

THE HUNTSMAN POST

JULY 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.

It's difficult to believe, in the middle of a beautiful and languid Logan summer, that fall semester is just a few weeks away. But in the meanwhile, our faculty, staff, and students are enjoying the Independence Day and Pioneer Day celebrations.

This month, The Huntsman Post features news of the cross-country tour by Dr. Mike Glauser, the Executive Director of our Jeffrey D. Clark Center for Entrepreneurship. Mike's new book, *Main Street Entrepreneur*, explores the lives and careers people have fashioned by following their entrepreneurial spirit.

One of our recent graduates, Dillon Jones, and our Master of Human Resources (MHR) Program, have each been recognized nationally. Dillon was one of just seven people selected for the prestigious Postgraduate Technical Assistant Program through the Financial Accounting Standards Board. He will spend a year furthering his knowledge and understanding of the accounting profession.

Our MHR Program was recognized as a top 20 graduate HR program, a testament to the hard work by our outstanding faculty, and the collaborative relationships they have fostered between students and recruiters.

I am amazed and humbled by the continuing, incredible achievements by members of the Huntsman School community.

Best,



DOUGLAS D. ANDERSON
DEAN & JON M. HUNTSMAN CHAIR

MACC GRADUATE
SUCCEEDS

ENTREPRENEUR
BOOK TOUR

NATIONAL
MHR
RANKING

JON M.
HUNTSMAN
SCHOOL OF BUSINESS
UtahStateUniversity

Stay connected with us:



Accounting Grad Scores Prestigious Internship

07/26/2016 12:00:00 PM

Recent MAcc (Master of Accounting) graduate Dillon Jones will spend the next year in Norwalk, CT, at a prestigious internship for the Financial Accounting Standards Board (FASB). The Postgraduate Technical Assistant Program is "a one-year term, during which the individual becomes highly involved with the accounting standards-setting process and comes to have an in-depth understanding of the roles played by preparers, auditors, and users of financial information." Jones is among only seven interns who were selected and is only the second Huntsman student to receive this internship.

Jones started networking for his future career during his sophomore year by participating in summer leadership programs and internships. His involvement with the Beta Alpha Psi honors society was valuable and taught Jones about the accounting profession through various networking opportunities with professionals, USU students, and other students from across the country.

"Both the undergraduate and master's classes at USU helped me," says Jones. "The undergrad gave me a strong base understanding of accounting. The master's further helped me to apply it to the current business environment and see what new changes are coming."

During his time at the Huntsman School, Jones spent many hours getting involved with events, networking with peers and getting to know his professors.

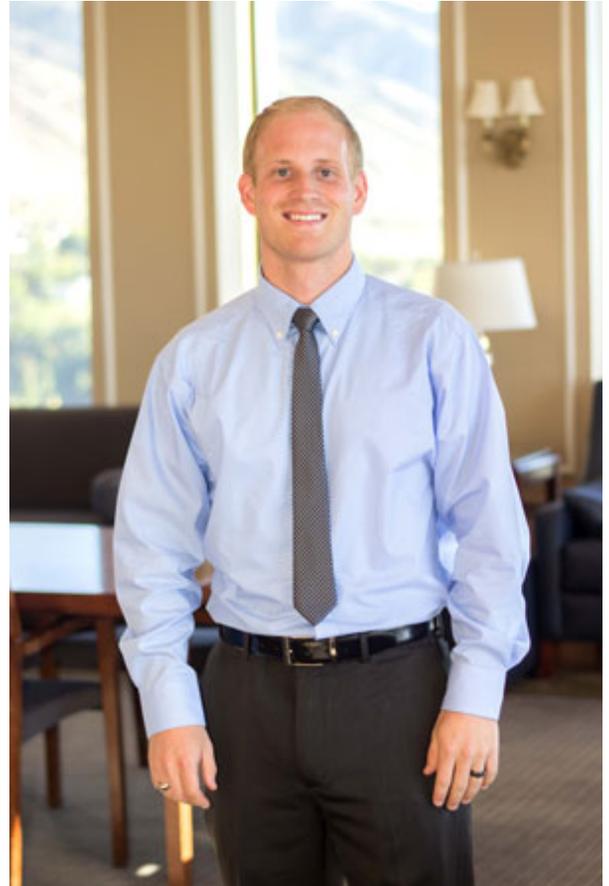
Dr. Larry Walther, Senior Associate Dean, Department Head, and EY Professor said "Jones is a capable, impressive person. He was clearly an outstanding student in my graduate level accounting class, and also distinguished himself as the student coordinator for our successful Partners in Business Program."

Jones encouraged students to "dream big. Find out what you are passionate about and go for it.

Speak up and talk to your professors and the professionals who visit USU. The Aggie brand can take you anywhere in the world."

For more information on the accounting programs at the Huntsman School of Business, please visit [this website](#).

[Information on the FASB PTA Program.](#)



Entrepreneurs Choose Persistence Over Adventure

06/28/2016 01:29:02 PM

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



Daniel Holland

Associate Professor, Huntsman
Scholar Lead Faculty Fellow

Email: daniel.holland@usu.edu

Office Phone: 435.797.3132

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.