

What Are Some URSA Supported Projects from the *College of Business and Public Affairs?*



“Hampton Inn of Murray Prospect Survey”

Allison Anders, William Baker, Thomas Clowers,
Kimberly Conklin, and Jennifer Peios—
Management, Marketing, and Business Administration
Tim Johnston—Faculty Mentor

This study was conducted to learn about potential customers of Hampton Inn of Murray. A survey of Murray State students asked about their family members’ attitudes toward, and experiences with, local lodging, specifically (1) what they look for in a hotel, (2) what occasions or events bring them to Murray, and (3) what are their perceptions of the strengths and weaknesses of lodging providers in the Murray area. Findings from a survey of about 100 respondents was presented.

“How Does Attention Deficit Disorder Affect Co-worker Communication and Organizational Assimilation?”

J. Chris Bensing—Organizational Communication
Lou Tillson—Faculty Mentor

Attention Deficit Disorder (ADD) can have serious effects on communication with co-workers and organizational assimilation. These effects are usually because of the behavioral differences that an ADD individual exhibits, particularly the inattentive, impulsive, and anti-social behaviors. The expectancy violation theory is used to illustrate why these behaviors influence co-worker communication the way they do. Uncertainty reduction theory helps in explaining why these symptoms make the assimilation process a challenging one. Knowledge of this disorder and its effects not only help individuals on a personal level, but can also improve organizational productivity.

“Real Time Network Traffic Capture and Analysis on a Public University Network”



James Copeland—Computer Science
Michael Bowman—Faculty Mentor

A honeynet was set up on the campus using a public range of Murray State IP addresses. This honeynet was setup to mimic a portion of the Murray State network. The objective was to gather as much information about the malicious traffic that comes to the Murray State network. This research dealt with network and security analysis. It helped to reveal the types of attacks Murray State faces, whether automated or not.



***“What is the Relationship Among Sycophantic Behavior,
Supervisor-Subordinate Communication,
Co-worker Relationships and Trust?”***

Kelly Jo Drane—Organizational Communication
Lou Tillson—Faculty Mentor

The purpose of this project was to discuss the relationship among sycophantic behavior, supervisor-subordinate communication, co-worker relationships and trust. The variables tied together with the Leader-Member Exchange Theory of Graen and Scandura, and Machivellianism of Christie and Geis. By reviewing the literature, and in light of the two theories, a conclusion was reached: subtle sycophantic behavior does in fact have a positive influence on supervisor-subordinate communication and co-worker relationships, if trust is maintained.

“Diagnosing Retirement”

Brian Robertson—Finance
David Eaton—Faculty Mentor



Over the course of their working life, retired individuals have accumulated, hopefully, a large nest egg to finance their retirement. During this accumulation period, these retirement accounts have prominently been growth oriented, but now a more conservative investing strategy needs to be implemented, one more focused on capital preservation. What is the best investment strategy to ensure that this nest egg will last through retirement? Several factors need to be considered, for example, how can we reduce the risk of outliving our retirement assets? How can we guard against inflation? Low investment returns? These, among others, are several very pertinent questions that must be evaluated in changing our investing strategy. In retirement, one must become even more diligent in composing a portfolio well diversified among many asset classes. This research sought to find solutions to these problems, presenting asset allocations that that will satisfy particular criterions. To do that, we investigated the optimal asset allocation between two primary asset classes, stock and bonds, over several twenty-five year periods dating back to 1950. We calculated efficient portfolios through optimizing various performance metrics including Coefficient of Variation (CV), Minimum Variance, Sharpe, and Value at Risk (VaR). We also calculated each efficient portfolio’s respective return, risk, and probability of loss. From this, we formulated allocation percentages of each asset class with respect to different risk levels for an individual’s retirement portfolio. Lastly, we compared our findings with current retirement products such as TRowe Price, TDAmeritrade, and Vanguard’s inclusive retirement funds.

**College of Business and Public Affairs
Members on the URSA Advisory Board:**

David Eaton

Terry Holmes