A Note from the Dean . . .

Since 1926, the Walton College has produced exceptional leaders who meet the challenges of a changing global business environment through creative and effective solutions. The College recruits leading faculty who are not only great teachers but also outstanding researchers, to give students the foundation to see the big picture and the skills and knowledge to succeed in the details.

Our reputation continues to rise—both nationally and internationally—and is reflected in rankings which have placed the College in the nation’s top 25 public business schools since 2005. In U.S. News & World Report’s “2011 America’s Best Colleges,” the Walton College again tied for 24th among the nation’s public undergraduate business schools. These sustained high rankings help us recruit and retain top faculty—an area where there is tremendous competition among leading business schools. This national recognition also helps us attract talented students as well as increase the value of alumni degrees. Furthermore, since employers frequently use rankings to decide where they will recruit new employees, a favorable ranking opens doors for our students.

Funds generated by the 29 endowed chairs, three lectureships, six professorships, a development fund, and center endowment you’ve provided support the exceptional faculty and staff that create and implement innovative programs, “hands-on” learning experiences, and initiatives equal those offered at the nation’s top business schools. Thanks to your generosity, our graduates are prepared to make sustained contributions to organizations and society in a global environment.

This report highlights some of these endeavors and contributions. I hope you enjoy hearing about the successes you make possible.

With sincere appreciation,

Dan L. Worrell, Dean
Sam M. Walton Leadership Chair
## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Endowed Chairs, Professorships, Lectureships and Holders</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas Bankers Association Chair in Banking – Timothy J. Yeager</td>
<td>7</td>
</tr>
<tr>
<td>BKD Lectureship in Accounting – Charles Leflar</td>
<td>8</td>
</tr>
<tr>
<td>Cecil and Gwendolyn Culp Applied Professorship in Entrepreneurship – Carol A. Reeves</td>
<td>8</td>
</tr>
<tr>
<td>Cleo and Tammy Brewer Professorship – Craig G. Rennie</td>
<td>10</td>
</tr>
<tr>
<td>ConocoPhillips Chair in International Economics – Raja Kali</td>
<td>11</td>
</tr>
<tr>
<td>Dillard Department Stores Chair in Corporate Finance – James A. Millar</td>
<td>11</td>
</tr>
<tr>
<td>Doris M. Cook Chair in Accounting – Gary F. Peters</td>
<td>12</td>
</tr>
<tr>
<td>Edward W. and Anna L. Reed Professorship in Finance – Vacant</td>
<td>12</td>
</tr>
<tr>
<td>Edwin and Karlee Bradberry Chair – Bill C. Hardgrave</td>
<td>13</td>
</tr>
<tr>
<td>Garrison/Wilson Chair in Accounting – Linda A. Myers</td>
<td>14</td>
</tr>
<tr>
<td>Garrison Chair in Finance – Wayne Y. Lee</td>
<td>14</td>
</tr>
<tr>
<td>Garrison Chair in Supply Chain Management – Matthew A. Walter</td>
<td>15</td>
</tr>
<tr>
<td>George M. and Boyce W. Billingsley Endowed Chair in Information Systems – Viswanath Venkatesh</td>
<td>16</td>
</tr>
<tr>
<td>Harold A. Dulan Chair in Capital Formation – Daniel Pu Liu</td>
<td>16</td>
</tr>
<tr>
<td>J.W. Belamy Chair for Banking and Finance – John A. Dominick</td>
<td>17</td>
</tr>
<tr>
<td>John H. Tyson Chair in Management – Nina Gupta</td>
<td>18</td>
</tr>
<tr>
<td>Lewis E. Epley Jr. Professorship – Gary D. Ferrier</td>
<td>19</td>
</tr>
<tr>
<td>M.D. Matthews Endowed Chair – Timothy Paul Cronan</td>
<td>19</td>
</tr>
<tr>
<td>Margaret Gerg and R.S. Martin Jr. Chair in Business – Amy Farmer</td>
<td>20</td>
</tr>
<tr>
<td>Nolan E. Williams Lecturer in Accounting – John Norwood</td>
<td>20</td>
</tr>
<tr>
<td>Oren Harris Chair in Logistics – Vacant</td>
<td>21</td>
</tr>
<tr>
<td>Oren Harris Chair in Transportation – John D. Ozment</td>
<td>21</td>
</tr>
<tr>
<td>Ralph L. McQueen Distinguished Chair in Accounting – James N. Myers</td>
<td>22</td>
</tr>
<tr>
<td>Raymond F. Orr Chair in Management – John E. Delery</td>
<td>22</td>
</tr>
<tr>
<td>Robert A. and Vivian Young Chair in Business Administration – David L. Kurtz</td>
<td>23</td>
</tr>
<tr>
<td>Robert E. Kennedy Endowed Chair in Finance – Daniel Pu Liu</td>
<td>23</td>
</tr>
<tr>
<td>Walter B. Cole Chair in Accounting – Marinus J. Bouwman</td>
<td>24</td>
</tr>
<tr>
<td>William R. and Cadicia Howard Chair in Management – Anne O’Leary-Kelly</td>
<td>24</td>
</tr>
</tbody>
</table>

**Endowed Chairs, Professorships, Lectureships and Holders (cont’d)**                   Page

<table>
<thead>
<tr>
<th>Walton Family Charitable Support Foundation Funded Endowments</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice L. Walton Chair in Finance – Wayne Y. Lee</td>
<td>26</td>
</tr>
<tr>
<td>Charles C. Fichtner Chair – Vacant</td>
<td>26</td>
</tr>
<tr>
<td>David D. Glass Chair in Information Systems – Fred D. Davis</td>
<td>26</td>
</tr>
<tr>
<td>Doyle Z. &amp; Maynette Derr Williams Chair in Professional Accounting – Karen V. Pincus</td>
<td>27</td>
</tr>
<tr>
<td>S. Robson Walton Chair in Accounting – Vernon J. Richardson</td>
<td>28</td>
</tr>
<tr>
<td>Sam M. Walton Leadership Chair – Dan L. Worrell</td>
<td>28</td>
</tr>
<tr>
<td>Sam M. Walton Leadership Chair Support Fund – Dan L. Worrell</td>
<td>28</td>
</tr>
<tr>
<td>Wal-Mart Chair in Marketing – W. Scot Burton</td>
<td>29</td>
</tr>
<tr>
<td>Wal-Mart Lecturer in Retailing – Thomas D. Jensen</td>
<td>29</td>
</tr>
<tr>
<td>Walton College Professorship in Information Systems – Moez Limayem</td>
<td>29</td>
</tr>
<tr>
<td>Walton College Professorship in Sustainability – Jonathan Johnson</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Endowed Development &amp; Support Funds</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>H.L. Hembree III Development Fund</td>
<td>30</td>
</tr>
<tr>
<td>John H. Tyson Center for Faith and Spirituality in the Workplace</td>
<td>31</td>
</tr>
</tbody>
</table>
Arkansas Bankers Association Chair in Banking

Dr. Timothy J. Yeager, Associate Professor of Finance, was named holder in 2006.

A Note from Tim Yeager . . .

Chair goals were established in 2006. These continuing goals include:

• Educate undergraduate and Ph.D. students in banking, and prepare them effectively for the job market.
• Complete at least three major research projects that tackle topics of interest to Arkansas bankers.
• Interact with state bankers through conferences and events; provide outreach through assistance on projects; and give public presentations on current banking and economic topics.

Teaching responsibilities included “Commercial Banking,” “Advanced Commercial Banking,” and "Seminar: Finance and Marketing.” Two honors students with SURF grants were mentored: one of whom published his research in Inquiry. I also worked with several Ph.D. students on research and served on dissertation committees. Two papers were co-authored and published with former students, with more in the pipeline. Finally, students were placed at the Federal Reserve, FDIC, Arkansas State Bank Department, DDF Consulting (Little Rock), and several community banks.

The goal of publishing three research projects on topics of interest to Arkansas bankers was exceeded. Several publications are under review at academic journals, and several have been published in banking magazines. In addition, several papers were presented at regional, national, and international conferences. I am also an editor for the Journal of Economics and Business.

Publications included:

• “Mark it at Book or Book it at Market? The Debate Over Fair Value Accounting,” The Arkansas Banker.
• “Why the Dreaded Inflation Won’t Come,” The Arkansas Banker.
• “Have Community Banks Reduced Home Foreclosure Rates?” Journal of Banking and Finance (under review).
• “Valuation and Systemic Risk Consequences of BankOpacity,” Journal of Banking and Finance (revised, resubmitted).
• “The Effect of Distance on Community Bank Performance Following Acquisitions and Reorganizations,” Journal of Money, Credit and Banking (under review).

Research presentations included:

• “Have Community Banks Reduced Home Foreclosure Rates?” presented at Financial Management Association, New York.
• “Have Community Banks Reduced Home Foreclosure Rates?” presented at Southwest Finance Symposium, University of Tulsa.
• “Housing Reform at the GSEs”, presented at FHLB Des Moines Public Policy Forum, Minneapolis, Minn.


Interviews were given to local papers such as the Arkansas Democrat-Gazette and The Morning News and national media including the LA Times, Bloomberg, American Banker, Wisconsin Public Radio, Oregon Public Radio, KUAF, Business Week, Associated Press, Wall Street Journal, CNN Money, USA Today, and others.
BKD Lectureship in Accounting
Dr. Charles J. F. Leflar, Clinical Associate Professor of Accounting, was named holder on July 1, 2009.

A Note from Charles Leflar . . .

Beta Alpha Psi (BAP), the accounting honor society, had another successful year, which included winning first place in the Southwest Region for a presentation on Chapter Sustainability (Best Practices), being named the Outstanding Registered Student Organization at the University, and being recognized at the national BAP annual meeting as both a Superior chapter and Gold Standard chapter (one of only nine chapters in the world).

Ten students attended the regional meetings in San Antonio, placing first for their Best Practices presentation. They then competed at the national meeting at San Jose, Calif., presenting on how chapters can do a series of effective service projects to help their community, highlighting projects they did in Fayetteville. These included community food drives, beautification projects, and other volunteer activities. They more than doubled the service hours (both in total and on a per-student basis) and collected much food for homeless and family shelters. Their presentation generated much interest from chapters who will adopt the model to motivate students to increase volunteer service work.

At the national meeting, the chapter was recognized as a Superior Chapter. In 2009 BAP initiated a ‘Gold Award’ to recognize the best chapters in the world. Of the 15 chapters, out of almost 300 worldwide, receiving this award in 2010, the University of Arkansas was recognized as one of the top chapters for the second year.

In the coming year I will use Lectureship resources for BAP students to attend the regional and national meetings in Dallas and Denver as well as support program needs.

The support of the Lectureship broadens opportunities available for students, and it also assists in my instructional research. I express my appreciation and the thanks of the students who benefit from your generous support.

Cecil and Gwendolyn Cupp Applied Professorship in Entrepreneurship
Dr. Carol A. Reeves, Associate Professor of Management, was named holder in 2004.

A Note from Carol Reeves . . .

Entrepreneurship is thriving at the University. This spring, enterprising students captured almost $900,000 in cash, investments, and awards in 15 business plan competitions. The reasons for their successes are many: viable business ideas; hours of hard work; a collaborative culture among students and previous competition winners; and coaching from top faculty and successful entrepreneurs.

Highlights included:
• BiologicsMD was the first team ever to win the two most prestigious business plan competitions worldwide– Rice University Business Plan Competition and Global Moot Corp Competition at the University of Texas.
• The University of Arkansas was only the third university to have two teams in the Moot Corp finals in the competition’s 27-year history.
• No other school had two different teams win a Moot Corp qualifying competition in 2010; three University of Arkansas teams won qualifying competitions.
• The University of Arkansas’ three graduate teams won first place in nine national and international competitions and swept the Donald W. Reynolds Arkansas Governor’s Cup competition.

Due to these results, BiologicsMD was featured in several high-profile national outlets, including The New York Times and Fortune magazine. BiologicsMD rang the closing bell for NASDAQ on June 11 and June 25, and the other Moot Corp finalist team, Silicon Solar Solutions LLC, rang the bell in August 2010.

In addition to winning student competitions, BiologicsMD and Silicon Solar Solutions have started operations. They have secured several hundred thousand dollars in start-up funding and will be receiving several million dollars in federal funding. The success of these student teams is viewed by many government officials in the state of Arkansas as being a key to turning around the economy of the state. Without funding from the Cupp Professorship, these successes could have never occurred.

Reeves received the Faculty Distinguished Award for Teaching from the Arkansas Alumni Association and the Excellence in Teaching Award from the Walton College. She is also one of six University faculty invited to membership in the Teaching Academy.

On January 1, 2011, she will join the University’s Office of Research and Economic Development as the associate vice provost for entrepreneurship.
Securing student internships was a priority. It is an area we seek placement was remarkable. The financial services industry in the wake of the financial crisis, University’s best paid graduates. Considering the state of the students took positions with corporations and major accounting BNP Paribas; Entrust Capital Advisors; and TIAA-CREF. Several Capital; AXA Advisors, LLC; Credit Suisse; White Horse Capital; Trading Partners; and Museum of American Finance. Little Rock Exchange (with a visit on the floor during live trading); Momentum Management; J.P. Morgan Asset Management; TIAA-CREF; Union Goldman Sachs; Morgan Stanley Research; Morgan Stanley Asset New York visits included tours and briefings at Stephens Inc.; were facilitated by field trips.

A Note from Craig Rennie . . .

Dr. Craig G. Rennie
Clete and Tammy Brewer Professorship

Financial Institute, has been holder since

A Note from Jim Millar . . .

Dr. James A. Millar
Corporate Finance

A Note from Raja Kali . . .

Dr. Raja Kali
Associate Professor of Economics

A Note from Jim Millar . . .

Dr. James A. Millar
Corporate Finance

Dillard Department Stores Chair in Corporate Finance
Dr. James A. Millar, Professor of Finance, was named holder in 1985.
Doris M. Cook Chair in Accounting
Dr. Gary F. Peters, Associate Professor of Accounting, was named holder in 2009.

Peters received his B.S. in accounting from Arkansas Tech University, his M.S. in accounting from the University of Missouri-Columbia, and Ph.D. in accounting from the University of Oregon in 1998.

A Note from Gary Peters . . .
Among other activities, the Chair supports my activities as the graduate director of the Master of Accountancy (MAcc) program. Taking on the role of director, my charge includes growing our master’s program. During the summer, Chair funds provided the opportunity to serve our growing class of students.

Since the start of the MAcc program, the typical class has been 20 students. Due to efforts to grow the program, 52 graduate students were enrolled in fall 2010. This also creates a concomitant need in faculty time.

I am extremely excited about the growth in our MAcc program because it is a signal that our accounting students will be able to compete with students from any other flagship university. For the first time, the Public Accounting Report, an independent newsletter of the accounting profession, ranked the Accounting Department 10th in its Top 25 Graduate Programs–Group II category. More than 1,900 accounting educators from 361 colleges and universities participated in the 28th annual survey. This is an indication that our investment in students is reaping benefits.

Edward W. and Anna L. Reed Endowed Professorship in Finance
Vacant

In 1993, Edward and Anna Reed established a joint charitable remainder unitrust, the first at the University, to endow the Reed Professorship. Although they only spent five years at the University, they had fond memories of his first teaching assignment in 1947 as a professor of finance and economics. From 1952 to 1957, he took a leave to serve as president of City National Bank in Fort Smith, returning to teach one additional year in 1957. He then taught 10 years at the University of Oregon, after which he served as head economist at U.S. National Bank of Portland for 10 years before retiring in 1978.

Upon the deaths of Dr. Reed in 1997 and Mrs. Reed in 2002, the Professorship was funded. When established, the required funding for an endowed professorship was $250,000; it is currently $500,000. Since the Professorship is not at that level, earnings are being combined with the principal to increase the principal.

Upon reaching the funding requirement, earnings can be utilized to supplement the income and research efforts of a productive finance faculty member.

A Note from Bill Hardgrave . . .
It is with mixed emotions that I write this last report. It has been my honor and privilege to hold the Chair since its inception.

The bulk of my recent work has focused on RFID research and the management of the RFID Research Center. The Chair supported travel, graduate assistants, and “seed” money for special initiatives that have generated much attention for the Walton College.

• White papers, based on field studies at Walmart, Dillard’s, J.C. Penney, and Bloomingdales, have been downloaded more than 10,000 times.
• Fifteen presentations have been made to more than 10,000 people.
• The RFID Research Center received more than $250,000 in research grants and averaged more than 1,000 visitors.
• The RFID Lab was recognized by Network World as one of the “10 Coolest University Laboratories” in the United States, along with labs at Stanford, UC-Berkley, and MIT.

In Marshall Goldsmith’s book, What Got You Here Won’t Get You There, he suggests that at various key milestones in your career, one should take the time to acknowledge those individuals who have made an impact on your life. You have made a profound, positive difference in my life. Without your support, I would not be where I am today.
Garrison/Willson Chair in Accounting
Dr. Linda A. Myers, Associate Professor and Director of the Accounting Doctoral Program, was named holder in 2009. Myers received her Ph.D. in accounting at the University of Michigan in 2001. She held assistant professor positions at Texas A&M University and University of Illinois at Chicago before joining the University of Arkansas in 2001. She has been named holder in 2009.

A Note from Linda Myers...

With Chair funding, I pursued a number of policy-related research projects, leading to the creation of knowledge in accounting and bringing recognition to the University. Three projects were published in top accounting journals.

"Book-tax Conformity, Earnings Persistence and the Association Between Earnings and Future Cash Flows," published in "Fair Value Accounting and Gains from Asset Securitizations: A Value Accounting rules and lower quality financial reporting exists, and that this link is related to CEO compensation practices."

"The Roles that Forecast Surprise and Forecast Error Play in Determining Management Forecast Precision;" published in Accounting Horizons, provides evidence that precision of management earnings forecasts is lower when the forecasts contain more news and when managers face more uncertainty. Understanding determinants of management forecast precision is important because it can provide investors with cues about the information contained in the forecasts. Also, regulators are currently considering whether and how to regulate voluntary management earnings disclosures. If book-tax conformity is higher, forecast error may be lost if management’s forecast precision choices were constrained.

Without support from the Garrison/Willson Chair, I would be unable to spend time pursuing research projects such as these.

Garrison Chair in Finance
Dr. Wayne Y. Lee, Professor and Director of the Center for Global Supply Chain Management, has been holder of the Garrison Chair in Finance since 2005.

A Note from Wayne Lee...

Trips to New York City, Dallas, and Little Rock helped students start careers in the financial services industry. Faculty can provide evidence relevant to the U.S. regulatory debate on requiring conformity between accounting earnings and taxable income. Findings show earnings have lower persistence and lower association with future cash flows when book-tax conformity is higher. This suggests increased book-tax conformity may reduce earnings quality, consistent with claims made by opponents of required book-tax conformity.

"Fair Value Accounting and Gains from Asset Securitizations: A Value Accounting tool with Compensation Side-effects," published in Journal of Accounting and Economics, provided evidence relevant to the information contained in the forecasts. Also, regulators are currently considering whether and how to regulate voluntary management earnings disclosures. If book-tax conformity is higher, forecast error may be lost if management’s forecast precision choices were constrained.

Five student-managed funds—Rebsamen Fund, an undergraduate hybrid fund with assets of $1,000,000; RAGS (R & G Asset Management) Fund, a hybrid fund managed by MBA students; Arvest Fixed Income Fund that represents $5,000,000 of Arvest Bank capital; and two separate accounts of $3,000,000 and $221,000—were overseen. This experience gives students an advantage in the job market. Average starting salary for graduating finance majors was $46,765 versus $46,322 for all Walton graduates. Students gained employment and internships at AliPartners (Dallas); Arkansas Securities Department (Little Rock); Bank of America; Barclay’s (New York); Equity Momentum Fund (Dallas); Kellogg’s; Garrison Asset Management; Longer Investors; Merrill Lynch; Raymond James (Tampa); Sears Holding Corporation; Southwestern Energy Company; Stephens Inc. (Little Rock); Tyson Foods; U.S. Naval Intelligence; Walmart; and Wells Fargo (North Carolina).

At the Center for Retailing Excellence’s 9th Annual Conference in Chicago. It won the E. Grosvenor Plowman Award for the best paper of the conference. A second $75,000 grant from the Investor Protection Trust (IPT) Foundation supported “How Can I Afford Retirement,” a public program modeled after one developed by Boston Public Library.
A Note from Viswanath "Venki" Venkatesh . . .

I am pleased to report my appointment to the Billingsley Chair was renewed for a second five-year term. After a successful five-year term as the information systems (IS) Ph.D. program director, I now focus on goals to contribute to the mission of the University, College, and Department.

Increasing visibility by projecting a strong image of research tradition and scholarship helps attract the best students and place them in the industry. Funds were particularly helpful for travel to conferences in the U.S. and abroad. Conference attendance greatly enhanced our visibility among scholarly groups—mainstream IS researchers in North America and colleagues in Asia. Success continued in publications, a few co-authored with Ph.D. students. Two recent graduates were placed at research institutions—Tracy Sykes joined Australian National University, and Xiaojun Zhang joined HEC Montreal.

The pursuit of these goals helps our university improve the quality of education and enhance research productivity, research reputation, and visibility.

My contributions have been recognized with a nomination for appointment as a Distinguished Professor. With excitement, I look to new research projects and challenges in 2010-11, which includes an off-campus duty assignment.

The difficult period for the banking industry continued in 2010. Some 144 banks failed (through November 5), compared with 140 continued in 2009. The major cause of failure and problem banks is poor credit quality, which is concentrated in home loans and commercial real estate loans.

In response, and as expected, Congress reacted by passing a comprehensive reform bill. The impact of this legislation on the industry is largely unknown, since the hundreds of regulations that will be written to implement law have not been written.

Fortunately, things are going well for the Walton College, which continued its 24th ranking among the nation’s public colleges of business. The number of commercial banking majors is growing, and we continue to be successful in placing graduates with commercial banks and with bank regulators.

For three years, I have been preparing a commercial and real estate lending course. This is very time consuming, because I have to prepare the text material and the related lending cases. Also, I continue to conduct banking schools for the Arkansas Bankers Association and assist the Arkansas State Department in administering the Commissed Bank Examiner Program.

The support I receive from the Bellamy Chair has enabled me to obtain practical, day-to-day working knowledge about banking that I otherwise would not have.
Research in progress includes:

- The Many Faces of Pay Variation, Personnel Psychology runner-up for the Scholarly Achievement award for a paper in Human Resource Division of the Academy of Management, was named holder in July 2007.


Among supported research is a paper that examines the effect of distance on the efficiency of mergers among community banks. The efficiency of community banks was measured before and after mergers using a wide variety of measures. Controlling for a number of factors expected to affect performance, we found the gain in efficiency due to merger declined the more geographically distant the acquiring and the acquired banks. This result is robust when various distance thresholds are used and suggests that “management by walking around,” or in this case, “management by driving around,” is effective. The closer an acquired bank, the easier it is to observe activities and integrate the two banks more effectively. The paper should be of interest to academics, regulators, and community bankers.

Upon my appointment as chair of the Department of Economics, I became a twelve-month employee as an administrator rather than a faculty member. This means, among other things, more funds from the Professorship were freed to support departmental activities. Funds were used to support Ph.D. student attendance at a St. Louis Federal Reserve conference, conference travel for other faculty members, and an increased number of Department of Finance Research Seminars. A seminar speaker from MIT was so impressed by our facilities and faculty that he invited one of our faculty to MIT to give a seminar.

The year was successful in large part because of the resources available from the Epley Professorship, for which I am thankful.
My two primary goals are to produce quality research in an effort to help strengthen the University’s scholarly reputation and to work side-by-side with students in their academic development as well as their personal growth, maturity, and leadership skills.

In terms of research, I had three papers published and two others accepted. The publications included the Journal of Economics and Management Strategy. See the University’s newsletter, and Journal of Business Research. Chair support made it possible to devote more time to this work, and as a result, contribute to the Walton College’s reputation.

In terms of student mentoring, my major endeavor is leadership development efforts to make that goal a reality and have some potential for expansion to Africa. We want to partner with other universities, possibly SEC schools, to allow their students and faculty to join our summer projects as we expand to reach other communities around the world and offer this rewarding and valuable teaching of my career, as I witness life-changing experiences for the students who participate.

Students benefited by having a female role model and through her leading a study abroad program to Brazil. Appointed to a tenure-track position in fall 2010, Rossiter-Hofer received her B.S. in civil engineering at the Federal University of Pernambuco, Brazil, M.S. in transportation logistics at the Federal University of Rio De Janeiro, and Ph.D. in business logistics at the University of Maryland. Additional funds supported graduate students' research and travel to professional conferences as well as research and travel by junior faculty in the area of supply chain management, logistics, and transportation. Rather than supporting one person, these funds were utilized to support many students and faculty in their professional endeavors.
Related to doctoral student education, I served as chair of Andrew Gross' dissertation committee. His dissertation addresses disclosure choices that managers make with respect to uncertain tax positions. It sheds light on how new financial reporting regulations affect managers' reporting choices. I also serve on Ad Masli's dissertation committee. Masli is investigating the relation between auditor monitoring of the financial reporting process and executive compensation packages. His preliminary findings suggest that compensation committees consider the strength of auditor monitoring when awarding executive compensation.

My recent research focuses on the relation between firm reputation and the cost of capital. Prior theoretical research predicts that firms with good reputations can access capital at a lower cost because investors trust that these firms will take actions consistent with investor interests in order to reap the benefits that result from good reputations. However, the relation between firm reputation and the cost of capital has not been documented empirically. My co-authors and I find strong evidence that firm reputation is negatively associated with the cost of equity. Thus, consistent with investor interests in order to reap the benefits that result from good reputations, we provide evidence on a previously undocumented determinant of the cost of equity capital.

In August, I transitioned from chair-elect to chair of the Human Resources Division of the Academy of Management. The HR Division has over 3,000 members from over 70 nations. Our mid-year executive committee meeting was held in Fayetteville with 17 attendees representing schools such as The Ohio State University, Texas A&M University, Cornell University, and University of Haifa (Israel).

Other endeavors included:
- Co-authoring and presenting a paper at the annual meeting of the Academy of Management.
- Co-editing a special issue of Human Resource Management Review with a colleague at The Ohio State University.

Delye received the Walton College Excellence in Service Award for his leadership of the Human Resource Division of the Academy of Management and service as conference program organizer.
To assess improvement of students’ skills, a variety of measures are used. At the beginning, students complete a survey on their attitudes about teams. They also compete in a self-assessment. We specifically focus on key components such as leadership and process facilitation. Students are then exposed to a series of activities. Finally, we repeat the surveys and compare results. Have student attitudes towards teams improved? Do they perceive themselves as more skillful?

Of course, students may be biased in assessing their own skills. So, we complement their self-assessments in a number of ways. One is by students assessing their team members. We compare the self-assessment against the assessment of his/her peers. On exams, we also test if students understand the key elements of team leadership and process facilitation. And finally, we compile the number of times a professor needs to intervene to get a non-functioning team on track.

Although there is a lot involved to properly assess development of a single student skill, it is critical that we do so. The starting point for improvement to the educational process is to know what students are and are not learning in the current process. Thanks to the Cole Chair we now have a much better picture of the quality of our accounting graduates.

Implementing the program, we embedded measures into regular course activities, so assessment and writing a report on curriculum and course assessment. Assessment is quality control—measuring what students know and are able to do at the end of their college education and comparing that to the expectations of the profession.

The program assesses both student knowledge and skills—when they enter the program and at graduation. Our program is unique in that it not only focuses on academic learning objectives, but also embraces the core competency framework developed by the American Institute of Certified Public Accountants (AICPA). In this framework, a number of core competencies critical to a successful career as an accountant have been identified. By adopting this framework, we clearly linked our accounting education to the needs of the profession. In our assessment, we are assured of identifying what students know and are able to do at the end of their college education and comparing that to the expectations of the program.

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though necessary, will not be sufficient to prevent another financial crisis. From a policy perspective, strong consumer protection laws, not afforded.

The evidence suggests that foreclosed households are young with relatively high income and among high-income households. The most affluent of the generation of adults born in the mid-1960s was named holder in 1998.

No funds were utilized during the term to allow the spending account to build prior to appointing Ellstrand holder.

A Note from Karen Pincus . . .

I participated in teaching and research, as well as state, national, and international professional organizations to improve financial reporting, tax policy, and auditing standards and practice and enhance the education and supply of talent for the profession.

The Chair supported my service as U.S. representative on the International Accounting Education Standards Board (IAESB) and membership on the American Institute of CPAs (AICPA) board of directors. I was also deputy chair of IAESB and member of the International Federation of Accountants’ task force, charged with developing a global definition of the “accounting profession” and “professional accountant.” In addition to helping plan the Arkansas Education Institute logo and branding, I led my organization to improve the Department toward national recognition. Progress toward this goal has been strong and consistent. Based on the University of Dallas Research Ranking Database, we entered into the top two information systems journals (MISQ and ISR). Since then, we have continued to advance, reaching fifth worldwide for 2009. Based on six months of data for 2010, we are projected to rank toward this goal has been strong and consistent. Based on the University of Dallas Research Ranking Database, we entered into the top two information systems journals (MISQ and ISR). Since then, we have continued to advance, reaching fifth worldwide for 2009. Based on six months of data for 2010, we are projected to rank third worldwide for the 2008-10 rolling window. Such rankings attract top students and faculty and are known to be a driver and leading indicator of reputational rankings such as those reported in Business Week and U.S. News & World Report.
S. Robson Walton Chair in Accounting
Dr. Vernon J. Richardson, Professor and Accounting Department Chair, was named holder in 2007.

A Note from Vern Richardson . . .

The Chair was used to support research endeavors. My research paper, “Layoffs and CEO Compensation: Does CEO Power Influence the Relations?” considers how CEO pay changes around layoffs. Layoffs get a lot of press, and many stakeholders want to see the CEO enriching himself/ herself when many have lost their jobs. This paper was recently accepted for publication at the prestigious Academy of Management Science. The interrelationships of the marketing and supply chain variables using monthly in-store observation from 67 retail stores from five different chains, over a 24-month period, was examined. Results indicate that shelf facings impact the effects of price and case pack quantity on sales and thus on profits. This research and publication was co-authored with two Ph.D. students, who have accepted faculty positions at Auburn University and Wayne State University, a doctoral-granting school in Michigan. I participated in discussions of key aspects of front-of-package food product nutrition labeling with lead researchers at the U.S. Food and Drug Administration (FDA). The FDA is currently attempting to make decisions based on market developments and desires of the current administration. Additionally, since the FDA will soon be regulating tobacco and require graphic tobacco visual warnings on cigarette packages, discussions with researchers and tobacco policy-makers focused on graphic package warnings, based on our recent research findings. Primary research was published in globally-competitive academic journals—Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Marketing, and others. I was awarded the Outstanding Reviewer Award by the Journal of Public Policy & Marketing Editorial Review Board, which is comprised of 100 members from major universities worldwide and U.S. government agencies (e.g., Duke, Columbia, University of Pennsylvania, London Business School, INSEAD, FDA, FTC, etc.). I also received the Center for Global Leadership’s Research Excellence Award.

Wal-Mart Chair in Marketing
Dr. W. Scott Burton, Professor of Marketing, was named holder in 1993.

A Note from Scott Burton . . .

"Marketing at the Retail Shelf: An Examination of Moderating Effects of Logics on SKU Market Share" was published in the prestigious Journal of Retailing, and the relations between consumer behavior and supply chain processes both within and across firms to most effectively serve the consumer and increase market share. This research and publication was co-authored with two Ph.D. students, who have accepted faculty positions at Auburn University and Wayne State University, a doctoral-granting school in Michigan. I participated in discussions of key aspects of front-of-package food product nutrition labeling with lead researchers at the U.S. Food and Drug Administration (FDA). The FDA is currently attempting to make decisions based on market developments and desires of the current administration. Additionally, since the FDA will soon be regulating tobacco and require graphic tobacco visual warnings on cigarette packages, discussions with researchers and tobacco policy-makers focused on graphic package warnings, based on our recent research findings. Primary research was published in globally-competitive academic journals—Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Marketing, and others. I was awarded the Outstanding Reviewer Award by the Journal of Public Policy & Marketing Editorial Review Board, which is comprised of 100 members from major universities worldwide and U.S. government agencies (e.g., Duke, Columbia, University of Pennsylvania, London Business School, INSEAD, FDA, FTC, etc.). I also received the Center for Global Leadership’s Research Excellence Award.

Wal-Mart Lecturer in Retailing
Dr. Thomas D. Jensen, Professor and Chair of the Marketing and Logistics Department, was appointed holder in 1989.

A Note from Tom Jensen . . .

Funds were used to partially support undergraduate and graduate student research as well as my research, teaching, and travel. This enabled students and faculty to collaborate on research, enhancing learning. As an example, research partially supported by the lectureship resulted in a publication with a current doctoral student. Stokes, Amy and Jensen, Thomas, “Co-Branding: The Effects of E-tailer and Delivery Carrier Familiarity on Price and E-tailer Perceptions,” Journal of Marketing Theory and Practice (forthcoming 2010).

A Note from Scot Burton . . .

Endeavors to increase diversity in the College were supported. Some consequences were:

• Leading activities to recruit more, better, and more diverse students, which resulted in an increase in enrollment in the information systems major.
• Earning the Walton College Faculty Diversity Award.
• Serving on the Tyson Center for Faith and Spirituality advisory board.

A Note from Moez Limayem . . .

Funds were used to support research and forge relationships with other universities, area schools, and industry partners. Activities included:

• Serving as program co-chair for Information Systems Senior Scholars Consortium, the Mediterranean Conference on Information Systems, and the International Conference of the Association of Information and Management.
• Meeting with representatives from IBM in Boston, which strengthened relationships and garnered possible hardware and software donations.
• Publishing a book, two book chapters, an article in a refereed journal and in proceedings of professional organizations, and two papers in the proceedings of top IS conferences.
• Supporting my research and that of doctoral students.

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Walton College Professorship in Information Systems
Dr. Moez Limayem, Professor and Chair of the Information Systems Department, was named holder upon its creation in 2008.
through my role as co-founder/co-director of the Sustainability Consortium. Launched in July with Arizona State University and a seed gift from Walmart, the Consortium includes more than 60 corporate members and is one of the preeminent organizations devoted to the science and technology of measurement and reporting of sustainability impacts for consumer goods. Several hundred organizations worldwide are engaged in reporting on consumer goods environmental and social impacts, but none have the multi-sector, multidimensional approach of the Consortium. Partnering with Walmart helped garner the attention and participation to make the endeavor possible. Several top international retailers as well as Walmart helped garner the attention and participation to make the endeavor possible. Several top international retailers as well as Walmart.

While the launch and development occupied most of my time, I continue to grow into the foreseeable future. Partnering with Walmart and corporate members in the next year and to establish institutional relationships with research universities around the world. I will continue to support graduate students with dissertations and relationships with research universities around the world. I will also serve on four sustainability related dissertation committees, and on the sustainability curriculum committee that developed an interdisciplinary sustainability minor and graduate sustainability major. My travel schedule remains robust, with trips to Europe and across the U.S.

Funds were also used for undergraduate program initiatives: • Staff travel to conferences and recruiting events, compensation for student workers, • Special events and catering expenses (i.e. advising sessions, Welcome Back Block Party, Commencement), • Benchmarking survey supplies and incentives, • Office supplies and printing, • Awards for student recognitions.

Student travel to sustainability conferences, sustainability research, and related resources such as databases were funded. Funds were also used to bring sustainability speakers to university and community audiences and provide researchers access to experts in the NGO and university communities.

Service on university committees and working groups included the sustainability curriculum committee that developed an interdisciplinary sustainability minor and graduate sustainability major, and community audiences and provide researchers access to experts in the NGO and university communities. Going forward, the Consortium will continue to require much time to grow its support base and develop sustainability standards of measurement and reporting. We expect to have many more corporate members in the next year and to establish institutional relationships with research universities around the world. I will continue to support graduate students with dissertations and relationships with research universities around the world. I will also serve on four sustainability related dissertation committees, and on the sustainability curriculum committee that developed an interdisciplinary sustainability minor and graduate sustainability major. My travel schedule remains robust, with trips to Europe and across the U.S.

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Funds were used for activities and programs that benefit Walton students and faculty. This year, $30,782 was used to recognize student and faculty achievements. A generous, visionary gift.

A Note from Jon Johnson...