Dean's List
College of Business and Technology
Monday, April 8, 2013

Brian Maher, Union Pacific, visits campus Monday, April 15:
2:00 PM – Meet with students* interested in learning more about Union Pacific opportunities – Ockinga Auditorium. Brian will share his UNK experience, career path to current level at Union Pacific, and opportunities for CBT interns and graduates at UP. *Invite all CBT students, with special interest in AMA and SCM student organizations. See attachment.

Administration, Faculty and Staff:
Sherry Morrow, Director of The Nebraska Safety Center of the University of Nebraska – Kearney, has been awarded a grant for $14,966.00 to fund a pilot program to establish Certified Safe Farms in Nebraska. These funds will be used to implement the Pilot Certified Safe Farm program, train a minimum of two Certified Farm Inspectors, conduct two on-farm safety reviews for each participating farm, profile an initial health screening to all participating farm workers with follow-up screening one year later, and to explore the need for educational outreach in the areas of farm safety and farm worker health.

Dr. Bree Dority, Economics, co-presented a study on the economics of school consolidation at the Rural Education Symposium last weekend. Read the attachments above to see how Dr. Kyle Luthans, Management, has impacted the Kearney region with his article published in the Kearney Hub. The National Residence Hall Honorary, Big Blue Chapter, which is made up of the top 1% of students living in the residence halls, recognized Dr. Greg Broekemier, Marketing, in the Institutional Faculty/Staff category for his outstanding performance. The members focus on the four pillars: Service, Leadership, Recognition and Scholarship. CBT Faculty Mentor Award was earned by Dr. Jennifer Crosswhite, FSID.

Students:
MBA Students performing well on the MFT were: John Roschewski, Kearney, scored in the 99 percentile. Keri Carder, Albion, Ross Pierce, Verdigre, and Yauheni (Eugene) Prystupa, Brest, Belarus, all scored in the 90 percentile.

The following students participated at UNK’s Student Research Day April 4, 2013: Student presenter, Drew Comito, Family Studies, was mentored by Dr. Jennifer Crosswhite who was awarded the CBT Faculty Mentor Award. The title of the research was: “An Investigation of Adolescent Delinquency.” Research has examined a few areas when discussing the topic of delinquency in adolescents. Parenting styles, self-control, attachment, communication and modeling are all areas of interest.
In this study, three subjects were interviewed, two female and one male who have all engaged in delinquent acts. During the research some common themes emerged in self-control, attachment, communication and modeling. The subjects lacked self-control but at the same time demonstrated an understanding of self-control; they had weak attachments with their mothers and weaker attachments with their fathers. Along with weak attachment there was poor communication and many people modeling negative behaviors. All of these areas have the ability to increase delinquency.

Student researchers were Justin Vogel, Scottsbluff, and Jacey Schultheiss, Eustis. Their faculty advisor was Dr. Greg Broekemier, and their paper’s title: “The Funeral Service Industry: Consumer Knowledge and Perceptions.” Although the Funeral Services Industry accounts for more than $13 Billion in annual revenue, one of the largest criticisms of the industry is the lack of knowledge that consumers have about the industry and its services. In order to become more effective marketers, funeral homes need to become more aware of consumers’ knowledge and perceptions regarding this industry. In the fall of 2012, primary data collection was conducted regarding consumers’ perceptions and knowledge of the funeral service industry by a team of student researchers. The study results will help to determine what the consumer perceptions and knowledge of the industry are, to discover what factors are important to consumers when choosing between traditional and cremation funeral services, to establish how consumers become aware of funeral homes and service offerings, and to determine what criteria are important when selecting a particular funeral home.

Graduate Management student presenter, Amanda Swenson from Grand Island, was advised by Dr. Michelle Fleig-Palmer. The title of her paper was: “Health Care Reforms: The Impact on Businesses and Managers.” The Patient Protection and Affordable Care Act law was put into place by President Barak Obama in 2010. This act made changes to employee health benefits. The purpose of this research project is to have a better understanding of how the healthcare law is affecting businesses’ benefit programs and how managers communicate changes to employees. In this paper a study will be conducted through interview to learn about ways managers have been taking to address these changes. Two areas of interest include the overall impact of the health care reform on businesses, and wellness programs created to help employees. This paper also looks at how managers are communicating changes to employees. Based on the interviews of managers in different organizations, results show they prefer to use a direct approach for communicating changes to employees. Managers are also looking into ways to facilitate wellness programs to reduce health insurance expenses.

Margaret Fennessy, Management student from Norfolk, was advised in her research project by Dr. Fleig-Palmer. Her research title was: “Selection of Creative Individuals Through Interviews to Facilitate Innovative Organizational Cultures.” The selection of creative individuals is important because of the recession and changing technology. The recession itself has increased demand for creativity. Changing technology is making creativity more important. Creativity is defined as the production of novel and useful ideas in any domain. First, creativity is promoted through organizational culture. Many companies use the traditional form of management which revolves
around high specialization and is often anti-creative. Companies that want to promote a creative culture should utilize a contemporary style of management, which involves variation in the organization, such as flexible job structure, and open communication. Second, the key to finding creative employees and fitting them to the right organization is being able to assess creativity. There are many assessments that measure creativity which employers can administer to job candidates. However, the type of interview matters more when assessing job candidates’ creativity. There are two main types of interviews: situational and behavioral. Behavioral interviews are better for determining if a candidate is creative. Hiring for creativity is critical to managers today and this paper highlights two factors, i.e. organizational culture and behavioral interviews, which are important for managers to know.

Student research presenters were Lisa Klingelhofer, Kearney, and Jackie Ziemke, Waco, both in Marketing. Their advisor was Dr. Greg Broekemier. The title of their paper was: “Keeping Downtown Businesses Involved and Vital in Development Organizations.” Many downtown development organizations have had difficulty keeping their shopping areas in their citizen’s choice set as well as having their local businesses stay involved in maintaining a vital downtown area. Surveys collected data from the downtown organization’s members concerning their current levels of involvement with the organization and the events, their views of the organization, and ideas on how to improve the retail events and the organization. Information was also gathered from nonmembers on why they are not members as well as factors that would encourage them to become members. This information will be used by the organization to determine a strategy to create an increase in their numbers of members in the downtown area; as well as developing an approach to increase their current member’s involvement within the organization and its events. Other downtown revitalization organizations in similar situations may also find this research to be of value.

Amy Encinger from Grand Island is studying Family Studies, and was advised by Dr. Jennifer Crosswhite. Her research was titled: “NAK-Nursing at Keyboard: Exploring Online Social Media Breastfeeding Support Groups.” Pregnant and breastfeeding mothers’ use of online breastfeeding support groups was examined, as well as whether online breastfeeding support groups served as a means of social support (e.g., instrumental, informational, and emotional). Participants (n = 690 pregnant and/or breastfeeding women) were recruited via Facebook and listservs who then completed an online survey. Results revealed mothers most often accessed social media sites geared toward breastfeeding during pregnancy and at 0-3 months postpartum in order to gain information and seek support for themselves. Findings also suggested that mothers who participated in online breastfeeding support groups gained emotional support from participation. While there is currently no research about online breastfeeding support groups, findings from this study provide initial evidence that online breastfeeding support groups may be a viable option for women to gain breastfeeding support.

Student presenter Roy Machamire is from Chinhoyi, Zimbabwe and studying Economics. He was advised by Dr. Frank Tenkorang. His title was: “Money Demand and Supply during Zimbabwe’s Hyperinflation and Dollarization: 1998-2010.” The lack
of stability and fiscal discipline in Zimbabwe caused the government to excessively print money to pay for their bills. Civic unrest and corruption in the immediate government officials caused negative economic effects and hence forced the Reserve Bank of Zimbabwe to continually spend and print money. The government’s interference with the Reserve Bank disabled the bank to keep its primary goal; that is to maintain the internal and external value of the Zimbabwean currency. This study examined the implications of excessive money supply on income and price stability in Zimbabwe.

Recipient of the First Place Calvin T. Ryan Library Research Award: Sangeeta Boken a Family Studies student originally from India was advised by Dr. Toni Hill. Her presentation was entitled: “Arranged versus Love Marriages: A Comparison between the United States and India.” The presentation will compare arranged marriages and love marriages giving examples of the United States and India and will include factors responsible for the success and failure of the marriages.

Internships and Experiential Learning Highlight

Alumni News:

Please remember to forward your news items to Marsha Yeagley so that proper coverage can be provided. Your news may be added to the next Dean's List, and/or posted on the "Notables" section of the website, or the Dean's page of the site. When appropriate, a news release will be sent to students' hometown newspapers and/or the Hub, as well as covering the item in the June publication of the College of B&T Annual Report. Remember that what you and your students do "makes a difference." In order to send the press release to the students' hometown newspaper, please provide the hometown. Help us in the recruitment and retention process by informing Marsha of your news.

Send to: yeagleym@unk.edu.
Please only send information regarding papers and presentations after the fact.
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Announcing the
Second Annual

JOHN C. MARIENAU ECONOMIC ESSAY CONTEST

2013 Topic:

Should an Open, Free Market in Human Organs for Transplant be Legalized in the U.S.?

Students at the University of Nebraska/Kearney are invited to submit entries prior to the contest deadline on

April 1, 2013.

A first and second prize will be awarded. The first-prize winner will receive:

$1,000 unrestricted cash award.

All-Expense paid trip to their choice of any one of three Foundation for Economic Education Summer Seminars in Atlanta, GA (Summer, 2013)

Designation as the 2013 John C. Marienau Economics Scholar

A second-place winner will receive a $500 unrestricted cash award.

Eligibility: Any full or part-time graduate or undergraduate student at UNK during the 2012-13 academic year. (December, 2013 graduates are eligible).

Essay Specifications: Contest essay entries must be submitted in electronic format as a MS Word file. Essays must be typed double-spaced utilizing a 12-pt Times New Roman font. Margins must be 1” sides and bottom, 1.5” top, with both right and left justification. Paper title must appear at the top of the first page in capital letters centered 1.5” from the top edge of the paper. Essay must be no less than 500 words and no greater than 1,000 words in length. The author’s name should not appear on the paper other than on the title page. The essay body must be preceded by a title page with the essay title appearing one-third from the top, centered, followed by the author’s name and contact information (postal and e-mail addresses, phone number) on two or more lines, centered, one inch below the title.

Submission: Contest entries must be submitted via e-mail attachment to: Dr. Karl Borden (bordenk@unk.edu) prior to midnight April 1, 2013. All entries will be acknowledged. The E-mail subject line must read 2013 MARIENAU CONTEST ENTRY.

Judging criteria available on request from Dr. Borden (bordenk@unk.edu)

The John C. Marienau Economic Essay Contest is made possible by the John C. Marienau Trust and is intended to further the university community’s understanding of and appreciation for free-market economics and capitalism.
UNK, Xpanxion LLC, and NU Alumni Association seek to draw out-of-state professionals back to rural roots

Professionals with Nebraska roots who have pursued careers elsewhere are the focus of a new initiative driven by the Center for Rural Research and Development at the University of Nebraska - Kearney. Resources at the NU Alumni Association and the software company Xpanxion will be brought together to empower companies in Nebraska using a “rural sourcing” approach. The rural sourcing concept relates to existing and start-up companies strategically locating operations in rural areas to reduce labor costs and take advantage of the largely untapped talent pool. This project aims to expand on a successful “cross-sourcing” model used by an existing software company and leverage it to recruit University of Nebraska alumni back to rural Nebraska in targeted professional service occupations including technology, legal, healthcare and other high growth sectors.

The first phase of this project will build on existing research, exploring the lifestyle expectations and career preferences of alumni who have moved out of state. Additional case study research seeks to understand the process and motivation for alumni who have moved back to rural Nebraska and are employed in these occupations. Data collected from phase one will direct the communication and education strategies for alumni who have opted in to receive information related to current job openings or assistance for starting or buying a business in rural areas.

The project’s principal investigator, Shawn Kaskie of the Center for Rural Research and Development says, “This project aims to reverse the rural brain drain in our region. In the pilot phase, we will offer alumni a variety of options to return their families and expertise back to rural Nebraska.”

Paul Eurek, president and founder of Xpanxion LLC, knows the difficulties caused by rural brain drain. He states, “Demand for Xpanxion’s rural sourcing services in software development and testing is growing rapidly, and often must be met by filling positions from outside the state. The project will allow Xpanxion to hire more Nebraska natives into high tech jobs.” Mr. Eurek, who also serves as the Board Chairman for Invest Nebraska Inc., hopes to ultimately utilize Nebraska alumni resources to fill senior executive positions for Invest Nebraska’s current and future portfolio companies.

Shelley Zaborowski, Associate Executive Director of the Nebraska Alumni Association says, “We regularly hear from alumni who would like to move back to their home state if only the right jobs were available. The Rural Sourcing project provides a channel for alumni to learn about such opportunities, and for many additional opportunities to be created.” Diane Mendenhall, Executive Director says, “The Nebraska Alumni Association is pleased to be a part of the Rural Sourcing project. Quality professional opportunities in our rural communities are of great interest to many alumni and are critically important to the growth and vibrancy of greater Nebraska. We are excited to help with this initiative and to be a part of something that has the potential to have a tremendously positive impact on the lives of alumni, friends and our state.”

Additional project partners include Randy Cantrell, University of Nebraska – Lincoln, Rural Initiative and Extension; Dena Beck, REAP Loan Specialist & Senior Project Leader, Center for Rural Affairs; Mary
Findlay, Research Analyst, Nebraska Department of Labor; and Odee Ingersoll, University of Nebraska at Kearney, Nebraska Business Development Center & Nebraska Center for Business Transition.

Funding was made available to support two types of seed grants to help launch the important work of the Rural Futures Institute: Teaching and Engagement grants; and Research and Engagement grants. The solicitation for these two grant opportunities generated exactly 100 proposals. After an extensive and rigorous review process, 11 proposals were funded, with over $750k allocated in support of these grants. There were 67 research and engagement pre-proposals submitted. Every submission was evaluated by at least three reviewers and the evaluations were used by a seven-member final review committee to select those to be invited to submit full proposals. Of the 67, eighteen pre-proposals received an invitation to submit a full proposal. The review committee evaluated the full proposals and five were selected for funding. Access to a listing and brief description of each of the funded proposals is available on the RFI website, under announcements http://ruralfutures.nebraska.edu/.
Positivity can directly boost performance

Is your business or employer looking for a competitive edge? Recent research suggests that developing the positive psychological strengths of your firm’s human resources might be a key to unlocking its potential.

Traditionally, organizations have utilized tangible economic assets like finances, plant, equipment, patents, and technology for success. Intangible resources like brand, reputation, and market power can also have a strong impact on a firm’s bottom-line.

The value of an organization’s human capital — “what you know” — and social capital — “who you know” — also are critical success factors. However, in today’s hyper-competitive environment, these resources might not be sufficient.

In fact, a growing body of emerging research suggests that in order to differentiate itself, a firm should also think about leveraging the positive psychological strengths of its workforce.

These inner resources are known collectively as positive psychological capital, or simply PsyCap for short.

Psychological capital is a strength-based approach, emphasizing the positive psychological resources employees possess instead of focusing on negative or dysfunctional characteristics. Beyond human and social capital, PsyCap consists of “who you are” and “what you can become.”

In order to be included in PsyCap, a psychological resource must not only be positive, but also have valid measurement, be open to development, and have a demonstrated ability to impact desirable work attitudes and performance.

To date, the positive psychological resources that have best met these definitional criteria include hope (the “will” and the “way” for reaching goals), efficacy (self-confidence), resilience (the ability to “bounce back and beyond” from setbacks), and optimism (an expectation of future success).

When combined together, these strengths create the acronym HERO.

Psychological capital reflects one’s capacity to overcome obstacles and to push oneself to pursue goals and ambitions. Research has shown that managers or leaders with high levels of PsyCap not only have the ability to bounce back after difficult times themselves, but they also can create a contagion effect that can spread positivity throughout an organization.

PsyCap has been linked in prior research with positive workplace outcomes such as lower employee turnover, rated work performance, higher employee commitment and satisfaction, entrepreneurial success, and leadership effectiveness in a variety of industries such as banking, healthcare, transportation, and manufacturing.

Unlike certain personality traits such as extraversion (i.e., sociable, talkative, assertive) and agreeableness (i.e., cooperative, trusting) which are relatively fixed within individuals, research related to PsyCap has demonstrated that it is malleable — that it can be enhanced and developed through short training programs.

On an informal basis, expressions of gratitude and keeping a daily journal reflecting on the positive interactions one has experienced can help to improve one’s internal dialogue. In a more structured organizational setting, implementing effective goal setting, coaching, mentoring, and providing constructive feedback can raise the PsyCap levels of a firm’s human resources and result in workplace performance improvements.

Kyle Luthans is the chairman of the Management Department and the Becker Professor of Business in the College of Business and Technology at the University of Nebraska at Kearney.
UNK College of Business & Technology  

proudly presents  

UNK/CBT Alumnus  

Brian Maher  

Assistant Vice President –  
Network & Industrial Development  
Union Pacific  

What:  
Student informational session. Students will learn about careers at UP and hear personal stories from a former CBT graduate.  

When:  
2 PM on Monday, April 15, 2013  
Mr. Maher will share his UNK CBT experience and career path to his current position with Union Pacific.  

Where:  
Ockinga Auditorium  

Who:  
All students are welcome to attend!  

Did you know?  
• UP is North America’s premier railroad franchise, covering the western 2/3 of the U.S.  
• UP ranked #143 on the Fortune 500 list for 2012.  
• UP is Nebraska’s 3rd largest employer.