

ROMAIN • COLLEGE OF Business

ENGAGEMENT IMPACT INNOVATION

Dean's Remarks

Dear Colleagues, Students, Alumni and Friends of the Romain College of Business,

It has been said that change is all around us. The Greek philosopher Heraclitus stated, "The only constant in life is change." Benjamin Franklin is credited with saying, "When you are finished changing, you are finished." We certainly see change around us as we move from autumn to winter. The weather is turning colder and the leaves on the trees have fallen to the ground.

We have recently experienced many instances of change within the Romain College of Business. For example, we recently hired new faculty members in several of our business disciplines, we offered two new courses (one in the Summer 2021 Semester and one in the Fall 2021 Semester) in the "Agribusiness" concentration of our Business Administration major, and we have new members on each of our four RCOB Advisory Boards (i.e., the Board of Advisors, the Accounting Circle, the IT Alliance and the RCOB Student Advisory Board).

There is one change I especially want to highlight. After several years in administration at Western Kentucky University and the University of Southern Indiana, Dr. Cathy Carey decided to return to the faculty as a Professor of Economics in November. During her 28 months as Dean, Dr. Carey led the RCOB through many challenges, the most obvious being the COVID-19 pandemic that had a great impact on the USI campus. In addition, Dr. Carey enhanced the visibility and reputation of the Romain College, and she maintained strong interest in assuring quality outcomes for our students. I thank Dr. Carey for her dedication and service as dean, and we wish her well as she begins her new role as a full-time RCOB faculty member.

Finally, as another calendar year ends, we stop and reflect on the things we are most thankful for. The RCOB has excellent faculty, staff, students, alumni and friends. We sincerely thank you for your involvement and your support of our college. I assume 2022 will bring more changes to the RCOB, but with your continued involvement and support, I believe the upcoming year will be another great year for our college.



I send you my best wishes for the holidays, and for health and happiness throughout the coming year!

Brian McGuire, Interim Dean

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Fair Trade Organization Thrives with Online Shop Built by CIS Instructor

Bridges of Hope (BOH) is a fair-trade brick and mortar store in Mount Vernon, Indiana, with a mission of empowering artisans by providing a dependable and fair market for the selling of handicrafts. Fair trade is an alternative way of doing business—one that builds equitable, long-term partnerships between consumers in North America and producers in developing regions around the world. BOH sales of these unique items from around the world have been predominantly in store, but they were already kicking around the idea of an online store when the pandemic accelerated their need for one. BOH Director Teresa Rynkiewich reached out to Dr. Abbas Foroughi, USI Chair of Management and Information Services. “In the past, Bridges of Hope was blessed to have two USI students work as interns, and we were very pleased with their development in marketing for Bridges of Hope. Dr. Foroughi shared my request with several professors and Professor Kasra Pourang graciously accepted,” she said.

These types of projects create opportunities for computer information systems and computer science students to get experience and show how the skills they are learning in the classroom create real-world impact. However, senior projects were already well underway for the semester. Still, CIS instructors wanted to support this initiative. Kasra Pourang, Instructor in CIS, met with representatives from BOH to assess their online needs. He developed a shopping cart in Shopify, so the BOH online presence—website and Facebook—now centers around their

online shop. With the click of a mouse, shoppers can purchase unique items crafted by farmers and artisans in Africa, South America, Asia and other developing regions around the world.

As part of the project, Pourang trained BOH workers how to maintain the content on their website and update products. “Thanks to the USI Romain College of Business, in particular Kasra Pourang, Bridges of Hope’s online store is up and running at www.bohfairtrade.com,” said Rynkiewich.

“Since Mr. Kasra Pourang joined our CIS faculty, his contribution to our major has been outstanding. In addition to teaching a computer information systems introductory course, he also teaches our data analytics courses, such as machine learning, data management and business intelligence, as well as web development and database courses,” noted Foroughi. “Mr. Pourang is a great colleague and a true asset to the CIS discipline. We are very fortunate to have such a talented individual on our faculty, who, despite a heavy teaching load, generously shares his expertise to benefit not only our students, his department, the RCOB and USI, but also the community.”

Visit their website at bohfairtrade.com.



IMA Life: Endless Possibilities

As a graduate student, Alicia Frederick M'21 is no stranger to organizing her thoughts, putting pen to paper and exercising her writing skills. She was reading *Strategic Finance Magazine* and noticed a prompt that asked IMA (Institute of Management Accountants) members interested in a spotlight to reach out to the editor. Frederick emailed her interest

and a few weeks later received guidelines for an IMA Life Column.

"I thought it would be so cool to be in a magazine," Frederick said. "I did not expect to get a response back, as I was not the 'typical' candidate seen in the magazine. The IMA Life Columns I had read were about industry professionals well into their careers. However, I wanted to represent my university, my company and make my family proud. I hoped to inspire other young women in finance to tackle their dreams head on."

Frederick's article, *IMA Life: Endless Possibilities*, was published in the May 2021 issue. "I wrote a few paragraphs about my wonderful experiences with the IMA and USI. From case study competitions

to conferences across the country, I was happy to share how I was able to learn and grow through the many opportunities the organization and my university provided."

Frederick said the response to her article has been "fantastic" from family, friends, colleagues and even at USI. "The experience showed me that anything is possible, and though I didn't choose the title of the column, it seems to fit perfectly."

IMA is the worldwide association of accountants and financial professionals in business, focused exclusively on advancing the management accounting profession. Members of the student chapter of IMA at USI receive a subscription to the award-winning *Strategic Finance Magazine*. Inside are profiles of IMA members showcasing their careers and experiences with the IMA and beyond.



Carey Named KEA's 2021 Distinguished Economist



Dr. Cathy Carey, Professor of Economics, has been chosen as the Kentucky Economics Association Distinguished Economist for 2021.

"I am deeply honored that the KEA Board chose me as the Distinguished Economist for 2021," she said. "I was part of the nomination process and conference planning for so many years, and I never once gave thought to the possibility of me being the one selected. So, it was a very nice surprise! To qualify, you must be an economist with impact who has a tie to Kentucky in some way. It is humbling to see my name on a list that includes James J. Heckman, Jeffrey Lacker, Amitabh Chandra and many of my esteemed Kentucky colleagues."

As the recipient of the award, Carey gave a presentation on a topic of her choosing at the annual KEA conference on October 22. She presented Forecasting the Kentucky General Fund in the Covid Market Economy. "I serve on the Kentucky Consensus Forecasting Group, a nonpartisan group of 10 economists that produce the revenue forecasts for the general fund and the road fund used to build Kentucky's state budget. That work was the basis for my presentation topic," she said.

Carey served on the KEA Board for many years, and she was their webmaster for 12 of those years. "I greatly enjoyed that role and being able to work with so many economists around the state – in academia, government and private industry. I left the Board when I came to USI," she said.

Read more about the award on the KEA website at <https://kentuckyeconomicassociation.org/kentucky-distinguished-economist-awards/>.

Ag Class Inspires Students and Sparks Idea for Side Gig

Indiana is the nation's 10th largest farming state with nearly 57,000 farming operations. Agriculture contributes more than \$31.2 billion to the state's economy, and is the eighth largest agricultural exporter. The Romain College of Business' visionary new agribusiness classes support the demand for skills and knowledge in this increasingly sophisticated field. The first offering in the new program was an asynchronous online course titled Business Technology with Advanced Agricultural Applications taught by instructor Ryan Loehrlein '19 M'20. (You may recall he was a member of the team that built and launched USI's UNITE CubeSat, the first orbiting satellite designed by students at an Indiana public university.) Students in the course got a glimpse into the power of using drones to optimize business decisions in agricultural operations.

"I'm obsessed with all things agriculture," laughed Dr. Katherine Draughon, USI's Chief Data Officer, when asked what drew her to sign up for the course. Although she didn't grow up in a farming family, she has a horse farm and acreage in Posey County, Indiana. Taking noncredit courses through USI's Outreach and Engagement sparked her interest in just how much data is used in farming operations, whether it's coming from drones or other sources. She wanted to learn more.

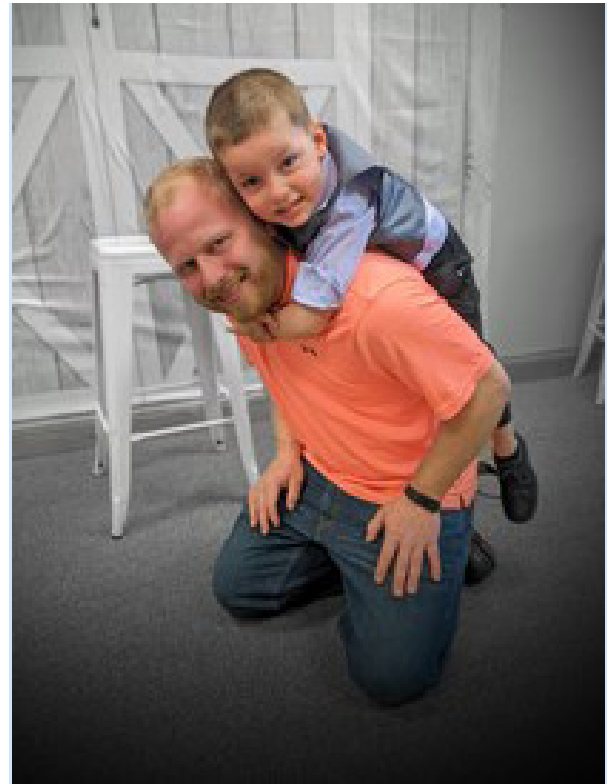
While agriculture was the focus of the course, one particular aspect made it attractive to many students: it prepares them to take the Federal Aviation Administration's Part 107 exam to obtain a Remote Pilot Certificate. The FAA exam covers regulations, weather, national air space requirements, emergency protocols, airports, radio frequencies, learning to navigate maps—all topics covered in the course.

It paid off for Mark Murry '21, who passed the FAA exam soon after completing the class. He has a casual interest in drones, so the course description grabbed his attention. He noted how impressed he was with how preparatory Loehrlein's material was. "Before this course I had

and test prep materials. When it comes down to it, I feel like my dollars were better spent in this course. Even though it had a heavy agriculture aspect to it, I feel like I got my money's worth."

Loehrlein said he set high standards for his students because he wanted them to be able to hit the ground running after completing the course. "I've been in this industry for nearly 14 years. But just because I understand some of the material doesn't mean everybody else is going to get it. I really had to figure out how to make sure the material was easily digestible for everyone," he said. Each section ended with a knowledge check to test students' grasp of the main concepts. "I was giving them more material to reference if they weren't understanding something instead of leaving it open ended for them to research."

Murry started at USI in 2008 as an engineering major. This fall he finished his Bachelor of Professional Studies degree with an emphasis on health informatics. Now that he has earned his certification, he said it's something he can see using as either a hobby or more professionally as a side gig. In fact, he purchased a drone and launched Evansville Aerial, a sole proprietorship that focuses on aerial photos and videos of Evansville and the surrounding area. He has partnered with local media livestreaming events such as the 420 Main Street implosion and documenting the tornado aftermath in Kentucky.



Entrepreneur Mark Murry '21, owner of Evansville Aerial.

Draughon plans to continue studying and practicing with a neighbor's drone to prepare for taking the FAA test. She is looking forward to future class offerings

"Before this course I had looked around at buying online tutorials and test prep materials. When it comes down to it, I feel like my dollars were better spent in this course."

-Mark Murry '21

and notes that there is a lot of agricultural business in the area that people may not be aware of. "There is a real opportunity for the Romain College here, and I would encourage the College to continue down this path, perhaps offering an Ag track as part of the MBA. Just the data aspect of agriculture could open up a new world that students may not think about."

Loehrlein will be teaching the class again in 2022 in Summer 1. Learn more about our agricultural business classes at USI. edu/agribusiness.

Senior John Sauls: From Part-Time Gig to Summer Internship to Job Offer

John Sauls '21, business administration, like most college students, has worked part-time during college. Sauls had been at The Home Depot for more than three years when the store manager mentioned the corporate internship program, which accepts only 2% of applicants nationwide.

Three interviews later, Sauls was offered one of the 211 spots.

This past May through July, he was assigned to the Online Merchandising Pricing and Promotions Operations team and worked virtually on a promotion strategy used both in-store and online. He learned the company's internal processes and interviewed many different stakeholders, including legal and online marketing professionals. "I didn't realize how much strategy went into the website, and that surprised me. It's not just all backend or coding," Sauls said.

Sauls had a partner intern, something new Home Depot is piloting, but most teams have only one intern. He met with some of the others virtually. Each intern worked on a different project, so he found it very interesting to hear what they were working on and how their projects interconnected with his.

At the end of the internship, Sauls and his fellow intern made suggestions to executive leadership based on their summer research and stakeholder interviews. This work will be used going forward as Home Depot continues to grow its website presence.

The internship led to a full-time job offer at Home Depot's headquarters in Atlanta, Georgia, after he graduates in December. Sauls credits the skills he learned in his business communication classes for giving him an edge in the competitive internship interview process. "I'm glad I put extra effort into my resume and cover letter, and I prepared for about a month before the interview." Back to working part time until starting his full-time career, Sauls advises students to explore many options in their job search. "Don't be afraid to apply for something!"



Carroll Recognized as 2021 USI Distinguished Accountant

Michael B. Carroll '88, Chief Financial Officer at Heritage Federal Credit Union, has been named the recipient of the 2021 USI Romain College of Business Distinguished Accountant Award. The award was announced by 2019's recipient, Rob Wedding '84, retired Partner at BKD CPAs & Advisors.

Carroll graduated from USI with a bachelor's degree in accounting and currently serves as Chair of the USI Accounting Circle, an advisory group for the Accounting & Professional Services Program composed of high-level accounting professionals from public accounting firms and for-profit and not-for-profit organizations. Carroll also sits on the Romain College of Business Advisory Board and gives back to students through course presentations where he is able to share his expertise and experiences in accounting. Carroll was recently honored at USI's Founder's Day Celebration where he received the 2021 USI Alumni Service Award.

Carroll has had a successful career in the Evansville area with more than 25 years of experience in leadership, risk management, finance, accounting and financial reporting in multiple industries. He is considered to be a "visionary change agent with a consistent record of transforming challenges into business opportunities that align with and support a company's mission and both strategic and financial goals."

Carroll is also active in the Evansville community. He currently sits on the board of the Historic Newburgh Kiwanis Club and Newburgh Youth Basketball League and is Treasurer of the Newburgh Park Pals, a fundraising organization that raises funds for the Town of Newburgh parks. He previously served as President of the North Park Kiwanis Club of Evansville, Coach and League President of the Newburgh Youth Soccer League, Coach of the Newburgh Girls Softball League. He is a member of the American Institute of Certified Public Accountants and the 1994-95 Leadership Everyone Graduation Class.

The Distinguished Accountant Award is given annually since 2004 by the USI Romain College of Business in conjunction with the USI Accounting Circle, and recognizes professional achievement, service to the region and/or the University, and service to the accounting profession. The selection criteria include leadership, professional achievement and stature in the accounting industry and involvement with USI and the community.

Accounting Circle Welcomes New Young Professionals

Get to know the newest members of the USI Accounting Circle's Young Professionals. Here are excerpts from each one's interview. Read full interviews in the Fall 2021 eNewsletter at USI.edu/RCoBeNewsletter.



Clayton Allen '13, accounting and finance, is Accounting Manager at United Fidelity Bank.

What advice would you give a college freshman? I would recommend job shadowing at a career you are planning to pursue. I would also recommend taking a career assessment test. I started college with a different major/career path than the one I ended up pursuing.

Similarly, what advice would you give seniors on making the most of their last year of college and preparing for their careers after graduation? I would recommend seniors get an internship or part-time job in the career they are pursuing. This will help build their resume and get experience that the classroom can't teach.



Brandon Medcalf '17, accounting and finance, is Senior Audit Associate at Harding, Shymanski & Co., P.S.C.

What skills do you think are most essential for being successful in accounting? In my opinion, the three most important skills for a successful accounting career would be organization, project management and the ability to continuously learn

throughout your career. In public accounting you often will be working on multiple projects at the same time, and usually these will be with different people/teams. Making sure to stay organized and manage these projects at the same time is really critical. Also, in public accounting you are constantly running into new situations you haven't experienced before and so being able to research and apply this new knowledge can drive your career a long way.

Generally speaking, what are some of your favorite accounting-related duties at work? My favorite accounting-related work duty would be the preparation of a company's financial statement. These financial statements really tell the story of how the company performed throughout the year. So, taking all the information you gathered throughout the audit and pulling it all together into a financial statement is a really neat experience in my eyes.



Amy Mings '08 M'22, has an extensive background in accounting and entrepreneurship. Her work has been featured in HGTV Magazine, Better Homes and Gardens, The Cottage Journal (French Cottage edition), Romantic Homes, Enjoy Brocante, and NBC News Better. Past collaborations have included The Home Depot, Tractor Supply Company, Rural King, Sertodo Copper, Pré de Provence, Wagner, Sinkology, RYOBI and more. She is a graduate assistant at USI.

What are some misconceptions about being a small business owner? As a small business owner there will be aspects of running your business in which you do not excel or enjoy. As funds allow, look for ways to bring others in that can strengthen your business in those areas. Learn to focus your time where you will see the most value. For many small business owners, accounting is a big area where they struggle. With an accounting degree, however, you will understand the language of business and be able to propel your business forward more easily.

What advice would you give someone considering pursuing starting their own small business? I would connect with your local small business development center. They are a free resource that can provide start-ups and entrepreneurs with a wealth of knowledge as well as connections to industry experts. With any new business, I would define your "why" and start small.



Drew Turpin received his bachelor's in kinesiology-exercise science at Indiana University, Bloomington. He earned a post-baccalaureate certificate in accountancy at USI. He is Senior Associate at Grey Street Advisors LLC.

What is one of the biggest misconceptions about accounting as a career choice? I would say the most common misconception about the accounting profession is that you have to do taxes and/or bookkeeping! While a lot of accountants do practice tax and have probably dabbled in bookkeeping at some point, accounting is much wider than that scope. Also, that accounting is boring. If you love business, accounting is probably the best way to learn how businesses operate. ALL departments/segments in a business have to lean on accurate and timely accounting information to be successful.

What has surprised you about working in accounting, and has it been different than you expected? If so, how? The amount of options available as a career as an accountant. Learning accounting is a great base for becoming an expert in business. I was also surprised to find out how much social interaction is required (depending on your role).

USI Marketing Club is American Marketing Association Collegiate Chapter

The USI Marketing Club has joined the ranks of more than 300 universities in becoming an American Marketing Association (AMA) Collegiate Chapter.

As an AMA Collegiate Chapter, USI Marketing Club students will have access to exclusive industry content and resources including news and publications, data and insights, and a job postings board. Members have an opportunity to earn professional certifications, such as Professional Certified Marketer, as well as certifications in digital marketing, content marketing, management and sales. Students will also have the opportunity to participate in nationwide student competitions and participate in AMA conferences. In addition to these tremendous learning and growth opportunities, students who join USI's Collegiate Chapter will be able to list their AMA membership on their resume, signaling their dedication and experience in marketing to employers.



The Marketing degree is the fourth largest program at Romain College of Business. As faculty advisor, Dr. Chad Milewicz, Chair of Economics and Marketing, Associate Professor of Marketing, believes this is a great opportunity to enhance the learning experience of all students interested in marketing careers. "Students who join our AMA Collegiate Chapter will be joining a world-class professional organization. This is a chance for students to expand their network, gain relevant experience outside the classroom, and learn much more about the exciting and rewarding career opportunities in marketing," he says. Dr. Sabinah Wanjugu, Assistant Professor of Marketing, will join Milewicz in collaborating with marketing club members who want to participate in the AMA student competitions.

A generous donation funds students' annual dues and travel expenses. Members will also engage in a variety of service projects that will not only impact the community but will generate funding to help sustain the chapter financially for future Club members. Upon graduation, students who join USI's AMA Collegiate Chapter will also receive a one-year free AMA membership, a very relevant benefit for seniors who are graduating and still searching for that first job out of college.

Senior accounting and marketing major Mara Caldieraro, who has been in the Club since her freshman year, says, "I love how many connections I've made with people from the community throughout the meetings, and I'm looking forward to meeting more people nationally when the club expands."

Courtney Bourne, Junior, is the Marketing Club President for 2021-2022. "Becoming a collegiate chapter of AMA is a big milestone for the club. This is every marketer's dream: to have unlimited resources of marketing material," she said. "It will allow us to apply the knowledge we have gained from the University, as well as new exposure that will equip students to become marketing professionals."

Giving. Hear how your gift impacts business students so they can pursue their dreams.

The University of Southern Indiana's Business and Engineering Center is one of the most beautiful buildings on campus – not because of its physical appearance but due to what happens on the inside. Equipped with hardworking professors and staff, the Romain College of Business maintains an esteemed accreditation and positively impacts the lives of students. The professors always make sure to provide students with well-thought-out lectures and advice to help us move forward in our careers. The mentoring I received helped mold me into who I am today – a forward-thinking leader ready to confidently take on challenges and use my USI education to influence others. I have been given the opportunity to push myself in course work, technical skills, and professional talents. This has a lasting impact on the way I will continue to expand my knowledge and learn throughout life.

As these extraordinary times progress and generate a feeling of uncertainty at some points in the journey, the Romain College of Business never faltered in its support of my goals and ambitions. There was a seamless transition to accommodate all students over the last year and a half. Each action spoke to the humanizing culture of the College. It wasn't just those working inside the College that made it possible for students to continue pursuing their degrees without missing a beat. You, too, understood the importance of preparing us with the needed resources to fully embrace our USI journey and education. Together, we are showing everyone what it means to be part of this great University and College.



Your support has not gone unnoticed, and we appreciate your investment in our success. Through your generosity many students, including myself, have been able to enjoy the college experience in unimaginable ways. I invite you to make a gift to the Romain College of Business, so more students can broaden their horizons and dream big.

From all of us at the USI Romain College of Business, thank you for believing in our students and me!

Best Regards
Mara Caldieraro '22

**Make a Gift
Donate online at
[USI.edu/business](https://www.usi.edu/business)**

CIS and CS Programs Invited to Junior Achievement’s JobSpark

The Romain College of Business Computer Information Systems (CIS) and Computer Science (CS) programs were invited by Debbie Garrison, CIO of Berry Global and event sponsor, to participate in this year’s technology section of Junior Achievement’s virtual JobSpark event, Nov. 16-17, 2021. JobSpark is a hands-on career exploration program for grades 8-12 that exposes students to different career paths.

Faculty members Dr. Xue Han, Assistant Professor of Computer Science, Jiaying Liu, Instructor in CIS, Josh McWilliams, Instructor in CIS, and Kasra Pourang, Instructor in CIS participated, connecting with the students individually. In addition to learning what they might study in CS and CIS, students learned about real-world experiential client projects in the capstone course. Highlights of past projects included game development and web presences for small businesses and non-profits, as well as embedded development on microcontrollers. It made the whole program tangible to prospective students.

The topics generated a great deal of interest in the students, who were active participants during the Q&A session.



Dr. Xue Han, Assistant Professor of CS

“The HelloWorld project is a series of small programs. It is used to inspire and encourage students to make a simple project more interesting and exciting. The “Hello World” program is often the first program you write when learning a programming language. This program prints “Hello World” on the computer screen. The HelloWorld Project shows a few variations of the “Hello World” program.

Feel free to contribute to this project: <https://github.com/xha225/HelloWorld>.”



Jiaying Liu, Instructor of CIS

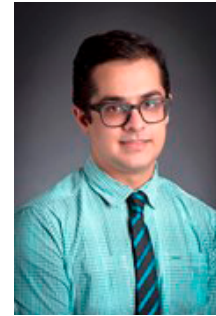
“Data visualization is becoming increasingly important because it enables knowledge compression, allowing an enormous amount of information to be packed into a small space. The video shows how information design can help us get through the information glut and how simple charts can show patterns by using examples including Moneyball, NBA and Pokémon.”



Josh McWilliams, Instructor of CIS

“I presented to regional middle and high school students about both the USI Computer Science (CS) and Computer Information Systems (CIS) degrees, as well as walked them through some examples of projects completed as part of the senior capstone course. The senior capstone course represents the culminating event in the undergraduate career of a CS or CIS student in which both disciplines come together to work in teams on projects for real-world clients or to further their own ideas. Examples of past projects are many but include video game development, mobile application development, web presence for startups or non-profit businesses, and many

others.”



Kasra Pourang, Instructor of CIS

“My presentation was about artificial intelligence (AI). To begin, I briefly introduced the general field of artificial intelligence and mentioned that we use it every single day. Next, I discussed what tools we use to teach machines (i.e. robots) how to think and become intelligent. This sparked the question of whether machines would awaken one day and take over the world. In response to that question, I demonstrated to the attendees how we reward the machines when they do a good job and punish them when they do a bad one. My presentation ended with a discussion of how AI examples are used in the USI’s business analytics courses.”



SHRM Academic Alignment

We are pleased to announce our HR Concentration in the Management major now aligns with the Society for Human Resource Management (SHRM). Learn more at USI.edu/management.

RCOB Faculty Lead the Pack: From World Class Education to Marathon Start Line

The Romain College of Business takes pride in being AACSB accredited, a symbol of quality education for its graduates. Our faculty come from a diverse set of backgrounds, leveraging those experiences in the classroom to provide real-world value to their students. One of those stories comes from Josh McWilliams, Instructor in Computer Information Systems, whose expertise ensured the New York Road Runners (NYRR) was able to put on the 50th edition of the TCS New York City Marathon (NYCM.)

We sat down with Josh to tell his story:



How long have you been working with NYRR?

This was my 11th NYCM in total. Due to a last-minute cancellation in 2012 because of Hurricane Sandy, only 10 have started but I include it (Sandy) as the work was completed to run the event. Of course, COVID-19 delayed the 50th running of the event in 2020 to this year.

How did you become involved with the TCS NYCM?

Upon my return to Evansville in 2009, I joined a local startup called ChronoTrack Systems, which developed and produced the hardware used at the NYCM. My first marathon weekend was in 2009 because of my role at ChronoTrack; it was a startup,



so all hands were on deck due to the importance of it being an Abbott World Marathon Major event. Honestly, those first years were both unbelievably exciting and equally terrifying: while each event is important, disaster at the NYCM would have meant the death of the business. We used to talk about each event being like a moon shot as you can't back everyone up to start the event over once it begins, particularly when it is being broadcast live internationally.



Tell us about ChronoTrack.

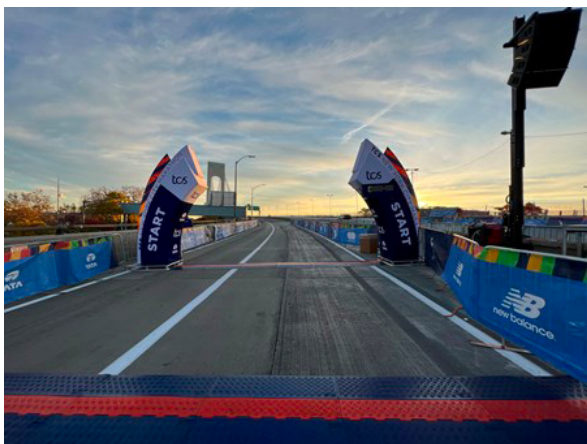
ChronoTrack began in 2008 right here in Evansville, out of a desire to disrupt the way that endurance event timing was handled. The process of returning timing tags had created a real problem for events like the NYCM. Athletes would be in line to return their tags and backed up so far that other athletes were blocked from crossing the finish line. The system we built used the EPC Gen 2 Class 1 UHF RFID tag that Walmart placed on every pair of its jeans in the early 2000s. The tags were modified and placed on runners' shoes, tracking athletes over the race course.

The business initially began as a project for its sister company, Tacit Solutions, to see if it was possible to build a timing system that could use disposable tags as opposed to returning the more expensive timing tags at the end of an event. The proof of concept worked well enough to create ChronoTrack as a spinoff, the initial product became known as the "D-Tag," and it was the first disposable tag for endurance sporting events.



I began working for ChronoTrack in early 2009, and I believe I was the eighth person at the organization. I was the first non-

administrative person to join who didn't start at Tacit Solutions. In those days my official role was Technical Training and Support Specialist, but a typical week might involve returning from domestic events I supported, working with our software engineer to resolve bugs/feature requests, shipping hardware out to a new customer and then jumping on a plane to Asia or Europe for the following weekend. I think I flew something like 175,000 miles a year for 2 to 3 years. By 2012, ChronoTrack had captured 80% of the U.S. running market, timed 12 million athletes worldwide, developed the first disposable tag for the back of race bibs and was acquired by Lifetime Fitness. With the backing of LifeTime, our team grew organically and, through more acquisitions, added nearly 80 people. My role transitioned to Product Manager for the timing business.



Describe your role in the execution of the NYCM.

Initially I would help set up the start line, before heading down course ahead of athletes to ensure each of the timing points was set up and ready to go. The NYRR Scoring group likes to push the envelope, so there are tons of places where athletes are tracked with ChronoTrack equipment, including five pre-start locations, three unique start lines, split lines at each 5K point, split lines at each mile, a split line at the halfway point, a handful of post-race locations and the finish line. In total there are nearly 50 places where an athlete may be tracked. These days, my role is entirely



around the connectivity related to the start lines.

The start line of the event presents a challenge as there are three unique start lines that are all temporary structures on the Verrazano-Narrows Bridge. In order to provide live times for placement and broadcast TV requirements, the starting equipment must be connected to the internet, but there is no infrastructure in place permanently for this purpose and the cellular networks are saturated due to the large number of people. So, I manage the logistics and execution of taking redundant internet connections, a handful of pieces of network gear, the ChronoTrack timing controllers and about half a mile of network cable to get reliable and redundant connectivity to the start line timing boxes. Then on race morning running, cutting, crimping and connecting nearly half a mile of cable in around 4 hours.

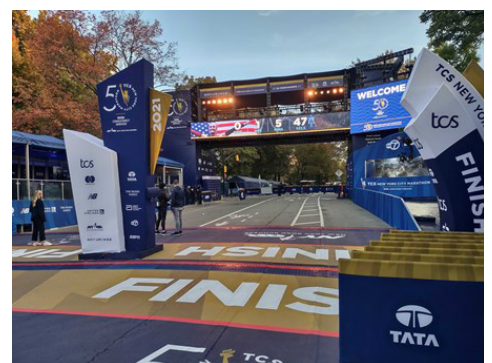
There is quite a bit of orchestration to get the connections in place at the base of the bridge and then deploy the equipment once the bridge is closed a few hours before the race begins. Making this more complicated is a feature of the boxes to share data when networked together—normally a great feature—but it creates a problem in this unique case. As a result of there being nine boxes, we must separate them logically in the network hardware; otherwise, the result would be the equivalent of a Denial of Service attack due to all the traffic between them. So, race week involves testing the connections, configuring the briefcase full of network switches and then on race morning running, cutting, crimping and connecting nearly half a mile of cable in around 4 hours.

What is the most exciting part about race week?

Two things: reconnecting with old colleagues, customers and friends as it is like seeing family; and the support of the city for this event is unlike anything else; the energy and excitement are incredible. It helps to hear support from everyone and the music pumping in those moments that are stressful on race day.

How do you leverage your experiences in the classroom?

Any time I can bring my professional experiences into the classroom is a win. I think using examples that are tangible for our students really cements the concepts for them. In my CIS 201 class, I talk about the NYCM and my work at ChronoTrack as it relates to IT Project Management and how networks work as well as our cybersecurity module. This semester I am also fortunate to teach MGMT 353, which is part of the Entrepreneurship sequence, so certainly it is helpful to have that experience in my back pocket to say, 'I have done this and here is how we were successful.'



Faculty Engagement and Achievements in 2021

In recognition of faculty who have had publications, presentations, community engagements and awards, Romain College celebrates their continuing to conduct innovative and impactful basic and pedagogical research in alignment with our mission and engaging the community from local to national levels. List is also available on our website [USI.edu/2021RCoBFacultyWorks](https://www.usi.edu/2021RCoBFacultyWorks).

Accounting

Dr. Brett Bueltel Assistant Professor of Accounting

Recipient of the 2021 Dean's Award for Excellence in Research.

Research article, "Feeling GILTI: Tax Strategies for U.S. Multinational Corporations to Navigate the Tax Cuts and Jobs Act" published in the ATA Journal of Legal Tax Research, received national recognition this Fall 2021. The Tax Adviser, one of the top tax practitioner journals, recommended the article in their Campus to Clients column titled "Academic Research for Your Practice Consideration." This column annually features four published examples of academic research of interest and relevance to tax practitioners. The Tax Adviser is published by the Association of International Certified Professional Accountants (AICPA). The link to The Tax Adviser column: <https://www.thetaxadviser.com/issues/2021/aug/academic-research-tax-practitioners.html>

Dr. Mark McKnight Associate Professor of Accounting

Research article published: Bryan, T. G., McKnight, M. A., & Houmes, R. (2021). Unfaithful representation: Understanding accounts receivable in the name of conservatism. *Accountancy Business and the Public Interest*, 20, 52-72. <http://visar.csustan.edu/aaba/BryanMcKnightHoumes2021.pdf>

Article Reviewer for Peer-Reviewed Academic/Research Journal: *Global Journal of Accounting and Finance*. Journal Publisher: Institute of Global Business Research

Research article published: Bryan, T. G., & McKnight, M. A. (2021). Implementing the Pathways Commission: recommended first accounting course: A profile of early adopters. *International*

Journal of Accounting & Finance Review, 6, 41-52. <https://doi.org/10.46281/ijafr.v6i1.998>

Article Reviewer for Peer Research Article Published/Reviewed Academic/Research Journal: *Peer-Reviewed Academic/Research Journal: The Accounting Educator's Journal*. Journal Publisher: Academy of Accounting Educators

Article Reviewer for Peer Research Article Published/Reviewed Academic/Research Journal: *Peer-Reviewed Academic/Research Journal: Peer-Reviewed Academic/Research Journal: Global Journal of Accounting and Finance*. Journal Publisher: Institute for Global Business Research

Research article accepted: Accounting conservatism or earnings management: A study of the allowance for doubtful accounts. *Journal: Corporate Ownership & Control**

Business Administration

Dr. Cristina Gilstrap Associate Professor of Business Communication

Article Reviewer for Peer Research Article Published/Reviewed Academic/Research Journal: *Peer-Reviewed Academic/Research Journal: Health Communication*. Journal Publisher: Taylor & Francis

Dr. Curt Gilstrap Associate Professor of Business Communication

Article Reviewer for Peer Research Article Published/Reviewed Academic/Research Journal: *Peer-Reviewed Academic/Research Journal: International Journal of Strategic Communication*. Journal Publisher: Taylor & Francis

Research article published: Gilstrap, C., Teggart, A., Cabodi, K., Hills, J., & Price, S.

(2021). Social music festival brandscapes: A lexical analysis of music festival social conversations. *Journal of Destination Marketing & Management*, 20. <https://doi.org/10.1016/j.jdmm.2021.100567>

Article Reviewer for Peer-Reviewed Academic/Research Journal: *Qualitative Research Reports in Communication* • Journal Publisher: Taylor & Francis

Community presentation delivered: Title of presentation: Social Media Communities & Marketing. Name of community organization delivered to: CSU-Los Angeles (senior marketing majors) Date of presentation: October 2021

Dr. Ramadan Hemaida Professor of Decision Sciences

Research/Conference presentation delivered: Conference: International Academy of Business Disciplines (IABD) Presentation 1: Effects of Anchoring Paradigm on Generation Z Consumers' Purchasing Decision-Making. Presentation 2: Zero-One Linear Programming Model for Determining an Optimal Health Insurance Plan. Date: March 26 & 27, 2021. Learn More: <https://iabdgroup.org/programs-and-proceedings>

Computer Information Systems

Mr. Josh McWilliams Instructor in CIS

Community presentation delivered: Sparking Innovation. Community Event: Introduction into Lean Innovation Discovery Thru Customer Validation & Iterative Prototyping. Community Organization Delivered To: Make IT Evansville/Growth Alliance for Greater Evansville. Date: March 18, March 25, April 1, 2021

Community presentation delivered: Virtual

Small Biz Basics: Using “Virtual Rooms” and Workplace. Community Event: Digital Solutions for Small Business. Community Organization Delivered To: Southwest Indiana Small Business Development Center. Date: February 24, 2021

Research article published: Chlebowski, A. L., McWilliams, J. D., Hawkins, W. C., & El Tawil, S. (2021). Cultivating innovation capacity of undergraduates in a Technology Commercialization Academy in Midwest America. *Metropolitan Universities*, 33(1), 3-26. 10.18060/23931

Mr. Kasra Pourang Instructor in CIS

Research article accepted: Shemroske, K. and Pourang, K. Article: Experiential Learning and Job Experience: Opportunities for Cybersecurity Curriculum Support, Cyber Graduate Marketability, and Cyber Productivity Journal: *Journal of the Consortium for Computing Sciences in Colleges**

Dr. Kenneth Shemroske Associate Professor of CIS

Research article accepted: Shemroske, K. and Pourang, K. Article: Experiential Learning and Job Experience: Opportunities for Cybersecurity Curriculum Support, Cyber Graduate Marketability, and Cyber Productivity Journal: *Journal of the Consortium for Computing Sciences in Colleges**

Computer Science

Dr. Xue Han Assistant Professor of CS

Research article accepted: ConfProf: White-Box Performance Profiling of Configuration Options. The 12th ACM International Conference on Performance Engineering (ICPE)*

Article Reviewer for Peer-Reviewed Academic/Research Journal: *ACM Transactions on Software Engineering and Methodology (TOSEM)*. Journal Publisher: Association for Computing Machinery (ACM)

Recipient of the 2021 Dean’s Award for Excellence in Teaching

Research article accepted: A Study of Performance Testing in Configurable Software Systems Journal: *Journal of Software Engineering and Applications**

Research Article Published: Han, X. (2021). A study of performance testing in configurable software systems. *Journal of Software Engineering and Applications*, 14, 474-492. <https://doi.org/10.4236/jsea.2021.149028>

Research Article Published: Chu, J., Yu, T., Hayes, J. H., Han, X., Zhao, Y. (2021). Effective fault localization and context-aware debugging for concurrent programs. *Journal of Software: Testing, Verification, and Reliability*. <https://doi.org/10.1002/stvr.1797>

Dr Srishti Srivastava Assistant Professor of CS

Article Reviewer for Peer Research Article Published/Reviewed Academic/Research Journal: *Peer-Reviewed Academic/Research Journal: IEEE Transactions on Parallel and Distributed Systems*. Journal Publisher: Institute of Electrical and Electronic Engineers (IEEE)

Award: 20 Under 40 Class of 2021 Exemplary Leaders Award. Organization: Rotary Club of Evansville. Date Received Award: September 28, 2021

Economics

Dr. Cathy Carey Professor of Economics

Award: 2021 Distinguished Economist. Organization: Kentucky Economics Association. Date Received Award: October 22, 2021. Details at 2021 Kentucky Distinguished Economist Award.

Research/conference presentation delivered: Conference: Kentucky Economic Association Presentation: Keynote: Forecasting Kentucky General Fund in the COVID Market Economy Date: October 22, 2021

Dr. Prasenjit Ghosh Assistant Professor of Ag Business

Research Article Published: Ghosh, P. N., Miao, R., & Malikov, E. (2021). Crop insurance premium subsidy and irrigation water withdrawals in the western United States. *The Geneva Papers on Risk and Insurance – Issues and Practice*. <https://doi.org/10.1057/s41288-021-00252-4>

Recipient of the 2021 Outstanding Dissertation Award from Southern Agricultural Economics Association.

Published two articles with moneygeek.com, a website that provides articles written by experts in various financial topics. Ghosh’s two articles provide expert insight and information focused on finding the right hotel rewards credit card and finding the right low-interest credit card.

Dr. Curtis Price Associate Professor of Economics

Article Reviewer for Peer-Reviewed Academic/Research Journal:

Peer-Reviewed Academic/Research Journal: *Economics Bulletin* Journal Publisher: Vanderbilt University
Peer-Reviewed Academic/Research Journal: *Journal of Behavioral and Experimental Economics* Journal Publisher: Elsevier
Peer-Reviewed Academic/Research Journal: *Experimental Economics* Journal Publisher: Springer

Dr. Daria Sevastianova Associate Professor of Economics

Research/Conference Presentation Delivered: Conference: Women in Economics Virtual Symposium 2021 (hosted by the Federal Reserve Bank of St. Louis) – Making a Difference in the World. Presentation: Making a Difference by Starting a Women in Economics Club at Your University. Date: February 17, 2021 Learn More: <https://www.stlouisfed.org/education/women-in-economics/2021-symposiumarchive>

Recipient of the 2021 Dean’s Award for Excellence in Teaching

Research/conference presentation delivered: Conference: Econ Camp Indiana Presentation: US Fiscal Policy Response to COVID-19 Presentation: The COVID-19 Economy: Are We Back on Track? Date: October 21, 2021

Title of presentation: Women in Economics. Name of community event: USI Women's Entrepreneurship Week Date of presentation: October 20, 2021

Finance

Dr. Khaled Elkhail **Associate Professor of Finance**

Article Reviewer for Peer-Reviewed Academic/Research Journal: Middle East Development Journal. Journal Publisher: Taylor & Francis

Article Reviewer for Peer-Reviewed Academic/Research Journal: Managerial Finance. Journal Publisher: Emerald Publishing.

Dr. Zhe Li **Assistant Professor of Finance**

Article Reviewer for Peer-Reviewed Academic/Research Journal: Middle East Development Journal. Journal Publisher: Taylor & Francis

Article Reviewer for Peer-Reviewed Academic/Research Journal: Managerial Finance. Journal Publisher: Emerald Publishing.

Dr. Jinsak Yang **Assistant Professor of Finance**

Research article published: Aroul, R. R., Hansz, J. A., & Yang, J. (2021). "Fix it with green": The valuation impact of green retrofits on residential transaction price. Journal of Housing Research. <https://doi.org/10.1080/10527001.2021.1984755>

Management

Dr. Jason Fertig **Associate Professor of Management**

Research article accepted: Article: Who They Are Versus What They Want: How

DISC Profiles Can Aid in Developing Employability Journal: Industry and Higher Education*

Research/conference presentation delivered: Conference: Midwest Academy of Management Presentation: Who They Are Versus What They Want: How DISC Profiles Can Aid in Developing Student Employability Date: October 2021

Dr. Sima Fortsch **Assistant Professor of Management**

Research article published: Fortsch, S. M., Choi, J. H., & Khapalova, E. A. (2021). Competition can help predict sales. Journal of Forecasting, 1 – 14. <https://doi.org/10.1002/for.2818>

Dr. Nick Rhew **Assistant Professor of Management**

Research article published: Rhew, N. D., & McKinney, A. P. (2021). "We didn't start the fire": What can Billy Joel teach us about the external environment? Management Teaching Review. <https://doi.org/10.1177/23792981211040177>

Research/Conference Presentation Delivered: Conference: Management and Organizational Behavior Teaching Society Conference Presentation: We Didn't Start the Fire: What Can Billy Joel Teach Us about the External Environment? June 19, 2021. Learn More: https://mobts.org/conference/2021/modules/request.php?module=oc_program&action=program.php&p=program

Research/Conference Presentation Delivered: Academy of Management Annual Meeting Presentation: Building Community around Self-Care: Restorative Spaces and Faculty Well-being. August 3, 2021. Learn More: https://my.aom.org/ProgramDocs/2021/pdf/AOM_2021_Annual_Meeting_Program.pdf

Article Reviewer for Peer-Reviewed Academic/Research Journal:

Peer-Reviewed Academic/Research Journal: Decision Sciences Journal of Innovative Education

Journal Publisher: Wiley
Peer-Reviewed Academic/Research Journal: Management Teaching Review
Journal Publisher: Sage
Research Article Published: Rhew, N., & Arendt, L. A. (2021). Lessons on the resource-based view and generic competitive strategies from Kinky Boots: The Musical. Management Teaching Review. <https://doi.org/10.1177/23792981211055404>

Article Reviewer for Peer-Reviewed Academic/Research Journal: Management Teaching Review • Journal Publisher: SAGE

Dr. Jack Smothers **Associate Professor of Management** **Masters of Business Administration** **Director** **Interim Assistant Dean, Romain College of Business**

Research article accepted: Smothers, J., Celuch, K., & Williams, M. (2020). A Closer Look at Feedback, Self-Efficacy, and Intrinsic Motivation. Journal of Marketing Management.*

Research article published: Celuch, K., Smothers, J., & Valadares, K. (2021). Supervisor and employee identity coalescence and normative unit commitment. Journal of Theoretical Social Psychology. <https://doi.org/10.1002/jts5.94>

Earned a Lean Six Sigma Black Belt Certification.

Dr. Thomas Weber **Associate Professor of Management**

Recipient of the 2021 Dean's Award for Excellence in Service

Marketing

Dr. Kevin Celuch **Professor of Marketing**

Research article accepted: Smothers, J., Celuch, K., & Williams, M. (2020). A Closer Look at Feedback, Self-Efficacy, and Intrinsic Motivation. Journal of Marketing Management.*

Research article published: Celuch, K., Smothers, J., & Valadares, K. (2021). Supervisor and employee identity coalescence and normative unit commitment. *Journal of Theoretical Social Psychology*. <https://doi.org/10.1002/jts5.94>

Dr. Sabinah Wanjugu
Assistant Professor of Marketing

Research/conference presentation delivered: Conference: 44th Southwest Educational Research Association Presentation: Faculty Women of Color in Higher Education. Date: February 4, 2021 Learn More: <https://scholarworks.uttyler.edu/sera2021/conference/freeworkshops/10/>

* NOTE - Only current RCOB faculty are listed as authors/presenters – additional co-authors and co-presenters may exist.

Accounting and Economics Major Recipient of PCAOB Scholarship



Congratulations to Parker Collignon '22, accounting and economics. He is the recipient of the \$10,000 Public Company Accounting Oversight Board (PCAOB) Scholarship.

“It is an honor to have been nominated for this award. The scholarship will allow me to graduate debt-free, which has been a longtime goal of mine,” said Collignon. “I am grateful for the continued support from USI’s accounting and economics programs—my professors have played a huge role in pushing me and inspiring me to excel.”

The Scholars Program is aimed at supporting the next generation of auditors, and Collignon said he hopes to play a part in that. He has a full-time audit

internship lined up at BKD, LLP in Evansville this summer. He plans to become a CPA and pursue a career in public accounting after he graduates next May.

Collignon plays on USI’s Varsity Men’s Tennis team. He serves on the University Athletic Council and as an AthLEADership Character Ambassador. At Romain College of Business, he is a student worker, was a member of this year’s Institute of Management Accountants (IMA) case study team and is working to revitalize USI’s Association of Certified Fraud Examiners (ACFE) student organization.

“Parker Collignon epitomizes the scholar athlete as he has been able to balance his academic studies with his time on the tennis courts,” said Dr. Thomas Noland, Chair of Accounting and Finance. “His selection as a PCAOB scholar is well deserved and is a reflection on both Parker and the Accounting program at USI.”

Connect with USI Romain College of Business

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[USI.edu/business](https://usi.edu/business)

