

**INNOVATION ► ENGAGEMENT ► IMPACT**

# **BARTON**

**W. FRANK BARTON SCHOOL OF BUSINESS | WICHITA STATE UNIVERSITY**  
**2019-2020 ANNUAL REPORT**



**WICHITA STATE  
UNIVERSITY**  
W. FRANK BARTON  
SCHOOL OF BUSINESS

# W. FRANK BARTON SCHOOL OF BUSINESS: **OVERVIEW**



## **THE W. FRANK BARTON LEGACY**

The W. Frank Barton School of Business is named for a remarkable man: W. Frank Barton. Frank, his wife, Patsy, and the Barton family have given generously and substantially, creating a lasting legacy. We are forever grateful for these gifts, which continue to help educate thousands of business students who go on to enrich the business community.

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"I have always been proud to be Frank Barton's son. I am increasingly proud of the Barton School of Business with what has been accomplished since its endowment in 1988. I look forward to the decades ahead as plans are implemented, programs enhanced, and initiatives fulfilled. It is a great time to be a student, faculty member, or alumnus of the W. Frank Barton School of Business."

**CRAIG BARTON** | *PRESIDENT*  
BARTON COMPANIES







## DEAN'S WELCOME MESSAGE

**IT'S BEEN QUITE A YEAR!** I became dean, moved my family from the West Coast to Kansas, and joined one of the best universities on earth. Then came a whirlwind of great activity punctuated by a crisis unlike anything we've encountered. Through all the change, one thing remains the same: I am deeply honored to be part of this bold new era for the W. Frank Barton School of Business, with the responsibility to help position it for an incredible future. I would be remiss to start this letter without acknowledging my predecessor, Dr. Anand Desai, who retired at the end of last year. Dean Desai guided the school to new levels during his tenure, with many significant achievements that moved it ahead. I will continue to build on his legacy in meaningful ways.

This report provides just a snapshot of the past year at the W. Frank Barton School of Business. It highlights the contributions of our remarkable faculty and staff; the ongoing activity of our students; and the ongoing connectivity with the local, national and global business communities. As you read these pages, I hope they give you insight into our passion for the game-changing innovation, meaningful interaction and engagement, and lasting impact we strive to achieve every single day.

We cannot look back at the past school year without acknowledging the impact of COVID-19, in our world and our classrooms. I am proud of our students for the resilience with which they adapted to a fully online learning experience, and our faculty for their willingness to contribute their expertise at a national and international level during the crisis. I am also deeply thankful to our donors whose support continues to bolster us. The W. Frank Barton School of Business remains strong, and I am confident that, like our world, our school will forge ahead. Look for exciting news from us in the days ahead, as we anticipate the groundbreaking on our new building and welcome students for the 125th year of Wichita State University. We will continue to build relationships with industry partners and connect students to prosperous careers. We will also continue to provide our students with an outstanding environment for applied learning while retaining our double AACSB accreditation. We are in the company of less than 1% of higher education institutions in the world who have this accreditation.

I value your opinions and insight on how the W. Frank Barton School of Business can grow to become one of the premier business schools in the world. Please reach out to me with your reflections, questions and suggestions. In the meantime, embark with us as our amazing adventure continues to unfold.

Go Shockers!

**DR. LARISA GENIN**  
DEAN, W. FRANK BARTON SCHOOL OF BUSINESS  
WICHITA STATE UNIVERSITY



# LEADERSHIP TEAM

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## DEAN'S OFFICE

**Larisa Genin**  
Dean

**John Perry**  
Associate Dean,  
Academic Operations  
and Undergraduate Programs

**Khawaja Saeed (Outgoing)**  
Associate Dean, Graduate  
Studies in Business

**Chris Broberg (Incoming)**  
Associate Dean  
Graduate Programs and Research

**Dotty Harpool**  
Director of Student and  
Community Initiatives  
and Senior Educator

**Jessie Rainey**  
Director, Development  
WSU Foundation

**Arlene Thomas**  
Assistant Dean, Budgets

**Joan Adkisson**  
Assistant to the Dean

## DEPARTMENT CHAIRS

**Jeff Bryant**  
Director, School of Accountancy

**Masud Chand**  
Chair, Management Department

**Jen-Chi Cheng**  
Chair, Economics Department

**Stanley Longhofer (Outgoing)**  
Chair, Finance, Real Estate and  
Decision Sciences Department

**Sue Abdinour (Incoming)**  
Chair, Finance, Real Estate and  
Decision Sciences Department

**Stephen Porter**  
Chair, Marketing Department

## CENTER AND INSTITUTE DIRECTORS

**Ted Bolema**  
Director, Institute for the  
Study of Economic Growth

**Timothy Craft**  
Director, Koch Global Trading Center

**Gerald Graham**  
Interim Director, Center for  
Management Development

**Jim Graham**  
President, Kansas Council for  
Economic Education

**Usha Haley**  
Director, Center for International  
Business Advancement (CIBA)  
and World Trade Council

**Jeremy Hill**  
Director, Center for Economic  
Development and Business Research

**Stanley Longhofer**  
Director, Center for Real Estate

**Janet Wolcott**  
Director, Center for  
Economic Education

# ACADEMIC PROGRAMS

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## UNDERGRADUATE PROGRAMS

- ▶ Accounting
- ▶ Economics\*
- ▶ Entrepreneurship\*
- ▶ Finance\*
- ▶ General Business\*\*
- ▶ Human Resource Management\*\*
- ▶ International Business\*\*
- ▶ Management\*\*
- ▶ Management Information Systems
- ▶ Marketing\*

\*Real Estate emphasis is available for this program  
\*\*In-person and online

## GRADUATE PROGRAMS

- ▶ Master of Accountancy
- ▶ Master of Arts in Applied Economics
- ▶ Master of Science in Management Science and Supply Chain Management
- ▶ Master of Human Resources Management (Online)
- ▶ Master of Business Administration (Online and Hybrid)
- ▶ Executive Master of Business Administration

# W. FRANK BARTON SCHOOL OF BUSINESS: AT A GLANCE (2019-2020)

**2,000+**  
TOTAL STUDENTS

LESS THAN 1%  
OF SCHOOLS  
WORLDWIDE HOLD  
DOUBLE AACSB  
ACCREDITATION

MORE THAN  
**\$7 MILLION**  
IN FUNDS RAISED

More than  
**40%**  
1st generation  
undergraduates

MORE THAN  
**\$875,000** IN  
SCHOLARSHIPS  
AWARDED

**8** CENTERS  
AND  
INSTITUTES

**8**  
Student Organizations

More than **23,000** living alumni  
worldwide.

**0** CLASSES

taught by graduate teaching assistants

**10** Undergraduate Majors

**9**  
Certificate Programs

**6**  
Graduate degree  
programs

**35+**  
Recruiting  
Events

**750+**  
DONORS

**300+** Campus  
visits  
hosted

STUDENT-TO-FACULTY RATIO: **22/1**

# OUR FUTURE NEW HOME: WAYNE AND KAY WOOLSEY HALL



With each passing day, the W. Frank Barton School of Business gets closer to its new home. Wayne and Kay Woolsey Hall will allow the school to effectively compete for the brightest students, faculty and staff while providing a learning environment that reflects the needs of industry and business today. Its glowing presence will serve as a beacon, attracting new attention to the W. Frank Barton School of Business as one of the premier business schools in the world.





To create the vision for the new building, award-winning architectural firms GastingerWalker and Gensler accompanied WSU representatives on benchmarking tours of business school complexes across the United States.



*"From just a dream, to conceptualization, and now reality, Woolsey Hall will be a beacon of opportunity for Wichita State University students, not only for those in the W. Frank Barton School of Business, but all students across campus."*

**-Dr. Richard Muma**  
Acting President and Executive Vice President/Provost, Wichita State University

Once completed, Woolsey Hall's lively presence will embody everything that leading-edge business environments should be – a space that constantly invites collaboration, innovation and inclusion. A place that inspires students, staff, faculty and industry partners to come together and boldly embrace the entrepreneurial spirit that drives business forward.

The 125,000-square-foot facility will be built in the heart of the WSU Innovation Campus. A groundbreaking event scheduled for fall 2020 will debut detailed images of the interior and exterior of the new building to the public.

The project is the top priority in the WSU Foundation's \$250 million Shock the World Campaign for Wichita State.

*"Woolsey Hall is the most impactful capital project I've worked on during my almost three decades at Wichita State. This building will provide a world-class business learning environment to future generations of students. We need just \$5 million more to build this \$60 million building. We hope that donors will join with us on this final stretch toward the finish line."*



**-Dr. Elizabeth King**  
President, WSU Foundation



**TO FIND OUT HOW YOU CAN CONTRIBUTE TO WOOLSEY HALL, CONTACT JESSIE RAINEY, WSU FOUNDATION DEVELOPMENT DIRECTOR, AT 316.978.3948 OR [JESSIE.RAINEY@WICHITA.EDU](mailto:JESSIE.RAINEY@WICHITA.EDU)**

# INSPIRED TO SUCCEED: STUDENT EXPERIENCE AND SUCCESS



## STUDENT SCHOLARSHIPS

More than \$875,000 in scholarships are awarded each year by the Barton School. This includes the \$48,000 Clay Barton Scholarship, one of the largest business scholarships in the state. Barton Scholar candidates face a rigorous set of challenges in competing for the scholarship, which marked its 30th anniversary in 2020. The Jabara Scholarship is awarded to two incoming first-year entrepreneurship majors. Each recipient receives \$30,000 over four years.



**Top left:** Austin Rea of Topeka, Kansas, was named the 2020 Clay Barton Scholar. **Top middle:** Trevor Cumpston of Aurora, Nebraska, was named the 2019 Clay Barton Scholar. **Top right:** Andrea Hernandez and Peyton Jensen received the 2019 Jabara Scholarship, named after Fran Jabara, former dean of the Barton School and entrepreneurship education pioneer. **Below:** current and past Clay Barton Scholars celebrate the scholarship's 30th year.





# STUDENT SPOTLIGHT

## **TYLER HEIZELMAN** | *BBA '22, Marketing*

Undergraduate Tyler Heizelman and her project partner were named 2020 Media Scholars Case Competition Finalists. Tyler was one of just 12 students in the United States to make it this far in the competition. Other finalists were from top schools across the country, including Iowa State, Temple, Notre Dame and South Carolina. Dotty Harpool, Senior Educator and Director of Student and Community Initiatives, was Tyler's faculty advisor for the competition.



## **COLBY WOODS** | *MAcc '21*

Accounting major Colby Woods received special recognition from the Kansas Society of CPAs. Colby went above and beyond, contributing multiple hours to organize events to promote the accounting profession to college students.



## **ANGELIQUE BANH** | *BBA '20 Marketing, Management, HR*

Angelique Banh recently earned a Bachelor of Business Administration with a triple major in marketing, management and human resource management. Angelique participated in the Professional Edge program and secured an internship at the Airbus facility on the WSU campus.



## **BUSH VO** | *BBA '20, Accounting*

Bush Vo graduated in spring 2020 with a Bachelor of Business Administration in Accounting. During his undergraduate experience, Bush completed an internship at accounting firm Adams, Brown, Beran & Ball, where he was offered a full-time position after graduation.



# STUDENT AWARDS

## 2019 W. FRANK BARTON SCHOOL OF BUSINESS UNDERGRADUATE SENIOR AWARDS

**Payton Nooney**

*Neff Award for Outstanding Senior*

**Isaac Wilson**

*Senior Outstanding Academic Achievement*

## 2020 W. FRANK BARTON SCHOOL OF BUSINESS UNDERGRADUATE SENIOR AWARDS

**Isaac Wilson**

*Senior Excellence in Academic Achievement*

**Bergan Bock**

*Senior Excellence in Academic Achievement*

**Ashtyn Rottinghaus**

*Neff Award for Outstanding Senior*

## 2019 WICHITA STATE UNIVERSITY SENIOR HONORS AWARDS

**Ashruta Acharya**

**Samuel Belsan**

**Kent Dang**

**Courtney Nicole Grosch**

**Kyle Kopecky**

**Breck Towner**

## 2020 WICHITA STATE UNIVERSITY SENIOR HONORS AWARDS

**Ashtyn Rottinghaus**

**Cynthia Matson**



## MIKE POMPEO VISITS BARTON SCHOOL

Secretary of State Mike Pompeo visited the W. Frank Barton School of Business on October 25, 2019. Pompeo met with 30 students and offered advice on becoming an effective global leader.

# STUDENT ORGANIZATIONS



**Left:** Student organizations like Beta Alpha Psi enhance the leadership skills and career readiness of Barton School students.

## BETA ALPHA PSI

Beta Alpha Psi (BAP) is the national academic fraternity for accounting, finance and MIS students. BAP hosts two Meet the Firms events during the academic year and more than 35 firms attend. WSU's Epsilon Tau chapter was recognized in 2019 as a superior chapter by the national Beta Alpha Psi Board of Directors. Patricia O'Sullivan serves as faculty advisor.

## SOCIETY FOR HUMAN RESOURCE MANAGEMENT (SHRM)

The WSU student chapter of the Society for Human Resource Management (SHRM) earned the prestigious 2019 Superior Merit Award from the national SHRM organization for its excellence in engaging students and the business community.



Dean Genin greets a Barton School student during the annual Back to Business Bash event.





# STUDENT EXPERIENCE

## PROFESSIONAL EDGE PROGRAM STATISTICS

**1,298**  
STUDENTS SERVED

**41** COMPANIES HOSTED

**300%**  
GROWTH SINCE 2017



**BARTON SCHOOL STUDENTS RECEIVE A CERTIFICATE OF COMPLETION WHEN FINISHING THE PROFESSIONAL EDGE PROGRAM.**

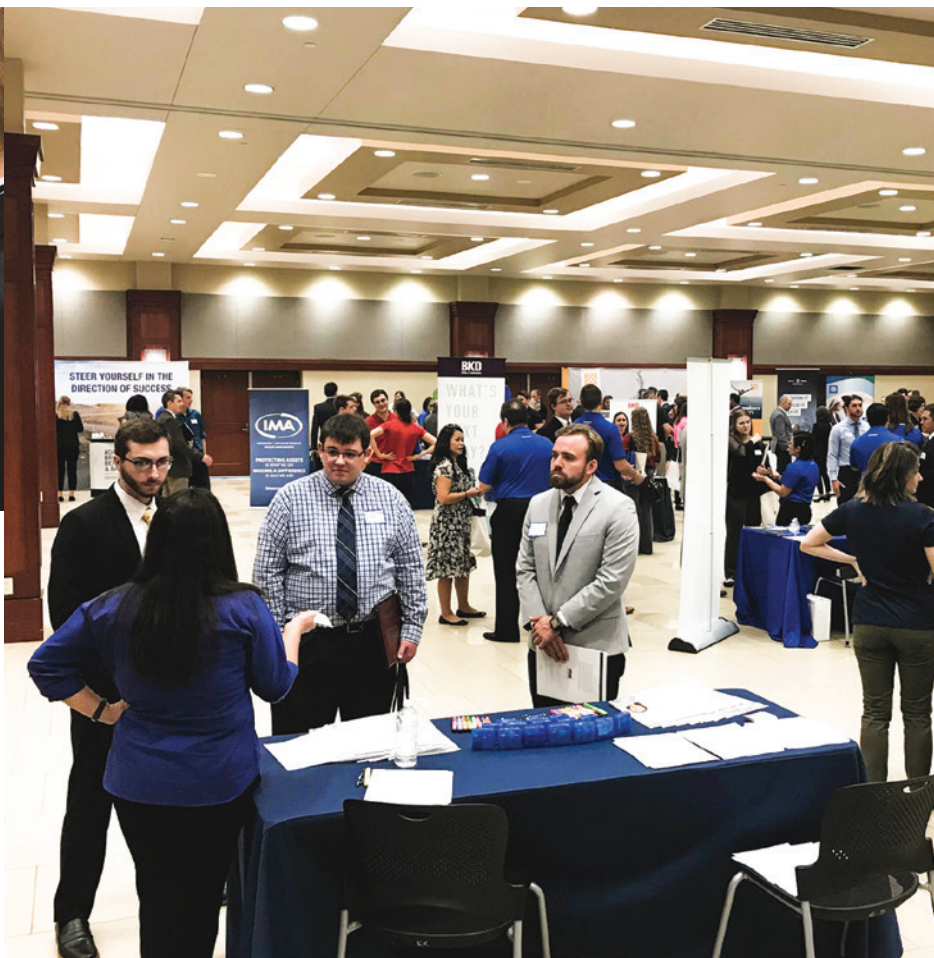
### PROFESSIONAL EDGE PROGRAM

The first program of its kind on the Wichita State University campus, Professional Edge provides students with information and experience that gives them a competitive advantage when applying for internships and permanent positions after graduation. In 2019, the program hosted almost 1,300 students, a 300% increase since 2017.



### EXPLORING CAREER OPPORTUNITIES

Barton School students meet on campus with prospective employers at events like Meet the Firms and Biz Fest.



# STUDENT SUCCESS

W. Frank Barton School of Business students have secured internships and full-time job opportunities from these and many other top companies:

ACCUWEATHER AGH AIRBUS  
AMAZON APPLE ASCENSION  
BANK OF AMERICA BKD  
BOMBARDIER BOEING CARGILL  
CISCO DELOITTE EMPRISE BANK  
EVERGY EY FIDELITY BANK  
INTRUST BANK KCOE KOCH  
MERITRUST NETAPP  
SPIRIT AEROSYSTEMS  
TEXAS INSTRUMENTS TEXTRON  
UNILEVER YUM!  
AND MANY MORE ...

# EQUIPPED TO THRIVE: ALUMNI SPOTLIGHT

## **ALINA KEOW** | *BBA '18, Accounting*

2018 graduate Alina Keow earned the 2019 Elijah Watt Sells Award for outstanding accomplishment on the CPA Exam. She is one of 137 people honored out of nearly 75,000 who sat for the CPA Exam in 2019. To qualify for the award, CPA candidates had to obtain a cumulative average score above 95.50 across all four sections of the Uniform CPA Examination, pass all four sections on their first attempt and have completed testing in 2019.



## **EMILEE PALOMINO** | *BBA '10, Entrepreneurship*

2010 graduate Emilee Palomino is empowering girls all over the world through her brand, Smarty Girl. This brand makes STEM-themed leggings for girls, such as airplanes, robots, chemistry, dinosaurs and more. She's received orders for thousands of leggings, shipped all over the world. Emilee credits Wichita State with growing her ability to start her own business, especially through the entrepreneurship focus at the core of the university.



## **EDDIE SANDOVAL** | *BBA '17, Finance*

Eddie Sandoval, a 2017 business finance graduate, is the owner of Pinole Blue, a company that makes products with organic blue corn from the Chihuahua region of Mexico. The company markets protein-packed, endurance-focused food and beverage products online and in more than 160 stores across 11 states in the United States. Eddie credits Wichita State with giving him much of the knowledge he needs to run his business. He named discipline, networking and adaptability as the skills he uses every day.



## **ANDREW MANESS** | *MA '12, Economics*

W. Frank Barton School of Business alum Andrew Maness is now technical director at Pit Rho, a division of Rho AI. The company develops real-time analytics that help NASCAR teams predict competitor behavior and optimize decisions.





**“DECIDING TO ATTEND WICHITA STATE HAS BEEN ONE OF THE BEST DECISIONS I HAVE EVER MADE. SINCE COMING TO COLLEGE HERE AT WSU, I HAVE HAD SO MANY AMAZING OPPORTUNITIES TO GROW ACADEMICALLY, PROFESSIONALLY AND PERSONALLY.”**



**ISAAC WILSON | 2020 BARTON SCHOOL SENIOR  
ACADEMIC ACHIEVEMENT AWARD WINNER**



# EMPOWERED TO CONTRIBUTE: OUR FACULTY AND STAFF

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## NEW FACULTY ►



**Sina Aghaie**

Assistant Professor,  
Marketing Department



**Abigail Devereaux**

Assistant Professor,  
Economics  
*ISEG Research Fellow*



**Fred Eilts**

Senior Educator,  
Finance



**Eric C. Mota**

Assistant Professor,  
Entrepreneurship  
*ISEG Research Fellow*



**Smita Srivastava**

Assistant Professor,  
Entrepreneurship/  
Strategy



**Siyu Wang**

Assistant Professor,  
Economics  
*ISEG Research Fellow*



**Xiaoyang Zhu**

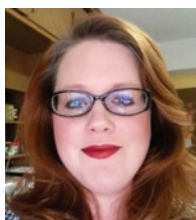
Assistant Professor,  
Economics



**Alexander Ziegler**

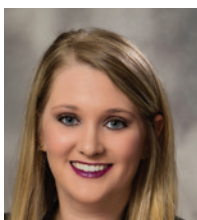
Assistant Professor,  
Marketing Department

## NEW STAFF ►



**Meredith Dwyer**

Administrative Assistant



**Gretchen Holthaus**

Director, Graduate Studies  
in Business



**Tracy Rittmueller**

Administrative Assistant



**Jaime Scherer**

Graduation Coordinator,  
Undergraduate Advising  
Center



**Karen Wilson**

Advising Center  
Office Manager

## RETIREMENTS ►



**Dr. Anand Desai**

Dean, W. Frank Barton  
School of Business



**Dr. Jim Wolff**

Professor of Management

# FACULTY AND STAFF: RECOGNITIONS

## USHA HALEY

*Professor of Management, Director of Center for International Business Advancement, W. Frank Barton Distinguished Chair in International Business*

- ▶ BBC Radio analysis of international industrial policy. Haley has testified to the U.S. Congress on this research, which has also been included in U.S. and EU federal regulation on trade.
- ▶ Quotes and research featured in multiple publications, including Fortune, Forbes, Businessweek, The Atlanta Journal-Constitution and South China Morning Post.

## DOTTY HARPOOL

*Director of Student and Community Initiatives and Senior Educator*

- ▶ Recognized by the Wichita Business Journal as a member of the 2019 class of “Women Who Lead in Marketing and Communications.”
- ▶ Published in COVID-19 response article, “Cash, long a refuge in uncertain times, now under suspicion” (AP News, NY Times, FoxBusiness.com).

## RICK LECOMPTE

*H. Dene Heskett Chair in Finance*

Selected as a consulting economist to serve on the Consensus Revenue Estimating Group to develop the consensus revenue estimate tool used by both the Kansas governor and the state Legislature to determine state general fund revenue.

## STAN LONGHOFFER

*Professor and Stephen L. Clark Chair of Real Estate and Finance; Director, Center for Real Estate*

Received Citizen of the Year award from Realtors of South-Central Kansas.

## GERY MARKOVA

*Professor of Management, Barton Fellow*

Recognized by the Wichita Business Journal as a member of the 2019 class of “Women Who Lead in HR.”

## KHAWAJA SAEED

*Associate Dean of Graduate Studies, Professor of Management*

Served as faculty advisor for Alok Dand, a WSU Ph.D. student in the ISME department who was awarded the best student paper award in the Engineering Economy Division at the IISE Annual Conference and Expo.

## POOJA THAKUR-WERNZ

*Assistant Professor in Management*

Received Best Reviewer Award at Academy of International Business Annual Conference held in Copenhagen, Denmark, from June 24-27, 2019.

## BARTON SCHOOL OF BUSINESS ADVISING CENTER

Zach Brown and Advising Team recognized for their utilization of the SSC Navigate platform used for student record management, targeted communications, student appointments and generating data used for enrollment and retention campaigns.





# FACULTY AND STAFF AWARDS

## 10 YEARS

Masud Chand  
Jeremy Hill

## 15 YEARS

Rodney Boehme  
Khawaja Saeed

## 20 YEARS

Steve Farmer  
Paul Harrison  
Janet Jensen  
Stan Longhofer  
Bill Miles

## 30 YEARS

Jen-Chi Cheng  
Rick LeCompte

## Wichita State University Faculty Awards

**WSU INNOVATION AWARD  
WSU INNOVATION CORPS FELLOW**  
2019 Sue Abdinnour

**WSU FACULTY RISK  
TAKER AWARD**  
2019 Achita Muthitacharoen

**ONLINE TEACHER OF  
THE YEAR AWARD**  
2020 John Perry

**INTERDISCIPLINARY AWARD**  
2019 Stan Longhofer  
Steve Farmer  
2020 Gery Markova  
Raina Rutti

## W. Frank Barton School of Business Faculty and Staff Awards

**DEAN'S RED APPLE AWARD**  
2019 Janet Jensen  
2020 Cassandra Stevens

**UNDERGRADUATE  
TEACHING AWARD**  
2019 Jen-Chi Cheng  
2020 Pattie Bradley

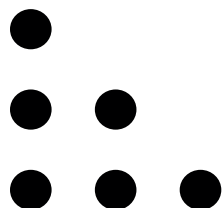
**GRADUATE TEACHING AWARD**  
2019 Gaylen Chandler  
2020 Kurt Reding

**ADJUNCT TEACHING AWARD**  
2019 Larry Straub  
2020 Frank Ojile

**RESEARCHER OF  
THE YEAR AWARD**  
2019 Michael Imhof  
2020 Bill Miles  
Mehmet Barut

**STAFF AWARD**  
2019 Wendy Veatch  
2020 Zachary Brown

**SERVICE AWARD**  
2019 Joan Adkisson  
2020 Chris McDonald



# SCHOLARLY PUBLICATIONS: 2019-2020

Below is a sample of scholarly publications produced by our faculty this academic year:

**Abdinnour, Sue. "Upper Management Defensive Routines Towards Enterprise Information Systems Use: Some Global Examples"** Proceedings of the 24th Asia Pacific Decision Science Institute, Brisbane, Australia (2019).

**Bolema, Ted. "There is Nothing Anemic About the FTC's Consumer Protection Capabilities"** Perspectives from Free State Foundation Scholars (2020).

**Chand, Masud, and Markova, Gery. "The EU's Aging Population: Challenges for HRM"** Thunderbird International Business Review (2019).

**Chandler, Gaylen. "The measurement of effectuation: highlighting research tensions and opportunities for the future"** Small Business and Economics (2019).

**Chandler, Gaylen, and Broberg, Chris. "Using a New Venture Competition to Provide External Assessment of a University Entrepreneurship Program"** Entrepreneurship Education and Pedagogy (2019).

**Cheng, Jen-Chi. "Gains from Integration? An Empirical Hint from the Eurozone"** European Review (2020).

**Cockrell, Seth. "Entrepreneurship, Excise Taxes, and the 'Flight to Quality'"** Journal of Macromarketing (2019).

**Farmer, Steve. "From Harmonious Passion to Innovation: Examining the Roles of Creative Self-Efficacy and Leadership"** Journal of Small Business Strategy (2019).

**Haley, Usha. "Paradoxes of Creativity: Examining the Creative Process through an Antenarrative Lens"** Journal of Creative Behavior (2019).

**Hersch, Philip, and Pelkowski, Jodi. "Being present: Determinants of trustee attendance at public university board meetings"** Managerial and Decision Economics (2020).

**Imhof, Michael. "Competition, Proprietary Costs of Financial Reporting, and Financial Statement Comparability"** Journal of Accounting Auditing and Finance (2019).

**Imhof, Michael, and Tartaroglu, Semih. "Transparency Regulation and Stock Price Informativeness: Evidence from the European Union's Transparency Directive"** Journal of International Accounting Research (2019).

**Matthews, Lynn. "When and How Frontline Service Employee Authenticity Influences Purchase Intentions"** Journal of Business Research (2020).

**Miles, William. "Regional UK House Price Co-Movement"** Applied Economics (2020).

**Nagel, Duane. "The Impact of Implicit Self-Theories and Loss Salience on Financial Risk"** Journal of Business Research (2019).

**Porter, Christine. "Bank Audit Fee Pressure During the Financial Crisis"** Current Issues in Auditing (2020).

**Porter, Stephen. "The Salesperson Wellness Lifestyle, Coping with Stress and the Reduction of Turnover"** Journal Of Business & Industrial Marketing (2019).

**Quirin, Jeff. "A Tax Return is Worth More Than a Thousand Words: The Case of the Interview with the IRS-CI"** Journal of Forensic and Investigative Accounting (2019).

**Ziegler, Alexander. "Consumer Reactions to Price Discounts across Online Shopping Experiences"** Journal of Retailing and Consumer Services (2019).

For a complete list of the 2019-2020 scholarly activity of W. Frank Barton School of Business faculty, please visit <http://www.wichita.edu/bartonschool/research>.

# DETERMINED TO IMPACT: CENTERS AND INSTITUTES



## **CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH (CEDBR)**

In the fall of 2019, the Center for Economic Development and Business Research (CEDBR) hosted the Kansas Economic Outlook Conference for the 40th consecutive year with record attendance. It also developed innovative visualization tools to help policymakers, businesses and economic developers understand the economic impact of COVID-19 across each state and industry.

The mission of the center is to enhance the region's economic growth and development by: collecting, analyzing and disseminating business, economic and demographic information; conducting applied business, economic and demographic research; and serving as a vital link between the business and economic development community, Wichita State University and the W. Frank Barton School of Business.

The center published more than 180 research reports and contributed to over 25 media stories during 2019-2020.

## **CENTER FOR MANAGEMENT DEVELOPMENT (CMD)**

The Center for Management Development provides quality professional education to individuals and corporate clients to enhance careers and foster workforce development. The Center for Management Development Advisory Board, comprised of 25 executive and industry leaders, was established during the 2019-2020 year. The center experienced a 19.5% increase in enrollment while serving 4,783 total participants through 227 public and on-site sessions. 196 companies were impacted by the center's training programs and 48 certificates were awarded to participants during this period.

## **CENTER FOR INTERNATIONAL BUSINESS ADVANCEMENT (CIBA)**

The Center for International Business Advancement (CIBA) is a strategic public-private partnership with the World Trade Council of Wichita (WTCouncil). CIBA/ WTCouncil hold monthly dinner programs on topical issues regarding international business and trade to bring together various stakeholders, including local, national and international business leaders, government officials, and foreign diplomats,

to enhance collaboration. Average attendance at the monthly meetings is more than 100. These meetings provide structured opportunities for students and faculty to network with business and government leaders for research opportunities and job openings. Presentations in the past year include from Kansas Secretary of Commerce David Toland, Spirit AeroSystems VP Mark Suchinski, Cargill VP Pat Binger, Kansas Secretary of Agriculture Mike Beam and others. The WTCouncil also sponsors the Dharma deSilva Endowed International Business Scholarship for students.

## **CENTER FOR ECONOMIC EDUCATION (CEE)**

The Center for Economic Education works with K-12 education to improve the teaching of economic concepts in primary and secondary schools. The center conducts courses for pre-service teachers at WSU who want to become social studies teachers, offers both credit and non-credit workshops for in-service teachers, and provides consulting services to school administrators in the south-central area.



Center for Management Development Advisory Board

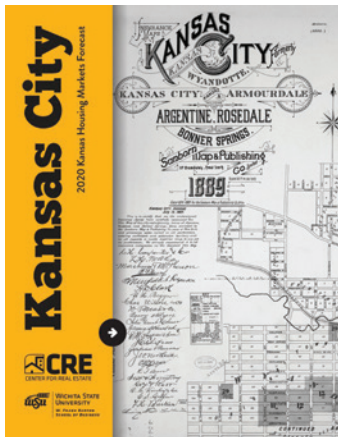


### KANSAS COUNCIL FOR ECONOMIC EDUCATION (KCEE)

The Kansas Council on Economic Education serves the entire state of Kansas with a primary focus on equipping teachers with the resources and skills needed to educate the youth of Kansas with knowledge of personal finance and economics as well as hosting numerous competitions for students grades K through 12.

### CENTER FOR REAL ESTATE (CRE)

The Center for Real Estate is one of the premier sources of reliable data and independent expert analysis of real estate markets and related policy issues in Kansas. The Center provides the annual Kansas Housing Markets Forecast, organizes the annual Wichita Housing Forecast conference, participates in real estate roundtables and events across Kansas, and offers real estate research fellowships to faculty.



The Center for Real Estate publishes city-specific housing reports providing invaluable information for business and government organizations throughout the state of Kansas.

### INSTITUTE FOR THE STUDY OF ECONOMIC GROWTH (ISEG)

The Institute for the Study of Economic Growth (ISEG) is aimed at advancing teaching, research and application of innovative and entrepreneurial activities to enhance societal prosperity through economic growth. The vision for the institute is to become one of the leading academic centers in the country in the study of free enterprise economies.

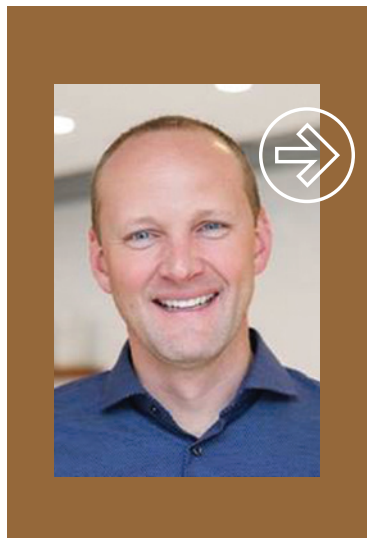


**Photo Above:** ISEG Director Ted Bolema was a featured speaker at the Twelfth Annual Telecom Policy Conference on Tuesday, March 10, 2020, at the National Press Club in Washington, D.C. This annual conference is widely acknowledged to be one of the nation's foremost communications law and policy events.

### KOCH GLOBAL TRADING CENTER (KGTC)

The Koch Global Trading Center (KGTC) epitomizes the kind of hands-on, real-life approach to business education that the W. Frank Barton School of Business strives to provide at Wichita State. Since its opening in 2014, KGTC has given finance students access to sophisticated, leading-edge software and data systems. Students learn not only from the Barton School faculty but also from business and industry representatives through guest lectures, presentations and demonstrations. Below are a few highlights:

- ▶ More than 1,400 students have taken a class in the KGTC over the last 5 years
- ▶ 218 students have completed the Commodity and Energy Trading class since it was created
- ▶ More than 80% of our finance classes are taught in the KGTC
- ▶ Each year, more than 300 high school students and parents tour the KGTC on recruiting visits



"The Institute for the Study of Economic Growth (ISEG) is emerging as one of the leading centers in the U.S. for exploring how market systems impact individuals and our communities. ISEG is attracting leading scholars in economics and entrepreneurship to the Barton School who will advance teaching and research about the application of innovation in our economy."

**—Ryan Stowers, Executive Director,  
Charles Koch Foundation**



**CLARK BASTIAN** | BOARD CHAIR, DEAN'S ADVISORY BOARD,  
CHAIRMAN, FIDELITY BANK

**“IN 1975, I RECEIVED A DEGREE FROM WICHITA STATE THAT PREPARED ME WELL FOR A 44-YEAR CAREER IN MY FAMILY’S BUSINESS. RECONNECTING WITH THE BUSINESS SCHOOL IN THIS CAPACITY HAS BEEN AN ABSOLUTELY REWARDING EXPERIENCE. REGARDLESS OF YOUR CONNECTION, NOW IS THE TIME TO BE INVOLVED WITH THE W. FRANK BARTON SCHOOL OF BUSINESS. THE SCHOOL’S OUTSTANDING FACULTY, STAFF AND STUDENTS DESERVE OUR EFFORTS TO HELP POSITION THEM AS ONE OF THE WORLD’S PREMIER BUSINESS SCHOOLS.”**

# DRIVEN TO ENGAGE: DEAN'S ADVISORY BOARD

The W. Frank Barton School of Business Dean's Advisory Board is a distinguished and esteemed group of 45 members, with 18 new business executives and industry leaders added since June 2019, that helps to guide our school's strategic direction and programming.



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**\* EMERITI STATUS**








**WE ARE SOARING TO NEW  
HEIGHTS OF EXCELLENCE!**

**JOIN US!**



**WICHITA STATE  
UNIVERSITY**  
*W. FRANK BARTON  
SCHOOL OF BUSINESS*

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