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02. Business

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Abstracts from the 2013 Oklahoma Research Day

Held at the University of Central Oklahoma

01. Business Administration

02. Business

01.02.01 The Perceived Impact of Personal Finance Principles on Students Enrolled in the Two-Year Alternative Curriculum at the Academy of Contemporary Music

Rodney Applewhite, Allen Arnold, Victoria Campbell,

University of Central Oklahoma

The Academy of Contemporary Music (ACM) at the University of Central Oklahoma provides alternative curriculum for students pursuing an Associates of Applied Science in seven Contemporary Music degree programs. The mission of the ACM is to provide a "real world educational experience" for students via an intensified setting of transformative learning. The nature of the music industry includes business contracts and legally binding financial decisions. However, students at the ACM do not have an integrated Personal Finance course in the program curriculum. The purpose of this study is to identify the basic financial knowledge of the ACM students in an effort to identify the potential need for financial literacy programming within the specific population. In addition, the artistic nature of the population may lead to emergent themes of learning patterns included in theories of multiple intelligences. The application of such theories may result in alternative educational approaches such as knowledge-sharing and peer-led projects as reflected in the transformative learning goal of the University of Central Oklahoma.

01.02.02 Oklahoma Panel Study of Entrepreneurial Dynamics

Joshua King,

University of Central Oklahoma

The Oklahoma Panel Study of Entrepreneurial Dynamics attempts to assess Oklahoma businesses and their entrepreneurs to form a better scientific understanding of the process of starting a business in Oklahoma. With the data we are collecting we hope to provide guidance for future generations of Oklahoman entrepreneurs as well as advance the field of entrepreneurial studies. Our specific study of Oklahoma is and will be based around the study and methodology conducted by the Panel Study of Entrepreneurial Dynamics, Institute for Social Research, University of Michigan in their nation-wide study. We hope to conduct a more refined study of exclusively Oklahoma businesses. Since November we have focused on collecting business data from various government agencies as a foundation for future surveys and interviews. Recently we have started creating questionnaires for a future survey of Oklahoma business entrepreneurs that we will contact using contact information received through the Oklahoma Secretary of State.

01.02.03 2012 Southern Cone Study Tour—Brazil

Tomas De los Santos,

University of Central Oklahoma

Today's business students profit from participating in international experiences. The College of Business of the University of Central Oklahoma offered its second Study Tour to South America in May, 2012. The study tour focused on the two largest economies of South America: Brazil and Argentina. Brazil is the largest economy in Latin America and the 6th largest economy in the world, and it is a key commercial partner for the U.S. The poster report provides ideas for the successful design of such study tours. The Study Tour members (six business students and a college of business professor) visited a few selected firms and agencies in Rio de Janeiro and Volta Redonda and interacted with its executives to gain an appreciation of the growth of these enterprises, and their globalization and internationalization efforts. Among these firms/agencies were Petrobras, the U.S. Commercial Service in Rio de Janeiro, Banco do Brasil, Companhia Siderurgica Nacional (a large integrated steel mill in Volta Redonda, Brazil), as well as various cultural, historical, and educational sites.

01.02.04 2012 Southern Cone Study Tour—Argentina

Tomas De los Santos,

University of Central Oklahoma

Today's business students profit from participating in international experiences. The College of Business of the University of Central Oklahoma offered its second Study Tour to South America in May, 2012. The study tour focused on the two largest economies of South America: Brazil and Argentina. Argentina is the third largest economy in Latin America and it is a key commercial partner for the U.S. The poster report provides ideas for the successful design of such study tours. The Study Tour members (six business students and a college of business professor) visited financial, cultural, historical, and educational sites in the Buenos Aires Province. At the Buenos Aires Stock Exchange the group interacted with one of its main executives to gain an appreciation of the financial deepening that has taken place in the country since its near financial collapse in 2001.