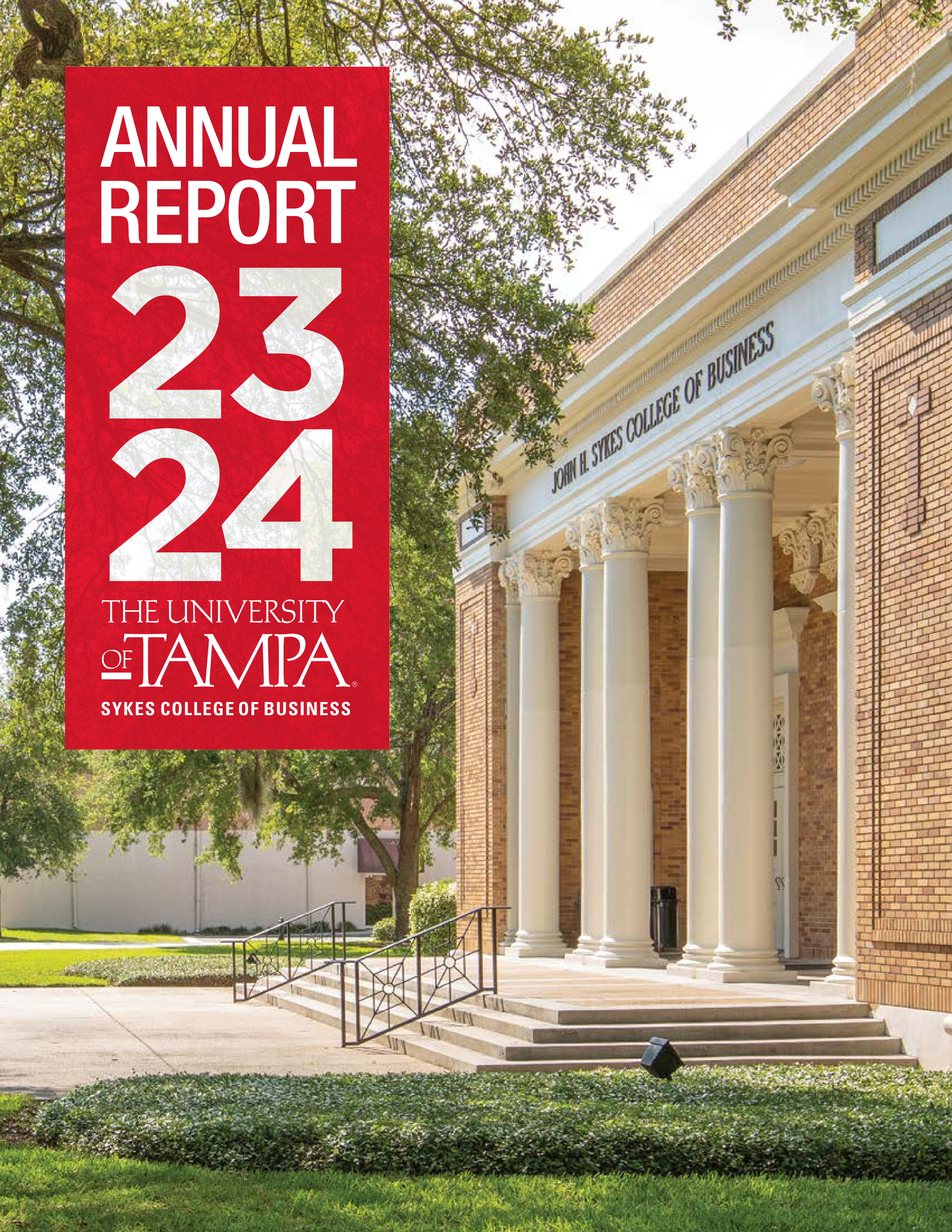
ANNUAL REPORT 23 24

THE UNIVERSITY OF TAMPA

SYKES COLLEGE OF BUSINESS



A MESSAGE FROM THE DEAN

Dear Friends and Supporters,

For the past 17 years I have had the privilege to lead the Sykes College of Business at the University of Tampa. As I enter my 18th year as dean, I remember when I started we had just over 1,500 students and approximately 55 faculty at the college. When joining the University, I was excited to see a business school with huge potential – outstanding faculty, curriculum and facilities in the heart of downtown Tampa.

The college has experienced amazing growth in both numbers and programs — evidence of our increased standing and higher societal impact. Enrollment exceeds 4,517 students and faculty numbers more than 137. We have a new MBA curriculum, doctorate in business program and new masters programs. Throughout, we have maintained our AACSB, ABET and SACSSOC accreditations and are seeking more recognition and other relevant accreditations.

It is my great pleasure to provide you the 2023-2024 annual report highlighting our most important achievements at the Sykes College of Business. As you will see from this report, we hired more distinguished faculty and staff members. Our ranking continued as part of the top 100 in *Bloomberg Businessweek* among the best MBA programs in the country. Our listing among The Princeton Review's best business schools 18 years in a row indicates a business school that is growing and is on the watch list of schools to achieve greatness. These are just a few of the many accomplishments made possible through the effort of faculty and staff who work tirelessly to improve what we do for students, the community and the educational environment every day. I am proud to be among these great colleagues.

We are continuously striving to enhance academic programs to ensure faculty are providing students the best and latest programs at both the graduate and undergraduate levels. We are working to increase and improve our online presence as well.

As in years past, we have continued our collaboration with the business community, particularly in three specific areas: innovation, engagement and impact. The faculty have influenced the business and academic world with practical research published in pedagogical and non-pedagogical peer-reviewed outlets. Students consistently praise the faculty for their teaching expertise and genuine care for student success. Educating and student involvement are hallmarks of being part of the University of Tampa.

Students are doing award-winning work and have been honored throughout the community, as you will see in the following pages. The five centers and institutes we have in the college — the TECO Energy Center for Leadership, the John P. Lowth Entrepreneurship Center, the Center for Ethics, the Naimoli Institute for Business Strategy and the Institute for Sales Excellence — all provide a variety of dynamic programs and services to the Tampa community. The Dean's Advisory Council, along with other supporters, alumni and friends, make us the strong college we are today.

This support, along with exceptional faculty and high-achieving students, are what make the College of Business truly unique. We urge you to visit us on campus, where we can give you a tour and host you for lunch if you are interested. Alternatively, you can write to us directly to get more involved or ask any questions.

F. Frank Ghannadian, Ph.D.
Dean

DRIVEN BY OUR VISION

Vision

To be a preeminent business school for preparing global business leaders.

Mission

Preparing students to succeed globally through multifaceted, experiential and academic learning opportunities.

Values and Goals

People First: *We attract, develop and support talented students, faculty and staff and embrace diversity within an equitable and inclusive environment.*

Teaching Excellence: *We focus on teaching excellence and high-quality student-centered education by preparing learners for success in technologically changing, complex business environments.*

Dynamic Programs: *We offer academically challenging and innovative graduate and undergraduate programs that prepare lifelong learners for the dynamic local, regional and global workplace.*

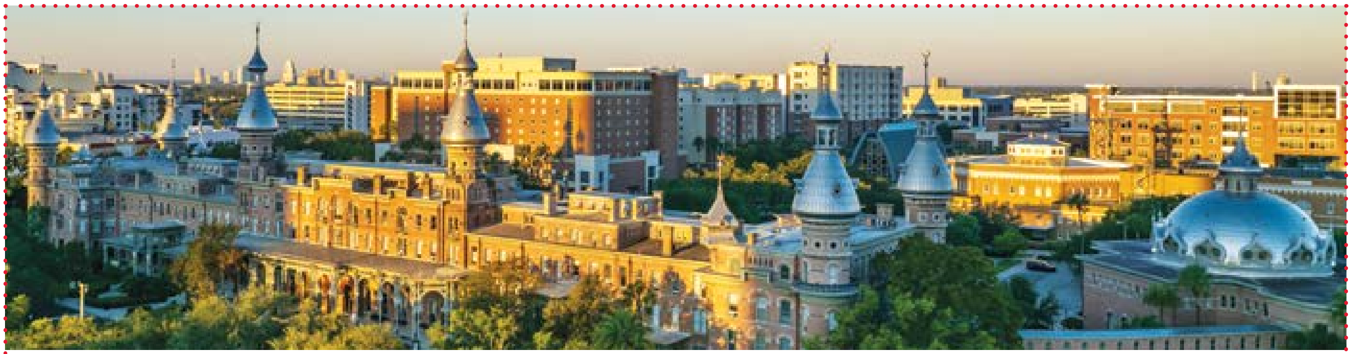
Scholarship: *We enhance faculty teaching effectiveness and advance business knowledge through impactful, high-quality intellectual contributions and scholarship.*

Partnerships: *We form strong alliances with universities, communities and businesses through our centers, institutes and other programs which impact our local and global communities by enhancing learning and engagement.*

AACSB ACCREDITED

ABET | Computing Accreditation Commission

(ISC)² INTERNATIONAL ACADEMIC PROGRAM



SINCE 2010 UT HAS BEEN INCLUDED ON FORBES' ANNUAL RANKING OF

AMERICA'S TOP COLLEGES

Forbes.com

17:1

FULL-TIME FACULTY TO STUDENT RATIO

UNIVERSITY OF TAMPA PHI KAPPA PHI

CHAPTER RECOGNIZED AS A

CIRCLE OF EXCELLENCE PLATINUM CHAPTER

GRAND CENTER

The ten-story, 460,000 sq. ft. facility will house over 600 students and add space and resources for the University's growing student body and vast academic offerings.

ONE OF THE BEST 389 INSTITUTIONS

FOR UNDERGRADUATE EDUCATION

TOP TIER &

OF THE CATEGORY REGIONAL UNIVERSITIES (SOUTH)

IN 2022, UT WAS INCLUDED AS A

MOST INNOVATIVE COLLEGE

SYKES COLLEGE OF BUSINESS **Undergraduate Highlights**

Bloomberg Businessweek

Bloomberg Businessweek's ranked Sykes College of Business as **#29 in diversity, #40 in entrepreneurship, #42 in learning, and #67 in networking.**

19 YEARS The Princeton Review®

The Princeton Review named Sykes College of Business **outstanding business school** for the 19th year in a row

200%

ENROLLMENT GROWTH IN THE LAST DECADE

Over the past decade, the Sykes College of Business **undergraduate enrollment has more than doubled** from 1,964 students in 2013 to 4,135 in 2023

AACSB ACCREDITED **TOP 5%**

Sykes College of Business is among the **elite top 5 percent** of business schools worldwide with AACSB accreditation

The 191,000-square-foot Jenkins Health and Technology Building's one-of-a-kind Advanced Digital Learning Center helps students become more digitally literate. In its first year, the center conducted more than 1,000 sessions with 20 guest speakers and 32 types of programs. This building is an innovative addition to the Sykes College of Business and the Maureen A. Daly Innovation and Collaboration Building, which houses the 25,000 square foot John P. Lowth Entrepreneurship Center, numerous classrooms, faculty offices and additional parking.

PEOPLE FIRST **Welcome New Scholars and Staff**

Zefeng Bai
Assistant Professor, Information and Technology Management
B.S., Iowa State University, 2014
M.S., New Jersey Institute of Technology, 2015
Ph.D., Bentley University, 2022

Valerie Bartelt
Associate Professor, Information and Technology Management
B.A., Wheaton College, 2000
M.S., Indiana University Bloomington, 2006
M.S., Indiana University Bloomington, 2009
Ph.D., Indiana University Bloomington, 2011

Federico Giovannetti
Assistant Teaching Professor, Cybersecurity
B.S., Universidad Simon Bolivar, 1989
M.S., Rutgers University, 1995
DBA, University of South Florida, 2022

Lisa Monahan
Assistant Professor, Marketing
B.A., Amherst College, 1999
MBA, Columbia University, 2004
Ph.D., University of South Florida, 2007

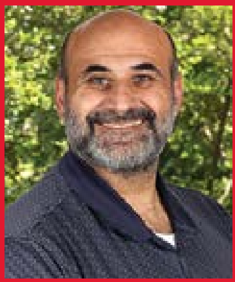
Patrick Newman
Assistant Teaching Professor, Economics
B.A., Rutgers University, 2013
M.A., George Mason University, 2015
Ph.D., George Mason University, 2016

Kevin O'Brien
Visiting Lecturer, Finance
B.S., University of South Florida, 2012
M.S., University of Tampa, 2015
MBA, University of Tampa, 2015

Stephen Poteet
Assistant Teaching Professor, Economics
B.A., University of South Florida, 2012
M.A., University of South Florida, 2014
Ph.D., University of South Florida, 2020

Erfan Rezvani
Assistant Professor, Information and Technology Management
B.S., Mazandaran University of Science and Technology (Iran), 2016
M.S., Chalmers University of Technology (Sweden), 2009
M.S., University of Delaware, 2014
Ph.D., University of Massachusetts Amherst, 2019

John Ross
Assistant Professor, Management
B.I.S., Arizona State University, 2008
MBA, Drexel University 2010
Ph.D., New Mexico State University, 2017



Kusay Rukieh
Assistant Teaching Professor, Information and Technology Management
B.S., North Carolina State University, 2000
M.S., North Carolina State University, 2003
Ph.D., Florida Institute of Technology, 2010

Mingyan Xu
Assistant Professor, Information and Technology Management
BEc, Beijing Forestry University (China), 2013
M.S., University of Delaware, 2015
Ph.D., Baruch College, 2023

Yeosong Yoon
Assistant Professor, Finance
B.S., University of Washington, 2010
M.S., John Hopkins University, 2018
Ph.D., Auburn University, 2023

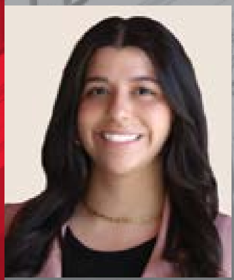
Anna Zaitsev
Assistant Professor, Information and Technology Management
M.S., Aalto University, 2008
Ph.D., University of Sydney (Australia), 2018

Peyman Abdollahi
Cybersecurity Lab Coordinator,
Information and Technology Management

Zoe Baker
Staff Assistant I,
College of Business

Jacqueline Meyer
Academic Advisor,
Graduate Business Programs

Matt Mulcahy
Staff Assistant I,
Graduate Programs



Leshell Santiago
Staff Assistant I,
College of Business

TEACHING EXCELLENCE **Sykes Innovates, Engages and Impacts**

The University of Tampa has approximately 1,724 wi-fi access points campus wide and services 15,000+ wireless clients at any given time.

Investments in Technology and Infrastructure

UT has invested $950 million in cutting edge buildings and facilities to provide students with state-of-the-art technologies, computer labs, cybersecurity spaces and virtual production studios. The new 191,000-square- foot Jenkins Health and Technology Building exemplifies the University's investments in premier information technology infrastructure. UT works closely with the Tampa Bay business community and high-tech leaders such as ConnectWise, Digital Hands and ReliaQuest to enhance its graduate and undergraduate programs and experiential deliveries.

The Sykes College of Business offers undergraduate majors in Business Information Technology, Cybersecurity, Financial Enterprise Systems, International Business with a Management Information Systems (MIS) specialization and Management Information Systems. The Sykes College of Business also offers a Master of Science degree in Cybersecurity and Master of Business Administration degrees with Cybersecurity or Information Systems concentrations.

A Heart for Helping the Tampa Bay Community

The University offers a Nonprofit Management Certificate in partnership with the Nonprofit Leadership Center of Tampa Bay and with the support of the Conn Memorial Foundation. Students meet in a cohort-based, week long, intensive 12-credit-hour course that focuses on effective board governing, strategic planning, budgeting, marketing, fund raising, leading human capital and developing a business plan. Students can earn certificates within or outside of UT's MBA program. Certificate earners often secure leadership positions in local nonprofit businesses, as exemplified by Molly James, the CEO of the Metropolitan Ministries.

Molly James
CEO, Metropolitan Ministries Foundation
Nonprofit Certificate '23

Molly James received her Nonprofit Certificate in the Fall of 2023. Recently named Metropolitan Ministries Foundation CEO, James will lead the Foundation's planned giving program and nurture relationships in the community on behalf of the Ministries in her new role.

Spartan Undergraduates Experience the Real Madrid and More

Assistant Professor of Management Ashley Salaiz and Associate Professor of Management Thom Pittz led a group of business students on a travel course to Madrid, Spain. The two-week course introduced students to the Principles of Management as they engaged in both classroom learning and visits to several companies. Hearing from business professionals in an international setting and visiting the innovative workspaces was a transformational way to augment the traditional classroom setting.

During the two weeks, students visited with several companies from multiple industries, including La Liga, ING, We Are Knitters, Acciona, Eviden and NTT. They also enjoyed experiencing all that Madrid has to offer — visiting museums, exploring Madrid's famed El Retiro park, touring the Real Madrid stadium, learning about the (controversial) pastime of bull-fighting in Spain and visiting the medieval town of Toledo.

Professors Salaiz and Pittz plan for this inaugural trip to Madrid to be an annual offering for future students.

"I arrived in Madrid this past Sunday for a University of Tampa travel course in Business Management. After attending a Real Madrid match and going on a stadium tour, I was so excited for our first company visit at La Liga's main office in Madrid. We learned all about their business model, how they define themselves as a company in the entertainment industry rather than in the sports industry, their implementation of influencer marketing and how they continue to remain technologically dynamic."
— Lauren Handy, marketing major

"I would like to extend my gratitude to the MGT 330 professors for making my involvement in our Principles of Management course over the past two weeks in Madrid so special. Studying abroad and meeting with seven different companies in Spain was an invaluable experience, as it allowed me to expand my professional knowledge while learning about the exciting culture around me. Not to mention, the food in Spain is spectacular. I look forward to traveling again!"— Gabe Mudd, accounting major

Economics Students Travel to Washington DC

In October, Mike Coon, Aaron Wood and Abby Blanco took students from the Adam Smith Society to Washington, D.C. to do site visits in the Capitol area. Students met with individuals in think tanks, university-affiliated research centers, Congressional staff and private firms. The goal of the trip was to expose students to different career possibilities with their economics degrees and to introduce them to possible employment opportunities.

"The Adam Smith Society has a profound impact on students like me. The recent trip to Washington, D.C., was eye-opening and invaluable. As a soon-to-be graduate with an economics degree, I found myself grappling with uncertainty about my career path and how to best utilize my education. This trip granted me newfound clarity, illuminating the exciting opportunities that await. It has offered me a insight into the diverse career pathways available, and how I can make a positive contribution to the field of economics." — Valarie Greene '23, economics major

Economics Professor Creates "Think-Pair-Share" Substack Resource

Since she started teaching economics, Professor Stefani Milovanska-Farrington's goal has been to bring theory into the real world and to increase students' interest and engagement. She started to create worksheets with questions based on recent news articles that are relevant to the students and provides real-world examples of the material covered in introductory economics courses. In January 2023, she launched "Choice: Economics materials for success" on Substack to help colleagues stay relevant in their classes as well.

Milovanska-Farrington typically adds a new worksheet based on interesting and current events every week. In her classes, she uses the worksheets for class discussions and Think-Pair-Share exercises. Students have shared that "applying it [the material] to real-world situations" stimulated their interest in economics, and the "worksheets helped the most because it required me to apply my knowledge to real-world [scenarios]."

In the summer of 2023, Milovanska-Farrington attended the annual JET SET conference to talk about strategies for effective learning, how these strategies could be applied in the classroom and their application to "Choice: Economics materials for success."

The presentation inspired economics educators from leading universities to discuss learning and teaching strategies for hours after the session and generated ideas for promising research collaboration. Furthermore, the Foundation for Economic Education (FEE) offered to fund Milovanska-Farrington's project.

She is excited to work in partnership with FEE for at least a year, to provide resources to students and colleagues to help them relate the material to the students and the real world and most importantly, to engage students and to inspire them to be lifelong, passionate learners.

Milovanska-Farrington makes the resources she creates freely available to anyone who is interested.

ABOUT

Stefani Milovanska-Farrington

Stefani Milovanska-Farrington, Ph.D. is an associate teaching professor of economics and a director of assessment. In addition to creating the "Choice: Economics materials for success" project in collaboration with the Foundation for Economic Education, Milovanska-Farrington is also the author of the textbook "Microeconomics: The Science of Choice." She also has experience in creating educational resources for MRU, Mercatus Center at George Mason University. She is a member of several professional affiliations, a CSWEP liaison, an IZA Research Affiliate and serves on the Academy of Economics and Finance Teaching Fellows Committee. Her research interests include microeconomics, labor, health, education and family economics. She has published articles in academic journals including Economics and Human Biology, Journal of Family and Economic Issues, Education Economics, Journal of Economic Studies, Acta Psychologica *and others. Since 2019, she has published 19 peer-reviewed academic articles and was awarded a Researcher of the Year Award in 2022. She has also delivered a number of academic presentations and has led several teaching trainings.*

Personal website:

¡VIVA ESPAÑA!

EMBA Consulting Projects in Spain

As part of the final course in the EMBA program, Global Strategic Management, EMBA students traveled to Madrid and Barcelona in March 2024 to learn about Spanish culture and business practices as well as participate in consulting projects with local companies seeking innovative solutions to strategic problems. The projects are an opportunity for the students to apply what they have learned throughout the EMBA program to solve real problems for real clients. Students quickly process information to accurately diagnose the relevant issues/problems and provide innovative solutions. For the clients, they get an outside perspective from highly qualified executive-level students.

The students were divided into teams to work on two consulting projects with the mutual goal of developing cutting edge concepts into viable business operations. One of the companies, Factorial, is an HR software company that was founded in 2016 and has experienced rapid growth funded by several rounds of venture capital (VC) funding by well-respected VCs from around the world. In total, Factorial has received over 200 million euros from funders and has a valuation of 1 billion euros.

Factorial operates in nine markets across Europe, North America and Latin America with offices in Barcelona, Miami, Sao Paulo and Mexico. The company has 1,000 employees that support 10,000 customers with approximately a 90% customer retention rate. With a future goal to expand operations in the U.S., Factorial asked the EMBA students to help them develop a go-to-market strategy for the U.S. market.

EMBA Cohort in Spain.

The second company, EM Exact, is a manufacturing company that has been in business for approximately 50 years. However, throughout the past half century, the company has periodically shifted its focus to adapt to changing market conditions. Now, EM Exact realizes it is once more at an inflection point and needs to address a market that is becoming increasingly competitive. The market dynamics are shifting again, and EM Exact's ability to sustain revenue growth is being challenged.

Originally in the parts design and manufacturing business for multiple industrial sectors, the company transitioned into a medical device company in 2008. As of 2024, approximately 80% of the business is in the dental device manufacturing sector, specifically in manufacturing prosthetic abutments (compatible abutments with the main dental implant brands). The EMBA students worked with EM Exact to develop a market repositioning strategy.

The students started working with their clients in January and spent several days in country gaining an in-depth understanding of the company. After the trip, they worked an additional two months to develop a strategic plan designed for immediate implementation and impact.

In addition to working closely with the project companies on developing strategic plans, the students interacted with local businesses to develop better insight into the cultural and business environment in both countries. For example, the students visited Dell and Amazon in Madrid and an organic, sustainable oil olive company, Torclum. Senior leaders from all companies discussed the benefits and challenges of operating in Spain.

TEACHING EXCELLENCE **Sykes Innovates, Engages and Impacts**

New Tools Connect Marketing Research and Social Media

INNOVATION: Mark Bender, Ph.D., assistant professor of marketing, developed an assignment that was a finalist for the teaching innovation contest hosted by the Society for Marketing Advances which he presented at the SMA 2023 conference in Fort Worth, TX in November. The assignment was an attempt to make marketing research more engaging and exciting by focusing on new tools and demonstrating how marketing research can be used in conjunction with social media/social listening. Students were tasked with collecting reviews for a product, organizing these reviews in a meaningful manner, performing a manual thematic and sentiment analysis on the collected reviews and then making marketing recommendations given their findings. Bender reached out to a professional in the field of using user-generated content/reviews to inform marketing strategy, Matt R. Vance. Vance wrote a book on the topic, and was willing to share excerpts from his book for students to first read.

Bender also connected with REVIEWS.ai. Students were granted free access to the REVIEWS.ai platform, which automatically collects reviews for products of interest and performs a variety of thematic and semantic analyses on the reviews. REVIEWS.ai also makes use of AI (similar to ChatGPT) in which the reviews data is prompted into the AI, and then students can interact with the REVIEWS.ai chatbot to gain insights, exposing them to the value of AI in marketing research.

Marketing Strategy students create a strategic marketing plan for client Curious Refuge.

Artificial Intelligence, Marketing Strategy and the Curious Refuge

ENGAGEMENT: In Fall 2023, Mark Bender's two sections of Marketing Strategy students worked with a live client to develop a strategic marketing plan for the client's company. Bender was very excited to be able to land Curious Refuge as the client.

Curious Refuge went viral when they used AI to develop (and then release) a trailer for a mashup that reimagined Lord of the Rings as a Wes Anderson film. Since the trailer's release, Curious Refuge has been all over the news and inserted into the debates of the role of AI in filmmaking. They also created an online class to start teaching others how to use AI in creative enterprises like filmmaking and advertising.

Bender connected with the innovative company after taking their online class and created the exceptional opportunity for students to develop a marketing strategy for a company with a first mover advantage in a very hot market.

DYNAMIC PROGRAMS **Sykes Enhances Educational Offerings**

Cybersecurity Sleuths Win First Place in Search Party Competition

By piecing together intelligence on the internet for evidence of real missing people, Cybersecurity Lecturer Angela Ramos and a team of cybersecurity students won first place in the TraceLab Search Party Competition. The team members were Alexa Feminella, Osama Shilbayeh and Jack LaFond. Over 30 UT students participated in eight teams, which competed against more than 300 participants and 100 teams. According to Director of Cybersecurity Alper Yayla, “this competition is open to anyone in the world, and the participants are a mix of students, working professionals and enthusiasts.” They coupled information on missing persons’ families and friends and worked with information from the dark web to help add valuable information to missing person cases. The event judges evaluated each team on the potential value to the missing person cases, which they later shared with law enforcement.

Cybersecurity Sleuths

Alper Yayla shared that “TraceLabs is a nonprofit organization dedicated to the reunification of missing people while training individuals in the tradecraft of open-source intelligence (OSINT), a technique used by cybersecurity professionals for threat intelligence. TraceLabs holds these Search Party Competitions periodically throughout the year to create a platform for crowdsourcing missing person investigations. These ticketed competitions often sell out within hours due to the popularity of the event. This recent competition was promoted as an opportunity to learn how OSINT is used in the real world and how students can use their technical skills to have a positive impact on society. The Sykes College of Business sponsored the participating students. Numerous organizations have contacted the students who shared their participation on social media to recognize their achievements.”

Voluntary Income Tax Assistance: Impacting the Community

For the 2023-24 tax filing season, students prepared tax returns for underserved communities in the Tampa metro area through the Volunteer Income Tax Assistance program (VITA) under the leadership of Steve Platau. Spring 2024 accounting graduates have completed close to 2,000 hours of volunteer service in the community. Their service is largely concentrated in VITA, Metropolitan Ministries, Feeding Tampa Bay and the Humane Society. Our hope is that by introducing graduates to the opportunity to give back to the community, they will find that the volunteer experience is positive for both the individual and the community.

Brazilian Students Enjoy a Week of Educational Immersion

Under the leadership of Hemant Rustogi, chair of the marketing department, the Sykes College of Business has hosted annual cohorts of Brazilian students and executives for well over a decade. In August 2023, students and faculty from FIA Profuturo Business School in Brazil traveled to Tampa to immerse themselves in in a week-long series of interactive seminars by Sykes’ faculty on a variety of business functions, such as entrepreneurial innovation, behavioral economics and brand management. They toured the John P. Lowth Entrepreneurship Center and learned about its business incubators and accelerators from Dean Koutroumanis, Ph.D., professor of management. The Spartan Incubator Program cultivates business ideas from recent graduates and early-stage community businesses, while the Spartan Accelerator Program pairs students with experienced mentors and business leaders to refine their business plans. They further gleaned valuable business insights during excursions at Port Tampa Bay and Seminole Hard Rock Hotel and Casino Tampa. The program culminated with a celebratory banquet dinner and award presentation at the Hotel Tampa Riverwalk in downtown Tampa.

SCHOLARSHIP **Selected Faculty Publications**

ACCOUNTING

Alfonso, E., Simonov, A. (2023). Are Companies Exploiting a Loophole in Reg FD? *Journal of Forensic and Investigative Accounting, 15*(1), 119-140.

Baaske, B. N., Eulerich, M., **Wood, D.A.** (in press). Improving Audit Quality with Data Analytic Visualizations: The Importance of Spatial Abilities and Feedback in Anomaly Identification. *Accounting Horizons*.

Beck, A.K., Reid, C.D., Wright, W.C. (2024). City-Level Audit Fee Pressure, Auditor Office Size, and Audit Quality. *Journal of Theoretical Accounting Research*.

Goodwin, R. C., Marley, R. N., Platau, S. M. (2023). Mitigate Fraud and Scope Creep Risk While Adding Value. *Florida CPA Today, 39*(4), 16.

Klevsky, E., Walters, M. (2023). Mitigating Auditor Burnout with an Energy Management Mindset. *ISACA Journal*.

Autrey, R. L., Jackson, K. E., **Klevsky, E.,** Drasgow, F. (2024). Connectors: A Catalyst for Team Creativity. *The Accounting Review*.

Marley, R. N., Mellon, M. J., MacAulay, K. D. (2023). Emily's Dilemma: An Examination of Tactics Used to Protect and Surrender Market Share. J*ournal of Accounting Education, 62*(1).

Platau, S. M. (2024). Help Reduce Risk with Formal Client Onboading. *Journal of Accountancy/AICPA*, 4.

Rossing, J. C. P., Tigre, J. (in press). Assessing the Transfer Pricing Automation Potential: The Role of Human Capabilities. *International Transfer Pricing Journal, 31*(2), 1-6.

Wood, D. A., Fulmer, B. P., Fulmer, S. M., al., e. (2023). The ChatGPT Artificial Intelligence Chatbot: How Well Does It Answer Accounting Assessment Questions? *Issues in Accounting Education, 38*(4), 1-28.

ECONOMICS

Coyne, C., **Blanco, A. R.** (2023). How to Run Wars: A Confidential Playbook for the National Security Elite. *Independent Review*.

Fitch, C., **Blanco, A. R.,** Paez, G. (in press). An Examination of the Intersectional Experience of Incarcerated Parents. *Corrections: Policy, Practice and Research*.

Connealy, N. T., **Blanco, A. R.,** Fitch, C. (in press). 1033 Program Data for Studying Policing and Militarization: An Open-Source Database in Response to Koslicki (2022)." *Taylor and Francis*.

Borja, K., Dieringer, S. M. (2023). Telling my Story: Applying Storytelling to Complex Economic Data. *Eastern Economic Journal*.

Diaz Vidal, D. (2023). Improving Long-Term Retention: Promoting Distributed Practice in an Introductory Economics Course. *Advances in Economics Education, 2*(1), 70-83.

Dixon, D. P., Tompson, G. J., Hoke, L. R. (2024). Tampa Theatre: Using a Strong Past to Strategize for a Successful Future. *Journal of Case Studies, 41*(Issue 1), 79-90.

Dorrell, J., Kancharla, A., Ambrosia, M. (in press). "Green Crypto Mining: A Quantitative Analysis of the Profitability of Bitcoin Mining Using Excess Wind Energy. *International Research Center for Energy & Economic Development, 48*(12), 21.

Milovanska-Farrington, S. V. (2023). Effect of Military Service on Fertility: Evidence from the 2001 Draft Suspension in Spain. *Journal of Economic Studies*.

Milovanska-Farrington, S. V. (2023). Job Loss and Food Insecurity During the Covid-19 Pandemic. *Journal of Economic Studies*.

Milovanska-Farrington, S. V. Gender Differences in the Association between Job Characteristics, and Work Satisfaction and Retention. *American Journal of Business*.

Milovanska-Farrington, S. V., Farrington, S. M. (2023). Compulsory Education and Fertility: Evidence from Poland's Education Reform in 1956. *International Economics and Economic Policy, 20*, 139-161.

Milovanska-Farrington, S. V., Geerling, W., Mateer, D. (2024). Female Influencers: The Economics behind the Millions. *Journal for Economic Educators*.

Milovanska-Farrington, S. V. (in press). What do we know from the Science of Learning, and How Can we Apply the Knowledge in the Classroom? *Teaching Business and Economics.*

Newman, P. (2024). Defending the Austrian Interpretation of the 1920-21 Depression: Reply to Borazan. *Quarterly Journal of Austrian Economics, 26*(4), 325-30.

Gray, N., **Petrova, O.** (2023). Teaching Root Cause Analysis in Healthcare Management with Grey's Anatomy. *Decision Sciences Journal of Innovative Education, 21*(4), 224-236.

Stinespring, J. R. (2023). Re-Thinking Fast and Slow. *Economic Thought*.

Stockwell, T. (2023). Should Models of Monetary Policy Asymmetry Include Interaction Terms? *The Journal of Economic Asymmetries, 27*(June 2023).

Tompson, J. H., Wood, A. D., Cardoni, A. (in press). The Impact of Strategic Alliance Participation on Firm Growth. *International Journal of Strategic Business Alliances*.

FINANCE

Gogineni, S., Jain, P., Upadhyay, A. (2024). Global REIT Regulations and Valuation. *International Review of Economics and Finance*.

Kim, S., Yoon, Y. (in press). CEO's Characteristics and Value Creation from Corporate Spin-Offs. *The Journal of Corporate Accounting and Finance*.

Lee, K. K., Miller, S. A., Tippit, A. The Association of Microfinance on Poverty and Income Inequality. *Journal of Income Distribution*.

Yoon, Y. (2023). CEO's Characteristics and Value Creation from Corporate Spin-offs. *Journal of Corporate Accounting & Finance* (Jul 2023), 158-183.

INFORMATION AND TECHNOLOGY MANAGEMENT

Al-Abdullah, M. (2024). The Mediating Impact of Ease-Of-Use on the Relationship between Perceived Risk and Intention-to-Use: Evidence from Point-of-Sale Systems. *International Journal of Information Systems Security (JISSec), 19*(3), 195-216.

Bai, Z. Examining the Association between Robo-Advisory and Perceived Financial Satisfaction. *Review of Behavioral Finance*.

Bai, Z., Steblovskaya, V., Wallbaum, K. (2023). Improving Retirement Coverage Durability with Target Volatility Strategy for Changing Interest Rate Environment. *Asia-pacific Journal of Financial Studies*.

Farkas, B. W., Shang, Y. (2024). Teaching Tip: Experiencing Business Challenges to Using Information Systems: A Simulation-based Learning Approach. *Journal of Information Systems Education, 35*(3).

Keshanian, K. (2023). Targeted Advertisements and In-Store Visits: Optimal Design of Mobile Advertising Campaigns. *Production and Operation Management*.

Shin, S. I., **Kim, J. B.,** Hall, D., Lang, T., Yang, S. (2024). Extracting Informational Cues between Initial Coin Offering Projects and the Public. *Psychology & Marketing, 41*(6), 1271-1288.

Kim, J. B., Zhong, C., Liu, H. (2023). What You Need to Know About Gamification Process of Cybersecurity Hands-on Lab Exercise: Lessons and Challenges. *Journal of Information Systems Education, 34*(4).

Liou, R.-S., Rao-Nicholson, R., **Shang, Y.** (2023). Stakeholder Salience: Corporate Responses During a Public Health Crisis. *Journal of Management & Organization*.

Alagoz, O., Avenando, S. A., **Oruongo, J.,** Zayas-Caban, G. (2024). Optimizing Patient Transitions to Skilled Nursing Facilities. *IISE Transactions/Taylor and Francis*, 14.

Harb, Y., Alakaleek, W., **Shang, Y.,** Harb, A. (2023). The Effect of Knowledge Management Practices Exploration and Exploitation on Individual Performance and Empowerment. *Journal of the Knowledge Economy* (2023), 1-22.

Yayla, A., Dincelli, E., S. P. (2023). A Mining Town in a Digital Land: Browser-Based Cryptocurrency Mining as an Alternative to Online Advertising. *Information Systems Frontiers*.

Zhong, C., Kim, J. B., Yayla, A. (2023). Enhancing Communication Among Remote Cybersecurity Analysts with Visual Traces. *IEEE IT Professional*.

Zhong, C., Liu, H., **Kam, H.-J.** (2024). Mining Reddit Users' Perspectives on Cybersecurity Competitions: A Mixed Method Approach. *Information and Computer Security*.

Zhong, C., Kim, J. B. (2024). Teaching Business Students Logistic Regression in R with the Aid of ChatGPT. *Journal of Information Systems Education, 35*(2).

Zhong, C., Goel, S. (in press). Transparent AI in Auditing through Explainable AI. *Current Issues in Auditing*.

SCHOLARSHIP **Selected Faculty Publications**

MANAGEMENT AND ENTREPRENEURSHIP

Brownlee, A. L., Dixon, D. P., Garcia, V., **Harris, A. V.** (in press). Leading with Compassion and Passion: A Case Study on Servant Leadership at the Crisis Center of Tampa Bay. *The CASE Journal*.

Clark, D. R., **Crawford, G. C.,** Pidduck, R. (2023). Exceptionality in Entrepreneurship: Systematically Investigating Outlier Outcomes. *Journal of Business Venturing Insights, 20* (e00422), 14.

Booyavi, Z., **Crawford, G. C.** (2023). Different, But Same: A Power Law Perspective on How Rock Star Female Entrepreneurs Reconceptualize "Gender Equality." *Journal of Business Venturing Insights* (e00374), 12.

Crawford, G. C., Joo, H., Aguinis, H. (in press). Under the Weight of Heavy Tails: A Power Law Perspective on the Emergence of Outliers in Entrepreneurship. *Journal of Business Venturing Insights* (e00447), 40.

Crawford, G. C., Linder, C., Lechner, C., Villani, E. (in press). Outlier Entrepreneurs: Nonlinear Paths and Novel Ventures. *Journal of Business Venturing Insights* (e00437).

Crawford, G. C., Bort, J., Wiklund, J., Lerner, D., Hunt, R. (2023). The Strategic Advantage of Impulsivity in Entrepreneurial Action: An Agent-Based Modeling Approach. *Entrepreneurship Theory & Practice*, 33.

Goodman, S. R., **Dixon, D. P.** (2023). Girl Scout Camps: A Strategic Evaluation. *Journal of Case Studies, 41*(2), 71-77.

Shah, K., **Dixon, D. P., Bear, M. M.** (2024). Simba Global Partners: A Leadership Case Study. *International Leadership Journal, Winter 2024*(16/1).

Faifman, L., Pittz, T. G., Weaver, K. E., Salaiz, A. Preparing Managers for Entrepreneur's Exit. *Journal of Behavioral and Applied Management*.

Koutroumanis, D. A., Dixon, D. P. (2023). Service Quality and Leadership in the Restaurant Industry Revisited: the COVID and Great Resignation Effect. *Journal of Applied Business & Economics, 25*(6), 34-41.

Brown, L. W., **Liou, R.-S.,** Hasija, D. (2023). EMNCs' Cross-Border M&As and Political Distance: Does Corporate Political Activity Matter? *Thunderbird International Business Review*.

Liou, R.-S., Ting, P.-H., Chen, Y.-Y. (2023). The Cost of Foreign Ownership? Voluntary Sustainability Reporting and Financial Performance in an Emerging Economy. *Cross Cultural & Strategic Management Journal*.

Conroy, S., Trzebiatowski, T., **Liou, R.-S.** (2023). Intimate Partner Violence Disclosure in the Workplace: Examining Frequency, Workplace Occurrences and Pay Levels. *Journal of Workplace Behavioral Health*.

Liou, R.-S., Faifman, L., Ellis, K. (2023). Navigating Political Risk: Protectionism and Ownership Strategy in Cross-Border M&As. *Journal of Business Research*.

Pittz, T. G., Adler, T. (in press). Open Strategy as a Catalyst for Innovation: Evidence from Cross-Sector Social Partnerships. *Journal of Business Research*.

Pradies, C., Berti, M., Pina e Cunha, M., Rego, A., **Tunarosa, A.,** Clegg, S. (2023). A Figure is Worth a Thousand Words: The Role of Visualization in Paradox Theorizing. *Organization Studies.*

Ro, S., Galperin, B. L., Dixon, D. P., Belfiore, N. M. (2023). The Relationship between Experienced and Observed Harassment: The Role of Organizational Identification and Perceived Justice in a Higher Educational Context. *Higher Education Quarterly*.

Evans, K., **Salaiz, A.,** McKee, R. (2023). Creating an Empowerment Climate: Coordination as a Key Factor. *Journal of Business Strategy*.

Salaiz, A., Faifman, L. (2023). The Magic Number: Three Women on the Board. *Journal of Business Strategy*.

Thomason, S. J., Brownlee, A. L., Harris, A. V., Rustogi, H. (in press). Insights into Core Self-Evaluations and Psychological Entitlement for Small Business Hiring. *Small Business Institute Journal*.

Thomason, S. J., Galperin, B. (2023). Big brother is Watching at Amazon: Employee Responses during the Pandemic. *Journal of Critical Incidents*.

Thomason, S. J., Koutroumanis, D. (2023). What should Columbine Health Systems do in the Wake of a Discrimination Settlement? *Journal of Critical Incidents.*

Thomason, S. J., Weeks, M., **Rustogi, H.** (in press). Delegitimizing Competitors as a Strategy: Examining Legitimacy Strategies of Planned Parenthood and Care Net. *Global Journal of Business Disciplines*.

Thomason, S. J., Rustogi, H. (in press). Navigating Turbulence at the Continental Oil and Gas Association: Implementing a plan. *Journal of Critical Incidents*.

Tunarosa, A. (2023). On solid Grounds: Dynamic Emplacement and Category Construction in U.S. Specialty Coffee, 1974-2016. *Strategic Organization/ Sage Publications, 21*(1), 52-88.

Tunarosa, A., Le, P., Pradies, C. Running on Coffee: Paradox Persistence in the US Coffee Industry, 1910–2020. *Business History*.

Weaver, K. E., Haim-Faridian, P. (2023). The Power of Posture: Organizational Reputation Following Product Failures and the Role of Strategic Posture of the Firm. *Journal of Strategic Marketing*.

Welch, J. S. (2023). Visioning Strategy through the "Johari window": Discovering Critical "unknowns" in a Rapidly Evolving Context. *Strategy and Leadership*.

Welch, J. S. (2023). Replace, Restructure, Redevelop and Rebrand: A corporate Recovery Model to Bank on. *Journal of Business Strategy*.

Welch, J. S. (2024). Innovation vs. Insolvency: Is Storing Financial Assets on Decentralized Blockchain Networks worth the Risk. *Law and Financial Markets Review*.

Welch, J. S. (2024). Building an Organizational Legacy: Four key Principles for Responsible Leadership. *Development and Learning in Organizations*.

Xie, C. (2023). China's Air Purifier Industry Revisited: Implications for Competitive Strategy. *Journal of Management Policy and Practice, 24*(1), 118-127.

MARKETING

Darrat, M., Darrat, M., Darrat, A. (2023). On the Causal Interplay of FDI Inflows and Corruption: Evidence from China and India. *Asian Journal of Business Research*.

Darrat, A. A., **Darrat, M.,** Darrat, M. A. (2023). Does Wanting More Lead to Losing Control? Examining the Psychological Drivers of Compulsive Buying. *Young Consumers*.

Locander, D., **Darrat, M.,** Babin, B. J. (2023). How Salesperson Orientation Influences Creative Selling, Passive Deviance, and Organizational Outcomes. *Journal of Business Research*.

Gibson, S., **Darrat, M.,** Hsu, M. (2023). Examining the Impact of COVID19 Anxiety on Consumer Perceptions and Patronage of Convenience Stores. *AIMS Journal of International Management, 17*(3).

Darrat, M., Darrat, A. A., Darrat, M. A. (2024). Towards a More Accurate Assessment of the Tourism-Corruption Nexus. Journal of Policy Research in Tourism, Leisure, and Events.

Darrat, M., Darrat, M., Darrat, A., Koksal, A. (2024). The Causal Nexus between Corruption and FDI Inflows: Evidence from Five Latin American Countries. *Journal of Business and Economic Studies*.

Scholl, M., **Lunt, D. C.** (in press). Doing Good vs. Being Good: A Case Study in Overhead Ratios for Non-profits. *Journal of the Academy of Business Education*.

Monahan, L., Espinosa, J. A., Langenderfer, J., Ortinau, D. J. (2023). Did You Hear Our Brand is Hated? The Unexpected Upside of Hate-Acknowledging Advertising for Polarizing Brands. *Journal of Business Research*.

Zmich, L. J., Groza, M. (2023). Sales Organization Communication Quality and Salesperson Performance. *Journal of Selling, 231*(1), 38-49.

Saleh, A., **Zmich, L. J.,** Babin, B. J., Darrat, A. A. (2023). Customer Responses to Service Providers' Touch: A Meta-Analysis. *Journal of Business Research, 166,* 114113.

Anderson, K. C., **Zmich, L. J.,** Mertz, B. A., Hass, A. (2024). Are Your Students Aware of Social Media Wellness? A Necessary Macromarketing Curriculum Extension. *Journal of Macromarketing, 44*(1), 224-238.

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Researching the Outliers

Chris Crawford, assistant professor of entrepreneurship, conducts research on entrepreneurship — specifically, the formation of new order, whether that is a new venture, a product or service or a technological innovation. His goal is to develop a universal theory to explain and predict the emergence of the highest performing firms — the outliers. Crawford's research of nearly 22,000 firms in the U.S, Europe and Australia reveals that firm outcomes in entrepreneurship (e.g. annual revenue, number of employees, growth rate) do not conform to the symmetrical Gaussian (i.e. normal) distribution. Instead, outcomes are heavily right-skewed, often called "power law distributions," where a few outlier firms, such as Airbnb, OpenAI, Tesla and Uber, generate a disproportionate amount of the industry's total output.

Recognizing the skewed shape of these distributions is important for theory, policy and practice. Normal statistics would suggest that outliers are random anomalies and cannot be predicted. However, since we know that these heavy-tailed distributions exist in every measure of firm performance, we see a repeated pattern of outlier emergence. Effectively, this means that if we understand what inputs cause the emergence of outliers, we can manipulate those inputs to improve the performance of new ventures.

The theoretical framework Crawford created to explain and predict outliers has different names for different audiences, including the "Power Law Perspective" for peer-reviewed journals, "Rock Star Theory" for the mass media and "4E Framework" for students. In each, the primary drivers of outlier outcomes are resource endowments, expectations for future growth, engagement and environments.

This research is gaining significant traction, and Crawford was fortunate to have excellent co-authors help him publish five articles last year. "Exceptionality in Entrepreneurship: Systematically Investigating Outlier Outcomes" provided an overview of the power law perspective and a research agenda for future studies on outliers.

"Different But Same: A Power Law Perspective on How Rock Star Female Entrepreneurs Reconceptualize Gender Equality" investigated gender disparities in entrepreneurship and challenges the conventional view that female-led ventures underperform those led by men. By categorizing ventures into outliers and non-outliers, the research reveals that Rock Star female entrepreneurs who start with outlier endowments, expectations and engagement perform on par with their Rock Star male counterparts.

"Under the Weight of Heavy Tails: A Power Law Perspective on the Emergence of Outliers in Entrepreneurship" demonstrated that different measures of performance were sometimes less skewed than the "pure" power laws suggesting that some system-wide policies limit the potential of the highest performing firms and call for future studies to investigate how those policies could be improved.

"The Strategic Advantage of Impulsivity in Entrepreneurial Action: An Agent-Based Modeling Approach" discovered that, in

Chris Crawford
Assistant Professor of Entrepreneurship

uncertain environments, neuro-divergent founders had significant advantages and an increased probability of becoming an outlier when compared to neuro-typical founders. Finally, "Outlier Entrepreneurs: Nonlinear Paths and Novel Ventures: Nonlinear Paths and Novel Ventures" showed that when outlier founders formed new ventures with unique business models and extreme levels of engagement with stakeholders, they were most likely to survive; however, deviations from this novelty most often resulted in failure.

Besides these five publications in "A" journals last year, Crawford's research was also presented in: Boston; Knoxville, TN; Tallahassee; London; Ontario, Canada; San Juan, Puerto Rico; and Rome. More importantly, he integrated all this research into his teaching of entrepreneurship — Crawford is most proud that every one of his students can use the framework to guide them to become outliers in their personal and professional lives.

ABOUT

G. Christopher Crawford

Chris Crawford combines extensive industry experience, including founding his own consulting company, with academic expertise acquired through his Ph.D. in entrepreneurship from the University of Louisville in 2013.

Renowned for his teaching in entrepreneurship, leadership and strategic management across various institutions worldwide, Crawford has earned recognition and awards, including Best University Professor at Ohio University (four times) and the Sykes College of Business Teaching Innovation Award for integrating AI into the classroom. His research, notably his dissertation "Causes of Extreme Outcomes in Entrepreneurship," which garnered a $20,000 Kauffman Dissertation Fellowship Award, focuses on developing a comprehensive theoretical framework to explain and predict the emergence of outliers in entrepreneurship.

Crawford's "Rock Star Theory" — a universal framework for predicting high-performing ventures — has not only been published in leading journals like Journal of Business Venturing, Entrepreneurship Theory & Practice *and* Small Business Economics *but has also attracted a $200,000 grant from the National Science Foundation's Science of Organizations Program.*

His commitment extends to disseminating this knowledge through peer-reviewed publications, conference presentations, serving as an editor of a special issue on outliers and exceptionalism and editorial board member, and international collaborations, aiming to bridge the gap between academic research and practical application in entrepreneurship.

Mitigating Burnout with an Energy Management Mindset

The COVID-19 pandemic disrupted the business world, and the new normal that emerged post-pandemic has increased the demands placed on busy professionals, such as auditors, while decreasing the resources available to them. Unfortunately, situations where demands exceed resources can produce stress, and chronic workplace stress may result in burnout, a serious threat to employee productivity and wellbeing.

As both employees and their employers may be troubled by the consequences of employee burnout, both have a stake in preventing and decreasing employee burnout. However, they need the right mindset in order to do so. To help auditors develop this mindset and learn how to protect themselves from burnout, Elena Klevsky, assistant professor of accounting, and Melissa Walters, associate professor of accounting, wrote an article entitled "Mitigating Auditor Burnout with an Energy Management Mindset."

The article leverages the Sustainable Model of Human Energy proposed by Ryan Quinn, Gretchen Spreitzer and Chak Fu Lam to explain the dynamic process that leads to chronic workplace stress, and ultimately feelings of burnout. Based on insights drawn from this model, Klevsky and Walters develop strategies that auditors can use in the workplace to lower their personal stress levels and provide examples to help auditors understand what implementation of these strategies could look like in the real world.

In June 2023, the article was published in the *ISACA Journal*, which is distributed by the Information Systems Audit and Control Association (ISACA). With approximately 165,000 ISACA members worldwide, the impact of the journal article on auditors and IT professionals was significant.

Following up on this article, Klevsky and Walters wrote a post in August 2023 for the *ISACA Now Blog* entitled "How Organizations Can Help Auditors Avoid Burnout." The blog post explains what organizations can do to support employee energy management and avoid burnout in the workplace and how to utilize the strategies discussed in the journal article.

To share these ideas with a broader audience, Klevsky was interviewed in August 2023 by Robin Lyons from the *ISACA Podcast* about "Strategies for Avoiding Burnout."

Between the *ISACA Journal* article, *ISACA Now Blog* post, and *ISACA Podcast* episode, Klevsky and Walters have developed an energy management toolkit that auditors and other busy professionals can use to better manage their energy and avoid experiencing burnout.

PARTNERSHIPS **Centers Innovate, Engage and Impact**

John P. Lowth Entrepreneurship Center: Awards, Recognition and the New Venture Expo

The John P. Lowth Entrepreneurship Center within the Sykes College of Business hosted ten Florida colleges and universities in the **Governor's Cup** entrepreneurship pitch competition in February. Students pitched their business ideas to judges who evaluated them on their content, investment potential and viability. Morgan Bierbrunner won third place and a $2,000 prize for her company, Rush Power, which seeks to revolutionize personal training through pre-workout gummies.

At the **Annual Alumni Awards Ceremony** in February, the Lowth Entrepreneurship Center honored three individuals for their outstanding contributions to entrepreneurship and society. Marty Rifkin '82 received the Lifetime Achievement Award for his enduring impact and contributions to entrepreneurship. He and his wife Kate founded Northwest Natural Products and invented Gummy Vites and Vitafusion. Around 200 people attended the ceremony, which Rifkin said was "uplifting for all the entrepreneurs in attendance."

Martika Jones '19 won the Young Entrepreneur Award for her work in founding BUP, a company that produces customizable digital business cards and other time-saving digital networking tools. Val Marks received the Service to Entrepreneurs Award for her work with the Center's Board of Advisors. Dean Koutroumanis, associate director for the center, stated that "each awardee's journey reflects the transformative power of entrepreneurship, inspiring us all to reach greater heights and make a lasting impact on the world."

In April, the Lowth Entrepreneurship Center launched its largest **New Venture Expo** to date. The 74 presenting businesses included community businesses from the Spartan Incubator as well as undergraduate and graduate student businesses from the Spartan Accelerator. The center highlighted the creativity, ingenuity and diversity of its many entrepreneurs from all walks of life and from all over the globe.

Governor's Cup


The Daly Innovation and Collaboration Building houses the Lowth Entrepreneurship Center

PwC: Analytics and Accounting

Professors in the Accounting Department held two events to connect professionals, students and faculty. First, PwC presented "Analytics and Accounting," demonstrating the use of Alteryx in identifying revenue anomalies and highlighting the intersection of accounting and technology. PwC also hosted a tabling event in the Sykes College of Business atrium to discuss internship opportunities with students. Additionally, they welcomed Anglin Reichmann Armstrong, a new firm in Central Florida, to campus for a faculty lunch and had the pleasure of an onsite visit at RSM who shared insights about their expansion in the Tampa Bay accounting and advisory community.

The accounting professors extend their sincere gratitude to all the accounting professionals who generously share their expertise with students through formal and informal events and interactions. Their insights and expertise have a positive impact for UT students!

Beta Alpha Psi (BAP) UT Chapter Awarded Superior Status

BAΨ THE UNIVERSITY OF TAMPA

UT's Beta Alpha Psi (BAP) chapter maintained its superior status for the 2023-24 academic year by completing a significant number of professional and service hours, among other requirements to achieve this top-tier award status.The BAP chapter was thrilled and humbled to be a first-round winner of the Inclusive Leadership Award sponsored by EY.

When receiving notice of the superior status, the national BAP president noted that "UT's BAP Chapter far exceeded the baseline requirements of Beta Alpha Psi and has excelled in the areas of academics, professionalism, and leadership."

All BAP chapters are eligible to compete for this award, and UT's chapter was one of only 10 chapters to be recognized as a first-round winner. The final competition submission is in process for the Spring 2024 semester; we will learn whether the chapter placed in the top three for the final round of the competition at the upcoming BAP Annual Meeting in July.

Beyond the aforementioned award, it was another strong year for the Lambda Beta chapter in various other BAP-sponsored international competitions. Despite there being a significant number of submissions worldwide, the chapter was a first-round winner in two of the three Best Practices competitions that took place in Atlanta at the February mid-year BAP meeting. Moreover, two UT chapter representatives were selected to complete in the "Project Run with It" competition at the annual meeting in August 2023, where they teamed up with BAP members across the world to help problem-solve an issue facing a non-profit organization.

In addition to competing, the chapter hosted over 20 local financial information firms at weekly chapter meetings.

They also hosted more than 10 service events throughout the year, which included a "Stories for Kids" event where members record readings of various children's books to be sent to participating hospitals, volunteer hours through local Volunteer Income Tax Assistance (VITA) programs and creating cards and gifts for local school children and seniors.

UT's Beta Alpha Psi chapter held its second annual Alumni & Employer Mixer in April 2024, strengthening connections between students, faculty and professionals in the Tampa Bay area.

During this successful event, current students and alumni mingled over food and beverages. The BAP chapter is excited to continue to build a strong alumni network and include this event in the annual BAP schedule.

Naimoli Institute for Business Strategy

Since 1993, the Naimoli Institute for Business Strategy has been impacting Tampa Bay business owners and managers by offering a long-term strategic analysis of their firms. To date, students have performed comprehensive assessments for more than 650 firms by analyzing their industries, analyzing their companies and then making recommendations.

In the undergraduate capstone course, students compete in teams to conduct strategic analyses of a single company in order to win cash prizes for the best presentations. At the graduate level, students showcase their comprehensive consulting projects to multiple organizations.

In Fall 2023, undergraduate seniors analyzed OneTouch Direct, which provides outsourced customer contact services to big companies like AT&T and Sprint. Leaders at OneTouch awarded the first-place team $1,500; the second-place team $750; and the third-place team $500. In Spring 2024, 75 undergraduate teams competed for the client Pool Troopers LLC. Top winning teams shared a prize of $3,000.

"An Exploration of Career Paths in Accounting" and "More than Debits and Credits"

The Accounting Department has been actively engaging introductory accounting students through various events that connect students to industry professionals. Department faculty and staff piloted these initiatives in Spring 2023 and have expanded each semester to reach a wider student audience and gain more community involvement. This academic year, they connected almost 1,500 introductory students with professionals through classroom presentations, titled "An Exploration of Career Paths in Accounting," early in the semester. In the classroom, accounting professionals share their diverse experiences and answer questions. To conclude each semester, they host a networking and panel event called "More than Debits and Credits." Panelists share insights about accounting outside the classroom, as well as the future of the accounting profession, including the impact of artificial intelligence. Students get the unique opportunity to network one-on-one with professionals before and after the panel discussion.

Accounting faculty members are thrilled by the positive student feedback and the enthusiastic interest from professionals. If community members would like to participate in future events or collaborate with them on professional development for students, please reach out to professors Kralik (jkralik@ut.edu) or Baaske (rbaaske.ut.edu). They are open to new ideas and willing to help connect the community with students with unique events.

Ethics Hot Seat Speaker Series: A Woman's War on Human Trafficking and Addiction

During its Ethics Hot Seat Speaker Series in April, the Center for Ethics hosted Dottie Groover-Skipper where she shared how she mobilized the faith community to engage in issues of justice, human rights and addiction. The Center for Ethics was fortunate to discover this community powerhouse and facilitate the dissemination of her story.

For approximately four decades, helping humans in peril has been Groover-Skipper's mission. As the CEO of the HeartDance Foundation, Groover-Skipper has devoted countless hours to help people recover from the sex trade industry, addiction, incarceration, human trafficking, substance abuse and labor exploitation. Between 2014 and 2020, she worked under former Florida Attorney General Pam Bondi to form the Florida Statewide Council on Human Trafficking. In 2022, the National KNOW WOMEN Organization recognized Groover-Skipper as a "Woman of Impact" and "100 Women to Know in America." In 2023, the Hillsborough County Sheriff's Office awarded her the Lifetime Achievement Award.

Dottie Groover-Skipper

The Ethics Hot Seat Speaker Series is dedicated to bringing outstanding speakers to campus to engage students, faculty, alumni and the business community in thought-provoking dialogue about ethical issues.

Accounting Event

TGH Cohort (left) and University of Tampa coaches (right)

TECO Energy Center for Leadership: Tampa General Hospital Employees Advance in Leadership Skills

Almost every semester since Fall 2019, the TECO Energy Center for Leadership has had the pleasure to welcome employees from Tampa General Hospital (TGH) to campus in the Modern Advances in Leadership Certificate program. In Fall 2023 and Spring 2024, two cohorts came from a wide range of TGH departments including utilization management, rehabilitation and the bariatric and cancer centers. The Modern Advances in Leadership program allows leaders to design a set of educational experiences to best meet learning needs and career aspirations. The program includes a diverse range of topics: leading teams and increasing productivity; legal issues in human resources; multi-generational implications for the future at work; negotiations; mastering innovation; strategic thinking; and from blue ocean strategy to blue ocean leadership.

An integral part of the program is leadership coaching. During the program, participants develop a personal and professional plan under the guidance of UT's professional leadership coaches and community leaders.

After engaging with coaches and sharing information about their work experiences, background and dream jobs, participants are then paired with coaches who have mutual interests. They meet with their professional coaches three times during the semester and write three reflection papers.

Leadership Center faculty enjoy working with the cohort as the team members embark on their leadership journey — developing their interpersonal and leadership skills, attaining their career objectives and enhancing their involvement in the TGH and the Tampa Bay community.

Institute for Sales Excellence: Selling with the Bulls and More

The University of Tampa Sales Team has achieved significant success in various national sales competitions during the 2023-2024 academic year. These competitions involve rigorous preparation and training, providing students with valuable opportunities to enhance their knowledge, skills and practical experience. Top performers are recognized with awards, prizes and career opportunities. The Sales Team has earned multiple top honors, with several competitors reaching the finals.

Eden Alfassy, Thomas McCay, Carely Cunneen, Kevin Callahan, Madelyn Hutchings and Xavier Tahtabrounian placed 2nd overall team in the Selling with the Bulls competition.

The team secured second place overall in the Selling with the Bulls competition, with finalist placements in networking and prospecting events.

The team won first place in Speed Selling at the Challenger Sales Institute Collegiate Competition and had two semifinalists. At the American Marketing Association (AMA) National Conference – ICC Sales Competition, the team had a Speed Selling finalist, received an honorable mention and were recognized as an AMA Top 15th National Chapter. These achievements showcase the team's dedication and competitive excellence, enhancing their career opportunities and the University's prestige.

Vincent Mora received top honors at the Northeast Intercollegiate Sales Competition.

At the Northeast Intercollegiate Sales Competition, six students reached the semi-finals, and two advanced to the top four in the finals. In addition to participating in national competitions, the Institute for Sales Excellence is bringing the experience of these national competitions to all sales students by incorporating internal sales competitions. This past year, an internal competition was implemented in the university sales courses to simulate real-world sales scenarios and foster student engagement and skill development. Students were divided into teams and worked individually to compete in sales-related challenges such as elevator pitches, prospecting communication activities, role-playing client meetings and closing deals. The competition included various rounds of tasks and scenarios, with students evaluated based on criteria such as needs identification, communication skills and overall sales performance. This hands-on experience allowed students to apply theoretical concepts in a practical setting, gain confidence in

Madelyn Hutchings won first place in Speed Selling at the Challenger Sales Institute Collegiate Competition.

their sales abilities and receive constructive feedback from instructors and peers. The competition also added a fun and motivating element to the course, inspiring students to strive for excellence and work collaboratively.

The Sales Team’s outstanding performance in national competitions, coupled with the innovative internal competitions, highlights their dedication and competitive excellence, bringing prestige to the university and enhancing future career opportunities for the team members.

AWARD AND ACCOLADES **A Year of Remarkable Achievements**

OUTSTANDING GRADUATE AWARDS FOR 2023/2024

OUTSTANDING GRADUATE IN FINANCE:
Daniel Mitchell

OUTSTANDING GRADUATE IN MANAGEMENT:
Christopher Hosack

KEN JENSEN MEMORIAL AWARD FOR OUTSTANDING GRADUATE IN MARKETING:
Ara Nab

OUTSTANDING GRADUATE IN ACCOUNTING:
Alyssa Gonzalez

OUTSTANDING GRADUATE IN MANAGEMENT INFORMATION SYSTEMS:
Titoluwani Laniyan

OUTSTANDING GRADUATE IN CYBERSECURITY:
Angelo DeStephano

ADAM SMITH SOCIETY AWARD FOR OUTSTANDING STUDENT IN ECONOMICS:
Brandon Cordiano

OUTSTANDING GRADUATE IN BUSINESS INFORMATION TECHNOLOGY:
Halle Smith

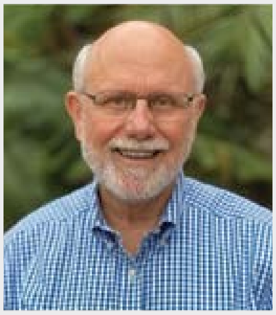
ALAN WEIMER OUTSTANDING ENTREPRENEURSHIP:
Austin Lindsey

DEAN'S AWARDS

TEACHING EXCELLENCE
Alper Yayla, Ph.D.
Director and Associate Professor of Cybersecurity

RESEARCHER OF THE YEAR
Deirdre Dixon, Ph.D.
Associate Professor of Management

OUTSTANDING SERVICE AND STUDENT INVOLVEMENT
Ali Jenzarli, Ph.D.
Professor of Information and Technology Management



OUTSTANDING PART-TIME FACULTY
Kimball "Kim" Adams
Accounting Instructor

TEACHING EFFECTIVENESS COMMITTEE AWARD

TEACHING INNOVATION
John Ross, Ph.D.
Assistant Professor of Management

Sykes College of Business Dean's Advisory Council

Dean R. Akers
Adjunct CEO

John "Jack" M. Barrett
President and Chief Commercial Services Officer
DFCU Financial

Eileen Canady
Global Marketing Director
BST Global

David Christian
Senior Vice President and Regional Manager for Community Affairs
Regions Bank

Bob Clark
President
Tampa Steel Erecting Co.

Joyce Cotton
Director of Marketing and Community Partnerships
WEDU

Christopher Lykes
Private Investor

Joel Manings
Managing Director
Merrill Lynch

Thomas Meachum
Vice President
Wealth Management Advisor, CFP
Merrill Lynch

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