



2012 TOP DAWG NEW VENTURE CHAMPIONSHIP



Sean Griffin and his team member and wife, Jessica Wasserman. Sean is a Marketing major and Jessica is a Ph.D. Biomedical Engineering student.

Nine student companies brought their innovations before a panel of judges for a chance to market their ideas to actual businesses in the 10th annual Top Dawg New Venture Championship. The New Venture Championship focuses on each company's presentation to market an innovative idea.

The companies that competed on April 17 were finalists from the Top Dawg Idea Pitch that was held November 2011. "It's a great opportunity to further market our idea," said Sean Griffin, a senior marketing major. Griffin and his company, Haptic Unlimited, won first place in the competition. Haptic presented a handheld Bluetooth keyboard and mouse for computers and tablets called "Firebrand." The idea earned the company a \$4,000 prize. Griffin said the money would be used to patent the idea and to tour and market it to businesses. Though the invention sounds like the wireless keyboards and mice that already exist, he said the difference is the size and design. Firebrand's design is much like a video-game controller and is small enough to fit in anyone's hands. Griffin said texting inspired the functionality and efficiency of the design.

Typing on the handheld keyboard is like texting on a cellphone, he said. He said some research has shown that most people can text faster than they can type, making his texting feature a more efficient way to work.

"People can work faster and get more done," Griffin said. "They can do so much more and be comfortable."

Haptic's innovation did not only earn the top spot in the competition, but it also won first place at the El Dorado "Gone in 60 Seconds" pitch on April 19. A few of the ideas the Firebrand was compared with were the use of algae as a biofuel production method, a magnetic outlet plug that does not produce sparks and a wheelchair that is steered with brain signals. "There were some awesome ideas and presentations out there today," said Christopher Taylor, a senior computer science major and the CEO of Bulldog Entrepreneurs.

"It is great to see business students getting more involved and having success," said James Lumpkin, Dean of the College of Business.

The funds for the awards were donated by local businesses and members of the community willing to invest in the development of the ideas of the contestants. The student companies had been developing their ideas since the fall quarter, and those who placed in their competition who use their awards to continue their developments.

Supporting sponsors for the TOP DAWG include the Louisiana Tech College of Business, Louisiana Tech College of Engineering and Science, the Center for Entrepreneurship and Information Technology (CENIT), the Louisiana Tech Enterprise Center, and the Technology Business Development Center (TBDC).



MESSAGE FROM THE DEAN

We have exciting news. If everything continues on schedule, we should be moving into our new College of Business building in June. We do not plan to

have any classes in the new building until the fall quarter; but we know the students are very excited about their new home just as the faculty and staff are as well. We anticipate a dedication of the new building in the fall. We will keep you informed of this exciting event so that you can plan to attend.

Thank you for your continued interest and support in the College of Business.

Dr. James R. Lumpkin, Dean
Chase Bank Professor

COLLEGE OF BUSINESS DEVELOPS FAST-TRACK TO MBA

If you are not a business major and have hesitated to pursue an MBA because of the business foundation (prerequisites), you are not alone. The College of Business has taken steps to streamline the MBA prerequisite requirements in order to help students meet their academic and career goals.



According to Dr. Tim Bisping, Associate Dean of Graduate Studies in the College of Business, students often find themselves working in a business environment after graduation, regardless of their academic background. Because of this, business management skills become a crucial factor in career advancement for many people. To assist non-business majors in pursuing their career goals, the College of Business has developed a "fast-track" program designed to help non-business majors meet the prerequisite requirements for the MBA program. In the fast-track program, students take nine hours of online, self-paced courses designed to provide the business background necessary to pursue the MBA. Once completed, the student need only complete MATH 222, or an equivalent course, in order to meet all of the prerequisites for the program. Bisping also noted that if the three fast-track courses are completed in the summer, students beginning the MBA curriculum in the fall quarter can complete the program in as little as one year.

When asked about the program, Dean James Lumpkin stated, "The new fast-track program is an invaluable tool for non-business majors who wish to develop advanced business skills. The MBA enhances career potential in a significant way, and this program makes the MBA accessible to many more students at Louisiana Tech University. I suspect that when students take a look at the fast-track option and the benefits of earning the MBA, this new program will be in high demand."

The general MBA is a 30-hour program. The MBA with concentration requires 36 hours of coursework, with concentrations available in accounting, finance, information assurance, and innovation. For more information about pursuing your MBA, contact:

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Associate Dean of Graduate Studies and Research
College of Business
Louisiana Tech University

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www.business.latech.edu/graduate/fast-track.html

EIGHTH ANNUAL BUSINESS OUTLOOK SUMMIT

The Community Trust Bank Business Outlook Summit was held on Thursday, March 22, 2012, at the CenturyLink Headquarters in Monroe, Louisiana, with great success. Delivering the economic outlook for the nation were Dr. Tom Robinson, president, Oppenheimer Asset Management Inc., and keynote speaker Carter Braxton Worth, managing director and chief market technician with Oppenheimer Asset Management Inc. Dr. John Francis, Assistant Professor of Economics at Louisiana Tech University, and Dr. Robert Eisenstadt, Associate Professor of Economics at the University of Louisiana at Monroe, provided a regional economic outlook.

The Louisiana Tech University College of Business along with the University of Louisiana at Monroe College of Business Administration were pleased to partner with the Louisiana Economic Development, the Northern Louisiana Economic Partnership, the Monroe Chamber of Commerce, the Ruston/Lincoln Chamber of Commerce, the Union Parish Chamber of Commerce, and the West Monroe/West Ouachita Chamber of Commerce to bring this event to Northeast Louisiana.

Sponsors included Community Trust Bank (Conference Sponsor); Oppenheimer Asset Management Inc. (Keynote Speaker Sponsor); P&S Surgical Hospital (Regional Outlook Speaker Sponsor); CenturyLink, Inc. and Centric Federal Credit Union (Corporate Sponsors); The News-Star, KRLQ 94.1 FM, Radio Center of Ruston; and The Ruston Daily Leader (Media Sponsors); and Peregrine Corporation (Printing Sponsor).



LOUISIANA TECH COLLEGE OF BUSINESS PROFESSORS TO PARTICIPATE IN AMS CONFERENCE

The Academy of Marketing Science will be hosting its annual conference May 16-19 in New Orleans, Louisiana. The conference will be co-chaired by Louisiana Tech's Dr. Barry Babin, Max P. Watson Professor of Business; Dr. Adilson Borges, Professor of Marketing at Reims Management School; and Dr. Eli Jones, Dean of E.J. Ourso College of Business at Louisiana State University.

The Academy of Marketing Science is an international scholarly organization dedicated to the promotion and dissemination of marketing knowledge. The conference theme this year is "Marketing Dynamism and Sustainability: Things Change, Things Stay the Same." Over 400 attendees from all over the world will be attending to hear the latest developments in marketing research.

Louisiana Tech professors Dr. Laura Flurry, Dr. Julie Guidry Moulard, and Dr. Bruce Alford are serving as program managers. Dr. Moulard was elected Vice-President for Membership by the AMS membership, and Dr. James R. Lumpkin, Dean of the College of Business, serves on the AMS Board of Governors.

DR. JAMES J. COCHRAN, BANK OF RUSTON ENDOWED PROFESSOR



Dr. James J. Cochran, Associate Professor of Quantitative Analysis, is traveling to Estonia and Finland this summer. In June, Dr. Cochran will travel to Tallinn to give the plenary presentation at the 17th International Conference on

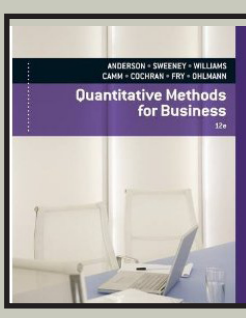
Mathematical Modelling and Analysis (MMA2012, www.ioe.ee/mma2012). This conference is organized by the European Consortium for Mathematics in Industry (<http://www.ecmi-indmath.org/>), the Institute of Cybernetics at Tallinn University of Technology (<http://www.ioe.ee/>), the Institute of Mathematics of Tallinn University of Technology (<http://www.ttu.ee/en>), and the Estonian Operational Research Society (<http://www.ioe.ee/matem/estors/eng.html>). The MMA conference focuses on various aspects of mathematical modeling and usage of modern methods for analysis and numerical solution of contemporary problems of science and engineering. The conference aims to foster

cooperation among practitioners and theoreticians in applied mathematics. Another important goal of the MMA is to encourage the creation and maintenance of collaborative relationships between scientists from the West and the East.

While in the Baltic region, Dr. Cochran will also travel across the Gulf of Finland to Helsinki, where he has accepted an invitation to visit Aalto University and give a research seminar.

Dr. Cochran joined the Louisiana Tech College of Business in 2000. He received his Ph.D. in statistics from the University of Cincinnati in 1997. He has previously been on the faculty at Wright State University, Drexel University, Miami University and the University of Cincinnati. He has also held the position of Visiting Scholar with Stanford University, Universidad de Talca, University of South Africa, and Pole Universitaire Leonard de Vinci. His research interests include sample based and Bayesian optimization, statistical methods, statistical learning, finitization of probability distributions, and information assurance.

DEPARTMENT OF MARKETING NEWS



Dr. James J. Cochran, Bank of Ruston Endowed Professor and Associate Professor of Quantitative Analysis, recently published the 12th edition of the textbook *Quantitative Methods for Business* with coauthors David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, Michael J. Fry, and Jeffrey W. Ohlmann. The book, which is published by Cengage Learning, is used worldwide in undergraduate business and MBA programs. It features a strong managerial orientation and covers a wide variety of quantitative concepts at the introductory level, including probability and probability distributions, decision analysis, utility and game theory, time series analysis and forecasting, linear and integer programming, distribution and network models, project scheduling, inventory models, waiting line models, simulation, and Markov processes.

VISITING SCHOLAR FROM CHINA: PROFESSOR ZHINENG HU, DEPARTMENT CHAIR OF MANAGEMENT AND SYSTEM SCIENCE AT SICHUAN UNIVERSITY (CHINA) will be visiting in the Department of Marketing & Analysis for the 2012 calendar year. Professor Hu's visit is funded by the Chinese government and although he is not involved in teaching here at Louisiana Tech, he is maintaining an office and working closely with faculty and student researchers. He is particularly collaborating closely with Professor Hani Mesak, the host for Professor Hu's visit. They are working together on a project related to developing knowledge of marketing decision models in the context of diffusion of innovation (how fast consumers adopt new products). Professor Hu hopes that his stay at Louisiana Tech will help him develop both his research and language skills. We are happy to welcome Professor Hu and thankful to Dan Erickson, Director of the International Students Office, for helping facilitate Professor Hu's visit.

THE MARKETING PROGRAM IS PROUD TO ANNOUNCE THAT FOUR DOCTORAL CANDIDATES HAVE ACCEPTED TENURE TRACK POSITIONS FOR THE NEXT ACADEMIC YEAR. Each is on track to graduate with a doctoral degree in marketing within the next few months. Each of these students excelled in their studies including publishing research in peer-reviewed marketing journals, presenting research at international marketing conferences, providing service to the Academy of Marketing Science and to the *Journal of Business Research*, and interacting regularly with and mentoring undergraduate marketing students. They will be missed. The four students are:

- Kevin James – Kevin's dissertation deals with the relative importance of providing value versus providing satisfaction to customers. An exhaustive study combines data from consumer surveys and from firm financial reports to show how much each cause firm performance. His results further theory and practice related to value supremacy. Kevin has accepted a position at Indiana State University.
- Janna Parker – Janna's dissertation focuses on retail advertising. Her studies chronicle the types of television advertising used by retailers and compares and contrasts retail advertising tactics with those found in other types of advertising. Additionally, she plans to isolate the characteristics of retail advertising that make it more effective. Janna has accepted a position at Georgia College and State University and will start that position in the fall of 2012.
- Yasemin Ocal – Yasemin's dissertation examines critical issues related to standard methods of marketing research. In particular, survey researchers are critically concerned about drops in response rates over the recent years. Yasemin is statistically modeling and conducting experimentation aimed at understanding factors that contribute to response rates and also trying to understand better the question of whether or how a low response rate equates to bias in results. Yasemin has accepted a position at Auburn University at Montgomery and will begin in the fall of 2012.
- David Shows – David's dissertation focuses on the characteristics of authenticity and fascination in service environments (i.e., atmospherics). The work helps identify characteristics that designers can use to help a place come across as more authentic and restorative through the feelings of escape experienced by patrons – which in turn shapes value. David will be joining the faculty at Auburn University at Montgomery in the summer of 2012.



Probability Fluctuations," *Journal of Business Research*, Vol. 65 (March), pp.340-346.

Dr. Moulard was also elected as the new Vice President of Membership-North American for the Academy of Marketing Science.



authorities in their respective fields.

Julie Moulard, Associate Professor of Marketing, published an article recently along with Michael Kroff and Judith Anne Garretson Flose (2012), "Unravelling Consumer Suspense: The Role of Hope, Fear, and

Department Head of Marketing and Analysis, Barry Babin, recently published new editions of *Essentials of Marketing Research* (5th edition) and *Business Research Methods* (9th edition). Both are leading

BETA GAMMA SIGMA 2012 INITIATION

The College of Business' most prestigious honorary society, Beta Gamma Sigma, which was established in 1964 at Louisiana Tech University, initiated its 2011-2012 class on February 15, 2012. Beta Gamma Sigma is the national organization for students enrolled in business and management programs and was developed in order to encourage and honor academic achievement in the study of business; to foster personal and professional excellence; to advance the values of honor and integrity; to pursue wisdom and earnestness; and to serve its lifelong members. Election to lifetime membership in Beta Gamma Sigma is the highest honor a business student anywhere in the world can receive in an undergraduate or master's program at a school accredited by AACSB International.

The guest speaker and chapter honoree for the evening was Mr. Adam McGuirt. Mr. McGuirt is the Director of Athletic Advancement for Louisiana Tech University. He began his career with the Division of University Advancement five years ago. Adam is responsible for athletic development, specifically donor relations and booster club administration. Adam also works closely with the Louisiana Tech Alumni Association in the development and

implementation of events for alumni and friends throughout the state of Louisiana and surrounding areas. Mr. McGuirt graduated from the College of Business in 2003 with a bachelor's degree in business administration and became a member of Beta Gamma Sigma in 2002.



Students initiated to Beta Gamma Sigma for 2011-2012 are: Jonathan Bale, Dana Birdwell, Mary Kate Brand, Matt Carmichael, Sagan Hazell, James Ferguson, Kellie Fox, Andrew Green, Emma Greer, Jessica Grigsby, Corey Gunter, Michael Hilton, Austin Hunter, Brandon Clay Justus, Cody Killgore, Lei Luo, Hoa Dieu Nguyen, Karlie Pharr, Tyler J. Phillips, Erika Pleasant, Solomon T. Randle, III, Shane Rich, Lauren Richard, Lauren Roberts, Richard Royal, Anna Schimmel, Pragyani Shrestha, Brandon Stroud, Sunena Suwal and Michael Walvern.