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THE HUNTSMAN POST

JUNE 2016 ISSUE

The following is a historical representation of Huntsman Post Issues. Not all original issue content is still available online. Where content is available it is included on the pages following the email layout.

Summers in Cache Valley provide an incredible environment for rest and reflection, and this summer, following a late and wet spring, is no exception. The valley is as green as I can remember this late into the year, and the campus is playing host to lots of visitors from around the world.

In this month's Huntsman Post, we highlight achievements reflecting three of our strategic pillars. A student team from our Management Information Systems Department, and Dr. Dan Holland, Associate Professor of Entrepreneurship, demonstrated outstanding analytical rigor, with the students taking second place at the Association of Information Systems Student Chapter Leadership Conference and Competition held at Indiana University, and Professor Holland publishing research that furthers our understanding of how entrepreneurs approach opportunities. Huntsman alumnus Kaden Comadena, a recent graduate of our school, demonstrated incredible entrepreneurial spirit and ethical leadership as he raced across the Sahara, completing a six day, 159-mile race commonly known as the toughest footrace on earth.

I am so proud to be associated with Kaden, Dan, and our MIS students. If these achievements are their version of rest and reflection, then we are indeed holding true to our motto to dare mighty things.

Best,



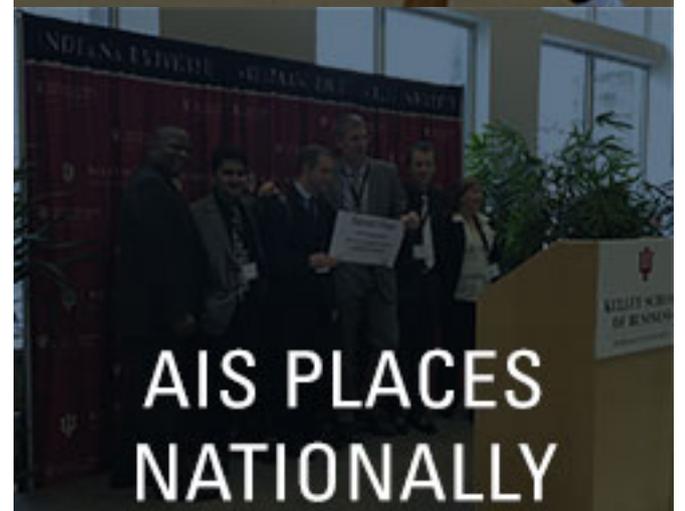
DOUGLAS D. ANDERSON
DEAN & JON M. HUNTSMAN CHAIR



ENTREPRENEURIAL RESEARCH



ALUM CROSSES DESERT



AIS PLACES NATIONALLY

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Entrepreneurs Choose Persistence Over Adventure

June 2016

When considering potential new opportunities, entrepreneurs typically contemplate the possible financial and non-financial benefits that may be generated and the probability of successfully starting the business. Unsurprisingly, if the new opportunity is perceived to be able to generate a lot of benefits, the entrepreneur will be more likely to pursue the opportunity. Similarly, the higher the perceived probability of success, the greater the motivation to start the business. Entrepreneurship research has shown that these two factors also have a multiplicative effect on motivation in that the attractiveness of the opportunity increases even more dramatically when both value and probability are high.

Interestingly, the same maximizing effect does not seem to apply when entrepreneurs are making the choice of whether or not to persist with a new venture that they have already started. Recent research by Dan Holland, Associate Professor of Entrepreneurship at the Huntsman School of Business, and his colleague Robert Garrett at Louisville University, found that persistence decisions significantly differ from start-up decisions. Holland and Garrett presented 135 entrepreneurs with a variety of decision scenarios to determine the key factors that influence their choices. They found that when entrepreneurs are comparing their existing business with another possible opportunity, they tend to choose to persist with the current business as long as the current business has comparatively high value or a higher probability of success. In other words, the findings suggest that if the potential value of the current business is higher than the alternative, then the probability of success has a muted influence on the decision. Or, if the probability for a successful outcome in the current business is higher than the alternative, then the impact of the value factor is not as prominent.

There are a number of possible explanations for why entrepreneurs are less concerned with maximization and seem to have a bias towards sticking with the current business. For example, there are substantial societal pressures to persist. In general, society does not expect people to pursue every opportunity they see, even promising ones, but there is often an expectation that a person should persist with something they have started. Another potential explanation may be the switching costs associated with changing from one business to another. Entrepreneurs make financial, social, and psychological investments in any business that they start and exiting that business and starting a new one may leave a sense of loss regarding those previous investments, even if the new opportunity has great promise.

There is an upside and a potential downside to entrepreneurs' tendency to persist. New venture creation is a difficult journey that is full of roadblocks, setbacks, and turns. Entrepreneurs must be able to persist in order to overcome such challenges and ultimately create a successful business. On the other hand, persistence can be detrimental if entrepreneurs become overly attached to their current firms and they reject new opportunities that could have resulted in greater returns on investment. Time and resources may be more productively spent elsewhere. This type of research will help entrepreneurs to increase their understanding of decision-making processes and ultimately make higher quality decisions when considering persistence or the pursuit of new opportunities.



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Crossing the Desert for Cancer

June 2016

Jon M. Huntsman School of Business alumnus Kaden Comadena (BA '10) has taken the challenge to 'dare mighty things' seriously. The International Business graduate recently completed the Marathon des Sables. A six day, 159-mile race across the Sahara Desert that is commonly known as the "toughest footrace on earth". Comadena not only completed a major physical feat but found a way to give back. As he ran across the desert, Comadena raised money for cancer research for the Huntsman Cancer Institute.

Comadena remarked, "I will always be grateful to Jon Huntsman. I was the beneficiary of his generosity due to programs and travel experiences that were created by his donations to the Huntsman School of Business. I was happy to [raise a bit of money](#) for the Huntsman Cancer Institute during the race."

Comadena described the race as incredibly grueling. "We endured 115 degree days, sandstorms, blisters, snakes, and whatever else the Sahara Desert could throw at us," he says. "However, without doubt the biggest challenge occurred during stage 4. We had to travel 52 miles that included crossing deep sand dunes, and literally climbing a mountain. It took me 23 hours to complete, and I nearly fell asleep on my feet several times. I have never felt so exhausted as when I crossed the finish line. The exhaustion was only matched by my satisfaction of completing the most difficult physical test I'd ever faced."

When he's not out running, Comadena works alongside several other Aggie alumni at [MyEducator](#), an educational technology company that provides online learning resources for both academic institutions and corporations. Comadena's participation in student clubs, the SEED program, and Huntsman Scholars prepared him to develop and work for a young company that conducts business throughout the world.

"During my time at the Huntsman School I was able to travel to Europe, Asia, and Africa. The emphasis on having a global vision at the Huntsman School prepared me to create meaningful relationships with people from different cultures and lifestyles."

Even though he is still trying to adjust back to life outside of the Sahara, Comadena says he has no plans to slow down. "Whatever my next adventure is, I'm sure it will involve international travel. I've thought about walking the Camino de Santiago or the Inca Trail. Both seem to be less intense and more enjoyable than running 160 miles in the Sahara Desert!"



AIS Places at National Competition

June 2016

Four members from the Association for Information Systems (AIS) student chapter recently competed against 16 collegiate teams during the AIS Student Chapter Leadership Conference and Competition in Bloomington, Indiana. Allan Follett, Dallin Lewis, Abhishek Shukla, and Caleb Wilkinson began preparing for the competition last fall. The team had to review preparatory material, attend a four-hour training session on the night before the conference, and then participate in the nine-hour competition itself. The actual competition consisted of eight, one-hour sessions, interspersed with short breaks.

The atmosphere in the “war room” where the teams actually worked on their solutions was extremely tense. The air was charged with adrenaline as the teams rushed to analyze large volumes of data in a short amount of time, seeking insights for their strategic choices for each succeeding round. During the event the Huntsman team held a lead until round seven. Honing in their price point, the team was able to overcome their deficit and achieved second place.

This competition is “a unique chance to build momentum for students’ academic and professional careers”, noted Dr. David Olsen, department head of the Management & Information Systems Department. This is the fourth year in a row that the Huntsman student team has placed at nationals.

