Interim Dean—Dr. Kathy Brook

McKinley Boston and the Athletics Department are providing an opportunity to showcase each of the colleges at a football home game this season. ACES was featured at the Minnesota game and Education will be the focus at the UTEP game. While COB awaits assignment to a game, having submitted three choices, we are thinking about 10 quick facts that can be part of the presentation over the PA system and on the screen. If you have suggestions for this purpose, they are most welcome.

At the monthly meeting of the President’s Academic Council, there was a discussion of the potential for using differential tuition to add to the support for some of our programs. The provost’s office has provided two reports from the Education Advisory Board which summarize the experience of other institutions with differential tuition and provide best practices. In the latter category it is deemed important to have a plan for the use of the funds that can be shared with constituents so that they can see how the dollars are being used to enhance the programs. This combined with advance communications with students and other groups and setting aside some of the revenue for financial aid generally yields acceptance of the higher tuition rate. COB expects to make a proposal for at least one of our programs in the near future.

I met with Liz Ellis and Natalie Kellner, who is visiting the colleges to discuss selections of Key Performance Indicators (KPI’s) to track NMSU’s progress on its strategic plan. We particularly discussed the ways one might measure success with transfer students who are excluded from the standard measures of graduation rates.

With numerous other campus representatives, I attended a reception for the NM Legislative Health and Human Services Committee. In addition to its meetings, the group had a tour of engineering labs with a bio-medical focus.

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

Bill Gould
- Is featured in an NMSU/YouTube Eye on Research video titled NMSU professor helps Costa Rican researchers improve methods. Gould’s research was also featured in the Las Cruces Sun-News on September 9, 2013. Click the link to the right for the video and news.
- Advised two wildlife graduate students about statistical aspects (design, variable measurement, etc.) of their research projects.

Winnie Lee
- Was invited as a guest speaker at the workshop of Faculty-Led International Programs (FLiP) at the Teaching Academy. She discussed the major opportunities and challenges of faculty-led program planning and also shared her recent experience in conducting the faculty-led business programs in France and China.
- Lee’s manuscript entitled East Asian CEOs and Their Managerial Philosophy: Cross-Industry Analysis in the Case of Greater China is accepted for publication and forthcoming in the Journal of Business and Management Landscapes.
Larry Blank will serve on behalf of the College of Business and will chair the new Faculty Senate standing Committee on Government Affairs. Larry drafted this constitutional amendment last spring and met with then-COB Dean Carruthers and -Interim President Manuel Pacheco for thoughts and input prior to finalizing the proposed amendment to form the Government Affairs committee. The committee’s duties are to identify NM government issues of concern to faculty, monitor developments at the state and local levels that affect higher education, and inform the Senate of these developments along with any recommended appropriate responses. The committee shall also keep the NMSU administration informed through the NMSU Office of Government Relations on any pending Faculty Senate propositions addressing government affairs external to NMSU.

Rick Adkisson completed principle investigator training on September 5, 2013.

Management Department—Dr. Steven Elias

Phil Benson was presented with the Distinguished Reviewer Award by the Buros Institute of Mental Measurement “in recognition of long-standing scholarly contributions to the Mental Measurements Yearbook.”

President Carruthers visited with the COB Student Ambassadors to discuss their career aspirations and provide tips for success. Thank you, President Carruthers, for taking the time to meet with this outstanding group of business students.

Steven Elias, Bill Smith, and Chet Barney’s 2012 paper, *Age as a moderator of attitude towards technology in the workplace: Work motivation and overall job satisfaction*, is currently the 5th most-read paper published in Behaviour & Information Technology. To date, the paper has been downloaded 1,025 times.

Steven Elias gave a talk on leadership and motivation to the 2013 cohort and planning committee for the ADVANCING Leaders Program.

Terry Adler

- Conducted 18 interviews as Chair of the Management Department's search committee for a new entrepreneurial professor. Adler states that they have had many fine applicants and looks forward to bringing in several applicants this fall for site visits. The search process is going very well and will bring in three applicants for interviews in September 2013.
- Reviewed a paper (August 2013) dealing with top management team issues related to business strategy for the Journal of Managerial Issues.
- Conducted project management training (May 2013) for the Emirates Investment Group (EIG) in Abu Dhabi, United Arab Emirates, to support EIG’s investment in earth and financial investments with Saudi Arabia using a project management platform.

Marketing Department—Pat Gavin

Michelle Jasso's MKTG 314 class will work during the fall semester with The Round Up newspaper. Students will work with the advertising department and create new marketing strategies for the newspaper.

Michael Hyman

- Hyman’s co-authored article entitled *Deconstructing Subtle Racist Imagery in Television Ads* was published in the Journal of Business Ethics.
- Completed a co-edited 5-volume set of readings, entitled *Philosophy of Marketing*, for Sage.
- Hyman’s book review for *Your Ad Here* was published in Choice.
Collin Payne, Mihai Niculescu

Consumer Behavior Lab
- The lab set-up is complete (located in the Business Complex, room 245). Look for a formal Grand Opening at an upcoming college research colloquium. The Consumer Behavior Lab's website is online at cobelab.nmsu.edu.

Media coverage
- LC Bulletin article, July 19, 2013: What’s in your Cart?
- NMSU and LC Sun-News articles, July 12 and 15, 2013: New behavioral lab offers NMSU researchers tools for better study results.
- Portland television (KATU Portland), Sept 5, 2013.
- CJAD radio Montreal, Sept 5, 2013.

Invited manuscript submissions
- Physiology & Behavior
- Journal of Neuroscience & Neuroeconomics

Conferences and papers
- Society for the Study of Ingestive Behavior SIB, with David Just (Cornell University) and Alyssa Reynolds (Marketing PhD student)
- Border Obesity Conference, with David Just (Cornell University).
- Society for Consumer Psychology, with Sarah Fischbach (Marketing PhD alumna).

Grant
- Submitted $200,000 grant to the Paso del Norte Health Foundation

Collin Payne

Revise and Resubmits
- Consumer Behavior Journal, with Mihai Niculescu.
- Premier Marketing Journal, with Myla Bui (Loyola University-Los Angeles) and Brennan Davis (Baylor University)
- Premier Medical Journal, with Brian Wansink (Cornell University) and Koert van Ittersum (University Groningen)

Newly under review manuscripts
- 1 Consumer Behavior Journal
- 2 Nutrition Journals

Review Activity
- National Science Foundation Grant
- Two reviews for Appetite
- European Review of Agricultural Economics
- Journal of Nutrition Education and Behavior

Other
- Assisting a master’s student at Purdue University with thesis on consumer behavior.

School of Hotel, Restaurant & Tourism Management—Dr. Janet Green

Pappas Restaurants will be on campus September 12 and 13 to interview HRTM students for part-time, summer and permanent positions. An information session for students is planned for Thursday, September 12.
John Hartley was asked to do a knife skills presentation to classes at Mayfield High School (August 13th). There were approximately 60 students in four classes. Hartley is frequently asked to visit area schools to demonstrate a variety of culinary skills to the high school students taking culinary classes.

100W Café Fall 2013
- Lunches will be served Tuesdays, Wednesdays and Fridays, September 10 through December 6. Hours of service: 12 noon-1:00pm.
- Dinner service will begin Wednesday, September 11. Hours of service: 5:00-6:00pm.

Janet Green met with
- Kristian Chervenock and Cornell Menking of International and Border Programs regarding HRTM possible involvement in an Ecuador Hospitality Entrepreneurialism Project. The proposal, designed to improve program participants’ written and spoken English skills while at the same time enhancing students’ knowledge of basic hospitality and tourism practices through a series of experientially-based courses, was submitted to Green for consideration. She will take the proposal under advisement.
- Hal Henthorne (Board President, Las Cruces Downtown Project) and Craig Buchanan (Board Vice President) who are interested in HRTM students playing a potential role in the revitalization effort through innovation and entrepreneurship. No decisions were made; however, Chef Maurice Zeck will consider doing a Spring 2014 fundraiser for the Downtown Project with student members from the National Society of Minorities in Hospitality (NSMH) club.