

OCTOBER 2020

E-NEWS



Friends,

Fall semester is in full swing, and our students, faculty, and staff continue to inspire me with their commitment to learning and to OU despite the challenges they face every day. The Sooners' recent victory over Texas in the Red River Rivalry game, despite a historic quadruple overtime, illustrates our students' determination. We are resolute in keeping all members of the Price College community safe. Since returning to campus, we have been following the University's [OU Together](#) guidelines, which include mandatory masking and social distancing for all. The University has also launched an [online dashboard](#) to track important

COVID-19 metrics for the campus community. So far, we are weathering the pandemic well. To minimize the potential for the transmission of COVID-19 over the coming months, in-person classes will move online after the Thanksgiving break, and the spring semester will start a week later, with Spring Break canceled for 2021. We appreciate the hard work of our medical professionals and the difficult decisions our administration continue to make on behalf of the

University community.

I am
saddened
to share
with you
the loss of
one of
our Price
College
family
members,
[Dr. Al](#)



[Schwarzkopf](#), who [passed away](#) recently. Al retired this spring after serving the University of Oklahoma for an impressive 50 years, most recently as Emeritus Regents' Professor of Management Information Systems. For the past 36 years, he was a faculty member in the Division of Management Information Systems (MIS) where, most notably, he taught the field project course. While I did not have the opportunity to get to know Al, many shared with me that he was committed to serving the university. He participated in many committees in the Division, Price College, and OU. He was always ready to help, had a good sense of humor, and was well-liked by students, faculty, and staff. He will be missed. To learn more about Al and his substantial contribution to Price College and OU, I recommend you remember Al by reading the great faculty spotlight piece about him from this spring's [MIS newsletter](#). If you'd like to help continue Al's legacy, please consider making an online contribution to the [Schwarzkopf Memorial Scholarship Fund](#).

I am pleased to announce the following Chair and Professorship appointments that have been recently awarded:

Laku Chidambaram: Michael F. Price Chair in Business

Will Drover: Michael F. Price Professorship in Entrepreneurship and Economic Development

Karen Hennes: W. K. Newton Chair in Accounting

Tom Lumpkin: Michael F. Price Chair in Entrepreneurship and Economic Development

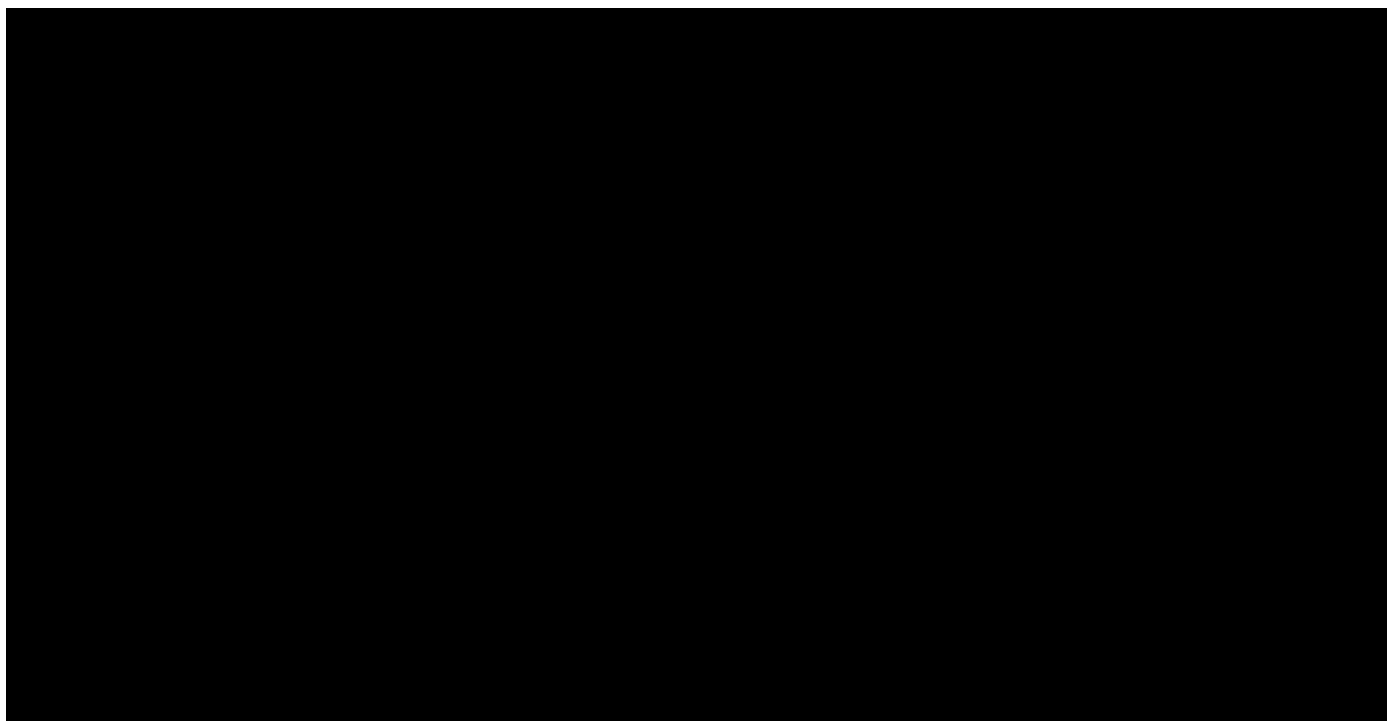
Wayne Thomas: David C. Steed Chair in Accounting

Qiong Wang: Ruby K. Powell Professorship in Marketing

Marcus Wolfe: Michael F. Price Professorship in Entrepreneurship and Economic Development

Please join me in congratulating each faculty member for these well-deserved appointments.

We've prepared a short video with some additional information about the latest news from Price College. I hope you'll watch our behind-the-scenes look at the newly renovated Adams Hall third floor, home to updated offices and student spaces for the Finance and MIS divisions. By the way, a few faculty offices in each division remain unnamed at this time. If you have an interest in learning more about this initiative, please contact **Kristen Lazalier**, **Rhesa Brewster**, or **James Fickes** from our External Relations team.



Thanks for all you do to support student success at the Price College of Business. In spite of navigating a new normal this year, we are grateful for friends like you, whose unwavering support keeps fueling our drive for success. Please enjoy the latest news from our college.



Corey Phelps

Dean

Fred E. Brown Chair in Business

Professor of Entrepreneurship

Online Events

Oct. 23

Women in Business Leadership Conference

Oct. 23

Finance Seminar Series: Ralph Koijen,
University of Chicago

Nov. 2-6

SBA National SBIR Road Tour

Nov. 6

Finance Seminar Series: Sandy Klasa,
University of Arizona

Nov. 13

Arthur B. Adams Society Virtual
Event (invitation only)

Nov. 16-18

Virtual OU Entrepreneurship Expo

Nov. 19

Virtual OU Entrepreneurship Expo Awards

Nov. 20

Finance Seminar Series: Pat Akey, University
of Toronto

Nov. 3

FreeCodeCamp Hack & Learn

Dec. 18

OU Virtual Graduation Ceremony

Business Dean's Innovation Fund



Despite unprecedented challenges, we are driven to foster the success of our students. We need loyal alumni and friends like you to support our efforts. By contributing to the Business Dean's Innovation Fund, you will help us explore

leading-edge teaching technologies, new program offerings, and unique ways to increase access for students and our impact on them. Thank you for considering a gift.

[GIVE TODAY](#)

Tackle Big Issues | Energy



Best Colleges Online has named the college #6 for the Online EMBA in Energy program in its [Top 40 Affordable Accelerated Executive MBA Online Programs](#) 2020 list. Additionally, *College Consensus* has named Price College #8 in its new [Best Online](#)

[Executive MBA Programs 2020](#) ranking for the EMBA in Energy program.

PRICE RANKINGS



In response to the challenges posed by the pandemic for the energy sector, the OU Energy Institute launched a new complimentary bi-weekly webcast series this summer. The latest episode, *Innovation for the New Energy Era*,

featured special guest Kevin Fitzgerald, Partner and Chief Utility Officer at Energy Impact Partners.

WATCH EPISODES



The Energy Institute has published its fall 2020 e-Newsletter. The issue features the latest news regarding faculty research, program rankings, students, alumni spotlights, and more.

[READ NEWSLETTER](#)

Tackle Big Issues | Economic Development



To address the growing demand for virtual graduate business education, Price College will launch a new online MBA program in spring 2021. The online format will make it possible for professionals to access Price College's well-established, top-ranked,

and accredited MBA program, regardless of where they live and work. Applications for the first cohort currently are being accepted online through Nov. 15.

ABOUT THE PROGRAM



Applications from students, entrepreneurs, and business owners to participate in OU's third annual Entrepreneur Expo are now being accepted. The expo will be held entirely online Nov. 16-18. The OU Entrepreneurship Expo

is a public exhibition for OU students, local business owners, and entrepreneurs of all ages, including K-12 students, to showcase new products and services, receive feedback, and compete for top prizes.

ABOUT THE EXPO



The First Fidelity Bank Integrated Business Core (IBC) Program is celebrating 25 years of providing students hands-on, real-world, experiential training through simulated business opportunities inside and outside of the classroom. Thanks

to community partners like **First Fidelity Bank**, IBC develops the skill sets necessary to launch a successful business by exposing students to the challenges of a startup.

SHOP IBC PRODUCTS



In *U.S. News & World Report's* 2021 Best Undergraduate Business Programs rankings, Price College's international business program rose five spots to 24th in the nation, and the Tom Love Division of Entrepreneurship and

Economic Development rose four spots to 27th. Overall, the college's undergraduate program ranked 34th among public universities and 53rd among all universities, public and private.

PRESS RELEASE

Lowell Busenitz, Professor Emeritus of Entrepreneurship and the Michael F. Price Chair of Entrepreneurship, received the Mentor Award by the Entrepreneurship



Division of the Academy

of Management for long-term contributions made towards the mission of the Entrepreneurship Division. Professor **Tom Lumpkin** also received the award in 2018.

ABOUT THE AWARD

Tackle Big Issues | Globalization



Price alumnus and entrepreneur Fedi Kourbatov (BBA, Finance, 2020) started a new business, Baba Bags, to support nonprofits and organizations around the world, with a recent focus on the national movement for racial

justice. By working with the Sooner Innovation Fund, he started Baba Bags in his OU dorm

room.

ABOUT THE PARTNERSHIP



Adriana Sanford,
Lecturer of
Management, Acting
Director of Executive
Education, and Senior
Fellow at OU Center for
Intelligence and
National Security, is a
feature speaker at next
month's (ISC)² 2020
Security Congress. The

annual event brings together a global community of cybersecurity professionals.

ABOUT THE EVENT



Price College launched
a new online OU Global
Risks & Threats Series
this summer, with
global leaders from the
intelligence, finance, law
enforcement, corporate
and cyber sectors. The
fourth event was held
Sept. 19 and focused
on the latest security

threats, healthcare IT, and COVID-19 response and readiness initiatives.

Generate Business Insights



Sue Ringus, Director of Internships at the Ronnie K. Irani Center for the Creation of Economic Wealth, received a United Way of Norman Inspire Award. Ringus helped design The Launch, a social innovation grant program started by

United Way last year.

[READ POST](#)

The Tom Love Innovation Hub offered a two-part Zoom series on diversity, equity, and inclusion, called *How Do I?* Part one was titled *What is DEI & Why Is It Important for Your Business*, and part two was titled *How to*



Execute DEI at Your

Business. The series was presented by The Pathwayz Group and the Office of Diversity and Inclusion, and both episodes are available online.

IHUB EVENTS



Dean Corey Phelps recently visited the OU-Tulsa campus during an exploratory trip on the university's efforts to expand Price College's footprint into the Tulsa area. The *Tulsa World* wrote a feature about the visit, including information about

Phelps' background.

READ THE ARTICLE



The U.S. Small Business Administration's National SBIR Road Tour is virtual this year and is coming to Oklahoma Nov. 2-6 as part of a 17-stop tour to connect entrepreneurs working on advanced technology to the country's largest source

of early stage funding – the Small Business Innovation Research and Small Business Technology Transfer programs.

SBIR ROAD TOUR

Prepare Leaders



Karma Choedak (BBA, Management Information Systems, 2020; MS in Management of Information Technology, 2020) received the Undergraduate Research Opportunity Award for his research titled, "The Effect of

Chatbots Response Latency on Users' Trust." He also is among a select group of students who earned a perfect 4.0 GPA.

MIS PROGRAM



Cordney McClain, director of Diversity and Inclusion, was featured in a 2021 calendar published by Today I Want To Be, which inspires Black children to consider careers to which they can aspire. The calendar includes tips for success, words

of affirmation, weekly goals, and promotes positive and inspiring images of Black adults.

VISIT THEIR WEBSITE



Students in the new Executive MBA in Aerospace and Defense program met with Oklahoma Gov. Kevin Stitt in August. After student introductions and brief remarks by Senator Adam Pugh, the governor reiterated the importance of the

aerospace and defense industry to the state. He told class members they were in a good industry and encouraged them in their studies.

[ABOUT THE VISIT](#)



David Greenwell (MBA, 1984), member of the John T. Steed School of Accounting Board of Advisors and current OU adjunct instructor, was inducted to the Oklahoma Society of CPAs Oklahoma Accounting Hall of Fame.

[READ OSPCA ARTICLE](#)



The Steed School of Accounting has received another Top 50 ranking. *Best Accounting Software* has ranked Price College at #49 (out of nearly 600 colleges) on their new [Best Colleges for Accountants Based on Earning Potential](#) list.

MORE ABOUT RANKINGS



Associate Professor of Marketing and Innovation **Jeffrey Schmidt**, far left in photo, serves on the board of directors for the **OU Federal Credit Union Financial Literacy Club**. Last month, the club donated \$1,000 to the OU Food Pantry,

which provides free supplemental food assistance to OU Norman campus students, faculty, and staff.

OU FOOD PANTRY



Price seniors **Creed Humphrey** and **Pat Fields** are serving as OU football team co-captains for the 2020 season. Humphrey is a Finance major who plays on the offensive line, and Fields is an Accounting major who plays safety. Please join

us in cheering on the Sooners for more football victories this season!

[VIEW 2020 ROSTER](#)



Instead of their annual in-person scholarship ceremony, the Steed School of Accounting recognized its 2020 scholarship recipients online this year, with a [fun video of thanks](#) to donors and partners. A full list of scholarship recipients, as well as

this year's faculty awards, is available online.

[SCHOLARSHIPS & AWARDS](#)



In its 27th year, the JCPenney Leadership Program recently inducted an impressive 65 candidate Associates. With a cumulative 3.85 average GPA, the sophomore and junior students represent seven countries and nine

states, and include seven Merit Scholars and 21 Honors students.

Faculty Research



Margaret Shaffer has co-authored two new articles. *Outcomes of Organizational and Community Embeddedness: A Conservation of Resources Perspective* has been published in *Group & Organization Management*. And

Unpacking the emergence of born global founders: A careers perspective, co-authored with alums Robert Pidduck (Ph.D., 2019) and Yejun Zhang (Ph.D., 2020), has been published in *Journal of Small Business Management*.

[READ THE PAPER SUMMARY](#)

Jocelyn Pedersen has co-authored an article in *Practical Academic Librarianship: The International Journal of the SLA Academic Division*. In *Employers Needs Versus Student Skillsets*, Pedersen



determines whether
there is a disparity

between employers' needs and the abilities of recent graduates who have grown up in an e-learning environment.

[READ THE PAPER SUMMARY](#)



Chenxi Lin has co-authored a new paper forthcoming in *Contemporary Accounting Research*, an A-level journal. *Auditor Responses to Shareholder Activism* investigates how auditors respond to shareholder activism against their clients.

[READ THE PAPER SUMMARY](#)



Jared Stanfield has co-authored a new article in the *Journal of Financial and Quantitative Analysis*. In *Does Government Spending Crowd Out R&D Investment? Evidence from Government-Dependent Firms and Their Peers*, Stanfield

provides evidence that managerial incentives to manipulate real activities can influence the effectiveness of fiscal policy.

[READ THE PAPER SUMMARY](#)



Tom Lumpkin has received a 2020 Best Article award from the Academy of Management Perspectives for his paper, *Civic Wealth Creation: A New View of Stakeholder Engagement and Societal Impact*. The Academy of

Management has 20,000 members worldwide, publishes six highly ranked journals, and awards one top article per journal each year.

[ABOUT THE AWARD](#)



Richard Price has co-authored a new article in the *Review of Accounting Studies*, a top-tier accounting journal. His research finds that the impact of oil prices on a firm's earnings and investments varies significantly by industry

and by whether the firm is an oil producer or oil consumer.

[READ THE PAPER SUMMARY](#)



Matthew Jensen's research into phishing was referenced and he was quoted in a new article for the *Harvard Business Review*. Drawing on Jensen's **new paper** (co-authored with **Alexandra Durcikova**) and **past research**, the article provides advice

for resisting phishing attacks.

[READ THE ARTICLE](#)



CLASS NOTES



MEDIA MENTIONS

In Memoriam



Alumnae and longtime Price College supporter **Virginia Lee “Ginger” Kanaly** (BBA, Marketing, 1952) has passed away. For nearly 40 years, she served as vice president and director of the Kanaly Trust Company, which she formed with her husband Deane (BBA, Business Statistics, 1952; MBA, 1953). She devoted a substantial amount of her time and talents to numerous charities, including her more-than-15-year involvement in the Blue Bird Circle. Following her husband's death in 2006, she and sons

Steve, Jeff, and Drew, recognized how much the University of Oklahoma meant to her and Deane and decided to endow an annual lecture series at Price College in their name. The Deane and Ginger Kanaly Lecture Series continues to provide OU students opportunities to learn from business experts around the globe. In lieu of customary remembrances, the family requests that memorial contributions in Ginger's memory be directed toward the OU Foundation in support of the Deane and Ginger Kanaly Lecture Series (note in the memo line, gift) at: OU Foundation, 100 Timberdell Rd., Norman, OK 73019. Gifts may be made [online](#) by typing "Deane and Ginger Kanaly Lecture Series, fund #6368000" in the gift designation field.

[READ OBITUARY](#)

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