 3

- The Department of Accounting and BIS supervises between 80 and 100 internships for academic credit per year. Students participate in internships for accounting and data analytics.
- Accounting faculty serves as advisors, directed learning experiences and mentored student leaders in our five departmental Registered Student Organizations (RSOs). We departmentally sponsor National Association for Black Accountants (NABA), Student Accounting Society (SAS), Accounting and Financial Women's Alliance (AFWA), the BIS Club, and Beta Alpha Psi (accounting honorary).

DEPARTMENT OF ACCOUNTING (ACC): PRINCIPLE 4

- This year, two major student projects for non-profit entities, taught by Dr. Rosie Hauck, were undertaken.

PROJECT ONE

The first project was a system analysis and design project for Community Players Theatre. Subcomponents of the systems included props and costume inventory systems and season ticket membership tracking.

PROJECT TWO

The second project was assisting the West Bloomington Revitalization Project with systems development needs.

ACC

- Several smaller class projects, supervised by Dr. Rosie Hauck, were undertaken for these non-profit entities:
 - Midwest Food Bank Volunteer Tracking System
 - YMCA After School Management System
 - Alpha Kappa Psi Alumni Tracking System
 - AFWA Membership Management System
 - NABA Website
- Dr. Rosie Hauck, BIS Faculty Member, became an inaugural civic engagement ambassador for the Center for Community Engagement and Service Learning on the Illinois State University Campus.

DEPARTMENT LEVEL ACTIVITIES

DEPARTMENT OF FINANCE, INSURANCE & LAW

PRME ACCOMPLISHMENTS (2019-2020)

DEPARTMENT OF FINANCE, INSURANCE AND LAW (FIL): PRINCIPLE 1

- The curriculum for the Financial Planning minor continues to be recognized by the Certified Financial Planner Board as a registered program. A CFP Board registered program satisfies the academic requirements to permit students to sit for the CFP exam.
- The Finance curriculum in investments continues in the University Recognition Program by the Chartered Financial Analyst Institute. Membership in the University Recognition Program demonstrates that the Finance major curriculum is aligned with the CFA Common Body of Knowledge. The department may award up to five scholarships for students to take the Level I CFA exam, as a result.
- Supported faculty participation in instructional development activities organized by the Center for Teaching, Learning and Technology (CTLT), including the Design, Align, Refine, and Teach Online (DART) blended workshop series.
- Insurance students participate in COB Toastmasters' Club and 100-hour Certification Program in Leadership and Business Acumen sponsored by the Katie Center for Insurance and Risk Management (CIRM).
- The Katie CIRM arranged two client research projects for 14 students, on Cyber insurance (3 MBA students, 3 Undergrads) and Drone Risk Management (2 MBA students, 3 Actuarial grads, 3 undergraduates)

DEPARTMENT OF FINANCE, INSURANCE AND LAW (FIL): PRINCIPLE 2

- According to the A.M. Best February 2018 Report based on a survey of insurance employers in the US, the Risk Management and Insurance Program at Illinois State University is ranked among the top 4 universities offering undergraduate programs in risk management and insurance.
- Illinois State University continues to be designated as Global Center of Insurance Excellence by the International Insurance Society. The designation is reviewed every five years.
- FIL 380 (Ethics, Leadership, and Corporate Responsibility)
Students discuss and analyze material related to why it is important that businesses protect the environment, various approaches to environmental responsibility such as the market, regulatory and sustainability models, and business opportunities in a sustainable economy. As an example of sustainability efforts, the students read about and discuss what ISU is doing with respect to becoming more sustainable.
- Roundtable on ethics with EIF advisory board members for students in the Educational Investment Fund.



DEPARTMENT OF FINANCE, INSURANCE AND LAW (FIL): PRINCIPLE 3

- Students manage an equity portfolio with a market value of over \$500,000 and a fixed-income portfolio with a market value of over \$1,000,000.
- The curriculum for the Financial Planning minor continues to be recognized by the Certified Financial Planner Board as a registered program. A Certified Financial Planner (CFP) Board registered program satisfies the academic requirements to permit students to sit for the CFP exam.
- Planned Finance Meet the Firms – Representatives from approximately 20 firms attended. About 125 students attended to learn about careers in finance/apply for internships and/or full-time positions
- Coordinated Financial Planning speaker series presentation (Tammy Wener, CFP and ISU Alum) (Edgar)
- Coordinated for a student to attend National Financial Planning Association (FPA) Annual Meeting in Minneapolis
- Attended FPA of Illinois Conference on Advanced Planning (CAP) with one student (another was supposed to attend; however, couldn't due to illness)
- Registered one student for the International Association of Registered Financial Consultants (IARFC) National Case Plan Competition
- Coordinated with the Treasury Management Association of Chicago (TMAC) to get a student internship scholarship
- Coordinated and attended, along with six ISU students, Financial Planning Day at the University of Illinois
- Applied for scholarship to take two students to TD Ameritrade LINC 2020 conference (Received scholarship and attended in January 2020)

DEPARTMENT OF FINANCE, INSURANCE AND LAW (FIL): PRINCIPLE 4

- Three faculty members had articles accepted for publication in highest-rated academic journals: Assistant Professor Tice Sirmans (Journal of Risk and Insurance), Assistant Professor Tim Trombley (Journal of Financial and Quantitative Analysis), and Associate Professor Abhi Varma (Accounting Review).
- Five FIL faculty are rated in the top 10%, higher than more than 300,000 academicians, in terms of total downloads of manuscripts shared through the Social Science Research Network (www.ssrn.com): Assistant Professor Stella Liao, Associate Professor Dalia Marciukaityte, Professor Domingo Castelo Joaquin, Associate Professor Abhishek Varma and Assistant Professor Eli Sherrill.

DEPARTMENT LEVEL ACTIVITIES

DEPARTMENT OF MANAGEMENT AND QUANTITATIVE METHODS

PRME ACCOMPLISHMENTS (2019-2020)

The Department of Management and Quantitative Methods is firmly committed to the Principles of Responsible Management Education, as described below.

OVERALL COMMITMENT TO DIVERSITY, INCLUSION, AND EQUALITY

PRINCIPLE: 1, VALUES

- 29% of MQM undergraduates (BUA, IB, and MGT combined) are from historically underrepresented groups; 36% of the undergraduate population in these three majors (combined) are female.
- 1/3 of MQM tenure-line faculty are international scholars from countries including Bangladesh, China, India, Iran, and Turkey. In addition, 16% of the faculty belong to domestic protected classes. 37.5% of the tenure-line faculty are female.
- MQM has hosted six visiting scholars, for various lengths of time, from China, the Netherlands, and India.

PRINCIPLE: 5, PARTNERSHIP

- COUNTRY Financial made a significant investment in scholarship funds to be awarded for the purpose of recruiting and retaining students from underrepresented groups in management degrees.

MQM 120: DIVERSITY, INCLUSION, AND EQUALITY IN THE WORKFORCE

PRINCIPLES: 1 PURPOSE, 2 VALUES, AND 3 METHOD

In 2017, we established a new goal, for ourselves, which was to develop a course on Diversity and Inclusion in the Workplace. That course, MQM 120, has been approved at all levels of the University's curriculum process, and was first delivered in Spring 2020, as an alternative spring break course.

ENGAGING IN MULTICULTURALISM & HISTORY
in BARBADOS
March 7 - 14, 2020

This spring break program is designed for students to examine issues related to diversity, inclusion, and equity (D&IE) and the history of the island of Barbados.

The overall learning objectives of our new, multidisciplinary study abroad program are:

- to understand how slavery, colonization, and independence continue to influence people and places around the world
- to understand that, more so than any other time in human history, success in every aspect of human life depends on understanding and valuing human differences

Students will be challenged to think critically as they compare and contrast work, life, and historical contexts in Barbados with those in the United States.

For more information, please contact:
Dr. Tina Thompson | tinthomp@ilstu.edu
Dr. Keith Phymers | kphym@ilstu.edu

ILLINOIS STATE UNIVERSITY
Illinois' first public university

INFORMATION SESSIONS
OCTOBER 8
SFHB 132 • 7:00-8:30pm
OCTOBER 24
Schroeder 104 • 8:00-9:30pm

10 students enrolled in MQM 120 and traveled to Barbados, where students underwent the following transformational learning experiences:

- Visiting a biodynamic farm-to-table farm;
- Experiencing a cultural tour from with a guide who is a retired history professor, certified tour guide, and certified folk singer;
- Touring a rum distillery, both for its business aspects and origins in the slave trade;
- Touring the Newton Slave Burial Ground and the Slave Signage Project;
- Visiting caves to learn about conservation and sustainability;
- Visiting a gully that served as a hiding place for enslaved peoples;
- Daily lectures in conjunction with exposure to the peoples and cultures of Barbados.

Throughout the course, students received lectures on business management in a majority Black nation, in conjunction with African American History. 9/10 of the students were African American women. According to Professor Tina Thompson, one of the group's leaders, "About 95 percent of the population of Barbados is of Afro-Caribbean descent, so this group went from being in the minoritized group in the U.S. to being part of the majority. The 10th student, a white male, experienced what

Advertisement for Barbados Study Abroad

it was like to belong to the underrepresented groups.” In discussing the society, culture, and business of Barbados, the students learned how much more advanced Barbados is in terms of gender equity, too, since the island does not suffer from a gender wage gap.

MQM plans to deliver MQM 120 in Spring 2021 as both a 16-week, face to face course on campus and as an intensive spring break alternative course in Barbados again. We are currently seeking approval for this course to be included in the General Education program, available to students University-wide.

BUSINESS, ENVIRONMENT, AND SUSTAINABILITY MINOR

PRINCIPLES: 1 PURPOSE, 2 VALUES, AND 3 METHOD

In spring 2020, the Business Environment and Sustainability minor underwent major curriculum changes. These changes were designed to accomplish the following:

1. Update course offerings, including recently developed courses;
2. Delete courses no longer being offered;
3. Expand opportunities for transformational learning experiences, such as internships and independent studies;
4. Incorporate courses from as wide an interdisciplinary group of departments as possible.

Students now have options of taking courses in the following departments:

- Agriculture
- Economics
- Biological Sciences
- Communications
- Family & Consumer Sciences
- Geology/Geography
- Health Sciences
- Management & Quantitative Methods
- Marketing
- Philosophy
- Politics & Government
- Sociology
- Technology

The minor requires 9 courses (18 hours) from five categories: Required Courses; Foundation Courses; Environmental Systems; Social Systems; Applied Courses. Currently, 18 students are enrolled in the minor.

Goals for the minor are to help students identify opportunities where organizations can reduce their costs and lower their environmental impact; to understand how to develop products and services that can be delivered in a way that does not compromise the environment; to understand the value of the “Triple Bottom Line,” in which people, the planet, and profit all play a role; to conceptualize how risk is linked to sustainability; and to understand how business, environmental, and social systems are interrelated.



STUDY ABROAD IN THE COLLEGE OF BUSINESS

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, 5 PARTNERSHIP, AND 6 DIALOGUE

The COB had the following students enrolled in transformational study abroad experiences:

- 7 in international internships (2018-2020)
- 40 in semester-long study abroad programs (2019)
- 14 in short-term trips (including the MQM 120 trip to Barbados)
- 1 student studied abroad for a full academic year (2019-20)
- No Summer Study Abroad will occur (due to COVID-19 restrictions)

ISU's IB program initiated two new exchange locations by sending one student each to Surrey University in Guildford, UK, and the University of Seoul in Seoul, South Korea.

VOLUNTEERISM THROUGH CLASSROOM ASSIGNMENTS

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, 5 PARTNERSHIP, AND 6 DIALOGUE

MQM 354, Compensation Management, requires a group project each semester. In recent semesters, students have provided *gratis* salary studies for the City of Bloomington and for the following non-profits: Heartland Headstart, Home Sweet Home Ministries, and The Baby Fold (a non-profit service provider delivering 12 programs for children and families).

THE GEORGE R. AND MARTHA MEANS CENTER FOR ENTREPRENEURIAL STUDIES

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, 4 RESEARCH, 5 PARTNERSHIP, AND 6 DIALOGUE

The Means Center involved more than 50 ISU students in its Startup Showcase.

- 24 teams submitted applications;
- 15 teams earned the right to compete.

A new program was instituted in 2019 to support faculty research on entrepreneurship.

MEANS CENTER FOR SUPPORT FOR STUDENT COMPANIES VIA ITS ACCELERATOR PROGRAM

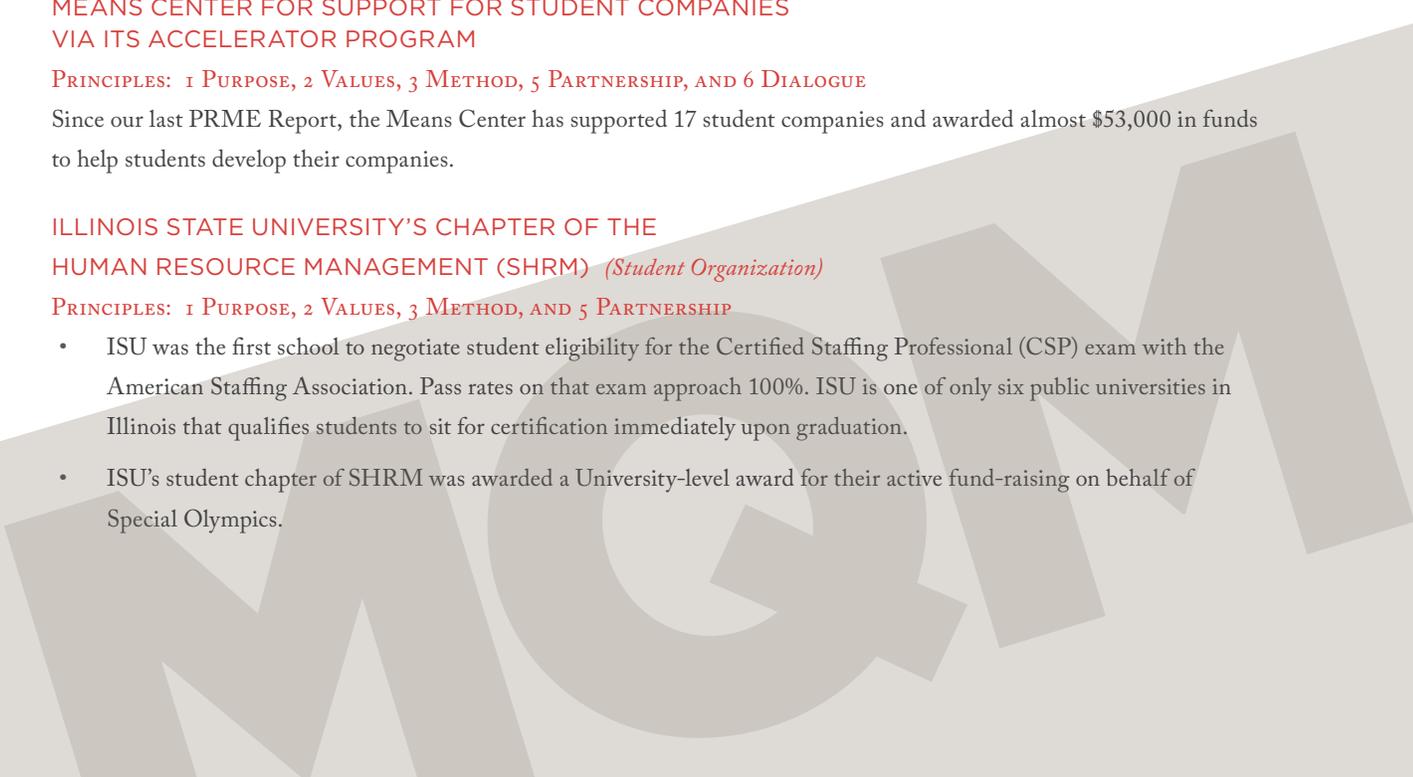
PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, 5 PARTNERSHIP, AND 6 DIALOGUE

Since our last PRME Report, the Means Center has supported 17 student companies and awarded almost \$53,000 in funds to help students develop their companies.

ILLINOIS STATE UNIVERSITY'S CHAPTER OF THE HUMAN RESOURCE MANAGEMENT (SHRM) (Student Organization)

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, AND 5 PARTNERSHIP

- ISU was the first school to negotiate student eligibility for the Certified Staffing Professional (CSP) exam with the American Staffing Association. Pass rates on that exam approach 100%. ISU is one of only six public universities in Illinois that qualifies students to sit for certification immediately upon graduation.
- ISU's student chapter of SHRM was awarded a University-level award for their active fund-raising on behalf of Special Olympics.



ILLINOIS STATE UNIVERSITY'S INNOVATION CONSULTING COMMUNITY

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, 5 PARTNERSHIP, AND 6 DIALOGUE

MQM faculty have mentored projects on both the international automotive industry and the Illinois Global Scholar Program, which is an NGO started by high school teachers in Illinois who believe high school students could learn by engaging more in global issues.

INTERNSHIPS

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, 5 PARTNERSHIP, AND 6 DIALOGUE

During the reporting period, 88 students were enrolled in internships in MQM;

ADVISORY COUNCIL

PRINCIPLES: 5 PARTNERSHIP AND 6 DIALOGUE

MQM's Advisory Council meets twice a year. Currently, the Council is focusing on preparing students for new demands in the current workplace environment, increasing and supporting diversity and inclusion, and improving international travel experiences for undergraduates. Current members of the committee include alumni who work in large corporations, small companies, and who are entrepreneurial founders of their own company. One volunteer on the Advisory Council is retired from a local nonprofit; another is the Chair of the McLean County Chamber of Commerce. The two newest members of the Council are recent graduates. The Advisory Council is approximately 50% female and 20% people of color.

FACULTY SCHOLARSHIP

PRINCIPLE: 4 RESEARCH

Faculty in MQM have conducted research on industrial sustainability in the paint and auto industries, cooperation among craft brewers, ethics in the work force, employment needs in our county (McLean County, IL), knowledge transfer in transition economy firms, small and medium sized family enterprises, and emerging markets in India, Fiji, and South Korea.

Faculty published journal articles in such venues as the *Journal of General Management*, the *Journal of Entrepreneurship*, the *Journal of Management Studies*, the *Southern Journal of Business and Ethics*, *Augmented Human Research*, *Labor Studies Journal*, *Long Range Planning*, *American Communist History*, the *Business Education Innovation Journal*, the *International Leadership Journal*, the *International Journal of Production Economics*, *Career Development International*, *Labor Law Journal*, *Advances*

HAVE A **SMALL BUSINESS IDEA**
BUT DON'T HAVE THE
FUNDING TO START?

MEANS CENTER

STARTUP

SHOWCASE

NOVEMBER 7 - 8, 2019

STARTUP SHOWCASE COULD HELP YOU!

TO LEARN MORE, VISIT:

Business.IllinoisState.edu/Means/Startup



**REGISTRATION ENDS AT
MIDNIGHT, SEPTEMBER 30, 2019**

How will you Lead?

THE LEADERSHIP CERTIFICATE PROGRAM
AT ILLINOIS STATE UNIVERSITY

ORGANIZATIONAL
LEADERSHIP INSTITUTE

in Business Research, The CASE Journal, the Journal of Personnel Psychology, the Journal of Career Development, the Journal of Autism and Developmental Disorders, the Journal of Marketing Theory and Practice, the Journal of Information Technology Management, the Journal of Small Business Management, and the Global Strategy Journal.

PRINCIPLES: 4 RESEARCH, 5 PARTNERSHIP, AND 6 DIALOGUE

One faculty received federal funding for a competitive, overhead bearing grant with the National Institute of Justice; another received a similar-sized grant from the National Institute of Food and Agriculture.

DEPARTMENT LEVEL ACTIVITIES

DEPARTMENT OF MARKETING

PRME ACCOMPLISHMENTS (2019-2020)

DEPARTMENT OF MARKETING (MKT): PRINCIPLE 1

- In the 2019-2020 academic year the first group of students graduated from the Department of Marketing Business Analytics Graduate Certificate Program. 17 graduate students completed coursework and earned the certificate. The one-year certificate program targets local employees seeking to advance their career, as well as MBA students seeking additional business analytics electives. This was the first year of implementation of the certificate program, which meets the growing demand for analytics training among marketing and systems professionals.



- 32 undergraduate students qualified for the SAS Joint Certificate in Spring 2020. This is a 52% increase over prior year, and is evidence of the strong, continuing growth in the marketing analytics program. Students completing courses in the Advanced Marketing Analytics sequence earn the certificate indicating proficiency in use of SAS business analytics software. SAS data analytic skills are among the most highly sought-after career skills by employers.
- Analytics forums were conducted for all COB students in Fall 2019 with senior marketing executives discussing the latest advances in customer experience automation and in monitoring competitive intelligence activity for new product development.
- In spring 2020 the department introduced a new Digital Marketing & Promotion course (MKT 340) to teach promotional strategy with social media, email and content marketing and certifications for Google, Hubspot and Facebook.
- Faculty expanded use of Adobe Creative Cloud applications in capstone Integrated Marketing Communication (IMC) and Strategic Marketing Management courses to improve content quality for promotions plans and expand the skillset of our marketing grads to make them even more competitive in the job marketplace. Students are now using SPARK Premium and other Adobe products such as Illustrator, Photoshop and premier Rush for class projects, resumes, interview portfolios, internships and RSOs. Our goal is baseline Adobe knowledge for all marketing students.
- The Professional Selling sequence of the Marketing major develops student selling skills through participation in regional and national collegiate sales competitions. Our Professional Sales student team took first place among more than 70 universities represented at the April 2019 National Collegiate Sales Competition. One of our students took first place as overall individual champion.
- In February 2020 the Professional Sales faculty hosted the first annual Redbird National Sales Competition attended by 70 students and 22 faculty from 20 universities across the United States. The competition was an expansion of regional sales competitions organized and hosted by our school in 2018 and 2019.

DEPARTMENT OF MARKETING (MKT): PRINCIPLE 2

- MKT 236 Ethics, Corporate Social Responsibility and Sustainability. The course focuses on business ethics and ethical decision-making, corporate social responsibility, corporate governance, sustainability and risk management issues related to sustainability. Students discuss recent developments and analyze and evaluate issues related to those topics. The course is offered every semester and enrolls over 180 students each year.
- Ethical thinking is assessed with the use of an ethics case study in our marketing capstone course MKT 338 Strategic Marketing Management.

The Sales Education Foundation continues to recognize ISU as a “Top University for Professional Sales Education,” noting our sales lab facility and 99% job placement rate of sales sequence graduates.



DEPARTMENT OF MARKETING (MKT): PRINCIPLE 3

- A total of 93 internships for academic credit were supervised, summer semester 2018 to summer 2020, by the Department of Marketing internship coordinators. Students participated in internships for general marketing, sales, integrated marketing communication, advanced marketing analytics, and the MBA program.
- The Marketing Department expanded freshman and sophomore involvement in the Professional Sales sequence by recruiting them into the Sales Excellence Academy, and mentoring them, providing leadership opportunities, and organizing them to work on projects of the Professional Sales Institute. Early involvement can positively impact student retention, Professional Sales sequence enrollment, and participation in sales internships.
- Marketing faculty served as advisors, facilitated learning experiences and mentored student leaders in several Registered Student Organizations (RSO's) affiliated with the department: American Marketing Association, Pi Sigma Epsilon, Sports Marketing Student Association, Pi Omega Pi, Marketing Analytics Society and the newly formed Salesforce Trailblazers.

- Marketing faculty members advised student teams involved in extra-curricular Innovation Consulting Community projects that developed targeted marketing strategies for clients such as the Chicago Bears, Kansas City Royals, an NBA franchise e-sports unit, and grocer Jewel-Osco.

DEPARTMENT OF MARKETING (MKT): PRINCIPLE 4

- In the 2019-2020 academic year capstone Integrated Marketing Communication and Strategic Marketing Management courses provided practical and transformative learning experiences for students through numerous client projects. Projects involved market research and development of marketing strategy recommendations for Jewel-Osco, the ISU Solar Car team, Twin Cities School of Dance, Marcfirst, Miller Park Zoo, a restaurant start-up, and other local and regional businesses.

- In spring 2019, students in the Integrated Marketing Communication capstone class and Sales Management class completed brand promotion and sales territory management client projects for the local craft brewery DESTIHL.

DEPARTMENT OF MARKETING (MKT): PRINCIPLE 5

- Business professionals visited Analytics, Sales and Integrated Marketing Communication classes to discuss current applications of marketing concepts and offer students their perspectives on opportunities and challenges in professional marketing careers.
- The Marketing Department Advisory Board membership consists of 25 industry professionals. The Board meets twice a year to review and provide feedback on curriculum. Board members have been instrumental in enhancing: (1) the Professional Sales curriculum by offering an extra-curricular workshop on team selling and designing a unique learning experience on selling in a social setting; and (2) the Advanced Marketing Analytics sequence by their participation as guest speakers, provision of business data sets for analysis, and sponsorship of client projects for various analytics courses.

DEPARTMENT OF MARKETING (MKT): PRINCIPLE 6

- The Department of Marketing funded travel of two students and one faculty member to the MIT Sports Analytics Conference in Cambridge, MA in March 2020.
- The department funded travel of ten students to the Illinois Business Education Association annual conference, and four students to business fraternity professional development conferences.



- Analytics forums were conducted for all COB students in Fall 2019 with senior marketing executives discussing the latest advances in customer experience automation and in monitoring competitive intelligence activity for new product development.
- Twenty analytics and insurance students and faculty participated in a March 2019 field trip to Allstate in Chicago to learn about various analytics roles, tools and frameworks that support marketing and distribution of insurance products and services. The Allstate Sales Analytics Director visited three marketing analytics classes as guest speaker in February 2019.
- A joint guest speaker session for Marketing Analytics students was held in September 2018 featuring the Caterpillar Digital and Analytics Recruiting Manager, and members of the Caterpillar digital intelligence unit sharing information on how Caterpillar, Inc. leverages data analytics for their business and about internship/career opportunities.

CENTERS AND INSTITUTES ACTIVITIES

PRME ACCOMPLISHMENTS (2018-2020)

INNOVATION CONSULTING COMMUNITY (ICC)

Innovation Consulting Community (ICC) is an extracurricular cross-campus, student-led, faculty-mentored consulting program that supports a wide variety of clients. Teams of students from diverse backgrounds are teamed on a project and coached by faculty or staff members.

THE INNOVATION CONSULTING COMMUNITY (ICC): PRINCIPLE 1

- *Technology Meets the Future of Urban Food Production Project* - Project focused on how ISU could purchase a refurbished shipping container to produce horticultural specialty crops using LED lighting technology to save energy and allow for higher density agricultural production and represents the future of farming for many crop types.
- *Developing Markets for Indonesian Handcrafts: Selling batik bags outside Indonesia Project* - Focused on community development and supporting a sewing group (NGO) in a village in Indonesia near Jakarta to develop a strategy for the NGO to find a U.S. market for the products.
- *Exploring Edutainment Possibilities for an Organic Farm in Indonesia* - The project provided an outside perspective and needed research to help the farm identify role models and explore the pros and cons of offering various services to attract visitors and students (from outside Indonesia) to complete internships.
- *Beneficial Use of Dredged Material from the Illinois Marine Transportation System Project* - Worked with the U.S. Army Corp of Engineers to evaluate productive use of an annually dredged 300 million yards from IL waterways vs disposal.
- *Building Awareness for a New High School Global Opportunity in Illinois Project* - Developed a marketing and social media site for the Illinois Global Scholar Program (an NGO) started by high school teachers in Illinois and a new program in the state.
- *Heartland Head Start Strategic Event Planning and Fundraiser Project* - Developed a strategy to create and launch a major event to generate funds to expand service activity for Heartland Headstart, an anti-poverty non-profit located in Central Illinois.

THE INNOVATION CONSULTING COMMUNITY (ICC): PRINCIPLE 5

- *NBA Team: Community Outreach* - Helping an NBA team to understand how to use its newly built e-sports facility to better engage with its city community.
- *Cyber Risk Analysis and Insurance* - Supported a small business in Central Illinois to focus on and evaluate cyber risks. The team provided insight to the client on how to mitigate the risks.

- **Blockchain: Application to the Insurance Industry Project** - Brought clarity to Blockchain technology and provided recommendations on how it can be utilized in the insurance industry.
- **Health Care Organization Outreach to Diverse Populations in Central Illinois Project** - Increase awareness of health care as a career to minority groups in Central Illinois to enhance a large hospital's diversity and inclusion strategies.
- **Economic Development and Movie Culture Project** - Support the economic development of the small city of Woodstock, IL in rejuvenating its "customer base" through a marketing campaign for their premier annual event, Groundhog Day.
- **Market Assessment for Global Electric Mining Equipment Project** - Developed strategies for a large manufacturer of mining equipment that uses electric batteries for power versus the traditional diesel engines.
- **Evaluation of Single-Use Bags at Retail Locations in Bloomington-Normal Project** - Reviewed the Central Illinois' response to a recently presented Solid Waste Plan and offered recommendations based upon surveys and interviews with a variety of entities and stakeholders.

WANTED

SMART AND MOTIVATED STUDENTS WHO WISH TO BUILD INNOVATION AND CRITICAL THINKING SKILLS OUTSIDE OF A TRADITIONAL CLASS.

DEVELOP THE FOLLOWING SKILLS EMPLOYERS DESIRE:
 leadership, self-management, ability to collaborate with people from a variety of disciplines, ability to innovate, and manage a project

DURING THE FALL SEMESTER: LEARN WITH THE BEST IN A FACE-TO-FACE AND ONLINE COMMUNITY. EXPECT TO LEARN THROUGH HANDS-ON EXPERIENCE AND SPARK INNOVATION BY ENGAGING IN A REAL WORLD CONSULTING PROJECT.

- Teams will work on a project in the spring term.
- Be a part of this great resume builder.
- Academic credit may be available, but is not required for participation

For more information:
<http://innovationconsulting.community/>

ILLINOIS STATE UNIVERSITY

INTERNATIONAL BUSINESS MAJOR AND THE CARSON AND IRIS VARNER CENTER FOR INTERNATIONAL BUSINESS (VIBI)

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD, 5 PARTNERSHIP, AND 6 DIALOGUE

The Carson and Iris Varner Institute for International Business received a \$1,000,000 endowment in 2018. The Institute now has the ability to support a far greater number of students during their study abroad experiences than in the past. As a result, scholarship support has increased from 3 awards per year to 7 or 8 a year.

- ISU has the only International Business major in a public university in Illinois.
- ISU is among the top 20 IB majors among public universities in the nation, according to College Choice.
- All IB majors are required to take MQM 340a15, Corporate Social Responsibility. The course also serves as an elective for other COB majors.
- VIBI coordinated with the College to deliver the B.S. in International Business at Quality Leadership University in Panama City, Panama, so the first cohort could complete their degrees.
- A second cohort of students in Panama continues to move forward.
- This year, we have started the third cohort.



ILLINOIS STATE UNIVERSITY'S ORGANIZATIONAL LEADERSHIP INSTITUTE (OLI)

PRINCIPLES: 1 PURPOSE, 2 VALUES, 3 METHOD

The OLI hosted a summer reading program, involving 10 students and 7 faculty.

PRINCIPLES: 5 PARTNERSHIP AND 6 DIALOGUE

- The OLI involved 16 local community members in its Leadership Fellows program;
- 173 community members participated in the OLI's Leadership Breakfast Series

THE GEORGE R. AND MARTHA MEANS CENTER FOR ENTREPRENEURIAL STUDIES

THE GEORGE R. AND MARTHA MEANS CENTER FOR ENTREPRENEURIAL STUDIES: PRINCIPLE 2

- Updating the Startup Showcase requirements to include projects that are impactful and meaningful to society

THE GEORGE R. AND MARTHA MEANS CENTER FOR ENTREPRENEURIAL STUDIES: PRINCIPLE 4

- Provides research support for faculty. See <http://business.illinoisstate.edu/means/research/support.shtml> for additional details

THE GEORGE R. AND MARTHA MEANS CENTER FOR ENTREPRENEURIAL STUDIES: PRINCIPLE 6

- Eliminated the purchase of bottled water within the center by providing reusable water bottles to staff and visitors.

KATIE SCHOOL OF INSURANCE AND RISK MANAGEMENT

KATIE SCHOOL OF INSURANCE AND RISK MANAGEMENT: PRINCIPLE 3

- Offers the Certificate in Leadership and Business Acumen to provide students with an opportunity to develop and demonstrate skills and knowledge sought by industry employers
 - *Categories of learning include:*
 - Deepen knowledge in the technical areas of risk management or insurance
 - Broaden base knowledge in the insurance industry using lessons learned from events such as Hurricane Sandy and the Dodd-Frank Act
 - Engagement in behavioral-based learning events
 - Currently, over 180 students are enrolled in this extracurricular learning opportunity
 - *For more information visit:*
https://business.illinoisstate.edu/katie/student/business_acumen.shtml
- Created an opportunity for six students to complete Virtual Internships during the Summer 2020 due to the global public health crisis and its attendant ban on most international travel. The Center reached out to the Micro Insurance Network and the research created from this partnership will focus on the social protection available in a set of 30 countries (located in Africa, Emerging Asia, and Latin America); specifically seeking to learn the extent to which low-income households are protected against the impact of specific types of risk through public insurance schemes, as opposed to requiring private insurance or having to cover expenses out of pocket.



KATIE SCHOOL OF INSURANCE AND RISK MANAGEMENT: PRINCIPLE 4

The Katie School funds research within the College of Business and across the University. The following is a listing of publications that relate to Principle 4 and funded by the Katie School.

- **Goel, R. K. and Saunoris, J. W. (2018).** *Does variability in crimes affect other crimes? The case of international corruption and shadow economy.* Applied Economics. DOI:10.1080/00036846.2018.1494378
- **Berviev, A. N. and Goel, R. K. (2018).** *Corruption and the shadow economy: One-way or two-way street?* The World Economy, 1 – 21.
- **Capasso, S., Goel, R. K., and Saunoris, J. W. (2019).** *Is it the gums, teeth or the bite? Effectiveness of dimensions of enforcement in curbing corruption.* Economics of Governance, 20(4), 329 – 369. DOI:10.1007/s10101-019-00228-0
- **Goel, R. K. (2018).** *Identity theft in the internet age: Evidence from the U.S. states.* Managerial and Decision Economics, 1 – 7. DOI:10.1002/mde.2991
- **Goel, R. K. and Mazhar, U. (2018).** *Does capital punishment deter white-collar crimes?* The World Economy, 10 – 25. DOI:10.1111/twec.12739
- **Goel, R. K., Ram, R. Schneider, F. and Potempa, A. (2019).** *International movements of money and men: Impact on the informal economy.* Journal of Economics and Finance, 1 – 19. DOI:10.1007/s12197-019-09480-w
- **Goel, R. K. (2020).** *IPR infringement in the United States: Impacts on the input and output of R&D.* The Journal of Technology Transfer, 45(2), 481 – 493. DOI: 10.1007/s10961-018-9708-y
- **Goel, R. K. (2019).** *Do weak institutions affect recording of terror incidents? Evidence from the United States.* Peace Economics, Peace Science and Public Policy. DOI:10.1515/peps-2018-0054



ASSESSMENT OF OBJECTIVES | 2018 - 2020

OBJECTIVE 1:

Develop and monitor classes added to the curriculum that support the principles of PRME;

classes currently in the curriculum approval process include:

- Diversity in the Business World
- Business Ethics for Accountants
- Forensic Accounting

RESULTS:

ACC 236: Ethics and Leadership for Accountants was approved by the Department, College, and University curriculum committees and is being offered Fall 2020.

Course Description: The study and application of ethical and leadership theories as they pertain to situations in the accounting discipline.

ACC 452: Forensic Accounting was approved by the Department, College, and University curriculum committees.

Course Description: Understand the role of forensic accounting in economic decision-making, financial reporting, disputes and investigations.

MQM 120: Diversity, Inclusion and Equity in the Workplace was approved by the Department, College, and University curriculum committees and was offered Spring 2020 Study Abroad and will be offered again Spring 2021 as a Study Abroad and on-campus class.

Course Description: Explores the realities and paradoxes of the ever-evolving workplace with a focus on the evolution of diversity, inclusion and equity.

1

OBJECTIVE 2:

Support the efforts by the university to diversify the student population, including using the INTO organization to bring international students to Illinois State University.

RESULTS:

INTO has agents all over the world that identify international students who would be a good fit for ISU. INTO's recruiters travel abroad to meet with both agents and students to educate them about our strongest programs, student life, and recreational opportunities. Once at ISU, students enroll at ISU either directly into programs of study or the Pathway Program, which allows students to continue learning the English language program while taking appropriate content courses. Still others enroll in English language programs, and then add the option of entering a Pathway Program once their English proficiency reaches the appropriate level.

The Pathway and AE programs allow international students to begin their studies at ISU while they bring their English proficiency up to program admission standards. Without these programs, international students would not be admissible to the university.

MBA and Accountancy remain two of the most popular programs for pathway students. President Dietz's goal of bringing more international diversity to campus is the driving force behind our partnership with INTO.

2

ASSESSMENT OF OBJECTIVES | 2018 - 2020

OBJECTIVE 3:

Establish and support a Women's Leadership Advisory Council.

RESULTS:

Women in Business Coalition Committee was formed in late 2018. With the leadership of faculty representatives from four departments, several student organizations, and two leaders from ISU's Development Office, we believe we have the capacity to build a network that will contribute to the long-term success of many other women alumnae. The project is ongoing.

3

OBJECTIVE 4:

Enhance the College's global presence by supporting and increasing participation in the undergraduate and MBA programs at Quality Leadership University in Panama.

RESULTS:

Our enrollments for the Panama program have remained steady for the first three years. In 2020, we have been working on ways to promote the program more effectively to potential applicants in Panama. This includes promotional videos, increased information sessions, and (until COVID-19) regular live visits by administrators to help promote the program. We have also modified the annual start date of the MBA cohorts to allow recent undergraduates from QLU to enroll immediately in the MBA program.

4

OBJECTIVE 5:

Establish the Varner International Business Institute to increase scholarships and provide opportunities for students to study abroad and disseminate information about responsible business management practices from a global perspective.

RESULTS:

The Carson and Iris Varner International Business Institute (VIBI) is the home of all international-related programs and activities in the College of Business. VIBI coordinates international opportunities for COB students and faculty to enhance awareness of global aspects of business and develop global strategic thinking. The BSIB and IB minor allow students to focus on global perspective and skill development. VIBI's network of international relationships with partner schools enable students to study abroad or complete an International Internship and faculty to network with global colleagues. VIBI hosts international guests and speakers to share their experience and perspectives. The Carson and Iris Varner Institute for International Business held its ribbon-cutting ceremony during the Fall 2019. Due to the growth in the foundation support, the College increased the number of international business scholarships from 3 to 7 in the most recent academic year.

In the past two years, seven students have completed international internships, 40 students have participated in semester-long study abroad opportunities, 14 students participated in short-term study abroad programs, and one student completed a full-year study abroad program.

VIBI also supports the Bachelor of Science in International Business at Quality Leadership University in Panama City, Panama. Seven graduates and their families joined the 2019 Winter Commencement Festivities in Normal, Illinois.

5

FUTURE OBJECTIVES

GOALS

General Education approval for

MQM 120:

Diversity, Inclusion and Equality in the Workforce

Increasing enrollment in the

BES MINOR

Increasing enrollment in

MQM 120:

Diversity, Inclusion and Equality in the Workforce

Heightening student awareness of and participation in

STUDY ABROAD, INTERNSHIPS, STARTUP SHOWCASE,
and the
MEANS CENTER'S ACCELERATOR FUND

Intertwining faculty scholarship with

STUDENT LEARNING

2020 - 2022



Appendix A: College of Business Publications

A total of 146 peer-reviewed journal article, 38 peer-reviewed proceedings, 123 peer-reviewed presentations, 22 research awards, and 15 other types of scholarship were published by College of Business faculty members during the most recent SIP period of July 1, 2018 to June 30, 2020. Faculty members from each department and all majors in the College of Business are represented within the research effort. Please see Appendix A for a listing of selected COB Publications.

Articles

- Aggarwal, R., Midha, V., & Sullivan, N. (in press, 2020). Superlatives and Scope of Improvement in Online Recommendations: Breath of life or a kiss of death? *MIS Quarterly*.
- Alon, I., & Elango, B. (2018). Franchising and Initial Public Offering: A Signaling Perspective. *International Journal of Retail & Distribution Management*, 46 (11/12), 1192-1208.
- Ames, D., Graden, B., & Sankara, J. (2018). Who Estimates when it's not Required? The Case of Subrogation. *Asia-Pacific Journal of Risk and Insurance*. doi: 10.1515/apjri-2017-0028.
- Ames, D., Hines, C., & Sankara, J. (2018). Board Risk Committees: Insurer Financial Strength Ratings and Performance. *Journal of Accounting and Public Policy*, 37 (2), 130-145.
- Ames, D., Rich, J. S., Sankara, J., & Wood, J. (2019). Earnings Management and Subsequent Risk Assessments: Evidence from the Property-Casualty Insurance Industry. *Journal of Applied Economics and Business Research*, 9 (3), 111-126.
- Arnett-Hartwick, S. E., & Davis, T. S. (2019). Poverty Simulation Participation: Transformative Learning Outcomes among FCS Students. *Journal of Research in Technical Careers*, (3) 2. <https://doi.org/10.9741/2578-2118.1057>
- Bahl, M., Kriauciunas, A. P., & Brush, T. H. (2020). How do Ownership Type and Knowledge Transfer Influence Success of Change? A Study of Transition Economy Firms. *Global Strategy Journal*.
- Ballings, M., McCullough, H., & Bharadwaj, N. (2018). Cause Marketing and Customer Profitability. *Journal of The Academy of Marketing Science*, 46 (2), 234-251, doi: <https://doi.org/10.1007/s11747-017-0571-4>.
- Barelka, A. J., & Downes, M. (2019). A career stage approach to understanding glass ceiling perceptions. *Southern Journal of Business and Ethics*, 11, 8-32.
- Birkey, R. N., & Hausserman, C. (2019). Inducing Creativity in Accountants' Task Performance: the Effects of Background, Environment, and Feedback. *Advances in Accounting Education*, 109-133.
- Birkey, R., Islam, M. A., Guidry, R., & Patten, D. M. (2018). Mandated Social Disclosure: An Analysis of the Response to the California Transparency in Supply Chains Act of 2010. *Journal of Business Ethics*, 152 (3), 827-841.
- Black, H. G., Goad, E. A., & Attaway, J. S. (2018). Medical Errors: Extreme Service Failures and Recoveries. *International Journal of Pharmaceutical and Healthcare Marketing*, 12 (1), 15-24.
- Blanc, R., Branco, M., & Patten, D. M. (2019). Cultural Secrecy and Anti-Corruption Disclosure in Large Multinational Companies. *Australian Accounting Review*, 29 (2), 438-448.
- Blodgett, J. G., Bakir, A., Mattila, A. S., Trujillo, M. A., Quintanilla, C., & Elmadag, A. B. (2018). Cross-National Differences in Complaint Behavior: Cultural or Situational? *Journal of Services Marketing*, 32 (7), 913-924.
- Born, P. H., & Sirmans, E. Tice (in press, 2019). Regret in Health Insurance Post-Purchase Behavior. *Risk Management and Insurance Review*, 22 (2). 207 – 219.
- Born, P., & Sirmans, E. Tice (2018). Individual Market Underwriting Profitability in Health Insurance. *Journal of Insurance Regulation*, 37 (7).
- Born, P., & Sirmans, E. Tice (in press, 2019). Restrictive Rating and Adverse Selection in Health Insurance. *Journal of Risk and Insurance*.
- Bradford, K., Liu, Y., Shi, Y., Weitz, B., & Xu, J. (2019). Harnessing internal support to build customer relationships: The role of networking, helping, and allocentrism. *Journal of Marketing Theory & Practice*, 27 (2), 140-158.
- Brown, J. R., Crosno, J. L., & Tong, P. (2019). Is the theory of trust and commitment in marketing relationships incomplete? *Industrial Marketing Management*, 77, 155–169. <https://doi.org/https://doi.org/10.1016/j.indmarman.2018.10.005>
- Castonguay, J., & Bakir, A. (2018). You Eat "Like a Girl": Gender Differences in Content and Effects of Food Advertising Depicting Sports. *Journal of Food Products Marketing*, 25 (3). 233 – 256.
- Castonguay, J., Bakir, A., & Blodgett, J. (2019). Adolescents' Responses to Cereal Ads: An Assessment of Weight and Gender. *Journal of Food Products Marketing*, 25 (8). 785 – 804.
- Chapple, L., Gray, S., Nowland, J., & Sadiq, K. (2018). Name and Shame – Director Attendance Disclosure and Practice. *Journal of Corporate Law Studies*, 18 (2), 311-337.
- Charlton, A., & Cornwell, T. Bettina (2019). Authenticity in horizontal marketing partnerships: A better measure of brand compatibility. *Journal of Business Research*, 100, 279-298, doi: <https://doi.org/10.1016/j.jbusres.2019.03.054>.
- Chen, S., Elango, B., & Jones, J. (2019). Necessary Conditions for Social Enterprise: The Case of the Microinsurance Sector. *Social Business*, 9 (4). 395 – 412.
- Chin, T., Jiao, H., & Jawahar, I.M. (in press, 2019). Sustainable careers and innovation during manufacturing transformation. *Career Development International*, 24 (5), 397-403.
- Chin, T., Li, G., Jiao, H., Addo, F., & Jawahar, I.M. (2019). Career sustainability during manufacturing innovation: A review, a conceptual framework and future research agenda. *Career Development International*, 24 (6), 509-528.
- Choudhury, A. H., Hartman, N. S., & Coussens, T. A. (2018). Key Determinants of Support Services Demand in Instructional Technology Management. *Journal of Information Technology Management*, 29 (2), 29-39.
- Choudhury, A. H., McDaniel, B., & Choudhury, R. (2018). Signaling the Structural Break in US Housing Market: An Approach for Early Warning System. *Real Estate Finance*, 34 (4), 174-187.
- Contractor, F., Foss, N. J., Kundu, S., & Lahiri, S. (2019). Viewing global strategy through a microfoundations lens. *Global Strategy Journal*, 9 (1), 3-18, doi: <https://doi.org/10.1002/gsj.1329>.
- Crosno, J. L., & Tong, P. (2018). Just going through the motions? An empirical investigation of control, compliance, and performance in franchisor-franchisee relationships. *Journal of Business Research*, 92, 360-373.

- Daniel, S., Midha, V., Bhattacharjee, A., & Singh, S. (2018). Sourcing Knowledge in Open Source Software Projects: The Impacts of Internal and External Social Capital on Project Success. *Journal of Strategic Information Systems*, 27 (3), 237-256.
- Datta, A., Sahaym, A., & Brooks, S. (2019). Unpacking antecedents of new product launch under socialnomics lens: effect of social media and innovation orientation. *Journal of Small Business Management*, 57 (S2), 27, doi: <https://doi.org/10.1111/jsbm.12498>.
- Davis, T. S., & Mountjoy, K. J. (2018). Supervising student teachers in the world of performance-based assessments: Professional development needs of cooperating teachers and university supervisors. *Business Teacher Education Journal*. Issue 44. 9 – 14.
- Davis, T. S. and Owen, B. (2020). Economics and personal finance. In B. C. McEwen and M. A. O'Connor. (Eds.). *Effective Methods of Teaching Business 2018 Yearbook No. 56*. Reston, VA: National Business Education Association.
- Delpechitre, D. S., Black, H. G., & Farrish, J. (2019). The Dark Side of Technology: Examining the Impact of Technology Overload on Salespeople. *Journal of Business & Industrial Marketing*, 34.
- Delpechitre, D., Beeler, L., & Chaker, N. (2018). Customer Value Co-creation Behavior: A Dyadic Exploration of the Influence of Salesperson Emotional Intelligence on Customer Participation and Citizenship Behavior. *Journal of Business Research*, 92, 9-24.
- Delpechitre, D., Rutherford, B. N., & Comer, L. B. (2019). The Importance of Customer's Perception of Salesperson's Empathy in Selling. *Journal of Business & Industrial Marketing*, 34 (2). 74 – 388.
- Devinatz, V. G. (2018). Trade unions, Communities and Struggles: US Sit-down Strikes and Their Potential: From the Committee for Industrial Organisation to the Age of Austerity. *Theory & Struggle*, 119, 100-106.
- Devinatz, V. G. (2018). What Makes a Good Mediator? Insights from a Mediation Training Program Participant. *Employee Responsibilities and Rights Journal*, 30 (3), 181-201.
- Devinatz, V. G. (2019). A U.S. Woman Industrial Relations Pioneer and “Mother of Arbitration”: The Life and Times of Jean T. McKelvey. *Labor Law Journal*, 70 (1), 64-74.
- Devinatz, V. G. (2019). Left-Wing SPA-Led and CPUSA-Led Unions and Worker Organizations as the Vanguard of U.S. Social Democracy's Left-Wing, Circa 1935 to 1950. *Labor Studies Journal*, 44 (1), 60-78.
- Devinatz, V. G. (2019). The CPUSA's Trade Unionism during Third Period Communism, 1929–1934. *American Communist History*, 18 (3-4), 251-268.
- Downes, M. (2019). Connecting governance to CEO replacement and organizational recovery. *Advances in Business Research*, 9 (1). 46 – 59.
- Elango, B. (2019). A Bibliometric Analysis of Franchising Research (1988-2017). *Journal of Entrepreneurship*, 28 (2), 223-249.
- Elango, B. (2019). When Do Women Reach the Top Spot? A Multilevel Study of Female CEOs in Emerging Markets. *Management Decision*, Vol. 57 No. 9, pp. 2344-2357.
- Elango, B., Chen, S., & Jones, J. (2019). Sticking to the Social Mission: Microinsurance in Bottom of the Pyramid Markets. *Journal of General Management*, 44 (4), 209-219.
- Elango, B., Dhandapani, K., & Giachetti, C. (2019). Impact of Institutional Reforms and Industry Structural Factors on Market Returns of Emerging Market Rivals During Acquisitions by Foreign Firms. *International Business Review*, 28 (5). #101493.
- Ener, H. (2019). Do Prior Experiences of Top Executives Enable or Hinder Product Market Entry? *Journal of Management Studies*, 56 (7), 1345-1376.
- Engler, D., Cattani, G., & Porac, J. (2020). Studying the Incubation of a New Product Market Through Realized and Alternative Histories. *Strategy Science*. <https://doi.org/10.1287/stsc.2020.0102>
- Ferris, S., & Liao, M. (2018). Relative Governance and the Global Cross-Listing Decision: Extending the Bonding Hypothesis. *Accounting and Finance Research*, 7 (1), 82-98, doi: <https://doi.org/10.5430/afr.v7n1p82>.
- Ferris, S., & Liao, M. (2019). Busy Boards and Corporate Earnings Management: An International Analysis. *Review of Accounting and Finance*, 18 (4), 533-556.
- Ferris, S., Jayaraman, N., & Liao, M. (2019). Labor Market Consequences for Busy Directors: Evidence from Mergers and Acquisitions. *Journal of Financial Research*, 42 (3), 449-489.
- Ferris, S., Jayaraman, N., & Liao, M. (2020). Better Directors or Distracted Directors? An International Analysis of Busy Boards. *Global Finance Journal*. 44.
- Ferris, S., Liao, M., & Tamm, C. (2018). The Compensation of Busy Directors: An International Analysis. *Research in International Business and Finance*, 46, 294-312.
- Fiorito, J., Gallagher, D. G., Russell, Z. A., & Thompson, K. W. (in press, 2019). Precarious work, young workers, and union-related attitudes: Distrust of employers, workplace collective efficacy, and union efficacy. *Labor Studies Journal*. doi: journals.sagepub.com/doi/10.1177/0160449X19860908.
- Galloway, T. L., Kuhn, K. M., & Collins-Williams, M. (in press, 2019). Competitors as advisors: Competition among small business entrepreneur. *Long Range Planning*. doi: <https://doi.org/10.1016/j.lrp.2019.101929>.
- Gray, S., & Nowland, J. (2018). Director Workloads, Attendance and Firm Performance. *Accounting Research Journal*, 31 (2).
- Gupta, A. & Gentry, J. (2019, October). This May Take a While: Differences in Difficulty of Recall Between Hedonic and Eudaimonic Purchases. *Association for Consumer Research*, Atlanta, Georgia.
- Harymawan, I., Agustia, D., Nasih, M., & Nowland, J. (in press, 2020). Remuneration Committees, Executive Remuneration and Firm Performance in Indonesia. *Heliyon*.
- Harymawan, I., Nasih, M., Agustia, D., Ratri, M., & Nowland, J. (in press, 2020). CEO & CFO Education and R&D Investment in Indonesia. *Australasian Accounting Business Finance Journal*.
- Harymawan, I., Nasih, M., Ratri, M. C., & Nowland, J. (2019). CEO busyness and firm performance: evidence from Indonesia. *Heliyon*, 5 (5).
- Hirshfield, L., Bobko, P., Barekka, A. J., Sommer, N., & Velipasalar, S. (2019). Toward Interfaces that Help Users Identify Misinformation Online: Using fNIRS to Measure Suspicion. *Augmented Human Research*, 4.
- Hoang, K., Cannavan, D., Gaunt, C., & Huang, R. (2019). Is that factor just lucky? Australian evidence. *Pacific-Basin Finance Journal*, 57. 101191.
- Hong, P. C., Jagani, S. B., Kim, J., & Youn, S. H. (2019). Managing Sustainability Orientation: An Empirical Investigation of Manufacturing Firms. *International Journal of Production Economics*, 211, 71-81, doi: <https://doi.org/10.1016/j.ijpe.2019.01.035>.
- Howe, T., Kotomin, V., Liao, M., & Varma, A. (2020). A Tale of Two SMPs: Equity and Fixed Income. *Managerial Finance*, 46 (5). 636 – 646. <https://doi.org/10.1108/MF-08-2018-0399>.
- Huang, K., Lao, B., & McPhee, G. (2020). Internal information quality and patent-related innovation. *Journal of Business Finance & Accounting*. 47 (3-4). 489 – 518.
- Hunter, G. L., & Taylor, S. A. (2019). The Relationship between Preference for Privacy and Social Media Usage. *Journal of Consumer Marketing*, 37 (1). 43 – 54. <https://doi.org/10.1108/JCM-11-2018-2927>

- Itani, O., Goad, E., & Jaramillo, F. (2019). Building customer relationships while achieving sales performance results: Is listening the holy grail of sales? *Journal of Business Research*.
- Janakiraman, R., Lim, J., & Rishika, R. (2018). The Effect of Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer. *Journal of Marketing*, 82 (2), 85-105, doi: 10.1509/jm.16.0124.
- Jawahar, I.M., Stone, T.H., & Kluepfer, D. (2019). When and why leaders trust followers: LMX as a mediator and empowerment as a moderator of the trustworthiness-trust relationship. *Career Development International*, 24 (7), 702-716.
- Jia, R., Steelman, Z. R., & Jia, H. (2019). An Assessment of the Psychometric Properties of Three Self-Report Autism Scales (AQ, RBQ-2A, and SQ) for General Adult Populations. *Journal of Autism and Developmental Disorders*, 1-17, doi: 10.1007/s10803-019-03880-x.
- Johnston, J., & Zhang, J. (2018). Information Technology Investments and the Timeliness of Financial Reports. *Journal of Emerging Technologies in Accounting*, 15 (1), 77-101.
- Johnston, J., Sun, L., & Zhang, J. (2018). Environmental Uncertainty, Managerial Ability, Goodwill Impairment, and Earnings Management. *Journal of Forensic Accounting*, 10 (3), 392-421.
- Kadous, K., Proell, C. A., Rich, J. S., & Zhou, Y. (2019). It Goes without Saying: The Effects of Intrinsic Motivational Orientation, Leadership Emphasis of Intrinsic Goals, and Audit Issue Ambiguity on Speaking Up. *Contemporary Accounting Research*, 36 (4), 2113 – 2141.
- Karriker, J. H., & Hartman, N. S. (2019). The harder they may fall: Leadership self-efficacy as hindrance to millennial's' leadership development. *International Leadership Journal*, 11 (1), 55-77.
- Karriker, K. H., & Hartman, N. S. (2018). Social Media and Dynamic Capabilities: Mining Millennial Resources. *Journal of Organizational Psychology*, 18 (4), 43 – 56.
- Kaufman, P. A., Cartwright, D., & Gore, K. (2019). The Role of Competency Based Education in Higher Education: The Process of Tuning the Marketing Discipline. *Business Education Innovation Journal*, 11 (1), 137 – 153.
- Kaufman, P., Hartman, N. S., Jones, J., Saripalle, R., Smudde, P., Hartman, N.S., Jones, J., Saripalle, R., Hunter, W., & Magnuson, R. (2019). The Use of Extracurricular Interdisciplinary Project-Based Teams in Higher Education as a Catalyst for Actionable Knowledge. *Business Education Innovation Journal*, 11 (1), 126-136.
- Khan, U., Ryan, S. G., & Varma, A. (in press, 2019). Fair Value versus Amortized Cost Measurement and the Timeliness of Other-than-Temporary Impairments: Evidence from the Insurance Industry. *Accounting Review*, 94 (6), 285-307.
- Kim, M., & Lim, J. (2019). A Comprehensive Review on Logo Literature: Research topics, Findings, and Future Directions. *Journal of Marketing Management*, 35 (13-14), 1291-1365, doi: 10.1080/0267257X.2019.1604563.
- Kohlbeck, M., Sankara, J., & Stewart, E. (2018). Are Earnings Strings Restrained After SOX? *Review of Accounting and Finance*, 17 (1), 18-40, doi: <https://doi.org/10.1108/RAF-04-2016-0066>.
- Kotomin, V. (2019). A Tale of Two SMIPs: Equity and Fixed Income. *Managerial Finance*.
- Lahiri, S., & Dhandapani, K. (2019). Project performance in emerging market: The influence of cultural distance and business group affiliation. *Asia Pacific Journal of Management*, doi: <https://doi.org/10.1007/s10490-018-9615-7>.
- Lahiri, S, Mukherjee, D, Peng, M.W. (2020). Behind the internationalization of family SMEs: A strategy tripod synthesis. *Global Strategy Journal*, 1– 26. <https://doi.org/10.1002/gsj.1376>
- Lao, B., & Yi, S. (2019). Financial misreporting and peer firms' operational efficiency. *Accounting and Finance*.
- Liao, M. (2018). International Evidence on Economic Freedom, Governance, and Firm Performance. *Advances in Financial Economics*, 20, 85-103.
- Liao, M. (2018). U.S. Cross-Listings and Director Compensation: A Cross-Country Analysis. *Managerial Finance*, 44 (9), 1083-1100.
- Liao, M. (2020). Corporate Governance and Delisting: Evidence from Emerging Markets. *Journal of Accounting and Finance*, 20 (2), 178 – 191.
- Liao, M., & Ferris, S. (2018). An International Analysis of Director Equity Incentives and Earnings Management. *Journal of Accounting and Finance*, 18 (2), 123-143.
- Lim, J., Donovan, L., Kaufman, P., & Lambert, C. (in press, 2020). Professional Athletes' Social Media Use and Player Performance: Evidence from the National Football League. *International Journal of Sport Communication*.
- Lindberg, D. L., Patten, D., & Sankara, J. (2019). Mandated Social Disclosure: Evidence that Investors Perceive Poor Quality Reporting as Increasing Social and Political Cost Exposures. *Sustainability Accounting, Management and Policy Journal*, 10 (1), 208-228.
- Liu, Y., & Liu, X-Y. (2018). Politics under abusive supervision: The role of Machiavellianism and guanxi. *European Management Journal*, 36 (5), 649-659. DOI: 10.1016/j.emj.2018.08.002
- Liu, X-Y, & Liu, Y. (2018). The service smile chain: Link leader emotions to customer outcomes. *The Service Industries Journal*, 40 (5), 415-435. DOI: 10.1080/02642069.2018.1509958
- Liu, Y., He, H., & Zhu, W. (2020). Motivational analyses of the relationship between negative affectivity and helping behaviors: A conservation of resources perspective. *Journal of Business Research*, 108, 362-374.
- Marciukaiyte, D. (2018). Labor Laws and Firm Performance. *Journal of Financial Research*. 41. 5 – 32.
- Marciukaiyte, D. (2019). Labor Laws and Corporate Investment. *Journal of Financial Research*. 42. 413 – 444.
- Mathias, B., Huyghe, A., Frid, C., & Galloway, T. (2018). An identity perspective on cooptation in the Craft Brewing industry. *Strategic Management Journal*, 39 (12), 3086 – 3115.
- McClain, G., & Seifert, D. (2018). The Impact of Moral Identity and Societal Culture on Whistle-Blowing: A Comparison Between the United States and France. *Journal of Forensic and Investigative Accounting*, 10 (3), 357-373.
- Michelon, G., Patten, D. M., & Romi, A. M. (2019). Creating Legitimacy for Sustainability Assurance Practices: Evidence from Sustainability Restatements. *European Accounting Review*, 28 (2), 395-422.
- Mocadlo, R., Rich, J., Trimble, M., and Y. Zhou. (2020, in press). Fostering Intrinsic Motivational Orientation: A Cost-Effective Method for Encouraging Audit Staff to Speak Up. *Current Issues in Auditing*.

- Mukherjee, D., Lahiri, S., Ash, S. R., & Gaur, A. S. (2019). Search motives, local embeddedness, and knowledge outcomes in offshoring. *Journal of Business Research*, 103, 365-375.
- Neill, S., Pathak, R.D., Ribbens, B.A. et al. The influence of managerial optimism and self-regulation on learning and business growth expectations within an emerging economic context. *Asia Pac J Manag* 37, 187–204 (2018). <https://doi.org/10.1007/s10490-018-9612-x>
- Nelson, M. L., & Kazzaz, M. (2018). A Case of the Subrogation Blues! A Business Analyst's Sourcing Recommendation. *Journal of Business Cases and Applications*, 20, 1-15.
- Nofsinger, J. R., Sulaeman, J., & Varma, A. (2019). Institutional Investors and Corporate Social Responsibility. *Journal of Corporate Finance*, 58, 700-725.
- Nowland, J. (2019). Shareholder Rights, Telecommunications and Director Attendance around the World. *Accounting Research Journal*, 32 (2), 221-235.
- Nowland, J., & Simon, A. (2018). Is Poor Director Attendance Contagious? *Australian Journal of Management*, 43 (1), 42-64.
- Nowland, J., Chapple, L., & Johnston, J. (in press, 2020). The Role of the Company Secretary in Facilitating Board Effectiveness: Reporting and Compliance. *Accounting and Finance*.
- Ozmel, U., Yavuz, M. D., Trombley, T. E., & Gulati, R. (2019). Interfirm ties between ventures and limited partners of venture capital funds: Performance effects in financial markets. *Organization Science*. 31. 698 – 719.
- Paton, A., Cannavan, D., Gray, S., & Hoang, K. (in press, 2019). Analyst versus model based earnings forecasts: implied cost of capital applications. *Accounting and Finance*.
- Patten, D. M. (in press, 2019). Seeking Legitimacy. *Sustainability Accounting, Management and Policy Journal*. <https://doi.org/10.1108/SAMPJ-12-2018-0332>
- Patten, D. M., & Shin, H. (2018). Sustainability Accounting, Management and Policy Journal's Contributions to Sustainability Disclosure Research: A Review and Assessment. *Sustainability Accounting, Management and Policy Journal*, 10 (1), 26-40.
- Paul, K., Elango, B. and Kundu, S. (2019), Social Responsibility Skepticism: Shareholder and Stakeholder Perspectives, *Social Responsibility Journal*, Vol. 16, No. 4, pp. 521-535.
- Ren, Y. (in press, 2019). A New Approach in Event Studies: Time Varied Analysis. *Accounting and Finance Research*, 8 (3), 176-186, doi: <https://doi.org/10.5430/afr.v8n3p176>.
- Ren, Y. (2020). A New Measure of Insurer Franchise Value. *Journal of Insurance Issues*, 43: 1-21.
- Chang, S., Ren, Y., & Yeh, J. (2018). The Role of Information: When is Directors' and Officers' Insurance Value-added? *Journal of Banking and Finance*, 97, 189-197.
- Ren, Y. & Patten, D. M. (2019). The Impact of Governmental Pressure on Corporate Corruption Spending: Evidence from China. *Social and Environmental Accountability Journal*, 39 (2), 124-136.
- Ren, Y. & Patten, D. M. (2019). The Impact of Governmental Pressure on Corporate Corruption Spending: Evidence from China. *Social and Environmental Accountability Journal*, 39 (2), 124-136, doi: <https://doi.org/10.1080/0969160X.2019.1621763>.
- Ren, Y., Sankara, J., & Trimble, M. (2020). The impact of the Tax Cuts and Jobs Act's repatriation tax on financial statements. *CPA Journal*, 90 (1). 34 – 39.
- Sahaym, A, Datta, A, and Brooks, S. (2019) Crowdfunding Success through Social Media: Going beyond Entrepreneurial Orientation in the Context of Small and Medium-sized Enterprises. *Journal of Business Research*. Doi: <https://doi.org/10.1016/j.jbusres.2019.09.026>
- Saini, G.K., & Jawahar, I.M. (2019). The influence of employer ranking, employment experience, and employee characteristics on employer branding as an employer of choice. *Career Development International*, 24 (7), 636-657.
- Samhan, B. (2018). Revisiting technology resistance: Current insights and future directions. *Australasian Journal of Information Systems*, 22. Research Note. 1-10.
- Samhan, B., & Joshi, K. D. (2019). Disruptive-Technology Avoidance in Healthcare: A Revealed Causal Mapping (RCM) Approach. *International Journal of Healthcare Information Systems and Informatics (IJHSI)*, 14 (2), 28-48.
- Samhan, B., & Joshi, K. D. (2019). Switching to Electronic Health Record Systems: A Replication of the User Resistance Model. *AIS Trans. Replication Res.*, 5, 11.
- Samhan, B., Crampton, T., & Ruane, R. (2018). The Trajectory of IT in Healthcare at HICSS: A Literature Review, Analysis, and Future Directions. *Communications of the Association for Information Systems*, 43 (1), 41.
- Sankara, J., Patten, D. M., & Lindberg, D. (2018). Mandated Social Disclosure: Evidence that Investors Perceive Poor Quality as Increasing Social and Political Cost Exposures. *Sustainability Accounting, Management and Policy Journal*, 10 (1), 208-228.
- Schmitte, K., Schreurs, B., Segers, M., & Jawahar, I.M. (2019). Within-subject variability in integration as a function of self-esteem and time: A dynamic perspective. *Journal of Personal Psychology*, 18 (4), 216-226.
- Shabeer, S., Mohammed, S.J., Jawahar, I.M., & Bilal, A.R. (in press, 2019). The mediating influence of fit perceptions in the relationship between career adaptability and job content and hierarchical plateaus. *Journal of Career Development*, 46 (3), 332-345.
- Sherrill, D. (2019). Different Paths to the Same Target: Variation in Target Date Funds. *Journal of Investing*, doi: <https://doi.org/10.3905/joi.2019.1.094>.
- Sherrill, D. Eli, & Yerkes, R. (2018). Municipal Disclosure Timeliness and the Cost of Debt. *Financial Review*, 53 (1), 51-86.
- Sherrill, D., & Stark, J. R. (2018). ETF Liquidation Determinants. *Journal of Empirical Finance*, 48, 357-373, doi: <https://doi.org/10.1016/j.jempfin.2018.07.007>.
- Sherrill, D., & Upton, K. (2018). Actively managed ETFs versus actively managed mutual funds. *Managerial Finance*, 44 (3), 303-325.
- Sherrill, D., Shirley, S. E., & Stark, J. R. (in press, 2019). ETF use among actively managed mutual fund portfolios. *Journal of Financial Markets*.
- Showers, V. E., Showers, L. S., Hulda, B. G., & Beggs, J. M. (2018). Life stage and the ebbs and flows of charitable giving. *Journal of Business and Economic Perspectives*, XLV (2).
- Stine, O., Tamar, A., Elango, B., & Tarba, S. (2018). Maturing Born Gobals and their Acquisitive Behaviour. *International Business Review*, 27 (3), 714-725.
- Taylor, S. A., & Sirmans, E. T. (2019). (Relative) Status quo effects on customer loyalty in satisfaction and trust relationships in insurance. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 32. 61 – 72.
- Taylor, S. A., Hartman, N. S., & Lim, J. (2018). Customer Journeys through the Eyes of Undergraduate College Students. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 30, 119-138.



- Taylor, S. A., Hunter, G. L., Zadeh, A. H., Delpechitre, D., & Lim, J. I.P. (2019). Value propositions in a digitally transformed world. *Industrial Marketing Management*. doi: <https://doi.org/10.1016/j.indmarman.2019.10.004>.
- Taylor, S. A., Ishida, C., Lim, J., & Delpechitre, D. (2018). Transformative Service Practice in Higher Education: A Cautionary Note. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. Volume 30. 77 – 96.
- Thompson, K. W., & Dustin, S. (2019). Guess who's coming to deliver?: Difficult Conversations About Race in the Workplace. *The CASE Journal*, 15, 416 – 440. doi: <https://doi.org/10.1108/TMJ-01-2018-0020>.
- Trefzger, J. W. (in press, 2019). The Reference-Driven College Paper. *Journal of Applied Corporate Finance*, 31 (4). 129 – 136.
- Trefzger, J. W., & Cannaday, R. E. (in press, 2018). Key Lessons in Fixed Rate Mortgage Loan Payment Mechanics. *Journal of Economics and Finance Education*.
- Trimble, M. (2018). A Reinvestigation into Accounting Quality following Global IFRS Adoption: Evidence via Earnings Distributions. *Journal of International Accounting Auditing & Taxation*, 33 (1), 18-39.
- Trimble, M. (2018). Politically connected firms and the effectiveness of International Financial Reporting Standards adoption. *International Journal of Critical Accounting*, 10 (2), 97-129.
- Trombley, T. E., & Hadad, K. M. (2019). Cost of Capital Techniques Used by Chinese Firms: A Survey of Practice. *Quarterly Journal of Finance and Accounting*, 56.
- Trombley, T., Yavuz, M. D., & Ozmel Yavuz, U. (2019). Outside Insiders: Does Access to Information Prior to an IPO Generate a Trading Advantage After the IPO? *Journal of Financial and Quantitative Analysis*, 54 (1), 303-334.
- Trombley, T., Yavuz, M. D., Ozmel, U., & Gulati, R. (in press, 2020). The Effect of Interfirm Ties on Performance in Financial Markets. *Organization Science*.
- Van Linden, C. M., & Hardies, K. (2018). Entrance requirements to the audit profession within the EU and audit quality. *International Journal of Auditing*, 22 (3).
- Van Linden, C. M., & Mazza, T. (2018). Internal Quality Control Criticism raised by the PCAOB in non-US jurisdictions and earnings quality of non-cross-listed clients. *International Journal of Auditing*, 22 (3).
- Van Linden, C. M., Young, M., & Birkey, R. (2019). IKEA's Organizational Structures: Evaluating the Ethics of Tax Avoidance. *Journal of Business Ethics Education*, 16, 275-282.
- Young, J., & Young, K. (2019). Don't Get Lost in the Crowd: Best Practices for Using Amazon's Mechanical Turk for Behavioral Research. *Journal of the Midwest Association of Information Systems*, 2019 (2), 7 - 34.
- Young, K. M., Stammerjohan, W. W., Bennett, R. J., & Drake, A. R. (2019). Employee turnover during mergers & acquisitions. *Management Accounting Quarterly*, 2019 (4), 25 - 33.
- Young, K., Sankara, J., & Lindberg, D. L. (2018). Sexting Has Many Costs. *IMA Educational Case Journal*, 28 (4), 1-4.
- Young, K., Stammerjohan, W. W., Bennett, R. J., & Drake, A. R. (in press, 2020). Psychological Contract Research in Accounting Literature. *Advances in Accounting Behavioral Research*, 24 (1).
- Zadeh, A. H., Zolfagharian, M., & Hofacker, C. F. (2019). Customer–customer value co-creation in social media: conceptualization and antecedents. *Journal of Strategic Marketing*, 27 (4), 283–302, doi: <https://doi.org/10.1080/0965254X.2017.1344289>.



COLLEGE OF BUSINESS
Illinois State University

College of Business
Illinois State University
410 South University Street
Campus Box 5500
Normal, Illinois 61790-5500