

A Year of Impact *Academic Year 2025-2026*

Our students earned honors this year, from two Tornado Alley Region awards for Delta Sigma Pi to top-three finishes at MSU's Undergraduate Research & Creative Activities Forum and the Kay Dillard Rising Scholar Award. They learn from faculty who publish in internationally ranked journals, earn national and regional honors, and bring entrepreneurship, nonprofit leadership, and AI-ready learning to the classroom and the Wichita Falls community, and our new programs give you more ways to earn your degree.

4 NEW PROGRAMS & PATHWAYS

5 STUDENT HONORS & AWARDS

10 FACULTY AWARDS, HONORS & GRANTS

8 ABDC-RANKED JOURNAL ARTICLES*

New Programs & Pathways

Supply Chain Management MBA concentration & graduate certificate

Marketing in the Spanish-Speaking World · interdisciplinary

Entrepreneurship undergraduate certificate

Vernon College AAS → BAAS transfer pathway

Student Honors & Awards

5 Delta Sigma Pi's Epsilon Zeta chapter earned the **Tornado Alley Region's Outstanding Service and Outstanding Professional Activities** awards. Graduate researchers mentored by Alli Forrester placed **2nd and 3rd** at the Undergraduate Research & Creative Activities Forum, and Makayla Neufield, nominated by Abigail Torres Rico, took **2nd place** for the Kay Dillard Rising Scholar Award.

Research Highlights

Song, C., Wu, M., **Chen, J. M.**, & Leung, X. Y. (2026). Online or offline servicescapes: Examining the flow experience in industrial tourism. *Tourism Review*, 81(2).

Chen, J. M., Humagain, P., Zhang, L., & Rao, X. (2025). Social media as a technology for crisis management: Insights from the Yellowstone park closure during the 2022 flooding emergency. *Academy of Marketing Studies Journal*, 29(5).

Chen, J. M., Zhang, L., Pengnate, F., Ma, E., & Leung, X. (2025). Integrating a custom chatbot into higher education: From passive to interactive e-learning. *Journal of Information Systems Education*, 36(4).

Forrester, A. (2026). Toxic positivity and the workplace family: Understanding small business culture through social identity theory. *Journal of Business Strategy*, 36(2).

Kataria, N., Chou, S. Y., Obasi, C., & Khadka, S. (2026). Navigating the future of work: Embracing authenticity and assertiveness in the age of Millennials and Gen Z. *International Journal of Organizational Analysis*. Advance online publication.

White, S. R., Gillis, W. (2026). Distinct but complimentary: Dynamic and improvisational capabilities. *Journal of Small Business Strategy*, 36(2).

Xu, Y. (2026). Curriculum mapping for the AACSB assurance of learning (AOL) process: A case study. *The International Journal of Management Education*, 24(1).

Xu, Y. (2026). Mitigating cognitive biases in international business through experiential exercises. *Journal of International Business Education*, 21.

Faculty Awards & Honors

First-Tier DCOBA Research Fellow, 2026

- **Jamie Chen**, Dillard College of Business Administration

University Integrity Award, 2026

- **DeAndrea Davis**, MSUTexas University Integrity award in May 2026

People-Centered Core Values in Action Award

- **Alli Forrester**, MSU Teaching & Learning Resource Collaborative

Distinguished Conceptual Contribution Award

- **Alli Forrester**, Advances in Business Management Conference

Chapter Advisor of the Year

- **Niyati Kataria**, Delta Sigma Pi, South Central Province

Innovations in Teaching Competition

- **Franklin Tillman**, Society for Marketing Advances

Best Paper, Consumer Behavior Track

- **Abigail Torres Rico**, Society for Marketing Advances 2025

Grant Professional Certified (GPC)

- **Sonia White**; also elected to the ABM Board of Directors

Distinguished Empirical Paper Award

- **Sonia White**, Advances in Business Management Conference

Intramural Teaching Pilot Grant

- **Yang Xu**, Voice-AI oral exams for the strategy capstone

ABDC: Australian Business Deans Council Journal Quality List, an international ranking of business journals by quality tier (A, A, B, C).

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