

Ryan E. Freling
2023 Virgil Orr Junior Faculty Award

University Faculty Staff and Senate,

Thank you for selecting me as a finalist for the 2023 Virgil Orr Junior Faculty Award. I am grateful for the opportunity to present this packet to you in support of my nomination for this distinguished award. It is inspiring to hear about the talented and dedicated faculty and staff recognized each fall at the annual meeting, and it is an honor to be considered alongside the other finalists this year.

One of the core components of Louisiana Tech University's mission and vision is to provide, "an unparalleled integrated educational experience" and to do so by making the education of our students the highest priority. Although I am not sure that I have successfully provided such an esteemed learning experience, I find the prospect of standing before new students each quarter an invigorating opportunity to achieve such lofty goals.

The undergraduate statistics course I teach is among the least favorite courses students take in pursuit of their degree in the College of Business. It is a steep challenge to teach material to students who are anxious about their prospects of successfully completing the course. Over the years, I have learned to focus on goals related more to the tenets of this university than to statistical concepts. In particular, I try to bring *enthusiasm* and *knowledge* to every lecture in hopes that my passion motivates students to engage with the material in their own way. I attempt to develop a sense of *confidence* among my students – by helping them embrace the process of solving problems and not just deriving correct answers. At the same time, I strive to maintain standards of *excellence* so that the best of students can measure themselves against an objective standard, but to do so in a way that all students obtain the benefits of achievement at their own level.

My service to the university is multi-faceted but student-centered. The important role of curriculum review and program development enables our college to provide quality learning experiences that prepare our students for the fast-paced changing environment they will participate in upon graduation. One of the intrinsic rewards of service is helping students successfully pursue endeavors beyond the university. I have helped students earn internships, enroll in study abroad courses and pursue graduate degrees. I take some measure of pride helping a student pursue the next step in their academic and professional careers.

Finally, as a junior faculty member, I have also learned much about the integral role research plays in the educational experience here at Louisiana Tech University. The skills that I have developed creating surveys, analyzing data, learning how to write syntax, and coding journal articles for inclusion in meta-analytic databases, provide immediate dividends for the graduate students that I teach. Developing creative, critical-thinking and competent academic scholars enables us to extend the mission and vision of Louisiana Tech beyond the borders of our campus.

Thank you once again for evaluating my packet and for the honor of being a finalist for the 2023 Virgil Orr Junior Faculty Award.

Respectfully,
Ryan E. Freling

Ryan E. Freling
2023 Virgil Orr Junior Faculty Award

Teaching

Qtr.	Class No.	Course Title	Evaluation (Avg.)
Undergraduate Teaching Evaluations			
SP22-23	QA233-002	Basic Business Statistics	current
F22-23	QA233-002	Basic Business Statistics	3.56
F22-23	QA233-001	Basic Business Statistics	3.41
SU21-22	QA233-684	Basic Business Statistics	N/A
SP21-22	QA233-003	Basic Business Statistics	3.74
SP21-22	QA233-002	Basic Business Statistics	3.52
W21-22	QA233-001	Basic Business Statistics	3.78
F21-22	QA233-001	Basic Business Statistics	N/A
F20-21	QA233-002	Basic Business Statistics	3.5
F20-21	QA233-001	Basic Business Statistics	3.52
SP19-20	BUSN401C-	Independent Study	N/A
SP19-20	QA233-003	Basic Business Statistics	3.78
SP19-20	QA233-001	Basic Business Statistics	3.73
F19-20	QA233-001	Basic Business Statistics	3.72
SP18-19	QA233-001	Basic Business Statistics	3.62
F18-19	QA233-002	Basic Business Statistics	3.45
F18-19	QA233-001	Basic Business Statistics	3.66
SP17-18	QA233-051	Basic Business Statistics	3.3
SP17-18	QA233-001	Basic Business Statistics	2.95
F17-18	QA233-002	Basic Business Statistics	3.12
Graduate Teaching Evaluations			
W22-23	QA635-002	Applied Multivariate Statistics	3.86
SP20-21	QA635-002	Applied Multivariate Statistics	3.76
W20-21	QA630-001	Applied Design & Analysis of Experiments	3.55
W19-20	QA630-001	Applied Design & Analysis of Experiments	3.45
W18-19	QA630-001	Applied Design & Analysis of Experiments	3.91
W17-18	QA630-001	Applied Design & Analysis of Experiments	3.78

Undergraduate Grade Distribution						
A	B	C	D	F	W	Total
210	315	235	88	32	145	1038*
0.2	0.3	0.23	0.08	0.03	0.14	

**12 students earned 'S' grade during Spring 2020*

Ryan E. Freling

2023 Virgil Orr Junior Faculty Award

Research

Current Research

- Lunt, D., Freling, R., and Freling, T.H., “Hate the inefficiency not the cause: A multi-method examination of overhead aversion”. Under review *Nonprofit and Voluntary Sector Quarterly*.
- Koskie, M., Freling, R., Locander, W., and Freling, T.H., “Cool Brands Make Loyal Consumers: The Role of Brand Gratitude and Social Visibility in the Brand Coolness-Brand Loyalty Relationship”. Under revision for *Journal of Product and Brand Management*.

Publications

- Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). “Finding the Perfect Return Policy”. *Harvard Business Review*, October 2016, 94 (10), 26.
- Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). “How to Design a Return Policy”. *Harvard Business Review* (<https://hbr.org/2016/08/how-to-design-a-return-policy>), Digital Article published August 2, 2016.
- Janakiraman, N., Syrdal, H. A., & Freling, R. (2016). “The Effect of Return Policy Leniency on Consumer Purchase and Return Decisions: A Meta-analytic Review”. *Journal of Retailing*, 92(2), 226-235.
- Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T. (2014). “How Online Product Reviews Affect Retail Sales: A Meta-analysis”. *Journal of Retailing*, 90(2), 217-232.

Research Awards

- William R. Davidson Award, Honorable Mention for best article published in *Journal of Retailing* in 2014 (Volume 90). “How online product reviews affect retail sales: A meta-analysis” with Kris Floyd, Saad Alhoqail, Hyun Young Cho, and Dr. Traci Freling.

Peer Review Activities

- Ad-hoc reviewer
 - *Journal of Retailing* (ongoing)
 - *Journal of Product and Brand Management* (ongoing)
 - Mary Kay, Inc. Doctoral Dissertation Award – *Academy of Marketing Science* (2018, 2019)

Ryan E. Freling
2023 Virgil Orr Junior Faculty Award

Service

University Service

- **College-wide Committees**
 - *Committee on Analytics Certificate (Fall 2019 – Spring 2021)* – College of Business committee to develop curriculum proposals for Analytics certificate program for undergraduate and graduate students. Certificate program available beginning Fall 2022.

- **Departmental Committees**
 - *Faculty Search Committee (Spring 2019)* – department committee to evaluate applicants for Head of Marketing and Quantitative Analysis Department position

 - *Concentration Review Committee (Fall 2019 – Spring 2021)* – Department committee to review and revise curriculum for marketing concentrations. New concentration curriculums implemented beginning Fall 2022.

- **Dissertation Committees**
 - Elizabeth Ragland, “Insufficient Effort Responding”, (Accepted: March 2023). Committee: Dr. Marcia Dickerson (chair), Dr. Jeffrey Haney, Dr. Ryan E. Freling.

 - Melanie Koskie, “Thank you for being cool: An exploration of brand coolness and gratitude” (Proposal: February, 2023). Committee: Dr. William Locander (chair), Dr. Ryan E. Freling, Dr. Julie Moulard, Dr. Traci H. Freling.

- **Independent Study Advisor**
 - Abigail Crowe, “A statistical investigation of the demographic characteristics of restaurant loyalty club members: An investigation employing SPSS” (Spring 2020).

- **Other University Service**
 - *Top Dawg New Venture Championship (Spring 2020)* –Preliminary round judge and faculty advisor for student led new business venture idea pitch competition. Student group, Cooling Unplugged was a competition finalist.

Outside Service

- UT Dallas Professional Selling Center (2016 – present). Act as official score keeper for student role-play sales competition. Responsible for developing and augmenting scoring programs and accuracy of recording, tabulating and presenting competition leaderboards.

Community Service

- St. Thomas Aquinas Catholic Church – Member (2020-current)
 - Youth Preparation for Rite of Confirmation – teaching volunteer (2021-2022)
 - Lectern (2021-present)

Ryan E. Freling
2023 Virgil Orr Junior Faculty Award

Testimonials

"Dr. Freling has contributed greatly to my success at Louisiana Tech by being a mentor to me outside of the classroom, and by giving me his life experience in different career fields I have considered pursuing. Outside of Louisiana Tech, he has written strong letters of recommendation to outside programs in order to help me pursue different experiences throughout my collegiate career. On top of the advice and recommendations Dr. Freling has given me during my time at Tech, he has shown me that faculty genuinely do show and have great interest in their students." – **Henry Messinger** – former undergraduate student.

"Dr. Freling was an incredible professor who truly took the time and effort necessary to ensure that his students understood and retained the subject matter at hand. Dr. Freling went above and beyond by offering additional study sessions outside of regular class times to make sure that his students had access to all the resources we needed, and he would never fail to answer any question we had whether in class or otherwise. As a student of economics, Dr. Freling's Quantitative Analysis class prepared me well for the course of study I ended up pursuing in ways that I never would have been able to imagine before his class. I am grateful to have had Dr. Freling as a professor, and I consider myself indebted to him for his extensive efforts in helping me to understand data science and statistical analysis." – **Marshall T. Keen** – former undergraduate student.

"Besides being my colleague in the College of Business, I have had the pleasure of working with Dr. Freling on a consulting job and on a committee for the creation of a new data analytics certification program. Dr. Freling is committed to teaching excellence as shown by the quality of the courses he delivers. For example, he teaches one of the most dreaded courses in the COB, QA 233, however his approach to teaching technical material makes it very digestible for students. Dr. Freling is definitely deserving of the Virgil Orr Award." – **Dr. Ghislain Gueye**, D. Wayne Parker Endowed Professor, Assistant Professor of Economics.