

## **Louisiana Tech University Virgil Orr Junior Faculty Award**

**John Kirk Ring, Ph.D.**  
**Bank of Ruston Endowed Professor of Management**  
**College of Business**

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Thank you for the opportunity to provide you with the following nomination packet for the 2018 Virgil Orr Junior Faculty Award. I was honored to simply be on the ballot for this award when considering the caliber of other potential candidates. I continue to be humbled that the College of Business selected me to represent them for this academic year.

I joined the Louisiana Tech University faculty in 2015. Previously, I was a tenured professor at Wichita State University in Wichita, KS. I was fortunate to win the WSU College of Business Teaching Award (2014 & 2010), the WSU Excellence in Teaching Award (2014), the WSU Young Faculty Scholar Award (2011), and the WSU Cooperative Education and Work-Based Learning Faculty Advisor of the Year Award (2010). To now be nominated for a prestigious award at Louisiana Tech provides me with further validation that my approach to an academic career continues to be valued. In the following pages, I will attempt to explain my approach and how it impacts Louisiana Tech and its stakeholders.

I would like to stress how appreciative I am of the committee's efforts. If you should require further information, please contact me at your convenience.

Sincerely,

J. Kirk Ring, Ph. D.  
Bank of Ruston Endowed Professor of Management

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I approach an academic career as an opportunity to significantly impact university stakeholders in a positive manner. I believe it would be quite difficult to be successful in this endeavor without managing the most important dimensions of academia strategically and with a common theme. Thus, my efforts to perform at an exceptional level in research, teaching, and service are all focused on a singular goal: to bridge the gap between academia and the real world. It should be of no surprise that I currently teach the capstone course in the College of Business which is often called Business Strategy in business schools across the world. I utilize the lessons I have learned by studying strategic management for nearly two decades and take into special consideration that each of the core areas of focus in the university mission are intricately connected. Thus, I consciously attempt to recognize these connections and use them to the advantage of my students, my colleagues, and the university at large.

The easiest way for me to explain how I implement this strategy is to provide you with an example. Much of my research focuses on how family businesses perform in the marketplace and why this form of business is so prevalent in entrepreneurial ventures. I am highly interested in how these companies successfully pass on their businesses to future generations of family members and how they impact their communities. This focus resulted in me leading the largest business outreach program in the state of Kansas for nearly three years while working as a full-time faculty member at Wichita State University. The family businesses I worked with in Kansas primarily sought ways to improve their business processes and to improve the relationships in their families. I recognized that their thirst for practicality was very similar to the same thirst for practicality exhibited by my students, of which I had already been addressing since the early days of my doctoral program.

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When students take my courses, I request that they provide me with information regarding previous work experience and future career goals. I then use this information to retool the course so that it fits tightly with the complement of students. This approach is tedious and requires additional work that some may deem unnecessary. I research each industry and company that students identify and then use them as examples in class. The result is students learn the material in my courses through the lens of their own personal experiences. I have been told many times over that this approach is relevant, memorable, and impactful.

In the fall of 2016, I was fortunate to have Ray Smith in my BUSN 495 course. Ray is the son of Ed Smith, the Board Chairman, former CEO, and 100% owner of Smitty's Supply, Inc. in Roseland, LA. Smitty's Supply has been extremely successful and in recent years has had over \$1 billion in revenues per year. Ray told me about his company on the first day of class. In my research I realized how important it would be to not only include Ray and his family in my classroom experience, but to also leverage his experience for the entirety of the college and the university. Therefore, I requested a meeting with Ed Smith and asked that he come to the university where I could interview him in front of students and faculty about his very large family owned company. Mr. Smith, who has no other affiliation with Louisiana Tech and who is himself not a college graduate, was so impressed with our students and the university that he approached us about opportunities to donate to the College of Business. With a gift of \$250,000, the Edgar Ray Smith Financial Trading Lab was named in the fall quarter of 2017.

This example of my efforts exhibits how far reaching and impactful it can be to stay focused on a common goal and to leverage the connections between research, teaching, and service in academics. Some of the effects are: (1) my students learned a great deal about a very

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successful company in Louisiana during class; (2) 100+ students and faculty attended Mr. Smith's event outside of class and learned about their company and how they operate; (3) students in the finance degree program are now provided the opportunity to work in a very high-tech financial trading lab and one of my colleagues is able to teach that course the way it should be taught; (4) Mr. Smith and his son Ray have expressed interest in hiring our graduates from both the business and engineering colleges; (5) the dean and our university now have a new donor with significant resources who has already made a large impact in a single, but likely not final, gift; and (6) I am now connected with a large company that I intend to contact in the future for data collection which may lead to future publications and academic exposure for the university. Accordingly, my approach is tightly coupled with the university mission and I can only hope that my continued efforts will impact as many Louisiana Tech stakeholders as possible. Evidence of the effectiveness of my activities at the university is provided below.

### Louisiana Tech University Student Evaluations\*

<b>Year Quarter</b>	<b>Course Numbers</b>	<b>Course Title</b>	<b>Evaluation</b>
<b>2017 - 2018</b>			
Spring 2018	BUSN 495 - 001	Business Administrative Capstone	In progress
Winter 2018	BUSN 495 - 001	Business Administrative Capstone	3.93
Winter 2018	MGMT 400 - 001	Entrepreneurship/New Venture Creation	3.93
Fall 2017	BUSN 495 - 001	Business Administrative Capstone	3.92
<b>2016 - 2017</b>			
Spring 2017	BUSN 495 - 003	Business Administrative Capstone	3.96
Winter 2017	BUSN 495 - 001	Business Administrative Capstone	3.99
Winter 2017	MGMT 400 - 001	Entrepreneurship/New Venture Creation	3.96
Winter 2017	ENTR 510 - 001	Entrepreneurship/New Venture Creation	3.80
Fall 2016	BUSN 495 -001	Business Administrative Capstone	4.00
<b>2015 – 2016</b>			
Spring 2016	BUSN 495 - 003	Business Administrative Capstone	4.00
Winter 2016	BUSN 495 - 001	Business Administrative Capstone	4.00
Winter 2016	MGMT 400 - 001	Entrepreneurship/New Venture Creation	3.96
Winter 2016	ENTR 510 - 001	Entrepreneurship/New Venture Creation	n/a
Fall 2015	BUSN 495 - 001	Business Administrative Capstone	3.93

\*Evaluations represent the mean of all survey questions; 1=Strongly Disagree, 4=Strongly Agree

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### Louisiana Tech University Publications

- Matherne, C. F., **Ring, J. K.**, & Farmer, S. (Forthcoming). Organizational moral identity centrality: Relationships with citizenship behaviors and unethical prosocial behaviors. *Journal of Business and Psychology*.
- Carr, J. & **Ring, J. K.** (2017). "Family firm knowledge integration and noneconomic value creation". *Journal of Managerial Issues*, 29(1), 30-56.
- Matherne, C. F., Waterwall, B., **Ring, J. K.**, Credo, K. (2017). "Beyond Organizational Identification: The Legitimization and Robustness of Family Identification in the Family Firm". *Journal of Family Business Strategy*, 8(3).
- Perry, J. T., **Ring, J. K.**, Matherne, C. F., & Markova, G. (2015) "Ethical human resource practices from the perspective of family ownership". *American Journal of Entrepreneurship*, (1), 21-43.
- Perry, J. T., Chand, M., & **Ring, J. K.** (2015) "Cultural influences in the decision to invest in a family member's venture," *Venture Capital: An international journal of entrepreneurial finance*.
- Wolff, J., Pett, T., & **Ring, J. K.** (2015) "Entrepreneurial orientation, learning orientation, and firm performance: A reconceptualization and test using small firms." *International Journal of Entrepreneurial Behaviour & Research*, 21(5), 709-730.

### University Service Activities

- Co-Chair – College of Business Strategic Planning Committee
- College of Business Scholarship Committee
- Assist the Center for Entrepreneurship and Information Technology
- Mentor student teams for the New Venture Championship
- Judge preliminary rounds of the New Venture Championship
- Judge the Freshmen Design competition for the College of Engineering
- Assisted CEnIT director, the dean of the college of business, Mrs. Kathy Wyatt, and Dr. Davey Norris with the initial process to start a CEO Advisory group on campus
- AACSB coordinator for BUSN495 – Capstone Course in the College of Business

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