**Accounting & Business Law**

**Charles Davis**, Department Chair of Accounting & Business Law and Walter Plumoff Professor of Accounting, **Del Cheasser**, Professor Emeritus, and **Tim Thomasson**, adjunct professor of Accounting, have co-authored the article “To Roth or Not to Roth?” published in the *Journal of Accountancy*.

**Paul R. Erickson**, professor of Accounting and holder of The R.E. and Marilyn Reamer Professorship in Accounting, and **Donald F. Cunningham**, professor of Finance and Real Estate, published “Life Expectancies, Rates of Return and the Give or Bequeath Decision for Income Producing Property under EGTRRA” in *Estate, Gifts and Trusts Journal*.

**Kathy Hurt**, assistant professor of Accounting, presented her paper “The Lemonade Stand: A teaching case for developing an information system for the revenue cycle” and received the best paper award at the AIS Educator’s Conference. It is forthcoming in *AIS Educator’s Journal*.

**Chuck Stanley**, associate professor of Accounting, has co-authored the paper “Ethical Attitudes of Accountants: Recent Evidence of a Practitioner’s Survey” with **Tisha Emerson**, assistant professor of Economics and Stephen Conroy. It was published in the *Journal of Business Ethics*. **Stanley** presented “U.S. Accountants: Attitudes Toward Business Ethics” at the World Business Ethics Conference, Hong Kong.


**Dean’s Office**

**Anne Bradstreet Grinols**, assistant dean for Faculty Development and College Initiatives, was active in the Association of Business Communication 71st Annual Convention in San Antonio, Texas. Grinols gave an invited presentation: “Experiential Learning of Business Ethics.” She was also selected to participate in the annual Working Paper Workshop and she co-chaired the Poster Sessions. In addition, she served as a member of the Teaching Committee and the MBA Special Interest Group. **Grinols** also presented two seminars to the Texas Farm Bureau in Waco, Texas on the topic “Think-On-Your-Feet Communication.”

**Cynthia J. (C.J.) Jackson**, director, Communications & Marketing, presented “You and the New Media - How to Maneuver RSS Feeds, Podcasts and Blogs” at the PR 2.0: Conference for PR Practitioners in the Electronic Age on the Texas State Technical College campus in Waco, Texas.

**Finance, Insurance and Real Estate**


**Information Systems**


**Timothy Kayworth**, associate professor of Information Systems and Department Chair, and **Leidner** wrote the chapter “Knowledge Management and Organizational Culture” for I. Becerra-Fernandez and Leidner’s book, *Knowledge Management: an Evolutionary View of the Field*.


**Management and Entrepreneurship**


**Marlene M. Reed**, lecturer, presented the case “ARM Pharmacy: The Challenges of Privatization in Armenia” at the North American Case Research Association Annual Meeting in San Diego, California. She was elected program chair which leads automatically to president of the North American Case Research Association. **Reed** was selected by the dean and trustees of Samford University’s School of Business as a member of their Advisory Board.
Marketing

Lawrence Chonko, professor of Marketing and James A. Roberts, associate professor of Marketing and W.A. Mays Professor of Entrepreneurship, with Eli Jones and Deva Rangarajan, published the article “The Role of Overload on Job Attitudes, Turnover Intentions, and Sales Professional Performance” in Journal of Business Research.


The Washington Post, Newsweek: “‘Puppets’ Emerge as Internet’s Effective, and Deceptive, Salesmen.” Article on high-tech versions of using a disguise to drum up publicity online quotes Richard W. Easley, associate professor of Marketing.

Health Magazine article: “Fresh Ways to Stress Less.” James Roberts, associate professor of Marketing, W.A. Mays Professor of Entrepreneurship and expert on credit and consumer spending, is quoted in the “stress buster” section.

USA TODAY: “Rose Growers in Ecuador Brace for Free-Trade Changes; Days Could Be Numbered as Makeup of Congress Shifts.” Article on trade liberalization in countries such as Ecuador, Peru, Colombia and Bolivia quotes Joseph McKinney, Ben Williams Professor of International Economics and international trade expert.

USA TODAY, MSNBC, Canadian Press, Associated Press, and South Africa’s Independent Online: “100-Year-Old Man Finally Receives His College Degree.” Article about 100-year-old Baylor graduate Marvin (Hub) Northen.


New Jersey Time: “The Roth Route.” Reichenstein is quoted on retirement savings.


Tampa Tribune: “Rays Eye Games In Orlando Area.” Article quotes Wakefield on efforts to broaden Devil Rays fan base.

The Detroit News: “Call Me from Comerica; for Tigers Fans, Cell Phones Play Major Role on Game Days.” Wakefield quoted on cell phones as part of a fan’s stadium experience.