August 4, 2004

To: Michael Martin, President
    William Flores, Provost
    Waded Cruzado-Salas, Dean, College of Arts & Science
    Rebecca Dukes, Vice President University Advancement
    Jill Grammer, University Major Gifts Officer, University Advancement
    Robert Peterson, Major Gifts Officer, University Advancement
    Jeany Llorente, Specialist, University Communications
    College of Business Administration & Economics Faculty and Staff
    College of Business Administration & Economics Emeritus

From: Garrey Carruthers and Colleagues

Subject: College of Business & Economics Activities Report for week of 7/30/04

My wife and I had a terrific time in Scotland, playing golf and enjoying one of the most beautiful countries I have ever visited. Just for the record, I shot 38 on the front nine at St. Andrews so that made my trip (47 on the back in the rain). I am delighted to be back and now revved up for the coming semester.

ADMINISTRATION, Garrey Carruthers

• Thanks to arrangements made by Jim Nelson, I met with the Independent Community Bankers Association regarding our Center for Financial Services and our desire to have a $1,000,000 chair in banking. I believe several of these community bankers are willing to help us raise the $500,000 needed to match the state contribution.
• Kevin Boberg, Kathy Hansen, Sylvia Acosta and Kathy Brook have joined me in conversations about how we can better organize to assume the additional responsibilities of the Vice Provost for Economic Development. It appears that we will do as much as we can through the Arrowhead Center because that corporation is owned by the entire University, thus giving us some potential of coordinating NMSU economic development activities.
• Kevin Boberg and I will travel to Washington, D.C. Monday, Aug. 9, to make a presentation to Senator Domenici’s staff regarding funding for the Arrowhead Center. We are asking for $1,000,000 per year. Congressman Pearce and Senator Bingaman both are supportive of Arrowhead.
• I will be working with Kathy Brook on a research/development project with the Department of Human Services. This will be a collaborative effort with the University of Maryland.

ASSOCIATE DEAN OF ACADEMICS, Kathy Brook

• Kathy Brook met with department heads concerning programs at Acoma and later in the week she, Wayne Headrick, Dr. Flores, Vice Provost Gonzales and Don Pepion met via ITV with representatives from Acoma and NMSU-Grants to discuss issues concerning the delivery of courses this fall. We are interested in delivering a class completely or partially on-site or in sending a faculty member periodically to Acoma to work with students during the semester. If you would be interested, please let Kathy or your department head know.
• Kathy, as well as others from the College, attended the 2004 Academic Field Day sponsored by the College of Agriculture and Home Economics at the Leyendecker Science Center. The program offered a good opportunity to see what kind of research is being done and to identify possible areas for collaboration.
• The east lobby of Guthrie has been re-carpeted and work in GU 100 is proceeding according to schedule. Sheila Morgan, the project coordinator, has suggested that we work on further improvements to Guthrie classrooms after this project has been completed.
• Offices: Michelle Jasso (Marketing) will be in GU 316 and Winnie Lee and Jasper Hoek, both in Economics/IB will be in GU 214 and 313A. GU 305D has been designated for E STAT consulting and improvements are under way.

ASSOCIATE DEAN OF RESEARCH AND ECONOMIC DEVELOPMENT, Kevin Boberg

• Drs. Alt and Oliver conducted the last of four scheduled training workshops for first responders.
• Acoma Game and Fish Enterprises requested assistance in developing a business plan for Acomita Lake and related natural resources.
• Among many research endeavors, the Aggie Field Day highlighted the Chile Thinning Machine and the role of the CBAE in commercializing the technology.
• NMSU, coordinated through the Arrowhead Center, has been asked by the NM Economic Development Department to write a proposal (in response to a request from Qatar) to establish a branch campus in Doha and a scholarship program whereby NMSU students will be funded to study at a university in Qatar.
• Through the combined efforts of faculty and staff across campus, Sharp Corporation has agreed to contract with NMSU to conduct engineering research and analyze the market for PV in North America. Furthermore, the company is considering additional collaborative research with NMSU and Sandia National Laboratories in the area of fuel cells.

DIRECTOR OF DEVELOPMENT AND PUBLIC RELATIONS, Sylvia Acosta – NO REPORT

ACCOUNTING AND BUSINESS COMPUTER SYSTEMS, Pete Dillaway
• Carlo Mora, Assistant Professor of BCS, received notification that his coauthored paper, “Co-alignment Analysis of the Impact of AMT Investments and Planning on Performance,” has been accepted for presentation, in November, at the Annual Meeting of the Decision Sciences Institute, in Boston.
• Kevin McNelis, Assistant Professor of Accounting, and Bill Smith, former Ph.D. student in Management, report that their paper, “Financial Statement Deficiencies of Enron and the role of Arthur Andersen: Understanding Through the Logic of Nietzsche,” has been accepted for publication in The International Journal of Knowledge, Culture, and Change Management.

ECONOMICS AND INTERNATIONAL BUSINESS, Mike Ellis
• Tom McGuckin presented findings to the Rio Grande Natural Gas Association regarding valuation of the infrastructure and investment calculations for future growth in the Mesilla Valley.
• Michael Ellis and Tony Popp are negotiating with a representative of the Legislative Council Service regarding the State’s needs for economic analysis of the impact of health care spending.
• Michael Ellis attended the “Academic Field Day” at NMSU’s research farm. It was the Ag College’s chance to showcase their research and make the case for interdisciplinary R&D.
• The Econ Dept faculty continues to offer opinions about whether or not we should pursue a PHD in International Business or turn all our attention to existing programs. This will all be focused on during a discussion we will have Aug 18 at our kick-off meeting at the Farm & Ranch Museum.

FINANCE, Liz Ellis
• Dr. Harikumar Sankuran and Dr. Maria deBoyrie had their paper entitled "Evaluation of Black-Schole and GARCH Models Using Currency Call Option Data" accepted for publication in the Review of Quantitative Finance and Accounting (RQFA).
• Dr. Rich Fortin had his paper entitled "Mutual Fund Potential Capital Gain Exposure and Future Returns" (coauthored with Stuart Michelson of Stetson University) accepted for publication by the Journal of Business and Economic Perspectives.
• Liz Ellis represented the Finance Dept. at the "Field Day" at the Leyendecker Plan Science Research Center on July 28.
• Liz Ellis represented the Finance Dept. at the Freshman Orientation on July 18.
• Liz Ellis attended a "Managed Care Law" teleconference, sponsored by the American Bar Association, on July 22.

MANAGEMENT, Peter Dorfman
• Dr. Weisinger's manuscript, “A Grounded Theory for Building Ethnically Bridging Social Capital in Voluntary Organizations,” has been accepted for publication in the Nonprofit & Voluntary Sector Quarterly, a leading journal in the field of nonprofit management studies.
• The journal Qualitative Research in Accounting and Management has just accepted the article, "Using the ethno statistics methodology to reconcile rhetoric and reality: An examination of the management release of Enron's year end 2000 results." It is co-authored by Bill Smith (Accounting & BCS), Carolyn Gardner (Radford U in VA), and David Boje (Management).
• Terry Adler, working with FKI Logistics out of London, copyrighted a model he developed for dealing with retail customer costs using Activity-Based Costing. The model is being used to analyze traditional retail costs versus an activity-based, automated model.
MARKETING, Jerry Hampton

- Dr. Hyman published, "Revising the Structural Framework for Marketing Management" and "Antecedents an Consequences of Trust in a Service Provider: The Case of Primary Care Physicians in the September 2004 issue of *Journal of Business Research* [with Professor Leisen]. It should be noted that an earlier version of the first article was awarded the Best Paper Award at the 2001 society of Marketing Advances Conference.

- Drs. Sautter and Mills, along with Sylvia Acosta and a student visited with Dr. Jim Weatherbe in Albuquerque. The team presented a proposal for a learning project [generating funds for the College] in BUSA 365. Funds previously donated by Dr. Weatherbe will be used for the current project. Overall, Dr. Weatherbe’s reaction to the project was extremely positive and he has offered more funding sources for future College efforts.

- Dr. Sautter visited with interest groups on campus to enhance college recruiting materials focused on undergraduate education. Her efforts in this area are ongoing, and include membership on a university wide branding committee.

- Dr. Sautter, Pat Gavin, Dr. Mills and Dr. Wieters participated in a training work shop for use of the Class Performance System in their classes this fall. The system uses remote control devices to record student responses to in-class exercises.

- Dr. Tian reviewed a paper for the *Journal of Consumer Research*. She spent a great deal of time with Jing Hu in preparation of her dissertation and trip for job interviews at the American Marketing Association Meeting in Boston in early August. She and her co-author are in the final stages of submitting the third draft of a manuscript to the *Journal of Consumer Behavior*. She also continues to prepare for a new course – Product Innovation.

- Dr. Huhmann is preparing a new prep for a distance education version of Marketing 311, Consumer Behavior. He also served as an outside reviewer on a Ph.D. empirical paper written as part of a comprehensive exam at the University of Manitoba in Canada.

- Dr. Hampton had the paper, "Relationship of professionalism, rewards, market orientation and job satisfaction among medical professionals: The case of Certified Nurse-Midwives," published in the September 2004 issue of *Journal of Business Research* [with D. Hampton].

MBA, Wayne Headrick

- As a member of the University-wide General Education Course Certification Committee, Wayne Headrick attended the regularly scheduled meeting.

- Wayne Headrick and Kathy Brook (along with Don Pepion, Carmen Gonzales and Provost Flores) attended an ITV meeting with representatives of NMSU-Grants and Acoma Business Enterprises at which the logistics of offering our undergraduate distance education degree completion program to employees of the Acoma Business Enterprises (ABE) and members of the surrounding communities through the facilities of ABE. A follow-up meeting is scheduled for next week to develop an MOU covering various aspects of the proposed program.