REACH Week 2014 Activities
in the Gordon Ford College of Business

Student Research Conference (SRC)
GFCB student presenters, Faculty judges
College Showcase
Student Posters in Grise Hall
Research Lecture Series
Dr. David Beckworth shares insights on time series analysis

Khoa Nguyen wins Best Graduate Poster at Research Conference
Khoa Nguyen’s winning poster at the Student Research Conference was titled “Factors Affecting Emergency Room Wait Time”. Khoa’s “wait-time” study found that while crowding in the ER was a delay factor, the main factors were whether the patient arrived in an ambulance and which immediacy “level” was assigned to the patient (triage).
Khoa came to WKU from Vietnam to enroll in GFCB’s highly regarded Master of Arts in Applied Economics program. Khoa’s sponsor was Dr. David Beckworth.

College Showcase: Student Posters in Grise Hall
Eight students presented their research posters at the 2014 GFCB College Showcase. Our Research Committee planned the poster session as the college’s “College Showcase” activity. Colleges across campus use a variety of activities to demonstrate college student research.
Uyen Tran displayed, “Churchill Downs Revenue Model” (Dr. Indu Chhachhi); Clinton Davis & Cody Kirk showed “Achieving Competitive Advantage with a Designated Hitter” (Dr. Leyla Zhuhadar); and five additional students displayed posters who also participated in the SRC on Saturday.

Research Lecture Series
Dr. David Beckworth lectured on “Taking Time Seriously: An Introduction to Vector Autoregressions.” Students and faculty learned more about how to use time series analytics. Dr. Beckworth is the college Hays-Watkins Faculty research Fellow.
OTHER STUDENT PARTICIPANTS IN THE STUDENT RESEARCH CONFERENCE AND SPONSORS

PRESENTATIONS

- Matt McGuire (MBA) “Senior Exit Exam Data Analysis” (Dr. Dawn Bolton)
- Skylar Wall (MBA) “Suzanne Vitale Clinical Education Complex” (Dr. Bob Hatfield)

POSTERS

- Anne Sofie Brusendorff (Marketing) “Case Study On Carlsberg’s CSR Strategy And Its Effect On The Company’s Current Position And Competitive Advantage In The Brewing Industry” (Dr. Patricia Todd)
- Kevin Carey (Economics) “The Impact of The Shortage of Safe Assets on The Global Economy” (Dr. David Beckworth)
- Muhamed Hasanovic (CIS) “Growing Diversity At WKU” (Dr. Leyla Zhuhadar)
- Cody Kirk (CIS) “Achieving Competitive Advantage With a Designated Hitter” (Dr. Leyla Zhuhadar)
- Christian Simms (Finance) “Determinants of University Presidents’ Compensation” (Dr. Johnny Chan)
- Kaley Stone (CIS) “American Red Cross Disaster Preparedness” (Dr. Leyla Zhuhadar)
- Nicholas Wilmes (MAcc) “Transitional Accounting Methods in Accounting Standards Updates” (Dr. Allen Hunt)

Thank you to all of the participants in WKU REACH Week 2014

Thank you to Dr. Ismail Civelek, Dr. Cecile Garmon, and Dr. Timothy Hawkins for serving as judges at the SRC and Dr. Layla Zhuhadar for serving with me on the year-long committee which plans the SRC. Thanks to all of the sponsors listed in this report for working with their student researchers on their presentations or posters. Congratulations to all of the student participants from across the college for their research. Finally, thank you to the members of the college Research Committee; Dr. David Beckworth (Economics), Dr. Ismail Civelek (Management), Dr. Minwoo Lee (Accounting), Dr. Sam Thapa (Finance), Dr. Sean Marston (IS), and Dr. Timothy Hawkins (Marketing).

– Dr. Bob Hatfield, Associate Dean of Graduate Programs and Research