

# OCTOBER 2021 NEWSLETTER

The UNIVERSITY of OKLAHOMA  
**PRICE**  
COLLEGE OF BUSINESS

## Welcome



Dear Friends,

This fall we welcomed back all students, faculty, and staff to campus after a challenging 2020-21 academic year marked by greatly reduced in-person activity. After an understandably anxious start, fall semester is now in full swing. Our community has adjusted to the changing landscape of the pandemic and is settling back into a welcomed sense of normalcy.

With this renewed sense of normalcy, we are anxious to focus on the future. Before sharing our latest college news, I'd like to update you about the strategic direction of Price College.

After becoming Dean in July 2020, the question I've been asked most often by members of the Price community has been some variation of, "where is Price College headed?" In January, we launched a strategic planning process to answer this question. After months of intense focus, extensive stakeholder feedback and research, and detailed refinement, I'm excited to unveil our

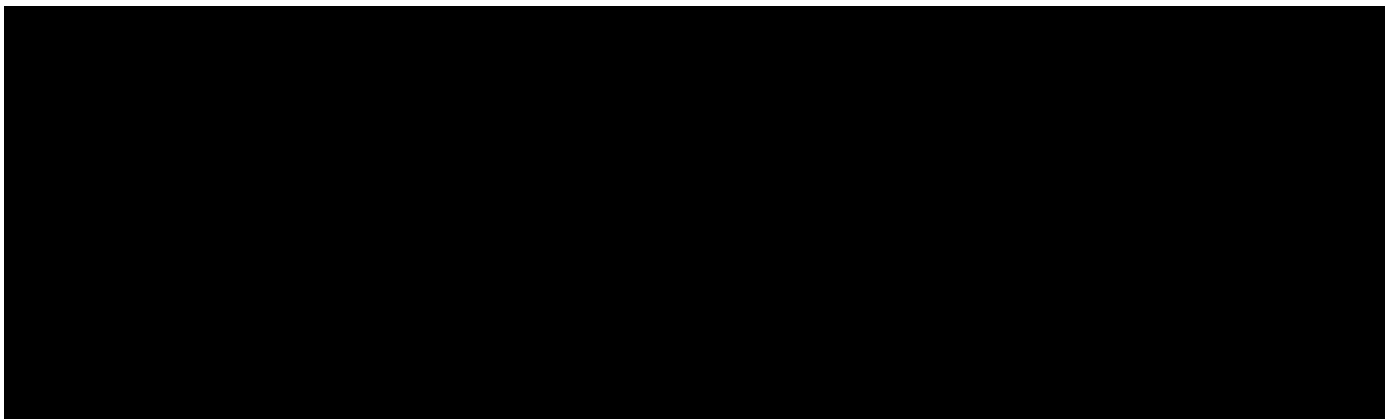
new strategic plan.

We undertook this effort with considerable urgency. The business school landscape has been changing dramatically and rapidly. While it would've been easy to avoid focusing on the future to deal with the immediate challenges of the pandemic, Covid is accelerating major societal, technological, and competitive trends that will profoundly impact business education. Our existing plan, developed over a decade ago, needed substantial updating to address the opportunities and threats of our changing environment.

Our planning process was disciplined, comprehensive, and inclusive. In addition to employing a consulting firm that structured and facilitated the process, we engaged over 600 stakeholders, including faculty, staff, students, alumni, and friends of the College. I'm extremely grateful to these individuals for contributing their insights to shape the future of Price College.

I invite you to watch the following introductory video. You can find the full details of the plan on our [strategic plan webpage](#). You can also download a PDF version of the plan by clicking on the button below the video. I hope you'll take some time to review our new strategic roadmap.

Over the next five years, Price College will become bigger, broader, and better in preparing the next generation of business leaders that our state and country need. To realize our vision, we'll need your help and support more than ever. Thank you for your commitment to Price College, now, and in the exciting days ahead. Please enjoy our new strategic plan and the latest news from Price College.





[VIEW A PDF OF THE PRICE COLLEGE STRATEGIC PLAN](#)



Corey Phelps

Dean

Fred E. Brown Chair in Business

Professor of Entrepreneurship

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## STRATEGIC PLAN OVERVIEW

**The Purpose of Price is to ensure the enduring global competitiveness of Oklahoma and the nation.**

## Visionary Priorities

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Priority A: Deliver relevant, flexible, and accessible business education to support lifelong learning and the future of business



Priority B: Establish and promote Price as a top-tier producer of impactful research, thought leadership, and academic talent



Priority C: Support OU strategic verticals while driving entrepreneurship and innovation across Oklahoma and beyond

## Enabling Priorities



Priority D: Foster a vibrant culture and an inclusive environment for all Price community members



Priority E: Attract, develop, and retain resources to enable visionary priorities



Making education affordable and accessible is core to our mission at OU and Price College. Please consider giving to our **Momentum Scholarships**, which support undergraduate students, or to our **Do More Sooner®**

**Scholarships** for MBA students. Both scholarships allow students to focus more on their studies and less on financial concerns while obtaining the education necessary for success.

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## WHAT'S NEW



OU Regents' Alumni Awards Presented to 3 Price Supporters  
Ten exceptional OU alumni and friends have been honored with **Regents' Alumni Awards** in recognition of their dedication and service to OU, three of which have ties to Price

College. Carl Anderson III is a 1980 Management alumnus; Phillip Estes serves on the Price College Dean's Board of Advisors and the MBA Advisory Board, and he and his wife, Nancy, are members of the Arthur B. Adams Society; and Dr. William Paiva and his wife, Amy, support Price



College and the Ronnie K. Irani Center for the Creation of Economic Wealth. Congrats to these friends of Price College!

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MIS Graduate Program in Analytics Ranks in Global Top 100

The MIS division has been ranked in the global **Top 100** graduate programs in analytics by *QS World University Rankings* for 2022.



OK Catalyst Receives SBA Grant

OK Catalyst, part of the Tom Love Innovation Hub, has received a **\$150,000 grant** from the U.S. Small Business Administration to support underserved entrepreneurs.

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College Consensus  
Ranks Price College  
No. 17 for EMBA

Price College has been  
ranked #17 on the  
*College Consensus* list of  
Best Online Executive  
MBA Programs 2022



Football Student  
Receives National  
Recognition

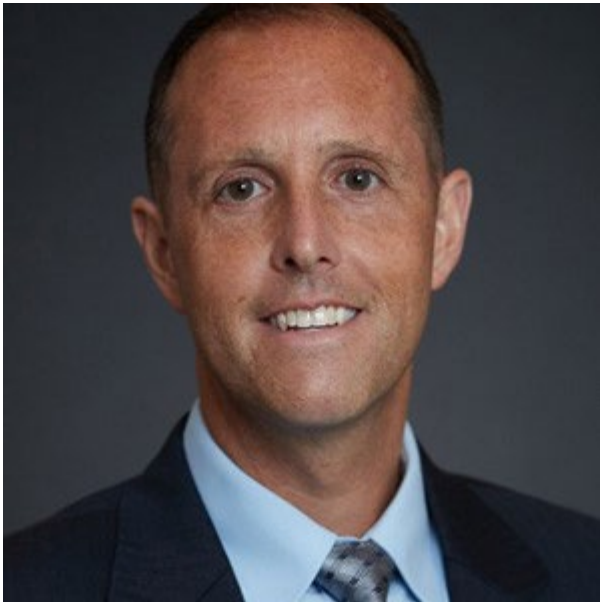
Sooners football safety  
and BBA/MAcc student  
Pat Fields, has been  
named a semifinalist for  
the William V. Campbell  
Trophy, which is  
awarded to the best  
football scholar-athlete

nationwide.

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## FACULTY RESEARCH

Mark Bolino and Price College were mentioned in a  
*Wall Street Journal* column by Anthony Klotz, a



graduate of Price's Ph.D. program, about how to resign in the right way.



Pradeep Yadav and his daughter Yesha were featured in a *Columbia Law School Blue Sky Blog* [post](#) about their co-authored [paper](#), "*Fragile Financial Regulation*."





Contemporary Accounting Research has recognized Steed School of Accounting professors [Bradley Blaylock](#) and [Brant Christensen](#) as among 19 out of more than 800 worldwide for their [outstanding work](#) as scholarly reviewers in the past year.

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The [fourth article](#) in [Jeremy Bellah's](#) series about developing a standards-based project management information system was published in the *PM World Journal*.

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[Will Drover's](#) co-authored [editorial](#) about writing entrepreneurship review articles has been accepted for publication at the *Journal of Business Venturing*.



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Mei Li's co-authored [article](#), which studied the growth of the Accountable Care Organization and its impact on physician groups' profit, was published in *Data Science and Management*.

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ALUMNI NEWS

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## CONTACT PRICE

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PRICE COLLEGE HOME

## DEAN

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