



Marketing and Business Analytics

A&M-COMMERCE

FALL 2017

ISACA

Marketing & Business Analytics Student Organization members attended the Information Systems Audit and Control Association (ISACA) Business Etiquette Training event on February 24, 2017. During the training provided by experts from the ISACA North Texas Chapter, students learned proper business.

STUDENT ORGANIZATION ENGAGEMENT



The Marketing and Business Analytics Student Organization received 3 prestigious awards in Spring 2016 for Inclusivity Award, Highest GPA Award and Faculty Advisor Award. Our student organization is engaged in attending several Business Meets in Dallas. Our students conduct various technical workshops to help students be "corporate" ready. We have alumni's coming in to motivate students to Be more and Do more. Our vision is to prepare students to be the best in the corporate world.

SASE Express



Members of the Marketing and Business Analytics Student Organization attended the Asian Scientists & Engineers (SASE) career fair at the Hyatt Regency in Dallas on October 15, 2016. The student organization also hosted a Pre-Career Fair training session with Mrs. Lacey Henderson who prepared the students for first impressions with future employers. She covered many topics including proper business attire and how to deliver a perfect elevator pitch.

Coffee with Dr. Myers



The Marketing and Business Analytics student organization sponsors an end of semester event where students have the opportunity to meet and engage with department head, Dr. Chris Myers and other distinguished faculty and guests "over coffee". The guest speakers shared information and knowledge with the student audience. In Fall 2016, Mr. Jay Demmler and Dr. Ming Li were the guest speakers. Mr. Demmler, a former Dell employee, shared a presentation on cyber-crime and the importance of cyber security in today's world. Dr. Ming Li, adjunct instructor and Sr. Data Scientist for Amazon, shared via SKYPE how important it is to make decisions based on customer data and how to enhance skill sets in the field of Big Data. Recent graduate, Nishanth Addipelly, was also present and shared a video about his personal experience being new to the job market and landing a business analyst position with Ford Motor Company.

1st Graduating Class



The first class of Business Analytics students graduated in the summer 2016 semester. Some of the recent employers of these graduates include AT&T and Ford Motor Company. Many of these graduates continue to be actively involved with the department by sharing their real-life experiences with current students.

TECH TITANS



The Business Analytics department sponsored 10 students to attend the "Tech Titan" session on April 25, 2017 in Dallas, TX. Students understood the trends in corporate facilities management, specifically how wireless devices with M2M sensors and cloud applications can automate workflows and data, are leading to reduced energy consumptions, increased personnel efficiency, and maximized cost savings. This presentation applied two powerful industry trends – IoT and analytics, to illustrate new ways companies can save on utility costs while creating a more predictable and sustainable opex model.

**YOU
can
HELP**

You may donate to our Excellence Fund which funds student learning experiences or our Scholarship Fund which funds scholarships annually. You may also volunteer to be a guest speaker and share your professional experience with students in the classroom setting. To make a donation or volunteer for speaking opportunities, please contact Billie.Abell@tamuc.edu.

Distinguished Alumni & Faculty **RECOGNITION**



Patrick Lee graduated from Texas A&M University-Commerce in the spring of 2009 with a Bachelor of Arts in Business Administration. He currently owns his own company, PDL Financial Services. Lee has been doing financial planning for school districts the last 7 years and was awarded top annuity producer in the nation in 2014 by the National Life Group Company. Lee also gives back to schools and works hard as assistant pastor at his church, Rosser Sanctuary Church of God in Christ.

Dr. Ruiliang Yan: Yan received two outstanding Reviewer Contribution Awards for his top-tier journals in the field of Business Research and the Industrial Marketing Management. Ruiliang Yan was named Managing Editor of the International Journal of Information Systems and Supply Chain Management.

Dr. Alma Mintu-Wimsatt was awarded the William Mayo Professorship in the Spring, 2017. This designation is awarded by the University in recognition of her distinguished performance in teaching, research and service.

Dr. Bo Han : Dr. Bo Han receives the "2017 Junior Faculty Research Award" from the University on May 11, 2017. This award is highly competitive. The selection criteria include faculty's publication accomplishments, creativity and impact of research since joining in A&M-Commerce. Dr. Bo Han also received faculty advisor award.

NEW TEAM MEMBERS



Mr. Joe Brodnax brings to the Department more than 35 years of industry experience in both public and private sectors, including the past 22 years with Raytheon. He has previously taught for the University of Texas at Tyler and the University of Texas at Dallas. His primary research interest has been in applications in High Performance Analytics (HPA).



Dr. Zaki Malik is an Associate Professor of Business Analytics at Texas A & M University - Commerce, where he heads the Services COmputing REsearch (SCORE) Laboratory. Dr. Malik received his PhD degree in Computer Science from Virginia Tech. His research interests lie broadly in data and business analytics, service computing, reliable distributed systems, Web databases, and semantic integration systems. He has published more than 85 papers in top journals and conferences, and authored a book on Trust Management in Business-to-Business service-oriented environments.

STAY INFORMED

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Student **Spotlight**

SCHOLARSHIP RECIPIENTS

Donny David Doster Memorial Scholarship
Cody Benson

Dr. Chou & Dr. Han Research Scholarship
Duc Dinh

Evelyn and David Lancaster Scholarship
Lindsey Willis
Danyale Shankle

ISACA North TX Scholarship
Hitesh Singh Rathod
Karishma Sakaria
Sameer Vitvekar
Sowmya Sri Kadumuru
Susmita Bashir
Vidhi Goti

STUDENT **SUCCESS**



Nishanth Arepalli is currently working as an Analytics Developer for **Ford Motor Company**. He graduated with Masters in Business Analytics and Finance, 2016. After achieving his first master's degree, he had the opportunity to intern with CHS.inc in Minneapolis. While he came back to finish up his second master's in Business Analytics, he actively engaged himself in Big Data meetups and outside training/certification courses. He landed a job at Ford based on his prior work experience, education, certifications and most importantly a referral he gained while networking.

CAREER **SERVICES**



Lacey Henderson serves as Career Services Coordinator for College of Business, who works hand in hand with the Career Development Office. Lacey will help students in delivering an effective speech or presentation, creating a professional resume and cover letter, utilizing social media for job searching activities, create

their E-Portfolio, network with businesses, give Elevator Pitches and conduct a professional interview. Contact Lacey to know more about the College of Business Career Services programs. We have had 39 Marketing and Business Analytics Interns for the past year. For more information about the interns, please email: Lacey.Henderson@tamuc.edu