



# All COB Fall Kickoff

**FALL 2025**

David Meinert, Dean

August 15, 2025

**Missouri State**  
UNIVERSITY

# Special Guests



President  
Richard “Biff” Williams



Provost and VPAA  
Clarendia Phillips

# Faculty Senate Chair

2025-2026



Mike Foster  
Professor  
*Theatre and Dance*



# Faculty Senate

2025-2026

## EXECUTIVE COMMITTEE

**Chair** – Mike Foster

**Chair-Elect** – Heidi Backes

**Secretary of the Faculty** – Kim Finch

**Parliamentarian** – Michael Hudson

**Past Chair** – Scott Zimmerman

## COB SENATORS

**SOA** – Carl Keller

**ECO** – Tim Flannery

**FRM** – Megan Ramsey

**ITC** – Andrew Albritton

**MFD** – Jenifer Roberts

**MKT** – Jamie Grigsby

**MGT** – Kate Haring

**TCM** – Aaron Sauer

# Public Affairs Fellow

2025-2026



Dr. Yating "Tina" Liang  
Professor

School of Hospitality and Agricultural Leadership  
Darr College of Agriculture



Sept. 16-18, 2025

# PUBLIC AFFAIRS CONFERENCE

## COLLEGE OF BUSINESS

PANELS DEVELOPED BY COB FACULTY SERVING ON THE 2025  
CONFERENCE ADVISORY COMMITTEE

LIVE PANEL VIA ZOOM WEBINAR

**Fortifying the Future: Cybersecurity as a Pillar of Community  
Resilience**

Wednesday, September 17

11:15 AM — 12:05 PM

Q&A Moderator: Dr. Rebekah Austin

LIVE PANEL VIA ZOOM WEBINAR

**Organic Foods: Are They Safer or Just a Marketing Ploy?**

Thursday, September 18

11:00 — 11:50 AM

Q&A Moderator: Courtney Pham

Thank you to the College of Business for generously  
supporting this year's conference.



OPENING KEYNOTE

**DAVID FEHERLY**

*A Pathway to Healing and Resilience*

Tues., Sept. 16

7:00 PM

J.K. Hammons Hall for the Performing Arts

*A special VIP pre-event is hosted by the  
MSU Foundation at a per person cost.*

20 live Zoom panels featuring  
over 60 expert speakers from across  
the nation and the globe  
plus 5 in-person opportunities and the  
Resilience Tree special event!



**Missouri State**  
UNIVERSITY



**RESILIENT PEOPLE  
RESILIENT FUTURE**  
Public Affairs 2025-2026

- 5 IN-PERSON SPEAKERS
- 20 LIVE ZOOM PANELS
- RESILIENT TREE EVENT

### PLENARY SPEAKERS



**CHRISTINA  
MEREDITH**

*Author of Cinderella!*

Wed., Sept. 17

12:15 PM

PSU Theater



**BEN O'KEEFE**

*Social Entrepreneur,  
Activist and Storyteller*

Wed., Sept. 17

7:00 PM

PSU Theater



**NELL  
GREENFIELDBOYCE**

*Author, NPR Science*

Thurs., Sept. 18

12:30 PM

PSU Theater



**COURTNEY CLARK**  
*Resilience Researcher  
and Author*

Thurs., Sept. 18

7:00 PM

PSU Theater

**Missouri State**  
UNIVERSITY

Missouri State University is an equal opportunity  
Employer and Institution





# University Safety



Robert Rowley  
Director



# Mandatory Preparing for Emergencies Training

**DEADLINE FOR COMPLETION – SEPTEMBER 30, 2025**

- Three videos requiring less than one hour to complete
- **To access and complete the assigned training:**
  - Log into [my.missouristate.edu](https://my.missouristate.edu)
  - Locate the *Learning and Development Card*
  - Click the *My Learning Connection* link
  - Select the *My Transcript* icon to access the training
- For assistance accessing the trainings, contact [CampusSafety@MissouriState.edu](mailto:CampusSafety@MissouriState.edu), (417) 836-5225, or the **Computer Services Help Desk**, (417) 836-5891

**Required**  
Parts 1 & 2

**Optional**  
Part 3





# Report Suspicious Behavior to MSU Safety

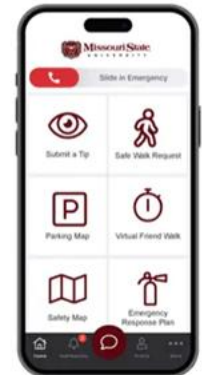
**USE THE BEAR SHIELD APP OR CALL 65509**

- When notified, MSU Safety Staff will:
  - Dispatch MSU Safety staff or SPD Officers depending upon what is reported
  - View live security camera feeds
  - Capture photos, if appropriate, to share with COB faculty and staff

# University Safety

BE PREPARED

- Download the Bear Shield App
- Add (417) 836-5509 to your contacts





# Welcome & Farewell



# Faculty Hires (Starting FA25)

## School of Accountancy (SOA)

**Darsheika Williams, PhD University of Memphis**

Assistant Professor



## Information Technology and Cybersecurity (ITC)

**Weijie Zhao, PhD University of Alabama**

Assistant Professor



**Yuxue “Jade” Wang, MPS Applied Statistics, Cornell University**

Instructor



**Conner Wilkinson, MS Cyber, Missouri State University**

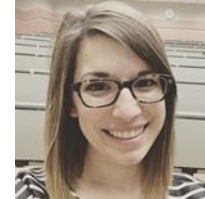
Instructor



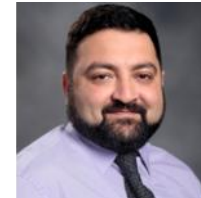
# Faculty Hires (Starting FA25)

## Management (MGT)

**Carly Asher-August, MBA Missouri State University**  
Clinical Assistant Professor



**Umer Hussain, PhD Texas A&M University**  
Assistant Professor



**Zonghui “Zoey” Li, PhD Mississippi State University**  
Assistant Professor



# Faculty Hires (Starting FA25)

## School of Construction Design and Project Management

**Elizabeth Reger, EdD University of Missouri**

Assistant Professor



## Finance, Economics and Risk Management

**Jacob “Jake” Uhler, JD Oklahoma City University  
School of Law**

Instructor



## Marketing

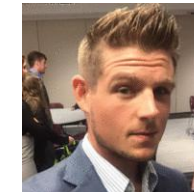
**Sarah Brown, MBA Missouri State University**

Instructor



**Brandon Lentz, MS PM Missouri State University**

Instructor







# Summer Staff Hires



**Heidi Culbertson**  
Director  
Business Advisement Center



**Kim Stagner**  
Coordinator  
Graduate Programs Office



**Lucy (Petet) Curless**  
Special Event Coordinator and  
Marketing Assistant  
Dean's Office



**Luke Alexander**  
Academic Advisor I  
Business Advisement Center



**Sophie Harrington**  
Academic Advisor I  
Business Advisement Center



**Amanda Simpson**  
Academic Advisor I  
Business Advisement Center

# Summer Resignations & Retirements

- **Marketing**

- Dr. Haiying Yang, Assistant Professor



- David Hammons, Senior Instructor



- **Business Advisement Center**

- Sandy Culver, Director





# Summer Success Stories



# Tenure and/or Promotion

IT'S OFFICIAL - CONGRATULATIONS TO OUR COLLEAGUES

## Promotion to Professor

- Dr. Kim Church (SOA)

## Tenure and Promotion to Associate Professor

- Dr. Megan Ramsey (FERM)
- Dr. Dan Goering (MGT)

## Promotion to Senior Instructor

- Kristen Thornton
- Dr. Raju Mainali

**Missouri  
State.**  
UNIVERSITY

**Board of Governors Meeting**  
West Plains Civic Center, Magnolia Room  
Friday, 6/13/2025  
8:30 AM - 2:00 PM CT



# Professor Salary Incentive Program (PSIP)

COB'S MOST RECENT PSIP RECIPIENT



**Dr. Dana Haggard**  
Professor, MGT

# Kemper Hall Addition

## MOEXCELS PROJECT

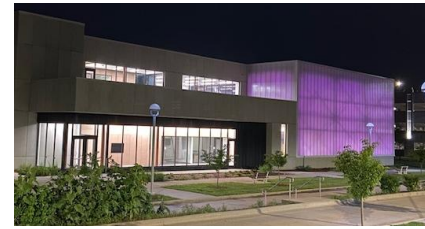
- Budget - \$9+ M
- Architects – Trivers
- General Contractor – Carson Mitchell



May '24



August '24



August '25





# Grand Opening

Monday, September 29  
Kemper Hall 127 – High Bay Training Lab

# Kemper Addition

OPEN FA25

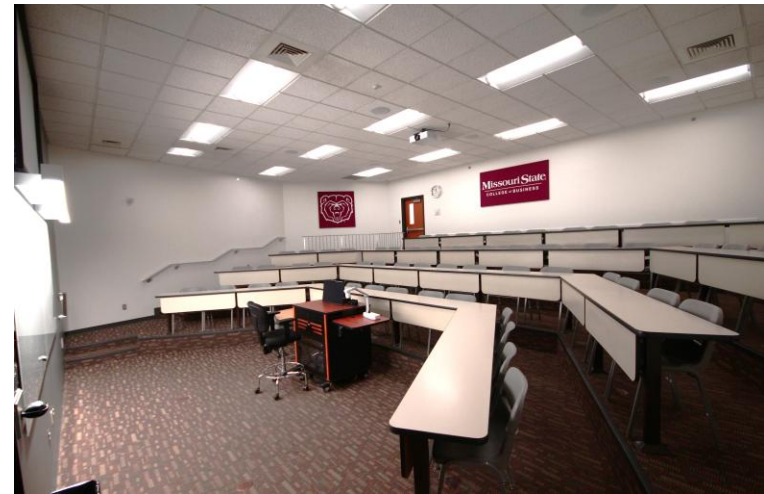


# Glass Classroom Renovations

## FINAL CLASSROOMS



Glass 227



Glass 230

# Business Advisement Center

## FILE ROOM TRANSFORMED INTO OFFICES





# SOA Earns ISACA Accreditation

INFORMATION SYSTEMS AUDIT AND CONTROL ASSOCIATION



SOA plans to offer CISA preparation in partnership with the local ISACA Chapter

## ISACA certifications



**Certified Information Systems Auditor®**  
An ISACA® Certification



**Certified Information Systems Auditor®**  
An ISACA® Certification



**Certified in Risk and Information Systems Control®**  
An ISACA® Certification



**Certified Information Security Manager®**  
An ISACA® Certification



**Certified in the Governance of Enterprise IT®**  
An ISACA® Certification



**CSX Cybersecurity Practitioner®**  
An ISACA® Certification



**Certified Data Privacy Solutions Engineer®**  
An ISACA® Certification

# FBLA Nationals – Orlando, FL

FACULTY ADVISOR – COURTNEY PHAM (MKT)



- One National Champion
- Eight Top Five Finishes
- Twelve Top 10 Finishes
- Distinguished Chapter Award





# IMA Student Chapter (aka Accounting Club)

## AWARD OF EXCELLENCE – GOLD STATUS



**Faculty Advisors:**  
**Dr. Chris Hines, Kristen Thornton**



**Dr. Chris Hines**



**Kristen Thornton**



# Anita Benedetti Award

## FERM RMI MAJOR

- Ellen Anderson  
Vice President of Gamma Iota Sigma
- The award allowed Ellen to attend RiskWorld 2025 in Chicago and be part of the Anita Benedetti Student Involvement Program (ABSIP)



# Student Research Success

VALENTINA HURTADO URIBE (MKT796) AND JOE REED (MKT494)

Hurtado Uribe, Valentina; Joseph R. Reed; Ismet Anitsal; M. Meral Anitsal (2025), “**Automation in the Trucking Industry: A Classification Framework for Technology-Based Solutions.**” Global Journal of Business Disciplines, Vol. 9, No. 1, ISSN: 2574-0369, 1-21.



Dr. Ismet Anitsal  
Marketing

# Technology Educator of the Year Award

## SPRINGFIELD TECH COUNCIL



**Dr. Ravi Thambusamy**  
Associate Professor, ITC



# Spring 2025 All Faculty Recognition

(May 5, 2025)



# Excellence in Service-Learning Award

OFFICE OF CITIZENSHIP AND SERVICE-LEARNING



**Dr. Subhasree Basu Roy**  
Associate Professor, FERM



# Assessment of Student Learning Grant

## OFFICE OF ASSESSMENT AWARD

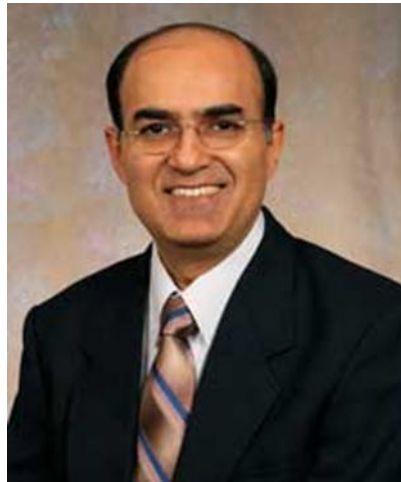


**Dana Frederick**  
Senior Instructor, MGT



# 35 Years of Service

1990 – 2025



**Dr. Rajeev Kaula**  
Professor, ITC

# Telling Our Stories

Please share student, alumni, faculty and staff accomplishments with Mary Grace Phillips via email.





# Reminders



# New Student Convocation

2 PM SUNDAY, AUGUST 17

GREAT SOUTHERN BANK ARENA





# COB Student Organization Days

MONDAY/TUESDAY, AUGUST 25/26

- O'Reilly Auto Parts Grand Atrium, 9:00 a.m. - 3:00 p.m.
- Janet Davis is reaching out to student organization leaders
- Faculty Advisors - encourage student organizations to staff a table
- Faculty and Staff - encourage students to attend



# Fall 2025 Career Fairs



**COLLEGE OF BUSINESS**

**Missouri State**  
COLLEGE of BUSINESS

**CAREER FAIR**

**SAVE THE DATE**

 **Tuesday,**  
**September 9, 2025**

 **10 AM - 2 PM**

 **Springfield Expo Center**

OPEN TO COLLEGE OF BUSINESS MAJORS.  
FRESHMAN - GRADUATE STUDENTS

**LEARN MORE INFO:**

 [business.missouristate.edu/  
Career-Fairs.htm](https://business.missouristate.edu/Career-Fairs.htm)



**CONSTRUCTION AND DESIGN**

**Missouri State**  
COLLEGE of BUSINESS

**CAREER FAIR**

**SAVE THE DATE**

 **Wednesday,**  
**September 10, 2025**

 **10 AM - 2 PM**

 **Springfield Expo Center**

OPEN TO CONSTRUCTION MANAGEMENT, INTERIOR DESIGN AND MET MAJORS  
FRESHMAN - GRADUATE STUDENTS

**LEARN MORE INFO:**

 [business.missouristate.edu/  
Career-Fairs.htm](https://business.missouristate.edu/Career-Fairs.htm)



# III Fall 2025 COB Career Fairs

## College of Business Career Fair

Tuesday, September 9, 2025 - Springfield Expo Center

**Majors:** Accounting, Business Analytics, Economics, Entertainment Management, Entrepreneurship, Finance, General Business, Human Resources Management, Information Technology, International Business, Management & Leadership, Marketing, Merchandising and Fashion Product Development, Risk Management and Insurance, and Supply Chain, Logistics and Operations Management

**Graduate:** MBA, MAcc, MHA, MSCyber, MS IT, and MSPM



## Construction and Design Career Fair

Wednesday, September 10, 2025 - Springfield Expo Center

**Majors:** Construction Management, Interior Design, and Mechanical Engineering Technology

**Graduate:** MSPM





# COB Career Fairs

## HOW CAN FACULTY HELP

- Promote via Brightspace announcement (provided in upcoming **INSIDE COB**)
- Encourage student participation
- Remind students to complete the “Prepare for the Fair” Workshop via Brightspace
- Increase participation by canceling classes
  - **Business Fair** – All COB courses – except CM, MET, HID and PM – with start times between 9:30 am and 1:59 pm
  - **Construction and Design Fair** – All CDPM courses – except DFM – with start times between 9:30 am and 1:59 pm
- Reach out to an employer to invite them to participate in a career fair
  - Employer Link - <https://business.missouristate.edu/Fairs.htm>

As of Thursday (8/14)

Business Fair – 74 Employers

Construction and Design – 59 Employers

# Career Center

## RESUME CAFÉ

COLLEGE OF BUSINESS

## RESUMÉ CAFÉ

Are you interested in having your resume reviewed by a recruitment professional or Career Center staff member? If the answer is yes, join us for our COB Resume Café hosted by the Career Center!

To participate, come to the second floor of the Glass Hall atrium with your resume.

**WEDNESDAY, SEPTEMBER 3RD &  
THURSDAY SEPTEMBER 4TH  
10AM - 2PM**

GLASS HALL ATRIUM  
2ND FLOOR, 276

No appointment needed,  
feel free to drop in!

Log into your *Handshake*  
account to view  
employers attending.

*Career Center*  
MISSOURI STATE UNIVERSITY



Carrington Hall 309 | Glass Hall 276 • [careercenter.missouristate.edu](http://careercenter.missouristate.edu) • 417-836-5636



# Career Center

## CAREER CORNER

Starting Aug. 25



**Brandon Gash**  
Assistant Director  
Career Center  
Glass 276G

# Career Corner

Come meet your Career  
Resources Specialist, Gretchen!



## WEEKLY TABLING

📍 Glass Hall Atrium

📅 **Thursdays from 1-3pm**  
*\*when classes are in session*

**Gretchen Gawron**

*GGawron@MissouriState.edu*

## STOP BY THE CAREER CORNER TABLE FOR ASSISTANCE WITH...

- Resume Reviews
- Career Exploration
- Exploring Majors
- Job Search
- LinkedIn
- Handshake
- Grad School Prep

Can't make it on Thursdays?  
Schedule an appointment or  
reach out today!



*Career Center*  
MISSOURI STATE UNIVERSITY



# Important Deadline – February 1

- COB Annual Faculty Activity Report
- FQ forms
- Summer research grants
- Award applications



# Professional Development Funds

**ACTIVITY MUST DIRECTLY OR INDIRECTLY BENEFIT STUDENTS**

- Trainings – related to teaching and research
- Certifications
  - 3 earned in AY24/25
  - 3 currently in progress
- Licenses
- Other – please consult with your AUL & Dean



# University Grants

- Faculty Research Grants (up to \$7,500)

Submit proposal to the Graduate College by October 1 or February 1

- Summer Faculty Fellowship (\$6,000)

Submit proposal to the Graduate College by October 30

- Fall Thesis (\$500) and non-Thesis (\$250) Funding

Submit applications to the Graduate College by September 1, February 1, or July 1

See ***Inside COB*** for more details





# AACSB



**DR. JEFF JONES, ASSOCIATE DEAN**



# AACSB Timeline

- 2022-2023 Internal Annual Report
- 2023-2024 Internal Annual Report
- 2024-2025 Internal Annual Report
- 2025-2026 Internal Annual Report ← - - -
- 2026-2027 Internal Annual Report
- 2027-2028 Self-Study Year
- 2028-2029 Preparation & Submission of CIR Report

New - Mid-Cycle Report  
due early November

## Other AACSB Topics

# Intellectual Contributions

Exhibit U  
AACSB Table 8-1: Summary of Intellectual Contributions by Discipline  
July 1, 2019 – June 30, 2025

	Portfolio of Intellectual Contributions			Types of Intellectual Contributions			Percentages of Faculty Producing ICs	
	Basic or Discovery Scholarship	Applied or Integration/Application Scholarship	Teaching and Learning Scholarship	Peer-reviewed journal articles	Additional peer-reviewed intellectual contributions	Other ICs	Percent of Participating Faculty Producing ICs	Percent of total Full Time Equivalent (FTE) faculty producing ICs
<b>Accounting</b>	25.5	33.5	29	43	39	6	92.3%	82.2%
<b>Business Law</b>	10	6	4	4	1	15	66.7%	37.2%
<b>Economics</b>	21	9	2	12	7	13	75.0%	76.6%
<b>Finance</b>	66.28	5.5	14	35.28	36.5	14	85.7%	80.0%
<b>Information Technology</b>	72.83	15.17	17	58	13	34	88.2%	61.1%
<b>Management</b>	60.72	30.5	7.58	43.47	41.33	14	83.3%	74.0%
<b>Marketing</b>	103	23	6	67.5	47.5	17	94.1%	89.1%
<b>Statistics</b>	17	1.33	0	9.33	8	1	100.0%	71.3%
<b>Uncategorized Discipline</b>	6.67	5	2.42	7.42	4.67	2	66.7%	62.0%
<b>Total</b>	<b>383</b>	<b>129</b>	<b>82</b>	<b>280</b>	<b>198</b>	<b>116</b>	<b>85.7%</b>	<b>73.1%</b>

# Percentage of PRJs Listed in ABDC

**Exhibit V**  
**Percentage of Peer Reviewed Journals Listed in ABDC by Department**  
**July 1, 2019 – June 30, 2025**

Department	ABDC
Accounting	60%
Finance, Economics & Risk Management	62%
Information Technology	25%
Management	40%
Marketing	55%
<b>COB TOTAL</b>	<b>48%</b>

Australian Business Deans Council (ABDC)



# Research Initiatives





# Research Support

## LOOKING AHEAD

- Exploring WRDS subscription
- Competitive COB Research Funds
- Student Research Co-Authorship Award



# Professorships

TO BE AWARDED FA25

- Daisy Portenier Loucks (3)
- David D. Glass (2)
- Kenneth E. Meyer



# INTERNATIONAL BUSINESS PROGRAMS (IBP)



# Education Abroad

## About IBP

- Education Abroad Advising
  - **COB \$750 Financial Award**
- COB Short-Term Faculty Directed Programs
- COB Education Abroad Mentor Program
- COB Advisor Education Abroad Familiarity Program
- LNU-MSU College of International Business – Dalian, China



Mary Tomerlin, Director  
International Business Programs

# Short-Term Faculty Directed International Programs

## • Spring 2026

- Ragan – Spain & Morocco (FERM)
- Beranek – Ireland & Northern Ireland (FERM)
- Mitchell – Germany (FERM)
- Patton – Japan (CDPM)\*

## • Summer 2026

- Tomerlin – Canada (IBP)

*\*in development*



# Faculty and Advisor Opportunities

## COB Faculty Education Abroad Mentor Program

- Shadow an experienced short-term faculty-directed (STFD) program leader
- Develop COB faculty preparedness and insights into STFD programming
- Open to COB faculty

## COB Advisor Education Abroad Familiarity Program

- Join a short-term faculty directed program or attend a site visit conducted by an Education Abroad Program Provider
- Familiarize academic advisors with Education Abroad programs
- Open to BAC and GPO advisors with 3+ years of experience



# Magellan Exchange Program

## Faculty Exchange

- Meet others in your field
- Collaborate on research
- Promote education abroad
- Typically 1-2 weeks
- Accommodations provided by host institution
- Apply at least 4-6 months in advance



*Vorarlberg University of Applied Sciences –  
Dornbirn, Austria – **Dr. Kanu Priya (Tapis)**,  
Summer 2025*



# LNNU-MSU College of International Business – Dalian, China

Now hiring Teaching Assistants for SP26-FA26

- Requirements:
  - Admitted to COB graduate program
  - GPA  $\geq 3.00$
  - Travel to Dalian, China
  - Maintain full-time status (online)





# International Initiatives

- **China Campus (FA25)**
  - 314 General Business majors
  - 51 Data Analytics Majors (first cohort)
  - 19 juniors transferring to MSU SGF
  - 1 BS Gen Bus grad pursuing MBA at MSU SGF



# Building Issues



**DR. KENT RAGAN, ASSOCIATE DEAN**

# Glass Hall BUILDING HOURS

## Glass Hall



### Building Hours

Monday – Friday: 7:30 a.m. – 10:00 p.m.

Closed Weekends\*  
and University Holidays

\*Weekend hours will begin after fall break

### Faculty and Staff

- Use your physical or digital (phone) Bear Pass Card for 24x7 access via exterior door card readers
- When the building is closed, please verify the exterior door locks when entering or exiting the building

### Digital Bear Pass Card?

- Search MSU webpage for [Mobile Credential](#) to get your digital Bear Pass Card







# Building Issues:

- Office and Classroom Maintenance & Furniture Issues
  - Report problem to School/Department Administrative Assistant
- Public spaces & Restrooms
  - Report issue to Janet Davis (65023 or GLA400)
- Trash/Recycling
  - Flatten boxes!!!
  - Small number of books at a time!
  - Bag shredded paper!
  - Bag trash before placing in gray cart.



# Department Shoutouts

- SOA
- FERM
- ITC
- MGT
- MKT
- SCDPM
- BAC
- GPO
- MARCOM

# BEARS INK

THANK YOU FOR TODAY'S DOOR PRIZES





# Q & A



**THANK YOU FOR ALL YOU DO TO SUPPORT  
OUR STUDENTS AND BUILD THE COB BRAND!**

**HAVE A GREAT FA25 SEMESTER!**





# MAKE YOUR MISSOURI STATEMENT™

**Missouri State**  
UNIVERSITY