

Gibson D. Lewis Center for Business Research and Economic Development  
Assessment Plan Summary

Gibson D. Lewis Center for Business Research and  
Economic  
Development

Build COBA Image

Goal Description:

To enhance COBA image by providing service to COBA external constituents.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Publish Economic Impact Studies

Performance Objective Description:

The staff of the Gibson D. Lewis Center for Business and Economic Development intends to publish research that measures the economic impact of various economic events and/or entities.

RELATED ITEM LEVEL 2

Economic Impact Studies

KPI Description:

The Gibson D. Lewis has the skilled personel who are capable of performing economic impact studies.

Results Description:

The Center Director has worked with Dr. John Newbold, a faculty member in the Department of Management, Marketing, and Management Information Systems, to measure the Economic Impact of the Annual Arts Festival in The Woodlands.

Additionally, the Center worked with the Legends Sports Complex in Spring, Texas to measure the economic impact of this Complex on the regional community. This project is ongoing.

RELATED ITEM LEVEL 3

Economic Impact Studies

Action Description:

The Center will continue to work with the Legends Sports Complex to measure the economic impact of activities associated with the Sports Complex and seek new avenues where we can use our expertise and the software that we have in place to measure the economic impact of events and activities in the region.

RELATED ITEM LEVEL 1

Publish Journal Of Business Strategies

Performance Objective Description:

It is the intention of the Gibson D. Lewis Center for Business and Economic Development to publish two issues of the Journal of Business Strategies during the 2013-2014 academic year.

RELATED ITEM LEVEL 2

Journal Of Business Strategies Publication

KPI Description:

The Journal of Business Strategies is a quality peer reviewed journal.

Results Description:

Volume 32, number 2, Volume 33, number 1 were published during the 2016 academic year.

RELATED ITEM LEVEL 3

Journal of Business Strategies

Action Description:

The Center will continue to review manuscripts and published two issues of the Journal of Business Strategies -- one during the fall of 2017 and another during the spring of 2018.

Promote Faculty Expertise

Goal Description:

To provide the means for COBA faculty to share its expertise.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Publish College Of Business Administration Research**

**Performance Objective Description:**

The intention of the Gibson D. Lewis Center for Business and Economic Development is to publish faculty research and/or pedagogical papers.

RELATED ITEM LEVEL 2

**Working Papers**

**KPI Description:**

Faculty research and/or pedagogical papers will be published in hard copy and made available on the Center website.

**Results Description:**

**Working Papers:**

The Center did not publish any Working Papers during the 2016 academic year.

RELATED ITEM LEVEL 3

**Working Papers**

**Action Description:**

The Center will make a concerted effort during this academic year to get the SHSU COBA faculty to submit their working papers to the Center for publication.

**Support COBA Faculty**

**Goal Description:**

To support the research efforts of the COBA faculty

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Share Research**

**Performance Objective Description:**

The Gibson D. Lewis Center for Business and Economic Development will engage in research activities to external and internal constituencies.

RELATED ITEM LEVEL 2

**Research Forums**

**KPI Description:**

Research forums are meetings of COBA faculty and/or other invited presenters where research findings and/or ideas are presented and feedback is provided by faculty and/or others in attendance.

**Results Description:**

**Center and Economic Department Seminar Series:**

**Fall 2016 Seminars:**

"Information and Communication Technology and International Trade: Turkey and its Trading Partners." Burcu Ozcan

"Access to Elite Education, Wage Premium and Social Mobility: The Truth and Illusion of China's College Entrance Exam" Ruxue Jia

"Non-Strutural Analyses of World Productivity Growth: A Model Averaging Approach." Robin Sickles

"Effective Research Presentation." Darren Grant

**Spring 2017 Seminars:**

"Competition, Innovation, and the Number of Firms." Pedro Bento

"Does Social Health Insurance Reduce Financial Burden? Panel Data Evidence from India." Mehtabul Azam

"Social Safety Nets and American Time Use After the Great Recession." Christian Raschke

"Impact of Public Health Insurance on Occupational Upgrading." Adriana Kugler.

RELATED ITEM LEVEL 3

**Seminar Series**

**Action Description:**

The Center, in conjunction with the Department of Economics and International Business, will continue to schedule new seminars for the fall, 2017 and spring, 2018.

RELATED ITEM LEVEL 2

**Share Research**

**KPI Description:**

The CBED website will provide a window for Center activities to external and internal constituencies.

**Results Description:**

**Gibson D. Lewis Center Website.**

With the use of DataZoa software, International, National, State, Regional, and Local economic and demographic data is continually updated both manually and automatically as new data becomes available.

## Update to Previous Cycle's Plan for Continuous Improvement

**Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

New Plan for Continuous Improvement was not created in 2015-2016 cycle.

**Update of Progress to the Previous Cycle's PCI:**

The Center was able to implement all but the "Working Paper" elements of the Strategic Plan in our efforts for "continuous improvement." Attempts at attracting new working papers was unsuccessful, partially because the Economics and International Business department has their own Working Paper Series." A new strategic plan will be implement for the 2018 academic year.

## Plan for Continuous Improvement

**Closing Summary:**

The Center was able to implement all the elements of the Strategic Plan with the exception of the Working Paper series.

### Plan for Continuous Improvement.

1. The Center will continue to cosponsor the Economic Seminar Series with the Department of Economics and International Business.
2. The Center will continue to publish the Journal of Business Strategies and continue our attempts to have the Journal listed on the Australian Deans List of Approved Journals.
3. The Center will continue to look for opportunities to expand the use of the Implan software to measure the economic impact of activities and events.
4. The Center will find new ways to attract manuscripts for the Working Paper series.
5. The Center will continue to publish economic and demographic information of the Center's Website.