

COLLEGE OF BUSINESS ANNUAL REPORT

2023
2024



ERRY W. CARROLL
NCIAL TRADING CENTER

AP Austin PE
College of Business



TABLE OF

CONTENTS

4

LETTER FROM THE DEAN

6

COLLEGE LEADERSHIP TEAM AND EXECUTIVE ADVISORY BOARD

8

COLLEGE DATA

10

EXPERIENTIAL LEARNING

12

CENTER FOR APPLIED BUSINESS RESEARCH

16

RENOVATION UPDATES

18

COMMUNITY PARTNERSHIPS

20

A NEW WAY TO MBA

22

FUNDING THE FUTURE



LETTER FROM THE

DEAN

I am delighted to share our 2024 College of Business Annual Report. Inside, you will read about the students, staff, faculty and friends who have helped us reach new heights of excellence this year. Our historic accomplishments this year include:

- The scheduled completion of \$9 million in renovations to the Kimbrough Building, providing our students with a first-class learning environment.
- The continued expansion of our portfolio of academic programs to better serve our region's workforce needs. Most notably, we announced the return of an MBA program and new undergraduate concentrations in banking, real estate and human resources (to be launched later this year).
- The creation of a new Center for Applied Business Research to facilitate scholarly activity that will inform and influence business practices throughout Tennessee.
- The beginning of a new partnership with the Aspire Clarksville Foundation to expand the operations of our APSU Small Business Development Center. Thanks to this partnership, we can do more to support entrepreneurs directly in the Clarksville-Montgomery County area.
- Developing a new partnership with the Nashville Area Chamber of Commerce to be the lead sponsor for the chamber's quarterly Talent Solutions Forums and veterans initiatives.

In the meantime, our faculty produced more innovative learning experiences and higher-quality research than ever before. Our students attended professional and academic events at record-breaking levels. Our college has stronger community connections and a broader regional impact than at any point in its history.

After all, that is why we are here—to make our community a better place to live, work and succeed. This is why we strive to offer relevant academic programs that meet the region's workforce needs.

This is why we are investing in student success with support for advising and career services and developing innovative learning experiences that push students beyond the textbook, preparing them to compete in a global economy.

This is why we are working hard to connect with and support businesses throughout our region.

Inside this report, you will read the story about today's APSU College of Business. It is a story I am incredibly proud of and immensely excited to share with you. I am confident you will agree that it is truly a great time to #BeABusinessGov!



Mickey Hepner, PhD
Dean, APSU College of Business

College Leadership Team

Dr. Mickey Hepner
Dean, APSU College of Business

Dr. Emily Lean
Associate Dean, Professor of Management,
Director of Graduate Programs,
Harper-Bourne Chair of Excellence

Dr. Amye Melton
Chair, Associate Professor of Management

Dr. Dong Nyonna
Chair, Professor of Finance

Dave Dessauer
Career Readiness Coach

Margaret Douglas
Student Success Coordinator

Dr. Vikkie McCarthy
Director, Center of Applied Business Research

Elaina Russell
Director of Communications

Liz Snodgrass
Director, Tennessee Small Business
Development Center at APSU

JJ White
Academic Associate to the Dean

Executive Advisory Board

Jeff Bowling ('89)
Partner
Bedford, Rogers, Bowling, & McReynolds, PC

Rick Canady ('73)
CEO and CIO (Ret.)
Houston Eye Associates

Scott Cowan ('91)
Vice President and Financial Advisor
RW Baird

Billy Duvall ('98)
CFO
Farmers Bank and Trust

Kathy Ellis ('80)
Certified Financial Planner Professional and
President
Ellis & Company Retirement Strategists

Michael Hargis ('74)
Brand Coordinator
Hargis Family Agency

Donna Harris ('75)
President
Harris Accounting Solutions, LLC

Tom Henry ('81, '87)
Managing Principal
Stone, Rudolph, & Henry PLC

Dave Hogan ('94)

Advisory Board Chair, Vice President
Growth Segments Ribbon Communications

Ginna Holleman ('95)

Chief Experience Officer
Fortera Credit Union

Charlie Koon ('92)

Senior Vice President, Corporate &
Military Business Development
F&M Bank

Ronald Leath ('89)

Senior Manager, Business Development
American Express Global Corp.
Payments

George Leavell ('84)

Executive Vice President
Wepfer Marine, Inc.

Leo Millan

Chief Member
Millan Enterprises, LLC

Wendy Munnell ('94)

Director
Palo Alto Alliance, ConvergeOne

Louis Robichaux IV ('89)

Senior Managing Director
Ankura Consulting

Gary Scott ('72)

Former Board Member
Pinnacle Financial Partners

Faye Silva ('74)

Property Manager and Inn Keeper
Mar-Gil Hill Inn

Amy Van Buren ('96)

Partner
LBMC

Brad Withrow ('88)

Partner (Ret.)
EY

The APSU College of Business is a teaching-focused business school committed to student success while serving the Clarksville and Nashville metropolitan areas. We strive to push students beyond the textbook and help them explore their passions in order to empower our graduates to compete in a global economy.

FACTS & FIGURES

81%

GRADUATES EMPLOYED OR CONTINUING EDUCATION

\$47,000

GRADUATE MEDIAN SALARY, HIGH OF

\$112,000

50

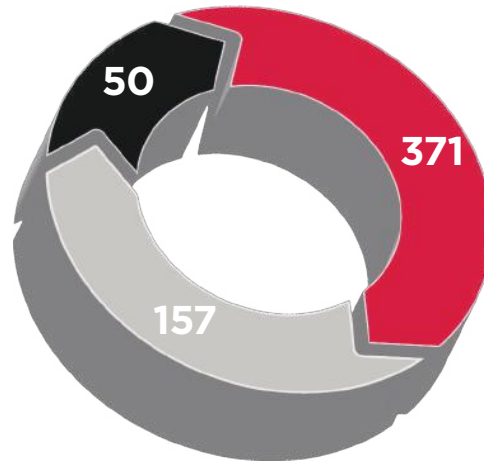
NUMBER OF FACULTY/STUDENTS IN ATTENDANCE FOR ACADEMIC-RELATED CONFERENCES

58+

EMPLOYERS ENGAGED THROUGH EVENTS AND INTERNSHIPS

COLLEGE DATA

PROFESSIONAL DEVELOPMENT ACTIVITIES BY ATTENDANCE

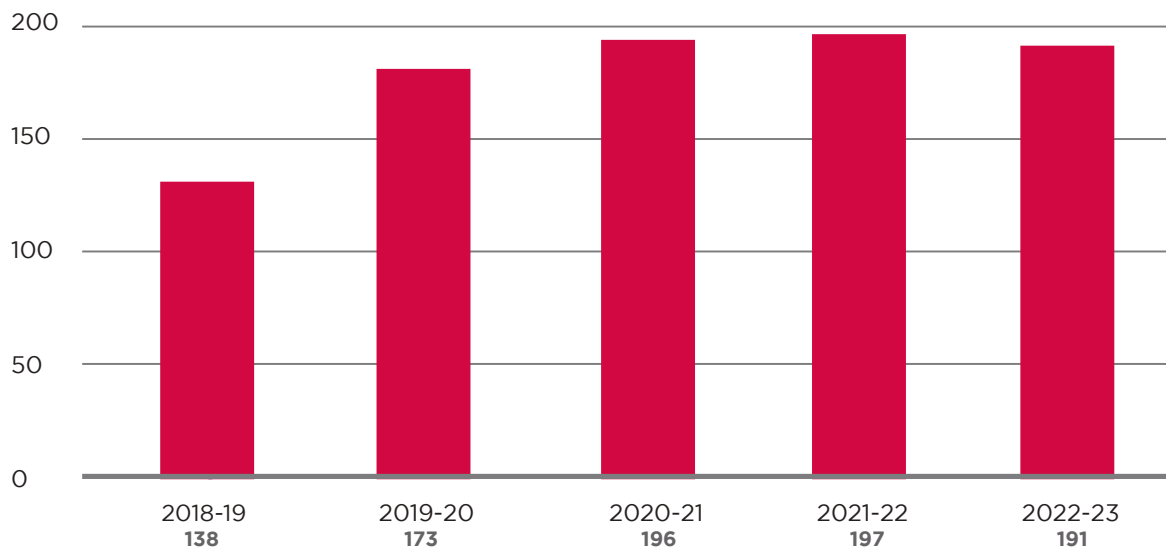


- CoB events
- External Partner Collaborations
- Academic Conferences

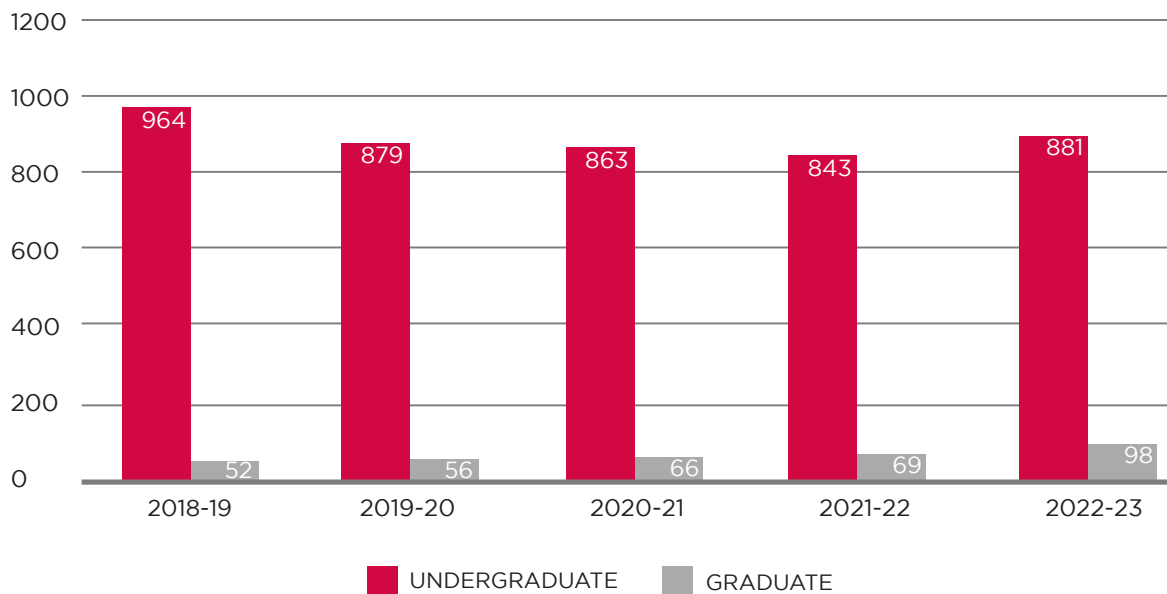
Addressing Market Demand

Beginning in the Fall 2024 semester, the College of Business will introduce three new dynamic program concentrations to equip students with relevant, specialized skills in banking, real estate and human resources. This follows the hospitality management concentration added last year. These additions support the college's commitment to building programs that progress with industry developments, addressing the specific needs of professionals in these vital sectors.

UNDERGRADUATE DEGREE TRENDS



ENROLLMENT TRENDS





INNOVATIVE LEARNING EXPERIENCES

Mixed-Reality Initiative

In their innovative approach to preparing business students for the future, Drs. Al Tiloooby and John Volker have seamlessly integrated mixed-reality technologies into their classrooms. They continue to develop immersive simulations that mirror real-world business scenarios, incorporate tools for enhanced interactive learning experiences and foster collaborative problem-solving through group projects in mixed-reality settings.

The hands-on training in cutting-edge technology's business applications revolutionizes how students engage with business skills. This dynamic approach equips students with practical experience and cultivates a spirit of innovation and adaptability, which is essential for success in the ever-evolving business landscape.





As part of the college's strategic plan, faculty are dedicating considerable effort to increasing the number of students engaging in hands-on opportunities beyond the classroom through professional and academic events. Some of the notable experiences include:

- Grand Ole Opry and Hatch Show Print tours
- Tennessee Bankers Association's Annual Credit Conference
- Nashville Business Journal's Mentoring Monday and Women's BizSummit
- VITA program service-learning course
- Renaissance Nashville hotel operations experience
- Society of Business, Industry, and Economics (SOBIE) Conference
- Study abroad programs in Argentina, the United Kingdom and Spain
- Coca-Cola Consolidated, Snyder Production Facility in North Carolina



CENTER FOR APPLIED BUSINESS RESEARCH





We are pleased to introduce the College of Business Center for Applied Business Research and its inaugural director, Dr. Vikkie McCarthy. The center will be a hub of innovative thinking and practical solutions to real-world challenges.

Be sure to check out Bizzy Research on your favorite podcast platform!

To learn more about the center and future initiatives, contact:

Dr. Vikkie McCarthy

Director, Center for Applied Business Research
Austin Peay State University
College of Business
(Office) 931-221-6366
mccarthy@apsu.edu



RESEARCH FELLOWS

Our dedicated team of research fellows is committed to making a meaningful impact in our community through our efforts. Here are some key contributions we hope to make:

- Provide actionable insights for local businesses to improve their operations and strategies
- Offer training programs and workshops to develop the skills of aspiring entrepreneurs and business leaders
- Collaborate with community organizations to address societal issues through evidence-based research

We look forward to partnering with you to create a brighter future for our community through applied research.



Dr. Asit Bandyopadhyay

Assistant Professor of Business Analytics

Bandyopadhyay's research interests include blockchain applications in ensuring data privacy, blockchain applications in supply chain management, information literacy and cybersecurity challenges among Gen Z, cybersecurity breaches and privacy policy, generative AI, big data analysis and sustainable supply chain management. He loves to work with local businesses to solve their data, supply chain, information systems and cybersecurity-related problems.



Dr. Terry Damron

Associate Professor of Marketing

Damron publishes research in preventive healthcare marketing, social media marketing, consumer behavior, supply chain management and marketing education. A champion of undergraduate research and experiential learning, she was the 2020 recipient of the AJ Taylor Distinguished Professorship Award for Excellence in Teaching. Damron holds a Master of Arts in communication arts (2007), a doctorate of education in leadership and professional practice (2011) and a Master of Business Administration in marketing.



Dr. Matt Farrell

Assistant Professor of Management

Farrell's research focuses on the intersection of governance, strategy and innovation. He aims to produce rigorous research that advances theory and yields practical applications. His expertise in set-theoretic methodologies, such as qualitative comparative analysis or analytical induction, facilitates the unique insights produced by his research efforts. He holds a master's degree in education and a bachelor's degree in history and economics from Virginia Commonwealth University. He has a Ph.D. from Old Dominion University.



Dr. Elizabeth Rankin

Instructor of Business Law

Rankin has been a practicing attorney in Clarksville, Tennessee, for over 30 years. She has served as a former trust officer for First Federal Savings Bank of Clarksville, a general sessions judge for Montgomery County and an attorney in the law offices of Cunningham, Mitchell, and Rocconi. She has taught business law classes at APSU since 1995. Rankin's research focuses on small business insurance claims and property insurance contracts.



Dr. Tim Self

Assistant Professor of Hospitality Management

Self has a doctorate in hospitality and tourism management from Purdue University, a master's degree from the University of Alabama and a bachelor's degree from California State University, Chico. He also has extensive industry experience in recruitment in Atlanta, Georgia, collaborating with Fortune 500 companies, and hands-on experience in the hospitality sector. He specializes in research on employee attraction and retention within the hospitality industry.



RENOVATION UPDATES

STUDENT SUCCESS CENTER

The new Student Success Center opened its doors this fall to business students. The sleek, modernized space consolidates all undergraduate and graduate advisors into one location to provide guidance to students throughout their time at Austin Peay.

CLASSROOMS

Classrooms have been completely renovated with new paint, flooring, furniture and technology to provide students and faculty with a bright, comfortable and functional learning environment. Additionally, two classroom spaces have flexible seating arrangements to facilitate student collaboration while providing flexible teaching modalities for faculty.

BOARDROOM

The second floor now houses a state-of-the-art boardroom and collaborative workspace for students, faculty and staff.



LOOKING AHEAD

The \$9 million renovations announced last year are scheduled to be completed before the Fall 2024 semester begins. The remaining projects include new classroom hallway restrooms on both floors and a remodeled lecture hall with ADA accessibility through an addition that will also serve as a student gathering space.

COMMUNITY PARTNERSHIPS

Tennessee Small Business Development Center

We are grateful for the contributions of the Tennessee Small Business Development Center at APSU. From providing emergency aid to small businesses for disaster recovery after a devastating tornado swept through Montgomery County to growing their team and increasing their impact, it will undoubtedly be a year to remember.

- This academic year, the center expanded its community reach by partnering with Aspire Clarksville to add Dustyn Brewer to the team as a business advisor.
- This summer, the center will launch a long-awaited internship program to provide students with invaluable hands-on experience working with small business owners. The program intends to provide insights, develop skills and broaden students' horizons to various businesses and operational needs.

SBDC BY THE NUMBERS





Chambers of Commerce

This year, we dedicated more time to our local chambers to increase community engagement. Through our partnerships, we were able to:

- Sponsor the Nashville Chamber's quarterly Talent Solutions Forum, which allowed us to join the critical conversations surrounding talent development in our region.
- Support the Nashville Chamber's veterans initiatives in conjunction with the Talent Solutions Forum, inviting regional business leaders to Fort Campbell to offer insight and networking opportunities to our local veteran population.

- Send two faculty members and a staff member to present to the Clarksville Young Professionals Group on workplace culture, personal brand and ChatGPT.

Patton Foundation

This year, we also partnered with the Patton Foundation to host the first Patton Entrepreneurship Grant Competition, where all APSU students had the opportunity to present their business ideas for a chance to win cash prizes.



A New **MBA**
Way to

This year, we celebrated the approval and launch of the MBA program, with classes set to begin in Fall 2024. We could not have done this without the support of our community leaders, who have spoken out for years about the need for this degree in our region.

“Our MBA program will not just meet the current needs of our students and regional employers but also adapt to the future of business,” said Dr. Emily Lean, associate dean and director of graduate programs. “We will mold leaders ready to make a tangible difference in their organizations and communities.”

As part of the program’s pledge to address the multifaceted nature of business, students can expect a modern curriculum highlighted by real-world application, stewardship and strategic analysis. The program’s flexible structure, including online and potentially hybrid courses, will ensure accessibility for working professionals and nontraditional students, aiming for an inclusive learning environment.

“We expect a large increase in graduate students,” Lean explained, “some of which we are already seeing in the number of applications for the fall.”

Under Lean’s guidance, the college will continue to develop the program based on regional demand, and it is already implementing a concentration and certificate option for Responsible Human Resource Management. Lean and her team aim to provide the most student-friendly schedules possible to ensure MBA students receive the same attention to service that they have come to expect in the College of Business.

FUNDING THE



FUTURE

A special thank you to our corporate partners and community supporters who have joined us in our mission to make an impact.

CORPORATE PARTNERS

Chair of the Board (Annual gift of \$25,000+)

Aspire Clarksville
Legends Bank

CEO (Annual gift of \$10,000+)

Enterprise Mobility
F&M Bank
Planters Bank
Stone, Rudolph & Henry, PLC

Partner (Annual gift of \$5,000-\$9,999)

Fortera Credit Union
Millan Enterprises, LLC

Executive (Annual gift of \$2,500-\$4,999)

Altra Federal Credit Union

CAMPAIGNS

- With the help of alumni and friends, we were able to fund our VR headset project during GOVing Tuesday. The funds provided equipment for faculty to implement new innovative learning experiences directly into the classroom.
- Govs Give 2024 was a record year for the College of Business. Eighty-five individual supporters helped us raise funds to support student success during our annual day of giving.
- \$204,000 in scholarships were awarded for the 2023-24 academic year.

To support annual campaigns and other College of Business initiatives, contact:

ERIC EVANS

Director of Development, College of Business
Austin Peay State University
Alumni, Engagement and Philanthropy
(Office) 931-221-6357 | evanse@apsu.edu

College of Business
Austin Peay State University
Kimbrough Bldg.
P.O. Box 4416
Clarksville TN 37044
(931) 221-1283
apsu.edu/business



FROM HERE TO HIRED.

    @APSUBusiness