Interim Dean—Dr. Kathy Brook

Upcoming Events

- Faculty Forum on Friday, November 15, to discuss the AACSB faculty qualifications document and the structure of the positions in the dean’s office.

Saturday was a great day for a football game, especially one at which the Aggies did fairly well and the College of Business was recognized. Given that Saturday was also military appreciation day at the game, I was joined at the Athletic Director’s patio party by military veterans Rick Adkisson, David Boje, and Jim Peach, as well as by Grace Ann Rosile and Justine Adkisson.

At the deans’ monthly meeting with the provost the topics included Digital Measures, admissions requirements, and the HLC Quality Initiative.

- While the College of Business seems to be relatively comfortable with Digital Measures, other parts of the university are experiencing frustrations with the current university instrument. In part, this may be a lack of understanding of the university’s ability to collect data and produce reports in the formats that it deems desirable. A university-wide committee has been appointed to discuss improvements in our Digital Measures system. The COB representative will be Chris Erickson, who will be asked to report back on the discussions.

- On the subject of new admissions requirements, the provost has provided data on the implications of raising NMSU admissions requirements to a minimum high school GPA of 2.75 or 3.0. The data indicate that such a change would not dramatically change the demographics of the student body. Moreover, the discussion of a possible change has focused on ways that students and high schools might be notified of a change with a view toward better preparation and processes that might allow for exceptions (for example, recognizing an upward trend in GPA).

- Finally, Shelly Stovall provided information on the writing initiative that will be part of our HLC assessment process. Next year it is anticipated that a writing learning objective will be part of the HLC assessment across the university.

Economics/Applied Statistics/International Business Department—Dr. Rick Adkisson

Kramer Winningham successfully defended his DED final project, Economic Development through Technology Transfer, on November 8. Committee members were Rick Adkisson (chair), Ben Widner, Meghan Downes, and Kevin Boberg.

Rick Adkisson’s paper, Quantifying Culture: Problems and Prospects, has been accepted for publication in the Journal of Economic Issues. It is scheduled to appear in print in September 2014.

Meghan Downes and the students from this semester's ECDV 671 (Sustainable Economic Development) course toured Sapphire Energy in Las Cruces, NM, and had the opportunity to discuss the environmental and economic impact and development potential of the Sapphire Energy business model in renewable energy markets.

Bill Gould:
- Advised a wildlife masters student about survival estimation of bighorn sheep lambs and use of program MARK.
- Collaborated with Scott Carleton regarding statistical analysis of strontium isotopes in fish populations in Wyoming.
The Applied Statistics graduate consulting class visited the lab of Colleen Caldwell where they learned about toxicity testing (of rotenone) on amphibians.

**Finance Department—Dr. Kenneth Martin**

Tim Query’s research paper was published in Volume 6, Number 11 (2013) of International Business Research. The paper, titled *An Examination of Product Structure and Efficiency Within the Property Insurance Industry in China*, is co-authored with Chenxi Li and Gaiqin Hu.

Martin Yung, CEO and President of JDW Insurance in El Paso, now part of Hub International, met with Andrea Tawney, Mike McGonigle, and Tim Query on the NMSU campus. He also spoke to the Business Risk Management class about challenges and opportunities in the insurance industry.

Andrea Tawney, Ken Martin, Tim Query, and Mike McGonigle attended the semi-annual Industry Advisory Board meeting of the Insurance and Financial Services Center in Albuquerque, NM.

**Management Department—Dr. Steven Elias**

Steven Elias presented his co-authored (Chris Henle, Colorado State University) paper, *Not everyone wants to be heard: Personality and the link between promotive control and deviance*, at the Southern Management Association’s annual meeting in New Orleans.

Sean Rogers reviewed a paper for the British Journal of Industrial Relations.

Bill Smith attended the November Board of Directors meeting of the New Mexico Society of CPAs in Albuquerque followed by the annual Pride in the Profession scholarship and awards luncheon.

**Marketing Department—Pat Gavin**

Collin Payne’s article (with Brian Wansink and David Just, both at Cornell), *Can Branding Improve School Lunches?*, was mentioned by First Lady Michelle Obama.

**YouTube Video (about 3-minute marker)**

"The First Lady, Elmo, and Rosita Partner to Encourage Healthy Food Choices for Kids"

"Published on YouTube Oct. 30, 2013. As part of First Lady Michelle Obama's Let's Move! initiative, Mrs. Obama joins Sesame Street's Elmo and Rosita to announce that Sesame Workshop and the Produce Marketing Association joined the Partnership for a Healthier America in an agreement to help kids eat more fresh fruits and vegetables."

**Link. The White House Blog**

**Article. Note: available only from on-campus computers:**


Collin Payne submitted an article to a nutrition journal with coauthors from Purdue University (departments of psychology and nutrition).

James Leonhardt reviewed a research article for the Journal of Consumer Psychology.

Michael Hyman:

- Has been renamed to the Editorial Review Board for Journal of Advertising.
- Completed an editorial review for Management Research Review.
Collin Payne and Mihai Niculescu
- Submitted an article to a consumer behavior journal.
- NMSU’s University Communications did a photoshoot featuring *A day in the life of the Consumer Behavior Lab*. NMSU’s UCOMM requested the photoshoot/info for state and federal promotional materials for the Budget Office and Ricardo Rel (Senior Director, Office of Government Relations).
- Attended Paso del Norte Health Foundation’s grantee evaluation workshop.
- Were interviewed by Nicky Herbert (GDR-Creative Intelligence [London]) regarding our work in grocery stores. Will be featured in their Global Innovation report.

Domenici Institute, Program Manager—Sara Patricolo

The renovation of the second floor east of New Mexico State University’s Branson Library is complete. The renovation created an improved environment to showcase the Library’s Special Collections and Political Papers Archive, which includes the Pete V. Domenici Archives that Senator and Mrs. Domenici donated to the NMSU Library in 2008. This renovation work is one part of the larger project to renovate and repurpose Hershel Zohn Theatre to become Pete V. Domenici Hall, the third College of Business building. Domenici Hall remains on schedule for a completion date of September 2014.