REACH Week Activities in the Gordon Ford College of Business

2013 EVENTS

Student Research Conference
Student presenters, Faculty judges

College Showcase
Faculty panel assists students interested in research

Faculty Development Series
Seminar on using LISREL for faculty

GRADUATE STUDENTS WIN AT RESEARCH CONFERENCE


Kyle is a Full-time MBA student and Dr. Brian Sullivan was his research mentor. Joseph is a M.A. of Applied Economics student and Dr. Dennis Wilson was his mentor. Kyle and Joseph were 2 of 12 business & economics students participating in the 43 Annual Student Research Conference.

Drs. Cathy Carey, Ismail Civelek, and Phillip Coleman served as conference session judges. Dr. Bob Hatfield serves on WKU's Student Research Council.

TRAINING SESSION FOR FACULTY

Dr. Afzal Rahim discussed using LISREL with the faculty. His model included power bases, performance, & satisfaction.

FACULTY PANEL TRAINS FUTURE STUDENT RESEARCHERS

Four faculty members shared ideas with a small group of students about how to generate research ideas and perform research.

Ideas given for idea generation included reading blogs, articles, asking questions, and using Google Scholar. Speakers emphasized the advantages of reading what is already written (literature review).

Drs. Phillip Coleman, Johnny Chan, Jerry Gotlieb and Brian Goff encouraged students to research things about which they are interested. Students were encouraged to take the next steps in learning to research.

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I would like to thank all of the GFCB faculty, staff, and students who took part in one or more of the many activities in our college supporting research during REACH Week. A special “thank you” to our college Research Committee members, David Beckworth, Ismael Civelek, Johnny Chan, Thad Crews, Jerry Gotlieb, and Minwoo Lee.

- Bob Hatfield, GFCB Associate Dean of Graduate Programs and Research