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## Upcoming Events

### **February**

19th-Seminar

26th-Seminar

29th-March 4th-Staff

Appreciation Week

### **March**

1st-Retiree Coffee

## ***Rosson's Roundup***

The Undergraduate office had a very successful Aggieland Saturday event on February 13, 2016. Aggieland Saturday is an annual campus-wide open house for prospective students and their families. Thanks to the enthusiasm and energy of our Aggie Reps, Dusty Menzies, and the UG office staff and advisors, our booth was busy with visitors and the presentation by Madi Holmes and Betsy James drew a 'standing room only' crowd. There is strong evidence that interest in our program is growing, with 62% of visitors to our webpage being first time users, while 38% are returning users (provide by Fred Boadu). Thanks to the Undergraduate Office and Dusty for conducting this event!

Monday and part of Tuesday was spent at the Brazos Cotton Exchange in Bryan at the College Leadership Retreat. We had an excellent program that focused on improving our communications with our many and varied publics: potential donors, former students, legislators, other administrators, just to name a few. The 5 C's of effective communication were emphasized: clarity, conviction, compassion, consistency and credibility. We also discussed our development programs, how they fit with the College priorities and our relationship with the AgriLife Development Team. Mark Klemm, the new vice president for development within the College, led this discussion. I'm optimistic about our prospects and will be working to continue to build our programs.

Wednesday afternoon I headed for Guatemala. I'm returning Friday afternoon. The purpose of my trip was to conduct an orientation program for prospective students in our Executive Masters in Applied Economics and Business Administration. I met with 70 students, mostly in a group setting, but also had some side conversations. It's always a great opportunity to highlight our faculty, what we teach and Texas A&M. I spent some time talking about campus and Core Values-which always seems to resonate well with the students. Some of the students come from Aggie families, so there is a bit of knowledge about what goes on here, but it's dated, and often more myth than reality. The interest in the program is strong and there's been some discussion of allowing more students from our host, Universidad del Valle de Guatemala into some of our courses. We will see how this idea progresses. One of the secondary missions of my trips to Guatemala is always to recruit for our graduate programs at Texas A&M. There was some interest and we will see where that leads. I know it's paid off in the past and expect some to follow up this year.

Have a great weekend, and if you can, get out to Olsen Field at Bluebell Park and help the Aggie baseball team open their new season!

## Bachir Kassas & Michelle Segovia

With Drs. Marco Palma, Luis Ribera, and Charles Hall

### “The Effects of Self-Control on Subsequent Purchasing Decisions”

Economists and Psychologists have expressed contradictory views regarding the effect of self-control on purchasing behavior. Among the most prevalent models, self-control has been considered a skill, knowledge structure, and a limited resource. The objectives of this study are to: 1) analyze data from brain activity and eye movement in order to shed more light on the dynamics surrounding the relationship between self-control exertion and purchasing decisions; 2) provide evidence in support of one of the self-control models; and 3) test whether the effect of self-control on individual purchasing decisions depends on the nature of the product being purchased and/or the gender of the individual making the decision. 80 total products were used in the study, where results provided supporting evidence of self-control as a knowledge structure. This finding was complemented by data showing that subjects exhibited more approach behavior (brain activity in the left prefrontal cortex) while purchasing products.

Friday, February 19th  
1:00 pm  
AGLS 301

### New Publication



Segovia, M.S., and M.A. Palma. 2016. “Buying Your Way into a Healthier Lifestyle: A Latent Class Analysis of Healthy Food Purchases.” *Applied Economics*. Vol. 48(21): 1965-1977.  
<http://dx.doi.org/10.1080/00036846.2015.1111988>

### *Upcoming Birthdays*

<i>Toni Merchant</i>	<i>3/3</i>
<i>Ariun Ishdorj</i>	<i>3/4</i>
<i>Jennifer Braziel</i>	<i>3/9</i>
<i>Brandi Blankenship</i>	<i>3/9</i>



*Thank YOU!!*  
*Dept. Head*  
*Office*

*for hosting Friday coffee*



### *Position Announcements*

**PhD Research Assistantships**, Colorado State University (Fall 2016): Area of Study: Applied Food Economics and Policy and Water Economics. The Department of Agricultural and Resource Economics (DARE) at Colorado State University is recruiting up to two PhD students to participate in research projects in the general area of Food Economics, Marketing and Policy, Economics of Local or Regional Food Systems, and/or Industrial Organization and two PhD students to participate in research projects in the general area of water economics. Apply online: <http://graduateschool.colostate.edu/prospective-students/apply/> Specific information about the program can be found at <http://dare.agsci.colostate.edu/graduate/graduate-programs/> For more information, please contact Marco Costanigro, Chair of the Graduate Program: (970) 491-6948 [marco.costanigro@colostate.edu](mailto:marco.costanigro@colostate.edu)

[Click here for more position announcements](#)

Faculty, staff, and graduate students are encouraged to submit articles and photos on current events

Deadline for all submissions is noon, Thursday.

Please send your information to [valnoyes@tamu.edu](mailto:valnoyes@tamu.edu)