UNIVERSITY OF SOUTHERN INDIANA

ROMAIN • COLLEGE OF

Business

ENGAGEMENT IMPACT INNOVATION

Three distinguished educators. Three distinctive styles.

Dr. Ernest Hall, professor of management, says the greatest teaching compliment he received was from a graduate student in his strategy class. "It's a three-hour class, and he said that nobody looks at their watch and nobody looks at the clock."

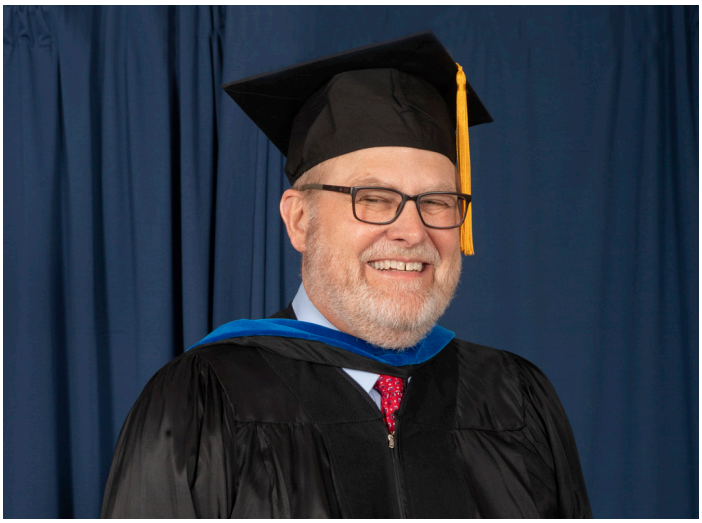
Classroom engagement is a mark of Hall's teaching style and part of why he is USI's Distinguished Professor of 2019. But he admits his engaging manner didn't always come with such seeming ease.

"As a youngster I was quiet, bashful," Hall recalls. "In school I prayed that nobody would call on me. Even as an undergrad, I was petrified of making presentations."

Hall entered college with plans to be an engineer but switched to business with the intention of going into banking.

IN THIS ISSUE

He says a stint in law school was the cure for his reticence, because "the professors tend to grill you, and it was not uncommon for students to cry in class." His subsequent return to graduate business studies brought his first chance to stand in the professor's shoes.



Dr. Ernie Hall, professor of management, was named USI's Distinguished Professor of 2019.

"I was working as a graduate assistant," says Hall. "One day the professor told me he was going out of town and he wanted me to teach his classes. I reluctantly agreed, and found that I liked it. Getting students engaged was fun. I guess that's when I caught the teaching bug."

Student evaluations of Hall were complimentary, and the professor encouraged him to make teaching his profession. Later, working on his PhD, he got a more forceful nudge.

"It was a Thursday, and I was in the hallway," recalls Hall. "The door to the department chair's office flew open and I heard, 'Hall, get in here.' He handed me a book and said, 'you're teaching this class, starting Monday at 8 a.m.' He mumbled something about staying a chapter ahead. That was 1985."

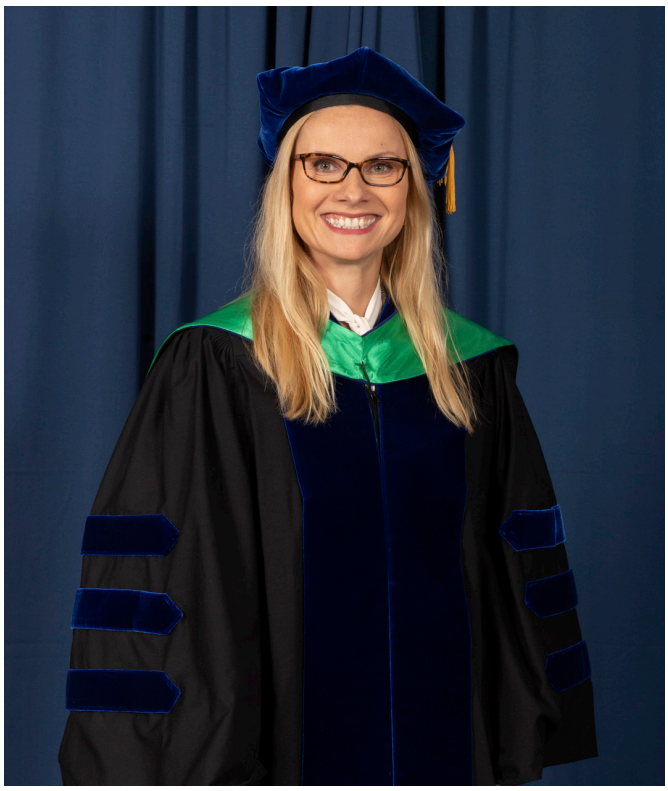
Hall has been sharing his love of teaching with students at USI since 1992. You would never know it, but he wrestles with his craft.

"I grew up outside New Orleans. People in the South spend a lot of time on the porch or around the kitchen table having conversations. There's always something to learn from people if you are curious about them."

-Dr. Ernie Hall, professor of management

"I grade myself after each class. I'm tough on myself," says Hall. "For one thing, I didn't like being lectured to when I was in school, where the teacher just spoke and everybody took notes. I think we educators miss a lot if we just teach facts. Higher learning and critical thinking require interaction and involvement in the learning process."

Distinguished (continued)



Dr. Daria Sevastianova, associate professor of economics, was recipient of USI's Outstanding Faculty Teaching Award.

What comes to mind when you hear the words science of economics? If thoughts of charts and graphs bring a tinge of ennui, you have an idea of what economics professors face in the classroom. Which is why **Dr. Daria Sevastianova, associate professor of economics**, takes teaching far beyond the fluorescent environs of desks and whiteboards.

"I teach because I want to change lives," says Sevastianova, recipient of USI's Outstanding Faculty Teaching Award. "Lectures limit the time for interaction in the classroom; to really get to know students, you have to work with them outside the classroom."

A native of Belarus, Sevastianova came to the United States in 1998; she joined USI's faculty in 2007. Over the last dozen years, she has become known for encouraging students with nontypical learning milieus. She champions study-abroad trips and outings to the symposia of Women in Economics. She is faculty advisor to the Economics Club and director for the Center for Economic Education. She seems indefatigable. And she keeps her lights on.

"Teaching is a full-time job, and much more than what takes place in the classroom," says Sevastianova. "My office hours are business hours, and if a student needs or wants to talk, I am here for them."

Her ties to students is evident by her surroundings. On the bookcase in her office, stand framed photographs of Sevastianova with the eight student groups she has accompanied to Osnabrück, Germany. She smiles at the pictures, like a mother admiring her brood. When she speaks, you understand their achievements mean more than her own.

"I've taken more than 120 students abroad over the last eight years," she says. "They are my family, my USI family. It's a privilege to open their eyes to other cultures."

Currently, Sevastianova is putting the pieces together for yet another nontraditional learning opportunity. A partnership with Osnabrück University will create six full-time student internships for USI students in Germany. She says her German colleagues are asking about a similar program here. "We're exploring the potential for partnerships in business and government sectors."

As a woman in what has been a traditionally male discipline, Sevastianova is particularly dedicated to helping women enter and ascend the field of economics. Under the auspices of Women in Economics, in September she coordinated a podcast on campus with members of the Federal Reserve Bank in St. Louis. That same month, as director of USI's Center for Economic Education, she organized a student panel to discuss opportunities for women in economics at a gathering of high school teachers.

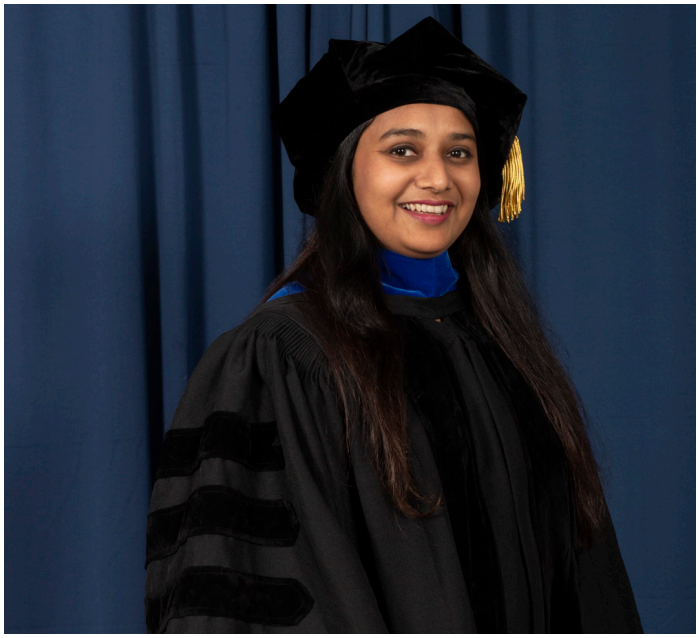
"The students did such a good job in their presentations, several of the teachers approached them afterward and asked if they might be willing to come and speak to their classes."

"I give the credit for my being a teacher to my mother, a philosophy professor. She always told me a professor is the best job you can have, and now I know she was right."

-Dr. Daria Sevastianova, associate professor of economics

Distinguished (continued)

"I always knew that teaching was my calling," says **Dr. Srishti Srivastava, assistant professor of computer science.** "My father was a professor of electrical engineering. I used to visit the classroom when he was teaching; even grading papers was interesting to me. He was my role model, and my whole education was geared toward becoming a professor in a STEM field."



Dr. Srishti Srivastava, assistant professor of computer science, was the recipient of the Sydney L. and Sadelle Berger Faculty Community Service Award.

As recipient of the Sydney L. and Sadelle Berger Faculty Community Service Award, Srivastava shows a rare capacity to share her gift of teaching with young learners across the southern Indiana region. She is a local champion of Girls Who Code, a national organization working to close the gender gap in computing science. Two years in, the program—a collaborative effort with Pott College of Science, Engineering, and Education's SwiSTEM program—has seen 32 middle-school girls complete one of the nine-week courses. And it has spawned a kindred organization for middle-school boys, BroCode. Both programs are in growth mode, a testament to their popularity—and the growing public awareness of the discipline's strong upside.

The U.S. Department of Labor expects occupations in computer and information technology to annually grow at more than twice the rate than all occupations from 2018 to 2028. Add to these endeavors Srivastava's orchestration last March of a "Hackathon" hosted by USI's student chapter of Association for Computing Machinery. It was the area's first such event, bringing students and professionals together as collaborators on local business projects.

Srivastava sees her purpose as more than preparing students to earn a living. She is helping them develop the ability to think. That objective requires action—sometimes intervention—outside the classroom. She recalls a couple of examples.

"I often send emails to students about invitations to elite conferences or symposia," says Srivastava. "Many times the messages seem to go unnoticed. However, I recall a student who showed up at my office seeking mentorship on a conference application; the process was rigorous and highly competitive. She saw it through and was selected to attend on a full-travel scholarship. She surprised me even more at the conference by how well she represented USI's student body. She was among the more popular volunteers, an enthusiastic participant in several academic events. She became inspired to continue her studies and is now pursuing a master's degree."

On another occasion, some parents contacted her because their child had chosen to change majors and leave computer science. "They were concerned because the student had always been passionate about computing studies."

Srivastava met with the student and listened as they talked about a few stressful roadblocks not uncommon at that impressionable age. "We talked through things, including how computer science provides the opportunity for creativity," says Srivastava. "The student has resumed studies and told me our talk was really helpful, that they would not have been as productive and happy in another field."

Thinking back on these students reminds her of a realization that came when she was a graduate student at Mississippi State and first started teaching at the university level.

"Teaching goes beyond the usual classroom setting. It involves mentoring students, listening to their stories, responding to late-night emails and much more. I am a teacher not only inside a classroom, but outside too. I do it because I want to make a difference in students' lives."

"I'll never forget my high school physics teacher. He made physics exciting, using real-life events and experiences to teach the concepts in the text. He kept a quote from Einstein on the wall: Education is not the learning of facts but the training of minds to think."

-Dr. Srishti Srivastava, assistant professor of computer science

What did you do over the summer?

Braden Taylor ’19, accounting and finance, is feeling pretty good about how the summer break wrapped up. During the second week in August, Taylor and fellow USI’s chapter of Beta Alpha Psi (BAP) officers took part in the society’s regional conference.

“We covered a lot,” says Taylor. “There were workshops on improving the clubs, a day of service devoted to promoting literacy, networking with other members and learning about changes coming to the organization. It was energizing for us.”

Their energy has already gone to work in the formulation of committees: marketing and advertising, community service and involvement, and travel and reporting—the last one performs tasks essential to the chapter’s perennial “superior” rating.

Perhaps the biggest news is that BAP has widened its scope beyond accounting to embrace finance and computer information systems. Which means the chapter has the potential to draw from a whole new pool of students—and will tailor educational events accordingly.

“We created a vice president of technology to complement CIS majors,” says Taylor. “We are improving our information systems with automated processes. And we launched a redesigned website shortly after returning from the conference. We want to avoid putting the president in overload mode. Sharing responsibility keeps the burden from falling on just one person. It lets members take ownership—and they can broaden their skills with real-world experience outside accounting.”

Chapter members have an added incentive to perform at their best this year. It is the centennial of Beta Alpha Psi—and **Dr. Brian McGuire, professor of accounting and associate dean of the College** is serving as BAP’s global president. As McGuire has stated, growth is a prime objective.

“Some chapters have 200 members or more,” says Taylor. “It would be awesome to get to that one day. I think we’re taking steps in the right direction.”

Conferences North and South

A week before Taylor and company traveled to Chicago, **Brooke Kocher ’19, management**, led USI’s student delegation at the Alpha Kappa Psi biannual convention in Dallas, Texas. As the “Professional Business Fraternity,” AKPsi numbers about 264,000 living members and 263 active chapters. Kocher is president of USI’s Theta Phi chapter.

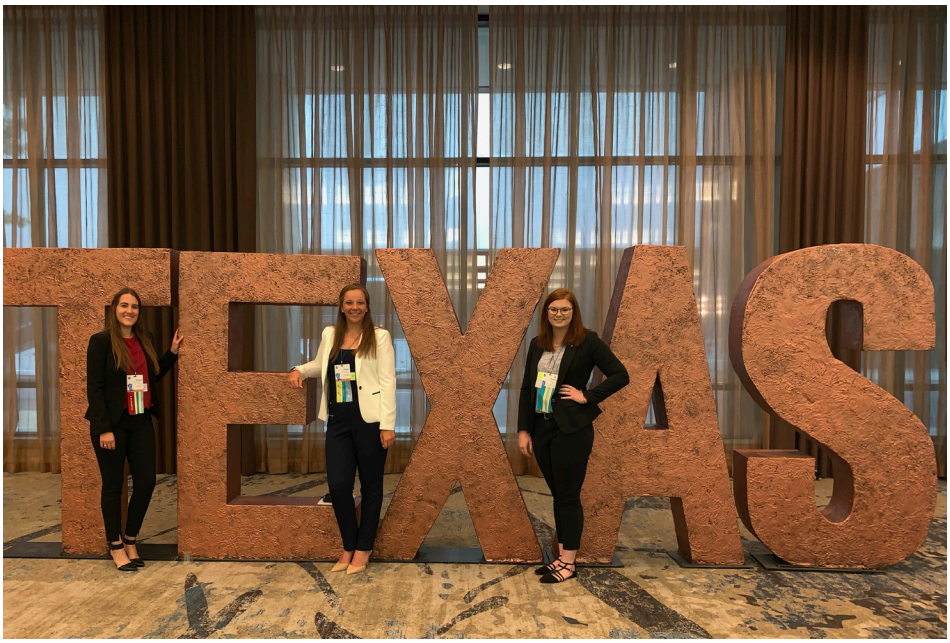
“We’re not strictly business, membership is open to students in all majors,” says Kocher. “But our focus tends to be on the business side of getting professional advancement.”

The 2019 national conference (the next will happen in 2021) brought members from all over the globe to conduct the organization’s business and shape its future. It also allowed attendees to grow their professional knowledge and networks.

“Ours is a relatively small chapter, so it was helpful to hear what larger chapters do and get ideas,” says Kocher. “It was neat to see chapters from all over the world and to meet some of our brothers from overseas.” (Although the fraternity is co-ed, explains Kocher, members refer to one another as brothers—a tradition carried from the organization’s history as an all-male organization.)

“I noticed a strong connection with alumni at the convention,” says **Mattie Ryder ’19, marketing**. “Some have been active in the fraternity for 40-plus years. There are advantages to staying involved, including volunteer opportunities.”

“Growth is a goal for us,” says Kocher. “We’re restructuring our rush process this year to strengthen recruitment. And we’re conducting a resume review and a LinkedIn workshop—teaching fellow students how to set up and use their professional profile.”



USI student representatives enjoy a moment of levity at the Alpha Kappa Psi Conference in Dallas, Texas. From left: Brooke Kocher ’19, management; Lauryn Thompson ’21, accounting; and Mattie Ryder ’19, marketing.

Is there an art to marketing art?

"Business and art have more consistency than people might think," says **Dr. Kevin Celuch, professor of marketing and Blair Chair of Business Science**. "Artists, like entrepreneurs, are experimenters. What they do keeps evolving. Their business is a learning platform."

In mid-September, Celuch shared his thoughts in a panel discussion on how artists can market themselves. He was joined by four artists, each with insights gleaned from the vagaries of their own entrepreneurial paths.

Artists talk with audience

Dr. Kevin Celuch joined artists **Kristina Arwood '15, Docey Lewis, Laura Foster Nicholson** and **Tom Wintczak** for a discussion on how artists can market themselves. The event took place at New Harmony Gallery of Contemporary Art on September 14.

Celuch says when a business co-creates with customers, it creates stakeholders and its value grows. For artists, this means connecting more deeply with people to build close relationships. He cites new research that reveals the importance of "identification."

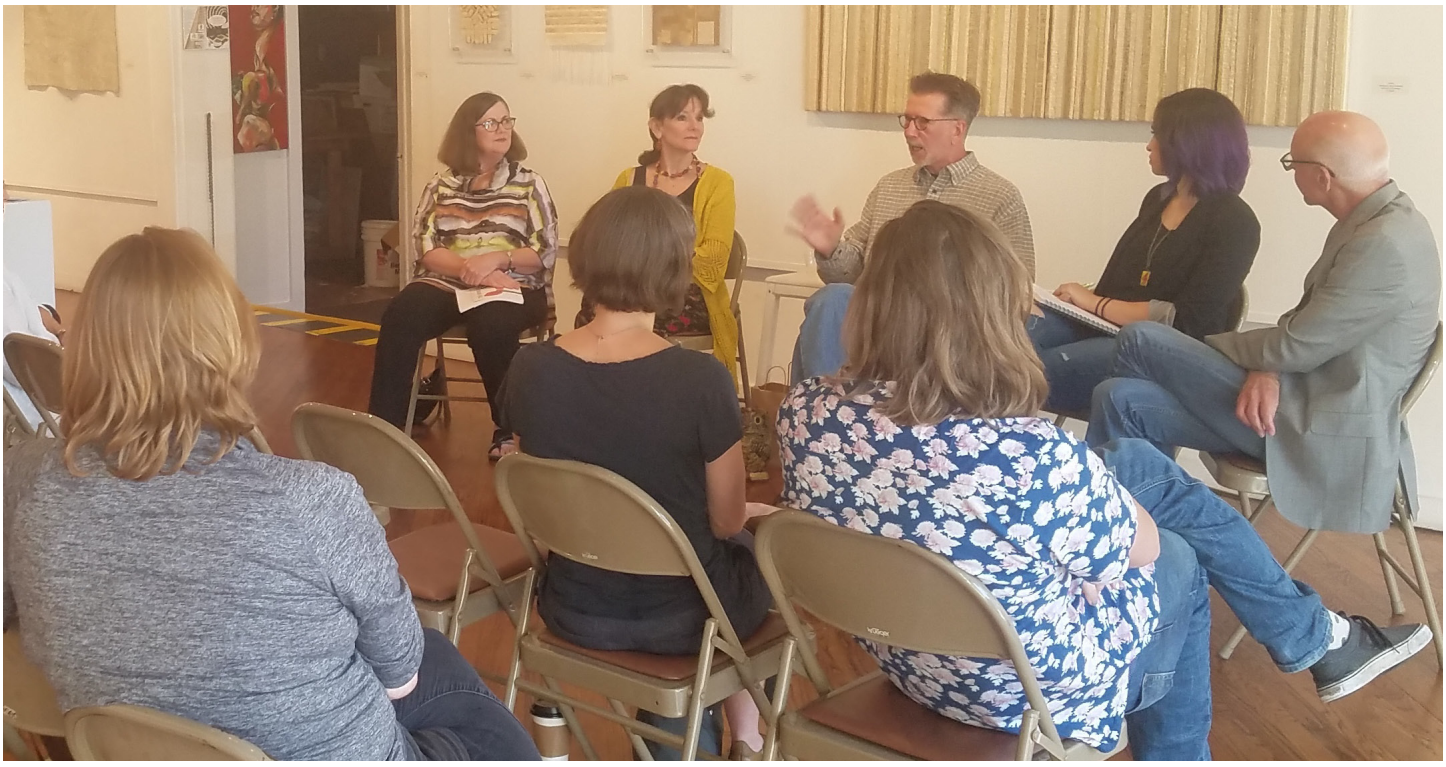
"When a customer identifies with a business, they are more apt to provide feedback, positive and negative," says Celuch. "Even dissatisfied customers will tell you why. The relationship with the customer is the conversation." Celuch is co-author of the study *The Role of Active Identification in Driving Retail Customer Feedback*. Findings are now under review for publication.

"An artist should write her own narrative, starting with an inner conversation. What is your true purpose—your identity? It's the brand called you. It's the basis of deeper connections that will enable customers to share their thoughts with you."

Celuch's remarks at the event landed in good ground. Following the panel's formal presentation, attendees kept the conversation going. Their discussion spawned the idea for a pop-up exhibition at the gallery.

"We're calling the show Praxis, for putting theory into practice," says **Garry Holstein, director, of the New Harmony Gallery of Contemporary Art**. "It will run from October 26th through December 7th and feature artists from the panel as well as seven artists who were among the attendees."

"Artists came to the panel and now are being invited to co-create the next showing at the gallery," says Celuch. "I think it's a good example of how the co-creating process works."



Dr. Kevin Celuch joined artists Kristina Arwood '15, Docey Lewis, Laura Foster Nicholson and Tom Wintczak for a discussion on how artists can market themselves. The event took place at New Harmony Gallery of Contemporary Art on September 14.

Spend it? Save it? Invest it!

"One dollar invested in a diversified basket of large cap stocks in 1926 would have grown to $7,000 in value by 2017," says **Dr. Manfen Chen, associate professor of finance.** "If that initial investment had been $1,000 it would be worth $7 million."

Chen and a team of volunteers from USI used a graph of that example to get students' attention at JA JobSpark.
"I want students to understand if they start investing earlier, they can retire with a good fortune," says Chen. "I encourage students to buy big-name companies and keep them for the longer term. Once I explain the concept of investment, we play the stock market game."

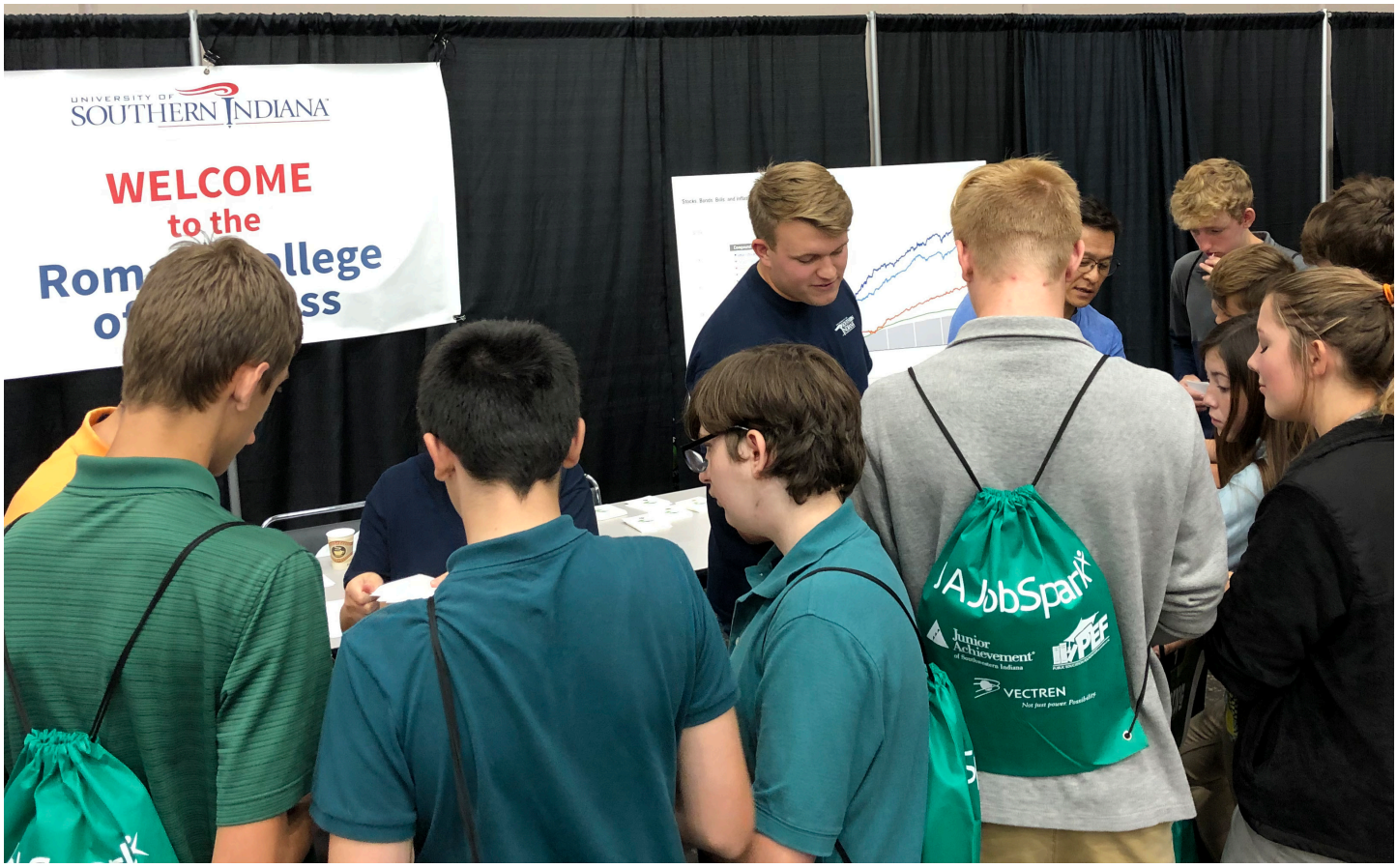
JA JobSpark

JA JobSpark, presented by Junior Achievement of Southwest Indiana and the Public Education Foundation of Evansville, gives students in grades 8 to 12 a chance to learn about different careers from professionals with local firms. The event took place October 1 and 2 in Evansville at Old National Events Plaza.

In the game, players choose a mix of shares from energy, agriculture and large recognizable brands. When the bell rings, trading starts. News about events (an explosion in an oil field, for example, or a factory fire) affects share prices. As the game unfolds, Chen explains what causes prices to fluctuate and how investors can benefit from diversification.

"We had a lot of interest in our booth," says Chen. "Feedback was very positive from both teachers and students."

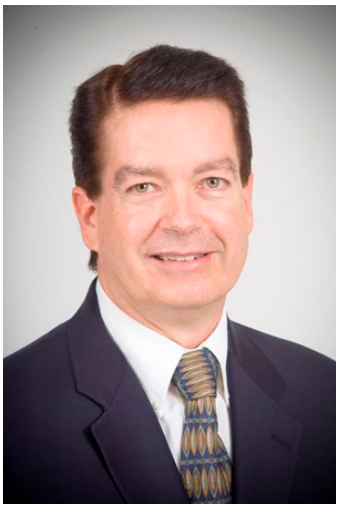
"JA JobSpark provided so many hands-on career exploration activities for more than 6,000 students from 11 surrounding counties," says **Marcia Forston, president and CEO of Junior Achievement of Southwestern Indiana**. "We are so thrilled that the Romain College of Business was represented at JA JobSpark, and provided such a meaningful experience for our students. Every time I walked by this activity there was always a crowd of engaged students and enthusiastic volunteers."



The Romain College investment game was one of the more popular exhibits at JA JobSpark. It familiarized about 400 students in grades 8 to 12 with fundamental concepts of investing in stocks.

Professor Leads International Honor Society into Next 100 Years

It is the centennial of Beta Alpha Psi—and **Dr. Brian McGuire, professor of accounting and associate dean of the College** is serving as BAP's global president.



Dr. Brian McGuire, professor of accounting and associate dean of the College, will serve as BAP's global president.

Editor: Dr. McGuire, how did you get involved with Beta Alpha Psi?

McGuire: Dr. Mehmet Kocakulah, professor emeritus of accounting, and I agreed to serve as co-advisors for a chapter at the Romain College of Business, and we started the petitioning in 2004. We formally chartered two years later with 48 members. At the same time, we secured AACSB accreditation, which is a requirement. I have been an advisor to the chapter here ever since, except for the three-year term I served as director of administrative development for the society at the global level. I've also served on a half dozen global committees, including the anniversary committee for our centennial. However, most of my involvement has been working with students in the chapter here.

Editor: Can you tell a little more about that? How does BAP help students?

McGuire: Beta Alpha Psi is highly respected among professionals in accounting, finance and information systems. Members enjoy a credibility that is easily recognizable. Employers immediately know you attended an AACSB-accredited institution and were at the top of your class. Membership also provides a chance for students to network with other members and professionals. They develop leadership skills and professional awareness through regional and annual meetings. To the credit of students on this campus, they continually operate the chapter at the highest level, earning the society's "superior" mark year after year.

The emblem of BAY: The rising sun signifies the growing importance and opportunities in accounting, finance, and information systems. The crossed keys represent knowledge for opening doors in the world of finance. The letters themselves denote scholarship (B), social responsibility (A) and practicality (Y).

The society also encourages personal development. Attendees at the annual international meeting take part in the BAP international day of literacy. They reach out to young students in under-served neighborhoods, and distribute books and explain the importance of literacy in life.

Editor: What do you plan to accomplish in your role as global president?

McGuire: I intend to see us expand our reach globally with new chapters, as we've done recently in Saudi Arabia with our first chapter in the Middle East. We have created a new director position for global activities to support this kind of growth. Since accreditation in AACSB or EQUIS is a requirement, our growth tends to follow those accreditations. At the same time, we intend to bring more students into our existing chapters. We have created two new directorships on the board for finance and information systems, which supports our ability to serve students in these areas.

Editor: You mentioned the credibility that BAP has with employers. Have you seen that making a difference in RCOB graduates getting hired?

McGuire: I've seen several students, especially officers, go on to enter careers with good positions. Before we started our chapter, we had no graduates at any of the "big four" accounting firms; we now have alums at each of them. These bigger opportunities are outside our local region, but BAP provides connections that support opportunities outside the tri-state area. I'll add that the meetings and case competitions our students participate in go a long way to developing the confidence and communication skills that employers seek.

Editor: What led you into education as a life path?

McGuire: Teaching wasn't on my radar at first. I was a CPA, working in administration for a medical center, when my employer offered to underwrite my expense for an MBA. Along the way, my professors and the dean encouraged me to get a PhD. By continuing my education I eventually found my professional calling in academia.

Beta Alpha Psi at a Glance

The premier, global honor society for students in accounting, finance and information systems.
- 325+ chapters worldwide serve 320,000 members
- 400+ members affiliated through the Romain College of Business

Editor: How would you describe the impact you hope to make on students?

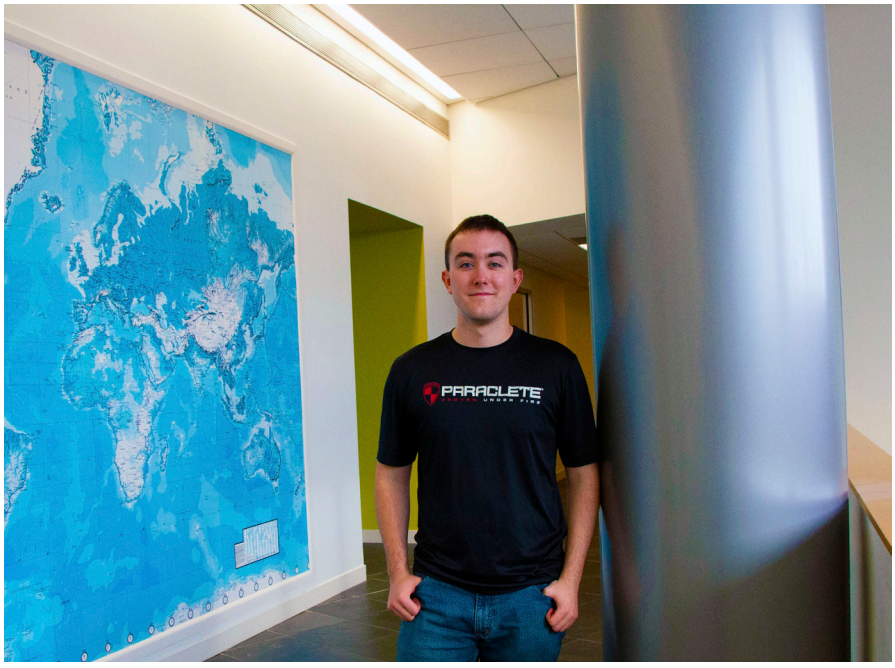
McGuire: I want to provide them with relevancy. I want our graduates to be on the leading edge of thinking in business. Nationally, people are starting to question the value of a college degree, the cost versus benefit. I have no doubt a college degree is worth it. More than a piece of paper in a frame on the wall, it's an investment in the student's future and in the good they bring to society. Education should equip students to be not just professionals but citizens as well.

Cyber Threat: Another Name for Opportunity

There's a never-ending barrage in cyberspace of bots and malicious actors looking to exploit users and gain access to networks for dark purposes. Call it the "new abnormal" for any internet-connected institution. At USI, around-the-clock defenses include the efforts of students in the Security Operations Center (SOC). Students like Austin Steele . . .

"The Security Operations Center serves a couple of purposes," says **Dr. Kenneth Shemroske, associate professor of computer information systems**. "It supports the University's IT team in protecting our infrastructure from attacks and cyber threats. It also provides students an opportunity to gain real work experience in cybersecurity."

The SOC has been in operation for two years. During that time it has employed about 20 students as paid cybersecurity analysts, investigating suspicious activity and mitigating threats across the network. **Austin Steele '20, computer science**, works between 18 and 20 hours each week. This fall he will be among the first group of students to earn the Romain College of Business certificate in cybersecurity; after graduation, he intends to pursue a career in cyber forensics.



Austin Steele, '20, computer science, is one of the cybersecurity analysts at the College's Security Operations Center.

"My experience in the SOC helped me get an internship with the Vanderburgh County Sheriff's Office, working on a criminal case involving cyber forensics," says Steele. "I had applied with several companies—a lot of them seemed super interested in my work in the SOC."

That experience helped Steele understand the forensics in his internship, and his internship experience in turn gave him a head start in his digital forensics class. He adds that he was "very surprised" at how much state-of-the-art equipment Vanderburgh County has for cyber forensics—an indication of how important this evolving field is.

"This is definitely a growing market, with jobs popping up everywhere," says Steele. "I don't see it stopping anytime soon."

"Depending on which source you consider, anywhere from hundreds of thousands to millions of jobs in cybersecurity will go unfilled over the next several years for lack of skilled people," says Shemroske. "Graduates with this kind of experience are in great demand."

Coming in March 2020

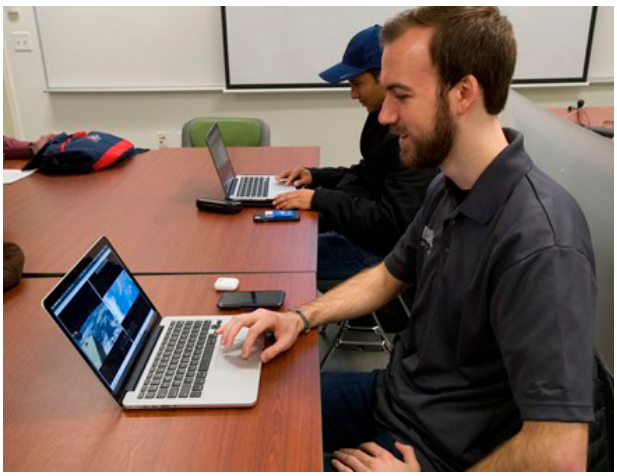
Southwest Indiana Cybercom—a community event for education on advances in cybersecurity. USI Griffith Center.

Zack Has Your Back

Zackrey Snyder '19, computer science, is one of several USI students who built and launched the University's UNITE CubeSat satellite that has now been in orbit more than 100 of the 400 plus days it is designed for. This is a critical benchmark, because many CubeSats fail within the first 60 days; some even fail at deployment.

The importance of reaching this milestone isn't lost on Snyder, who, as the sole computer science major on the team, wrote most of the software programming. USI's CubeSat, which is orbiting in a relatively unexplored area of space called the extremely low earth orbit (ELEO), has three main missions. First, a Langmuir plasma probe measures plasma and how the sun interacts with our atmosphere. Second, sensors onboard measure the CubeSat's internal and external temperatures as it orbits the sun and tracks behind Earth. The data compares the hot and cold temperatures with a thermal model designed by one of the team members. Third, an onboard GPS tracks the orbital decay as the CubeSat gets closer to Earth and eventually burns up.

Snyder worked with the other team members to not only understand each of these subsystems and how they interact with the others, but then designed the software to "do what it's supposed to do. The software had to handle the plasma code and had to know when to grab temperature data and GPS data."



Zackrey Snyder '19, computer science, is a member of the University's UNITE CubeSat team.

Some courses blend computer science and engineering students, and it is how Snyder became part of the satellite project. An electrical engineering student, who had worked with him on class projects in digital logic, invited him to be part of the interdisciplinary team, which also included math and physics majors.

After attending a few meetings, he was intrigued with the idea. The programming was done in C language, which Snyder said is well suited for working in an embedded computer system. He was learning C in his microcomputers class, as well as from working with engineering students.

"Some electrical engineering classes use embedded computers, so I was working with those students to learn some of the low-level protocols because they were building the hardware as I was programming it. So, I had to make sure the software was ready for the hardware they were building for it." The information is sent through the Global Star Network, a satellite cellular network, and returned as raw ones and zeros. It transmits in real time, soon after it samples. Snyder designed how the information is sent down and turned into meaningful data, like temperatures, and team members access and monitor it all through a dashboard.

Snyder, who was the recipient of Romain College's Outstanding Achievement Award in Computer Science in 2019, takes pride in USI being the first of the 23 university teams with the same NASA grant to get a CubeSat to space. It's also the first spacecraft built and flown by a public institution in the state of Indiana. From those initial meetings filled with space jargon, his journey has been a fulfilling one. From early reading of research publications about CubeSats or working all night perfecting presentations and testing components, his path has now taken him to Wallops Flight Facility in Virginia, where he and his team presented to NASA officials, and to the Kennedy Space Station for VIP viewing of the launch of the Falcon 9 rocket that carried the CubeSat to the International Space Station on December 5, 2018. On January 31, 2019, the team gathered in the Business and Engineering Center control room for the breath-taking experience of watching the deployment of the USI CubeSat into space via a livestream from NASA.

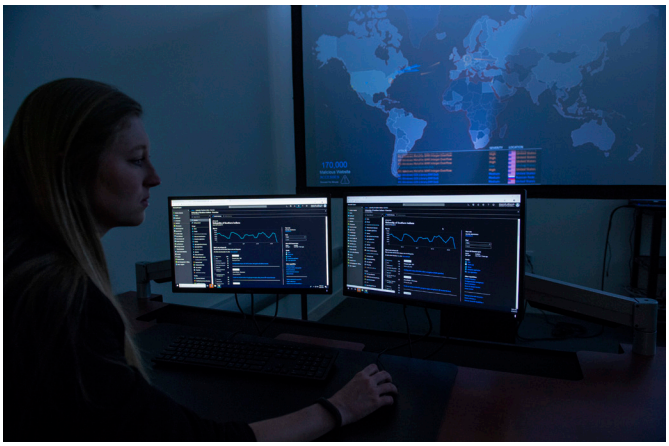
The team is currently in recruiting mode because Snyder and some of the other team members graduated in the spring. The CubeSat still has about another year in orbit, and he plans to stay involved to help the person who replaces him.

Snyder's career has taken him to Crane Naval's Global Defense Division conducting quality control testing of software. He "100%" encourages students to pursue computer science. "Computer science is not going anywhere any time soon. It's actually becoming even more important to have some kind of programming skill in your work. I've known people who could move up in their company if they had programming skills, and they are finding it out now, after college. If students could at least get some kind of basic-level computer science classes under their belt, it would be very helpful. Employers are always looking for someone to write some code. As long as you can think through problems logically, that's what programming is all about."

Spotlight: Rachel Bury

As a software developer with One Main Financial in Evansville, **Rachel Bury '19, computer information systems**, is part of a business intelligence team that refines digital tools for the firm's business processes. What began as a student internship turned into a full-time staff position upon graduation.

Bury credits the Romain College of Business for providing a well-rounded foundation in computer information systems. For example, she points to the SQL programming language she now works with.



"It's impossible for classes to cover everything there is to know in this field, but I think the College did a good job of touching on a broad range of topics. Data analytics, in particular, is a big help with what I am doing now."

Bury also cites the advantages of many different resources she enjoyed as a student—career fairs, speaker panels and networking opportunities with senior IT executives.

"Going from an internship to full-time employment has helped me grow professionally and personally—I'm really loving what I do."

Save the Date—and Save Yourself Worry

USI accounting students will once again help prepare tax returns for middle-to-low income earners, senior citizens and international students. "Appointment times are every Monday at 5 p.m. and 6:45 p.m. Central Time, starting February 3 until March 23rd," says **Dr. Brett Bueltel, assistant professor of accounting** and site coordinator for the IRS-sponsored event. "We usually help more than 100 clients with this service each filing season. It's a great service to the community—and it gives our students an opportunity to develop professionally, as well as earn accounting elective credit."

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