



**McCoy College of Business Administration
Texas State University**

**Report on Progress
2016**



PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

From the Dean

McCoy College of Business Administration is reaffirming its commitment to uphold the Principles for Responsible Management Education (PRME). We are proud to continue our participation in this effort to advance universal principles in human rights, labor, environment and anti-corruption. McCoy College looks to these principles to guide its curricula into a greater acknowledgement of corporate social responsibility. This Sharing Information on Progress (SIP) report pursuant to the United Nations Global Compact attests to that fact.

PRME's mission, to establish a process of continuous improvement in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century, makes the total education of students the focus of all activities. The mission and values of the McCoy College have always included ethical behavior, so PRME is a natural extension of our own values.

Our mission continues to reflect the responsibility of the College to make the education of its students the focus of all activities and to create and continuously improve programs that add value to students' educational experiences through relevance and quality. Our faculty play a significant role in delivering this mission through their continuing pursuit of intellectual contributions, professional development, and business experience. They provide a student-centered learning environment dedicated to sharing values, knowledge, and skills that will enable students to compete responsibly, professionally, and successfully in a global business environment.

Our students are given multiple opportunities to interact with successful business professionals throughout their academic career in the classroom, workshops, guest lectures, and through mentoring. Our award-winning academic advising center is a source for information about undergraduate business programs at Texas State. McCoy College students are encouraged to develop a strong working relationship with both their academic advisor and the faculty. Students are expected to follow the University's honor code as well as the McCoy values of integrity and adherence to professional and ethical standards.

Our curriculum emphasizes an applied orientation that focuses on information technology, oral and written communication, critical thinking, leadership, and teamwork. Additionally, it strives to demonstrate the importance of understanding culture, diversity, and globalization as well as their impact on business practices. Our students learn to apply these concepts both in and outside of the classroom via participation in 21 business-related student organizations. The combination of classroom learning and practical application has been endorsed by our advisory board and helps to emphasize our applied orientation.

With this Report on Progress, the McCoy College of Business Administration at Texas State University upholds its commitment to educating business students who share our determination to create ethical and sustainable businesses.

Denise T. Smart, Ph.D.

Dean

McCoy College of Business Administration

The Mission of McCoy College of Business Administration

The McCoy College of Business Administration fosters an engaged learning community that prepares a diverse student population for successful business careers as responsible global citizens. The College complements these efforts with research that adds to knowledge, provides solutions to business challenges, and contributes to pedagogical advances.

The mission reflects the responsibility of the College to make the education of its students the focus of all activities and to create and continuously improve programs that add value to students' educational experiences through relevance and quality. The foundation of the College is an enthusiastic, student-oriented faculty knowledgeable in their discipline through the pursuit of intellectual contributions, professional development, and business experience. They are active in academic, professional, and civic service, and they also mentor students and support student organizations. The following values are widely shared within the College and are fundamental to its success:

1. Excellence in all endeavors through reliance on self-study and continuous improvement;
2. Integrity and adherence to professional and ethical standards;
3. Commitment to the personal and professional development of faculty, staff, and students;
4. Responsiveness, accountability, and contribution to the community and region;
5. Respect for individuals and a diverse culture that creates community among faculty, staff, and students.

Introduction to the Report on Progress

As a signatory to the United Nation's Principles of Responsible Management Education (PRME), the McCoy College of Business Administration prepares and posts a Sharing Information on Progress (SIP) report outlining the actions it has taken to support, abide by and promote the six principles of PRME. The following report provides an overview of how McCoy College incorporates and inspires business responsibility. The report is categorized by the six principles of PRME along with specific examples of how McCoy College supports each respective principle.

Principle 1

Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

The McCoy College of Business Administration at Texas State University continues to look for ways to instill ideals of professionalism, ethics, social responsibility, diversity, sustainability, and globalization in its students. Students are encouraged to understand the importance of culture and diversity to organizations and to apply general concepts of ethical behavior. Following are some of events undertaken by the College that showcase how McCoy

College supports the mission of PRME to develop the capabilities of students to be future generators of sustainable value for business and society at large.

- The Ethics, Diversity and Sustainability (EDS) committee continues to explore options to develop a McCoy College Sustainability Certificate and ways to inform students and faculty about EDS initiatives and goals. The committee develops relevant student projects and sponsors events such as Roundtable 360⁰ to increase community awareness of sustainable environment and inclusivity practices. (SDG 4, 11, 17)
- The Texas State Common Experience is a year-long initiative at the University designed to cultivate a common intellectual conversation across the campus, to enhance student participation in the intellectual life of the campus, and to foster a sense of community across our entire campus and extended community. The 2015-2016 Common Experience theme was “Bridged through Stories: Shared Heritage of the United States and Mexico, an Homage to Dr. Tomás Rivera.” McCoy College participates in the Common Experience in two different events:
 - The college hosts Business Leadership Week (BLW) in the spring semester of each academic year. Business Leadership Week is a signature event for McCoy College. The week is designed to engage the Texas State community in discussions relating to contemporary issues in leadership. The McCoy College is committed to encouraging discussions on these important topics while enriching the experiences of business students. In addition to thought provoking speakers, the week includes interactive workshops where student participants develop skills that will allow them to compete in a dynamic business environment. (SDG 9, 12, 17)

Based on the University’s 2015-2016 Common Experience theme for 2015-2016, the theme for the 2016 Business Leadership Week was “Business Beyond Borders.” Forty-two guest speakers addressed approximately 4,350 students in a variety of classes on international business issues in the workplace and on leadership. Invited speakers engaged students and the Texas State community in an interactive conversation about the impact of globalization on business practices, inclusiveness, and corporate responsibility to foster diversity, sustainable economy, and ethical behavior. (SDG 4, 7, 9, 11, 15, 17).

- A second major event is Annual Roundtable 360 Panel. The 2015-2016 Annual Roundtable 360 panel on “From Round Rock to the Rio Grande: 260 Miles y Mas” was held October 20, 2015. This year panelists included: Dr. Rico Ainslie (UT scholar and award winning filmmaker), Honorable Sherri Greenberg (10 years Texas Legislature, UT LBJ School of Public Policy), and Mr. Mark Madrid (Greater Austin Hispanic Chamber of Commerce). Panelists discussed the 21st century business world, focusing on their visions for 2020. (SDG 1, 4, 8)
- McCoy College’s Net Impact chapter was ranked as a gold chapter for the fifth straight year. Specific projects for McCoy College Net Impact include being the only student group collaborating with Circuit of the Americas on resource recovery and data collection during Formula 1, Moto GP and ESPN’s Summer X GAMES 2014 filling 22 of 22 internships. Through the Green Impact Campaign, Net Impact members are conducting free energy audits in Main Street San Marcos to small

businesses. <http://star.txstate.edu/2016/04/18/texas-state-net-impact-is-helping-local-businesses- conserve-energy-and-save-money/> Invited students represented McCoy College at the Smart Cities Innovative Summit during June 2016. Also of note is their participation in the Up to Us Competition sponsored by the Peter G. Peterson Foundation was based on reducing the national debt. Texas State earned international silver award presented by President Clinton. The student initiative focused on reducing the debt, but at what cost. Analyzing poverty, hunger, wellbeing, and decent work's core made the team's argument to Ms. Chelsea Clinton, Mr. George Stephanopolous and others solidly based on UN Sustainable Development Goals. (SDG 1, 2, 3, 4, 7, 8, 11, 13)

- In our Professional Selling, International Marketing, and Ethnic and Niche Marketing classes, instructors continue to use lectures and invited guests from industry to discuss the importance of inclusive relationships in business and otherwise. Students learn about the need to create businesses that encourage diversity among customers, employees, and communities to have a sustainable world economy. (SDG 10, 11, 17)
- Students in Enactus free enterprise program develop capabilities to work for an inclusive and sustainable environment by developing and managing 20 or more projects annually, out of a database of 50 projects. Examples of projects accomplished by students include creating a startup to produce and distribute wheatgrass as a part of promoting healthy eating habits; and developing programs to prepare college students enter the workforce ready to contribute as well as help develop systematic retirement savings plan Goals include rewarding deserving and capable recipients with full-time employment, helping with retail USA operations to secure profits for the global supply chain system and helping manage inventory and drive sales through micro-marketing channels. (SDG 2, 3, 9, 12)
- Texas State student chapter of the American Marketing Association (AMA) continued its participation in AMASavesLives. AMASavesLives encourages AMA collegiate chapters around the nation to create social media campaigns and hold informative events on their campuses to increase the number of donor designations and raise awareness about the importance of organ donation (SDG 3, 10, 12).
- Various McCoy College student organizations, including the Accounting Club, Beta Alpha Psi, National Association of Black Accountants (NABA), American Marketing Association, and Association for Information Technology Professionals are engaged in community programs that promote environment sustainability and cultural diversity efforts. These activities include participating in the annual San Marcos River Clean Up, Adopt a Spot (sponsored by Parks and Recreation), and Bobcat Build. Students also engage in a variety of outreach events. These include visiting local high schools with large minority representation and talking to interested students about the college experience and careers in business, accounting, and technology. These programs help instill in students a lifelong commitment to environmental sustainability, cultural diversity and corporate and social responsibility (SDG 10, 14, 15, 17)
- The Center for Multicultural and Gender Studies infuses an interdisciplinary curriculum supporting pluralistic society resources that address race, class, gender and ethnicity. As a part of a strategy to accomplish the University's initiative related to multicultural curriculum, the University encourages each college to modify two courses to reflect multicultural perspective annually. In support of this initiative, the McCoy College of

Business has to date transformed a total of 36 courses to infuse multicultural perspective or content across all eight subject areas offered in the College. (SDG 5, 10, 16)

Principle 2

Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

- The McCoy College of Business is committed to providing the best educational experience to its students through innovative, market-driven programs. Regular and comprehensive curriculum reviews are undertaken to ensure appropriate coverage on professionalism, ethics, corporate and social responsibility, diversity, sustainability, and globalization. Following are some of the resulting changes implemented during the 2015-2016 academic year.

Undergraduate Curricula

- McCoy College faculty member Dr. Janet Hale serves on an advisory committee that works on creating courses in sustainability. Dr. Hales was invited to review and propose teaching modules on international sustainability for the newly approved MA/MS-Sustainability Studies offerings. She is working on developing a sustainability certificate program. (SDG 4, 8, 13)
- Implementation of recommendations resulting from an in-depth review of the BBA core curriculum that was completed in spring 2015 began in Fall 2015. A task force was appointed to develop the contents of the new required core course “Introduction to Business in a Global Environment.” The course, designed to introduce students to business operations in a global setting early in their degree program, was piloted in spring 2016. Besides discussing the basics of business operations, the course introduces students to issues of workforce diversity, ethical business practices, and environment as well as social responsibilities of global businesses. The new course becomes effective fall 2016. (SDG 4, 10, 16, 13, 15)
- In the Consumer Behavior course, the instructor includes a discussion on ethical implications of each major topic (e.g. marketing cosmetics based on self-image, marketing to children, etc.) covered in the class. (SDG 3, 4, 8)
- The coverage of the United Nations Global Compact incorporated in our Business Ethics course was further to align with PRME Principle 2. A chapter on UN Global Compact is also included in the required textbook for the course. Additionally, our Business, Government, and Society course was further refined to better align the course with the full range of PRME values. (SDG 8, 9, 11, 12)
- The four College ethics-designated courses that build on what is taught in PHIL 1320, required of all BBA degree students, were reviewed to include more comprehensive exercises and assignments to:
 - Facilitate assessment of students’ ability to recognize whether an ethical issue is present in a given situation;

- Test students' grasp of the fundamentals of various ethical codes such as utilitarianism and moral idealism and, given the environment in which they have been raised, whether or not the student can recognize if a situation is inherently right or wrong;
- Increase awareness of the importance of having a personal ethical standard; and
- Increase students' awareness that ethics may vary in different cultures and that they are more likely to be exposed to those cultures than previous generations were. (SDG 8, 10, 16)
- One of the goals in the McCoy College International Business Committee's 2012-2017 Strategic Plan on internationalization was to expand the involvement of the McCoy College of Business Administration faculty in the undergraduate and graduate international business programs and successfully implement the international business curricula and programs. Some of the activities accomplished in support of these goals include:
 - Strengthening of the three faculty-led study programs offered by the College. For the 2015-2016 academic year, 52 undergraduate students, including two interns at UPS, Barcelona, participated in our Barcelona program, 33 graduate students participated in our Chile program, and 14 undergraduate students participated in the Prague program.
 - The College worked on a comprehensive strategic plan for developing its international programs. The plan is expected to be completed by next year.
 - In an effort to increase opportunities for international education experiences, instructors leading the Chile Study Abroad program included a service-learning project as a part of the program for the third year in a row. This year the team worked on raising funds to provide clothing for an orphanage.
 - Courses in the International Business minor continue to be refined to ensure adequate coverage and reinforcement of critical concepts in international business. PRME principles were at the forefront while making these refinements. (SDG 4, 8, 9, 11, 12)
- In addition to the above specific changes made during the year, the departments in McCoy College of Business continually assess their academic offering and, where appropriate, incorporate topics to address Principle 2 of PRME,

Internships

- McCoy College departments continued to work with the business community to increase the number of internship opportunities. The total number of internships in the college increased to 336 this year. There were also 52 graduate internships from the MBA, MAcy, and MSAIT programs. Additionally, The Center for Professional Sales continued its global sales internship program, with two students participating in internships with UPS in Barcelona, Spain. (SDG 4, 8, 9, 11)

Principle 3

Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Texas State University and the McCoy College of Business offer students many opportunities for personal and professional growth through events, programs, and campus entities. These create environments that enable effective learning experiences for responsible leadership. Some of these are highlighted below.

- Forty-six students enrolled in the Leadership Development course during spring 2016. The course is taught in partnership with the McCoy Corporation corporate leadership team and the Center for Relational Leadership. Taught entirely at the McCoy Corporation headquarters in San Marcos, Texas, this innovative course incorporated one-on-one coaching by top managers as well as small group discussions facilitated by senior managers and the McCoy Corporation leadership team. In addition, students worked on developing their individual leadership skills through a semester-long individual leadership development project. (SDG 4, 9, 17)
- Offered under the supervision of the McCoy College Academic Advising Center, McCoy Experience is program that focuses on academic, professional, and personal development of business students. For new students, the program offers an introduction to McCoy College values, honor code, professional student organizations, and University career services. Further, students are made aware of leadership opportunities, internships, the Business Learning Community, which is discussed in the section for Principle # 3, and our study abroad programs. For continuing students, the McCoy Experience offers Business Leadership Week and an online module in which key administrators, faculty, staff, and students share their perspectives and information on major and career selection. (SDG 4, 8, 9, 17)

The McCoy Experience also provides business students an opportunity to become McCoy College Ambassadors. This is a select group of students chosen each fall and recognized as active student leaders and representatives of McCoy College. Above all, these students express a desire to engage other students on topics of leadership and personal development. Ambassadors interact with their classmates as peer mentors to promote ethical leadership and involvement within the College and community. Ambassadors also interact with external audiences such as prospective students or College guests. (SDG 4, 10, 17)

- Bobcat Build is a chartered student organization at Texas State University. Its mission “is to create a Texas State tradition of pride through a day of service projects that builds awareness, builds community and builds tradition.” Various student organizations in the McCoy College of Business participate in the annual Bobcat Build event. Participants paint, mulch, plant flowers, rake leaves, prune trees and bushes, wash windows, clean up neighborhoods, participate in can food drives, clean up rivers, and volunteer at other community projects. Through campus collaboration and an open line of communication, Bobcat Build helps bridge the gap between the Texas State community and the citizens of San Marcos. (SDG 4, 11, 15, 17)
- The primary focus of the McCoy College Business Learning Community (BLC) this year was to provide students an understanding of important professional skills and to help educate students to be active participants in self-assessment, internships, job-shadowing, and organization involvement. The BLC participated in the 2016 Bobcat Build and a community service drive for Southside Community Center in San Marcos,

Texas. Additionally, the BLC participated in a workshop on resume building and dress for success. (SDG 3, 4, 8, 10, 11)

- The McCoy College of Business continues to sponsor two students to attend the Adelante! National Leadership Conference in San Antonio, Texas each year. Students interact with Latino students and corporate leaders from across the country to improve their communication, leadership, and career skills. (SDG 10, 11, 17)
- The Center for Entrepreneurial Action hosts a 3-Day Startup program, named 3DS. It is an entrepreneurship education program designed to teach entrepreneurial skills to students in an extreme hands-on environment. For AY 2015-2016, three judges and 17 industry mentors joined 140 student participants for an intensive workshop on business formation. McCoy College student company named Umbel was showcased at the 2016 South by Southwest (SXSW) in Austin, Texas. (SDG 3, 8, 9, 12)
- The second annual Edgar Business Plan Competition was held in April 2016 with 34 entries vying for \$7,000 in prize money. Luke Lashley, CFO of the Texas State CEO Chapter, placed second (SDG 3, 9, 17).
- The MBA capstone course in Strategic Management now requires completion of business research and consulting projects. Teams of MBA students work with organization representatives to address current, organization-defined issues. The project clients for AY 2015-2016 included San Marcos Mainstreet, Austin Chamber of Commerce, It's Time Texas, Pioneer Bank, San Antonio Zoo, City of Georgetown, Round Rock Chamber of Commerce, Mensor, SchoolFuel, Southwest Key, SioTeX, Keller Williams, Low Voltage Solutions, CTMC (Central Texas Medical Center), Chosen, First Tee/Golf San Antonio, and Occidental Petroleum. (SDG 4, 7, 8, 9, 11, 17)
- Accounting faculty partners with Mensor, LP and Thermon Manufacturing, both international firms headquartered in San Marcos, to develop consulting projects for the accounting graduate consulting course. (SDG 4, 9, 11, 17)
- The Texas State Beta Gamma Sigma chapter sponsored undergraduate students to attend the Global Leadership Summit in Orlando, Florida in Fall 2015. (SDG 3, 4, 17)
- In both Fall 2015 and Spring 2016, Dr. Noel Gould's students in BA 4315, International Trade and Operations, traveled to Houston to visit the Houston International Chamber of Commerce and acquire deeper insight into the challenges and opportunities of globalization. In Spring 2016, BA 4315 students also visited the Business Assistance Department at the Office of the Governor of Texas in Austin to discuss international trade and investment opportunities. (SDG 3, 4, 17)

- **Study Abroad Programs**

McCoy College is committed to offering international experiences to its students. To honor this commitment, the College offers summer study abroad programs for undergraduate business majors and MBA students. One of the components of all McCoy College study abroad programs is interaction with local businesses as a way to give our students an opportunity to see how major companies develop responsible leadership.

- In summer of 2016, 33 MBA students traveled to Santiago, Chile to experience the South American business world as well as study emerging market economies and cross-cultural management. Students also visited local and international companies,

- met with governmental officials, and participated in a service-learning project. (SDG 3, 4, 8, 17)
- Fifty-two undergraduate students traveled to Barcelona, Spain in summer 2016 to study international marketing, operations management, enterprise information technology, and international trade operations in an international setting. Two students participated in an international internship with UPS, Barcelona. Additionally, the program allows students to get exposure to different cultures through business, historical, and cultural visits. (SDG 4, 9, 11, 17)
 - In summer of 2016, 14 undergraduate students traveled to Prague, Czech Republic, to study investment and financial analysis for investing in emerging markets of Central and Eastern Europe. (SDG 4, 9, 11, 17)
 - Texas State University Enactus team has over 50 projects but the four that were showcased included: “Mobile Loaves and Fishes” project to help homeless people earn a living; “Budget Infographics” to help mayors, city councils, and citizens have a simple way to view their city budgets; “Job Help,” a customized web site with live action tutorial videos; and “ROW,” a marketing and technology company that was founded by the current Enactus President and is now grossing \$100,000 annually. (SDG 1, 2, 3, 10, 17)
 - All Master of Accountancy students are required to take a 3-hour credit course on Corporate Governance and Ethics. The course provides a study of corporate governance and ethical issues in accounting and the business environment. Issues addressed include ethical reasoning, integrity, objectivity, core values, and responsible corporate leadership. (SDG 4, 10, 16, 17)

Principle 4

Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

The vision of the McCoy College is to be recognized as a national model for excellence in applied business education, valuing applied scholarly activity. The College encourages diversity of research interests and desires a faculty that, as a whole, will produce a complete portfolio of applied research contributions. McCoy College research is business-relevant, socially-significant topics. Resources are available to promote research activities, and awards are made to faculty members who excel at such activities.

Faculty Research Highlights

- The College Council completed its evaluation of the recommendations of the Impact of Research Implementation Task Force and is in the process of implementing the recommendations. As a part of these recommendations, each department revised its journal quality list so the process and resulting number of journals in each quality level were standardized across the college. (SDG 4, 16, 17)

- For 2015-2016, the College spent \$437,113 on research related expenses. Faculty published 90 peer-reviewed journal articles, two books or book chapters, and 166 peer-reviewed conference proceedings and paper presentations. The faculty also made 25 other intellectual contributions such as non-peer-reviewed articles, seminars, monographs, case publications, and instructional software. Ten McCoy College faculty were recognized for best paper and best reviewer awards at academic conferences. Collectively, 25 McCoy College faculty members are represented in the top 100 Most Cited Scholars at Texas State. (SDG 4, 16, 17)
- Research publications relevant to Principle # 4 include:
 - Andrews, M. C., Kacmar, K. M., & Valle, M. (2016). Regulatory Focus and Perceived Self-Value as Predictors of Work Engagement. *Journal of Applied Management and Entrepreneurship*, 21(1), 5.
 - Bae, S. C., Chang, K., & Yi, H. C. (2016). The impact of corporate social responsibility activities on corporate financing: a case of bank loan covenants. *Applied Economics Letters*, 1-4.
 - Baucus, Melissa S., and Cheryl R. Mitteness. "Crowdfunding: Avoiding Ponzi Entrepreneurs When Investing in New Ventures." *Business Horizons* 59.1 (2016): 37-50.
 - Becerra, E., Chapa, S., & Cooley, D. (2016). The effect of ethnic-specific versus ethnic-diversified advertising: Comparing attitudes among multicultural consumers. *Journal of Cultural Marketing Strategy*, 1(2), 122-137.
 - Ekin, T., Musal, R. M., & Fulton, L. V. (2015). Overpayment models for medical audits: multiple scenarios. *Journal of Applied Statistics*, 42(11), 2391-2405.
 - Ferguson, M., Carlson, D., Boswell, W., Whitten, D., Butts, M. M., & Kacmar, K. M. (2016). Tethered to work: A family systems approach linking mobile device use to turnover intentions. *Journal of Applied Psychology*, 101(4), 520.
 - Fisk, Raymond P., Laurel Anderson, David E. Bowen, Thorsten Gruber, Amy Ostrom, Lia Patrício, Javier Reynoso, and Roberta Sebastiani. "Billions of Impoverished People Deserve to Be Better Served." *Journal of Service Management* 27.1 (2016): 43-55.
 - Nouira, I., Hammami, R., Frein, Y., & Temponi, C. (2016). Design of forward supply chains: Impact of a carbon emissions-sensitive demand. *International Journal of Production Economics*, 173, 80-98.
 - Todd, J., & Jewell, R. T. (2016). Major League Soccer and the Corrupted 2022 FIFA World Cup Bidding: Proving Harm and Recovering Damages.
 - Paustian-Underdahl, S. C., Halbesleben, J. R., Carlson, D. S., & Kacmar, K. M. (2013). The work–family interface and promotability boundary integration as a double-edged sword. *Journal of Management*, 0149206313506464.
 - Pattison, P., & Guth, J. (2015). The road less travelled: Gender identity discrimination in the US and UK.
 - Pattison, P., Eixmann, Y., & McClung, B. (2016). Too Fat for Me: Obesity Discrimination in Employment. *Southern Law Journal*, 26(1), 117.
 - Payne, Dinah M., and Cecily A. Raiborn. "Aggressive Tax Avoidance: A Conundrum for Stakeholders, Governments, and Morality." *J Bus Ethics Journal of Business Ethics* (2015)

- Quinn, F., Miller, B., & Thorne, D. (2015). Diversity management and public orientation as predictors of service orientation in higher education. *Journal of Higher Education Management*, 30(1), 131-146.
- Sierra, J. J., Turri, A. M., & Taute, H. A. (2015). Unhealthy Food and Beverage Consumption: An Investigative Model. *Journal of Foodservice Business Research*, 18(5), 470-488.
- Sierra, Jeremy J., Harry A. Taute, and Anna M. Turri. "Determinants of Intentions to Purchase Unhealthy Food and Beverage Options: A Dual-Process Theoretical Perspective." *Journal of Food Products Marketing* 21.5 (2015): 503-20.
- Sierra, Jeremy J., Michael R. Hyman, Byung-Kwan Lee, and Taewon Suh. "Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-cultural Investigation." *Asia Pacific Journal of Marketing and Logistics Asia Pac Journal of Marketing & Logistics*, 27.4 (2015): 559-81.
- Vacaflores, D. E., & Beckworth, D. (2015). Latin American Remittances Dependence On External Shocks. *Applied Econometrics and International Development*, 15(2), 115-128.
- Visinescu, Lucian L., Olajumoke Azogu, Sherry D. Ryan, Yu “Andy” Wu, and Dan J. Kim. "Better Safe than Sorry: A Study of Investigating Individuals’ Protection of Privacy in the Use of Storage as a Cloud Computing Service." *International Journal of Human-Computer Interaction* 32.11 (2016): 885-900.

Principles 5 and 6

Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Dialogue: We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

- **Advisory Boards**

- The McCoy College Advisory Board provides support to the College through the business expertise of its members. These members provide guidance to help ensure that the College programs and curricula remain relevant and leading edge. Board members invest their time, energy and knowledge to keep the McCoy College of Business Administration among the leaders of graduate and undergraduate business education in Texas. In addition, departments within McCoy College work closely with their own advisory boards for support and guidance on their respective curricula. (SDG 4, 5, 11, 17)

All McCoy College Advisory Boards meeting was held on January 22, 2016.

Approximately 80 members participated. Board members participated in four breakout sessions and provided valuable input for four strategic initiatives of interest to McCoy

College: Entrepreneurship, International initiatives, Student Managed Investment Fund (Graduate Level), and Master's program in Supply Chain Management and Analytics. (SDG 4, 8, 17)

- The Department of Accounting Advisory Board met in May 2015. The meeting focused on updates with respect to strategies in place for meeting the AACSB peer team's recommendations for continuous improvement. (SDG 3, 4, 17)
- The Department of CIS & QM Advisory Board met twice during the year to discuss Computer Information Systems, Quantitative Methods and Master of Science in Accounting & Information Systems programs and curriculum. Recommendations will be evaluated to review/revise CIS/QM course and concentration offerings as well as the MSAIT program. (SDG 4, 9, 17)
- The Department of Finance and Economics Advisory Board met in September 2015 and February 2016. In September, board members reviewed over 30 student resumes and provided written feedback to the students. The board then conducted mock interviews with students, including a debriefing to discuss each student's strengths and weaknesses. Board members then attended the 2016 "Meet the Faculty Luncheon" where they interacted with students and faculty. In February, board members were introduced to the research of two faculty members (Drs. Popova and Yi) and to the students and faculty advisor (Dr. Holland Toles) for the Student Managed Investment Fund. Selected board members also participated in a Q&A panel session with members of the Financial Management Association (FMA) and the Association of Latino Professionals in Finance and Accounting (ALPFA). (SDG 3, 4, 8, 17)
- The Professional Selling Advisory Board met in October 2015 and April 2016. The board provided guidance on ways to infuse technology into the professional sales curriculum. Additionally, two members of the board provided access to an international database of salespeople to faculty for research purposes. (SDG 4, 12, 17)
- The Enactus (formerly SIFE) Advisory Board held its first "virtual" meeting in May 2016. The board comprises of selected former successful free enterprise students and national sponsors of Enactus. The board provides guidance on matters pertaining to Enactus/SIFE service projects that the Enactus student organization undertakes as a part of its service learning initiatives. (SDG 3, 4, 12, 17)
- More than 20 business leaders made presentations to the Studies in Entrepreneurship (MGT 3360) class this year. Speakers included Mr. Chad Auler, co-founder of Deep Eddy Vodka; Mr. William Bayless, President and Chief Executive Officer of American Campus Communities; Mr. Jerry King Echevarria, founder-owner and President of King Aerospace; Matt Edgar, Principal at Sawtooth Capital Management, Inc. and Jodi Edgar, Controller of BasinTek, LLC; Ms. Cindy Figer, founder and President of New Canaan Farms; Ms. Gay Gaddis, President and Chief Executive Officer of T-3; Whit H. Hanks, Chief Executive Officer, and Kim Hanks, Executive and Vice President, of Whim Hospitality, LLC; Mr. Rod Keller, President of Segway, Inc.; Mr. Lew Little, Chief Executive Officer of Harden Healthcare, LLC; Mr. Brian McCoy and Ms. Meagan McCoy Jones of McCoy Corporation; Ms. Monica McNabb, Owner and Broker of McNabb & Company; Mr. Pat Oles, President and CEO of Barshop & Oles Company; Mr. Brian Olson, Founder & CEO of Premier Cuts; Mr. Bruce Smith, President and Chief Executive Officer of Safety Vision, LLC; Mr. Mark Steinbach, Texas Land Conservancy; Mr. Bill Winters, President and Chief Executive

Officer of NOVUS Wood Group; and Mr. Gary Woods, President of McCombs Enterprises. (SDG 3, 4, 8, 9, 11, 12, 17)

- In FY15, the Texas State University Small Business Development Center (SBDC) served 548 clients; provided 4809 hours of client assistance; and conducted 50 professional business seminars, workshops, and conferences. It helped create 510 jobs and save 540 jobs through the creation of 54 businesses and expansion of another 66. The center provided training for more than 1251 participants and facilitated more than \$50.56 million of capital infusion to qualified businesses. SBDC offices are located in Austin, Round Rock and San Marcos. (SDG 4, 5, 8, 10, 11, 17)
- Dr. Bill Chittenden served on the Texas Association of Counties' (TAC) County Investment Education Committee and advised the TAC on curriculum development and program evaluation for several TAC County Investment Officer programs during 2015-2016. McCoy College served as the educational co-sponsor for TAC's 2015 Texas Public Funds Investment Conference held in Houston, the 2015 Conference of the County Investment Academy held in San Antonio, and the 2016 Basics of County Investments conference held in San Marcos. Presentations to TAC by Dr. Chittenden included "The Current Economic Landscape," "A Discussion on Risk," "Eligible Securities," "Hierarchy of Issuers," "Investment Controls," "Structure of Securities," and "The Federal Reserve and Monetary Policy." (SDG 4, 9, 11, 17)
- The 9th Annual High School IT Symposium, co-sponsored by the Texas State chapter of the Association for Information Technology Professionals (AITP) and the Department of CIS & QM, was held on Texas State Campus on October 9, 2015. Approximately 500 high school IT students and faculty from 20 high schools across the state came to Texas State for the symposium that included IT information sessions, tours and competition events. Conference sponsors and supporters included Samsung, McCoy's Building and Supply, USAA, Randolph Brooks Federal Credit Union, CenterPoint Energy and the University Bookstore. Keynote speaker Air Force Colonel David W. Snoddy, San Antonio joint bases, spoke about "Threats in Cyberspace and Security Career Opportunities." (SDG 4, 10, 11, 17)
- In summer 2015, ten faculty members participated in the McCoy College faculty externship program with eight different organizations. Dr. Ju Long and Dr. David Wierschem, both of the CIS & QM department, completed their externship at USAA; Dr. Yao-Yu Chih, Finance and Economics, at Planto Roe Financial Services; Dr. Gail Zank, Marketing, at Total Quality Logistics; Dr. Joni Charles, Finance and Economics, at Hill Country Alliance and Wimberley Valley Watershed Association; Dr. Kay Nicols, Management, at Minigrip; Dr. David Cameron, Management, at Mensor; Dr. Ruth Taylor, Marketing department, at Total Quality Logistics; Dr. Jack Mogab, Finance and Economics, at Total Quality Logistics; Dr. Bob Davis, CIS & QM, at Total Quality Logistics and Trendmaker Homes. Additional faculty members will be identified for externships in summer 2016 with the following six organizations: Dell, Hunting Subsea Technologies, Planto Roe Financial Services, Randolph-Brooks FCU, Total Quality Logistics, and USAA. (SDG 4, 8, 9, 14, 17)