

# FEBRUARY 2020

E-NEWS

## Welcome



Michael F. Price, left, with Wayne Thomas at the 2019 Price Alumni & Friends Tailgate.

The good news keeps coming at the Michael F. Price College of Business. After a great fall semester, the spring semester has started with three new rankings increases!

Our Energy Institute's EMBA in Energy program has been named **No. 1 in the country** by Hart Energy's *Oil and Gas Investor* magazine, one of the industry's premier publications. More information follows below, but please [click here](#) if you'd like to jump to the rankings news.

The College also announced brand-new ranking jumps in both *U.S. News and World Report* and *Poets&Quants for Undergrads*. In the 2020 *U.S. News* Best Online Programs rankings, Price College has jumped 15 spots to No. 55 in the nation for its online master's business program (non-MBA) after debuting in 2019. In late December, *Poets&Quants* announced another double-digit jump for Price College in its Best of 2020 ranking, to No. 57, up nearly 20 spots from last year. Read more about these rankings [here](#).

In fact, the past calendar year has been filled with so many great rises in rankings, the University of Oklahoma recently posted an online story full of information about it [here](#).

I'm also excited to announce that [Ken Petersen](#) has been named the new director of the Marketing and Supply Chain Management Division. Ken, who joined Price College in 2018 as the Helen Robson Walton Chair in Marketing Strategy, brings thorough prior teaching, service, and scholarship, and we look forward to the vision he has for the future. Ken also recently was named to the list of Top 20 supply chain management researchers *in the world*, which you can also read about below. With Ken's leadership, be looking for great things to come from the Division of Marketing and Supply Chain Management.

Additionally, thanks to a great partnership with ConocoPhillips, facilitated by our dear friend and alumna Glenda Schwarz (BBA, Accounting, 1988), Vice President and Controller of ConocoPhillips, we

are happy to announce that **Dipankar Ghosh** has been named the first ConocoPhillips Chair in Energy Accounting. You can read more about this new opportunity below, but I'd like to personally thank Glenda and ConocoPhillips for their continued friendship and support.

Finally, with mixed feelings, I'd like to announce the spring retirement of **Fran Ayres**, our Associate Dean for Faculty and Research Innovation and Dale Looper Chair in Accounting. For nearly 40 years, Fran has touched the lives of thousands of students and fellow academicians. Fran was the first tenure track female faculty member in the Steed School of Accounting, and the majority of her career has been spent in service as Division Director for the Steed School of Accounting, Associate Dean for Price College, and leadership in professional accounting and accreditation organizations. On a personal level, she is a dear friend and mentor, and the impact she has made on Price College, OU, and me is profound, long-lasting, and cannot be overstated. Information about an opportunity to give to a new fellowship created in her honor follows below. We will officially celebrate Fran's retirement at the end of this semester so be on the lookout for more details on that reception very soon.

The spring is always filled with excitement and possibilities, and I'd like to thank you for your ongoing support of Price College. Our faculty and staff work tirelessly to shape students into the future leaders our society deserves, and our hard work is only matched by the enthusiasm and support each of you continues to contribute. Together, we share in the many successes that continue to drive this College, and we are grateful for your partnership. Please take a moment to read a few examples of how our students, alumni, faculty, staff and other key stakeholders continue to fulfill the Purpose of Price®.

*Wayne Thomas*

Wayne Thomas

Interim Dean

George Lynn Cross Research Professor



## Events

### Feb 19

Legatum Institute

U.S. Prosperity Index

Presentation

### Feb 21

JCPenney

Leadership

Program's Parker

Leadership

Conference

### April 6 - 10

JCPenney

Leadership

Program's C-Suite

for a Day Week

### April 9

MBA Open House

### April 13 - 16

PMP® Certification

Prep Course

### April 17

JCPenney

Leadership

Program's Alumni

Career Conference

## Fran Ayres Fellowship Giving

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Fran Ayres has announced her plans to retire at the end of the 2020 academic year. In recognition of the extensive impact of her contributions of scholarly work, coupled with her commitment to the development of students and junior

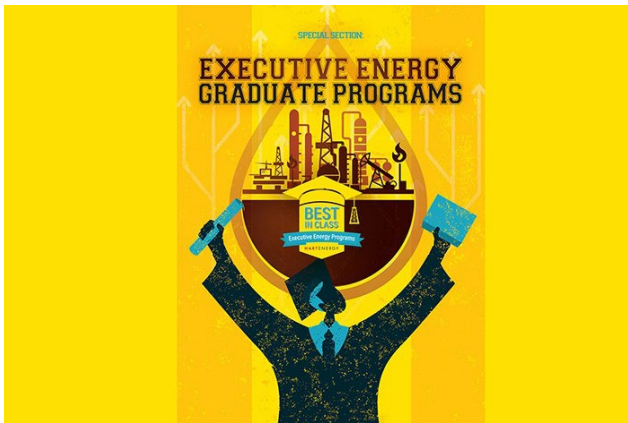
faculty, the College has established a fellowship, which will honor Fran by providing funds to support Price College female junior faculty and students. Recipients of this prestigious award will be recognized as the Frances L. Ayres Partners in Learning fellow and scholar, respectively. Please consider making an online donation in her honor.

[GIVE HERE](#)

## Tackle Big Issues | Energy

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The Energy Institute's Executive MBA in Energy program has been named No. 1 in the country by Hart Energy's *Oil and Gas Investor* magazine. Additionally, the Energy Institute was featured in a [lengthy write-up](#) about executive energy programs and a guest article written by [Dipankar Ghosh](#).

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Energy Management students braved a winter storm in early February to attend and participate in the annual spring 2020 NAPE Expo. NAPE serves the upstream oil and gas

industry by hosting the world's largest marketplace, where the primary purpose is connecting decision makers and investors. The expo provides students with the opportunity to network, make important connections with the oil and gas industry and learn about innovations in the field.

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## Tackle Big Issues | Economic Development



As part of her management class, [Breea Clark](#) has invited a spate of guest presenters this semester. Numerous businessmen and businesswomen, such as Chickasaw Governor Bill Anoatubby, General Rita Aragon (retired), and Jalal and Mohammad Farzaneh of Home Creations (shown here), have been scheduled to speak with students about their entrepreneurial journeys.



Aaron Kruger, a 2019 accounting and entrepreneurship alum, returned to Price College to speak to Denise Parris's New Venture Development III class on Feb. 11. Kruger spoke of his journey through NVD, the Sooner Innovation Fund and the Entrepreneurship Expo to develop Draft Badge, where he now serves as CEO. Draft Badge provides virtual authorization for age-restricted products.

## Tackle Big Issues | Healthcare



Price College's healthcare minor is now a major!\* Starting this fall, marketing and supply chain management students can now major in healthcare. Classes include Healthcare Marketing and



Administration,

Competitive and Economic Environment of Healthcare, Ethical and Regulatory Issues in Healthcare, Business Infrastructure and Cyber Security, and Healthcare Supply Chain Management.

\*Pending OU and State Regents' approval.

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## Tackle Big Issues | Globalization

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Davis Mitchell, international business double major with Spanish and finance, is a semi-finalist for the Binational Fulbright Program in Mexico City. In the meantime, he has accepted a position at Regent Bank in Tulsa. Previously, Davis

interned with the Oklahoma Bankers Association, Citizens Bank, and worked at the **Tom Love Innovation Hub**. Mitchell also completed two international internships through OU Puebla in Mexico for two consecutive summers.

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## Generate Business Insights

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**Adriana Sanford** is the Dean's Visiting Scholar of Cybersecurity and Global Privacy Laws at Price College. An award-winning Chilean American cybersecurity and global privacy law expert, Sanford is an international corporate lawyer, keynote, educator, author, and international television commentator, who appears regularly as a *CNN Español* analyst to more than 90 million viewers throughout the United States and Latin America. She is a featured speaker at the 2020 **Private Fund Compliance Forum** in New York.

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Elena Karahanna, the L. Edmund Rast Professor of Business and UGA Distinguished

Research Professor at the Terry College of Business at the University of Georgia, served as a guest presenter for the Division of Management Information Systems. Karahanna presented *Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter* on Feb. 14.

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## Prepare Leaders

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Following a gift from ConocoPhillips, Dipankar Ghosh has been named the ConocoPhillips Chair in Energy Accounting. Price College alumna and Board of Advisors member Glenda Schwarz (BBA, Accounting, 1988), Vice President and Controller of ConocoPhillips, facilitated the newly

dedicated funds in support  
the new position.

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*Emerald Insight* lists **Ken Petersen** in the Top 20 supply chain management researchers *in the world* in three categories: #20 on publications score (impact of academic publishing), #17 on degree centrality (his connections to other top SCM scholars), and #11 on Bonacich power centrality (how connected he is to other top SCM scholars who are also highly connected with top SCM scholars).

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Energy Management and Finance double major Taylor Stoute has been awarded the 2020 American Association of Professional Landmen (AAPL) Outstanding Graduate. AAPL recognizes one student each year from among the graduates of its accredited college or university programs who is pursuing a career as a landman and has demonstrated great leadership in their work, extracurricular activities and their student landmen's association. Stoute is the *15th OU recipient* from the Robert M. Zinke Energy Management Program.

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Danielle Nickell, an accounting senior from Lawton, recently was recognized by the Oklahoma Foundation for Excellence and their community mentoring organizations during National Mentor Month in January. As a “mentor of mentors,” Nickell serves as director of Peer Trainers for the JCPenney Leadership Center, where she provides training and guidance to peer mentors, as well as their 62 new candidate associates.

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Thomas Kelemen will be receiving the Provost's Certificate of Distinction in Teaching, which honors the hard work and dedication of outstanding graduate students who teach at OU. The recipients represent the top 10 percent of all graduate assistants across campus by student evaluations for courses taught during the fall 2019 semester. Kelemen will be recognized at a special reception honoring outstanding teaching performance later this month.

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In partnership with the  
Oklahoma City chapter of the  
Project Management  
Institute, the Price College of  
Business is offering a PMP®  
Certification Prep Course  
April 13-16 at the Gene  
Rainbolt Graduate School of  
Business in Oklahoma City.  
This course is intended to  
help project managers  
prepare for the Project  
Management Professional  
(PMP) exam through  
situational learning, focused  
drills, hands-on exercises  
and more. Registration  
closes on March 27.

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## Faculty Research

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An article written by [Rajendra Singh](#) and

published in *Information and Organization* received the Best Information Systems Paper of 2018 by the College of Senior Scholars by the Association of Information Systems. The award was presented at the 2019 International Conference of Information Systems in Munich, Germany.

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Interim Dean Wayne Thomas co-authored an entry for Columbia Law School's *Blue Sky Blog* based on a recent paper published in *The Journal of the American Taxation Association*.

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Bin Li's recent research was mentioned in a new article by *EurekAlert*, a nonprofit news release distribution platform operated by the American Association for the Advancement of Science.

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Pravin Nath's new article has been published in the *Journal of the Academy of Marketing Science*.

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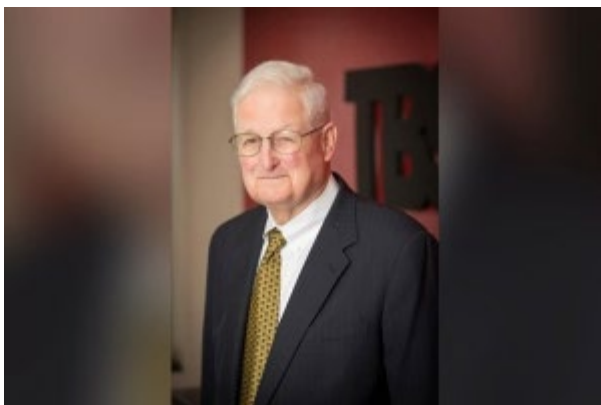


CLASS NOTES



MEDIA MENTIONS

## In Memoriam



**Dennis Kaufman** (BBA, Marketing, 1964), an Oklahoma pioneer in factoring services, passed away in early January. Kaufman owned TBS Factoring Service (formerly Truckers Bookkeeping Service) since 1991 and worked with his son, Wood Kaufman, to change the company's primary focus. His prior experience included the credit department

of several oil companies, dry cleaning, farming, and oil patch work. He was active in the North American Transportation Services Association.

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**Martha Sue Keegan** (BBA, Marketing, 1953), a 45-year resident of Rockwall, Texas, died last month. An active member of her community church and local Republican party, Keegan was devoted to raising her children. Upon her children's admittance to college, she worked with Barbara Hensley Realtors, where she was honored as Realtor of the Year in

1983. She is survived by four children and their spouses, as well as six grandchildren and a future great-grandchild.

[READ MORE](#)

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