



Southwest Academy of Management Newsletter

April, 2006

President's Letter

Gayle Baugh, University of West Florida

It's been an interesting year. Between site relocation, a new submission system with its attendant "bugs," and various hurricanes, the fact that we had a conference at all is amazing! The fact that we had an exceptionally good conference with attendance at record levels is a testament to the efforts of the Program Chair, Darla Domke-Damonte, the Track Chairs who worked with her, and you, the members of the Southwest Academy of Management.

The hotel in New Orleans was unable to accommodate us due to hurricane reconstruction. The Federation of Business Disciplines Site Selection Committee was able to make a very quick change to Oklahoma City. Commentary from FBD members was quite positive, so it is likely that FBD will consider Oklahoma City for another visit in future years.

The SWAM program was outstanding! There was a Faculty Development and Innovation track, mentored paper sessions, a special session with Dan LeClair (Vice President and Chief Knowledge Officer of AACSB), and two special sessions on responses to Hurricane Katrina, one on FEMA's activities and one on the University of New Orleans. The quality of the presentations was exceptional and there were opportunities for social interaction with colleagues.

We were fortunate to have Denise Rousseau, Immediate Past President, as the Academy of Management representative at our meeting. Denise discussed the new Code of Ethics adopted by the Academy of Management. The result of a great deal of research and effort on the part of the Board of Governors, the Code of Ethics can be found in the Professional Development section of the Academy of Management website.

This Code of Ethics will be particularly important within SWAM for next year's program. Our Executive Committee voted to adopt the Academy of Management's Code of Ethics as SWAM's statement of ethical principles. Thus, when you submit your work to the Southwest Academy of Management, you indicate that your work is consistent with the Code of Ethics. Submission of work for next year's conference will also be governed by the Academy's "rule of three." See the article in this Newsletter for further discussion.

The conference registration fee you pay consists of two parts: (1) your SWAM fee and dues, and (2) the conference fee you pay the Federation of Business Disciplines. In a review of the current state of SWAM's finances, it became clear that there is a need to increase our registration fee and membership dues. The Executive Committee voted to propose an increase in fees beginning January 1, 2007. An article elsewhere in this Newsletter provides further information on the proposed increase.

There is good news. As a result of fiscal restraint and an earlier increase in registration fees, the Federation of Business Disciplines (FBD) is in a much stronger financial position. Debt that had built up over several years is almost retired, and we are unlikely to see increases in FBD fees in the near future.

Larry Garner is Program Chair for next year's meeting, which will take place in San Diego. Larry has some wonderful surprises for special sessions, so please "stay tuned." San Diego is a great conference city and the hotel is delightful. Please start planning now to attend SWAM in San Diego. While San Diego represents a departure from our traditional venues, I want to encourage you to submit your work and attend the conference. I especially encourage you to collaborate with colleagues on the West Coast, as the site is convenient for them.

Finally, I must acknowledge the efforts of the folks who preceded me in the President's position. Jo Ann Duffy, Shawn Carraher, and Jon Beard, as my most immediate predecessors, have responded to every request for support and assistance, along with providing wise counsel. They left a legacy of outstanding programs, an Executive Committee that works effectively, and a willingness to listen to and respond to members that is nothing less than outstanding

Please mark your calendars for the meeting in San Diego in 2007, March 13 to March 17. It's never too early to start thinking about submissions for next year's program. I hope you all have a wonderful, restful, but also productive summer.

Think San Diego 2007

Larry Garner, Program Chair, Tarleton University

We had a great conference in Oklahoma City. Now it is time to begin thinking about next year in San Diego. SWAM 2007 will be held in conjunction with FBD at the Town and Country Resort in San Diego, CA, March 13-17, 2007.

San Diego is a great conference city, with lots of attractions: the ocean and the bay, beaches, Old Town, the Zoo, Sea World, Coronado Island, museums, and missions. The San Diego Convention and Visitors website provides a great overview at <http://www.sandiego.org/nav/Visitors> . The timing will likely coincide

with Spring Break for many of us, providing a great opportunity to combine business and pleasure.

On the serious side, we look forward to another great SWAM event. The theme for the conference is **“ADVENTURES IN MANAGEMENT LEARNING”**.

To make the adventure happen we need you to submit papers and proposals for symposiums and workshops. The submission website should be up and running by the end of June. We also need you to volunteer for duty as reviewers and discussants at the conference, as noted below. Lastly, make a commitment now to be in San Diego next March.

The Call for Papers accompanies this Newsletter, and will be available on the SWAM website. For more details and questions contact Larry Garner, Program Chair, at lgarner@tarleton.edu or via telephone at 254-519-5483 or 512-836-3885.

SWAM 2007 Program – Volunteers Needed

Larry Garner, Program Chair, Tarleton University

At the Conference in Oklahoma City, many SWAM members stepped forward to volunteer to serve as Track Chairs and Reviewers. As yet, no one has volunteered to chair the following Tracks:

- Research Methods / Health Care Management
- Management Education & Development / Management & Organizational Cognition / Social Issues in Management
- Faculty Learning and Innovation

SWAM Program Chair Larry Garner is urgently seeking individuals willing to chair a track or be a reviewer. Requirements are your willingness to serve and commit to being at the SWAM 2007 conference. Please contact Larry Garner by e-mail at lgarner@tarleton.edu or by phone at 512-836-3885.

About Our Members

Past SWAM President Delaney J. Kirk (Drake University) has recently published a book entitled:

Taking Back the Classroom: Tips for the College Professor on Becoming a More Effective Teacher, (Tiberius Publications, October 2005).

What is SWAM Worth to You?

Gayle Baugh, SWAM President, University of West Florida

At the annual meeting in Oklahoma City, the Executive Committee discussed the necessity of an increase in the registration fee and membership dues for SWAM. While there was resistance to the proposal because the Federation of Business Disciplines (FBD) has recently increased its registration fee substantially, the Executive Committee members reluctantly admitted that SWAM faces many of the same challenges that resulted in the increases adopted by FBD.

The major factor that drives the need for an increase in the registration fee/membership dues is the spiraling cost of the conference itself. While SWAM has been very conservative in its spending, we have had to absorb the increased costs of catering, awards, and general business expenses. In addition, we continue to provide \$200 stipends for a limited number of graduate students to attend the meeting to present papers.

In several recent years the revenue generated by conference registration fees did not completely cover the expense of the meeting. As a result, SWAM had to utilize our "rainy day" fund in order to cover the costs of the conference. The Executive Committee notes the very real possibility of having to deplete the remaining financial reserve. The reserve was about \$16,000 ten years ago, but currently stands at about \$8,000.

Our fee structure has remained at current levels (\$50 for registration, which includes membership dues, and \$15 for membership renewal only) for over five years. In comparison with the other Academy of Management regional associations and the other FBD members, our fee structure is among the lowest..

The Executive Committee acknowledged that an increase in the registration fee/membership dues is necessary and agreed to propose to the membership a registration & dues fee of \$75 and a dues only renewal fee of \$40 beginning January 1, 2007. These figures represent a \$25 increase in the membership dues.

According to our by-laws, any increase in fees must be approved by a vote of the membership of SWAM. You will soon receive from Jon Beard, the Immediate Past President, an electronic ballot to vote on this proposal. As you cast your vote, please recognize that the Executive Committee took this action reluctantly, understanding that our members have experienced fee increases in almost every professional venue. Also, please consider the value that SWAM has for you.

I hope that you, too, will find that the benefits of membership outweigh the increase in fees. Please look for the electronic ballot shortly and cast your vote.

SWAM Adopts a Code of Ethics

Gayle Baugh, SWAM President, University of West Florida

Our national affiliate, the Academy of Management, has recently adopted a significantly improved Code of Ethics. At the 2006 meeting, the Executive Committee of the Southwest Academy of Management voted to adopt the Academy's Code of Ethics as our ethical code.

The Academy Code of Ethics includes three areas. The first discusses the principles underlying the professional responsibilities of members of the Academy. The second discusses the enforced ethical standards for individuals in official Academy of Management roles. The third offers the enforced ethical standards for members participating in Academy activities and functions.

The Code outlines the duties of individuals in officer roles with respect to non-discrimination, confidentiality, conflicts of interest, fiduciary responsibility, and public endorsements. By adopting this Code, the officers of the Southwest Academy of Management commit themselves to serving in the best interest of the organization and agree not to exploit their position for individual gain.

The Code also outlines ethical standards for members in the areas of teaching, research, and consulting, as well as standards for members participating in Academy-sponsored activities. The Code includes fairly extensive discussion of ethical behavior with respect to the conduct and dissemination of research, which is directly relevant to the work that we submit to the Southwest Academy of Management conference each year. The Code contains explicit statements about plagiarism and appropriate citation of previous work, including one's own previous work. It also provides guidelines with respect to appropriate assignment of authorship credit and a prohibition against simultaneous submission of work to an Academy publication outlet (which includes the SWAM annual conference and the Proceedings of the Southwest Academy of Management) and another outlet. Standards are provided for reviewing submitted work, as well.

Any potential violations of the Code of Ethics should be referred to the Executive Committee at the present time. Within the next year, the Executive Committee will develop a sub-committee charged with investigation and adjudication of any potential violations of the Code of Ethics.

This Code of Ethics is essential to our professional identity and behavior. Please read and familiarize yourself with it. The Code can be found on the Academy of Management website in either the "Membership" or the "Professional Development" sections. If you have suggestions for improvement, please address them to the Academy of Management Board of Governors, especially Denise Rousseau (Immediate Past President). If you have questions about how the Code will be implemented within the Southwest Academy of Management, please address them to the Executive Committee, but especially to me (Gayle

Baugh, University of West Florida, gbaugh@uwf.edu). I will not promise to have immediate answers, but I do promise to develop an answer through a consultative process with the Executive Committee.

SWAM Adopts “The Rule of Three”

Larry Garner, Program Chair, Tarleton University

In Oklahoma City the Executive Committee of SWAM voted to accept the Academy’s “rule of three,” effective with the 2007 meeting. This rule indicates that no individual can be included as an author or participant on more than three submissions to the conference. Please note that the rule bans inclusion on more than three *SUBMISSIONS* without reference to acceptance.

The “rule of three” also prohibits having one’s name appear more than three times on the regular program. Inclusion due to one’s role as an officer of the organization, participation in any pre-conference activities, or participation in the doctoral student consortium is not included in this restriction. Please look carefully at your submissions for next year to ensure that you do not violate the “rule of three.” Also please exercise caution about how agreeable you are with respect to serving as a session chairperson, session facilitator, or paper discussant, lest you inadvertently violate the “rule of three.” Program Chair Larry Garner will carefully monitor compliance with the “rule of three.”

Are you receiving the *Journal of Business Strategies*?

Jo Ann Duffy, JBS Editor, Sam Houston State University

SWAM membership includes a subscription to the Journal of Business Strategies. If you are not receiving your copy of JBS, please let me know at CBED@shsu.edu.

JBS publishes articles addressing all functional business areas, not just ‘strategy.’ The Journal and SWAM have a long-standing alliance which affords the SWAM best papers a fast track to publication.

Please consider the JBS as an outlet for your manuscripts or if you would like to serve on the Editorial Review Board. (Inclusion on the Review Board requires past reviewing experience.)

Invitation

Chet Cotton, Newsletter Editor, Texas A&M University - Commerce

If something nice has happened to you, please share your good news with your colleagues via this Newsletter. Send happy items for the Newsletter to me at Chester_Cotton@tamu-commerce.edu (there is an underscore between "Chester" and "Cotton").

2006-2007 SWAM Officers

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