



Sykes

Where Creativity Begins 2016 ANNUAL REPORT

THE UNIVERSITY
OF **TAMPA**
SYKES COLLEGE OF BUSINESS

A MESSAGE FROM THE DEAN



Dear Friends and Supporters,

I am happy to provide you with a glimpse of all the good work that has come out of the Sykes College of Business this past year. One of the challenges in writing this is that we have many noteworthy items and not sufficient space to cover them all in this annual report. The Sykes College of Business is on a positive trajectory of continuous improvement, strength, and is gaining a greater academic reputation every year. This past year we added new courses, new curricula, new academic programs, and improved our rankings. One of our new rankings puts us at No. 78 in Bloomberg Businessweek's list of best full time MBA programs. We deserve to be in the top 100 business schools in the U.S., and we finally have made a crack into this hard shell. This accomplishment is the culmination of the work of faculty and staff who work tirelessly to improve what we do for students, the community and the educational environment every day, and I am proud of this joint effort.

Our new cybersecurity program is picking up many undergraduate students, as the employment market is hot in this area. Our new M.S. in Entrepreneurship program has had two successful cohorts enrolled and is thriving. Our 4+1 MBA program is attracting a lot of our own good students who want to continue at UT. Our new Professional MBA program has brought in many professionals seeking to improve their management and leadership skills. An outstanding group of new faculty we have hired in the past year supplements these new programs. Please take a moment to study their credentials in this report.

As in years past we have continued our engagement with the community, been engaged in innovative programs, and have influenced the business and academic world with practical research published in pedagogical and non-pedagogical peer reviewed outlets. Our faculty is consistently praised by our students for their teaching and caring about the students. Teaching and student involvement are hallmarks of being part of The University of Tampa.

Our students are doing a phenomenal job in winning awards and honors, as you will see in the following pages. We are truly grateful to an outstanding community in Tampa who support our outreach programs and activities within the college. The four centers we have in the college: The TECO Energy Center for Leadership, the John P. Lowth Entrepreneurship Center, the Center for Ethics and the Naimoli Institute for Business Strategy are all providing a variety of programs and services to our community. Our involved College Advisory Council along with other supporters, alumni and friends make us the strong college that we are. The community's strong support, along with our outstanding faculty, and high-achieving students, are what makes our college truly unique. This annual report will give you a summary of the exceptional things that happened in the Sykes College of Business this past year. Please visit or write to us if you are interested in getting more involved or have any questions.

F. Frank Ghannadian, Ph.D.
Dean

One of the Elite Business Schools in the Southeast

Vision

To be recognized as the leading business school in the Southeast for preparing future world business leaders.

Statement on Our Vision

Business education for the future relies on innovation, adaptation and ensuring that our students are ready for a competitive world. With the dynamic changes in technology and new business practices globally, a business school, through its excellent faculty, must disseminate applicable research knowledge that would assist knowledge seekers to be ready for future challenges facing them and instruct them with the best information. We need to develop students who will become effective and visionary leaders and skilled decision makers with outstanding communications skills, a global perspective, and a foundation based on ethics.

Mission

Preparing students to succeed in the global marketplace through educational excellence.

Values and Goals

People First — We attract, develop and support talented students, faculty and staff.

Teaching Excellence — We focus on teaching excellence and high quality student-centered learning in complex business environments.

Dynamic Programs — We offer academically challenging graduate and undergraduate programs that prepare students for the dynamic local, regional and global workplace.

Scholarship — We enhance faculty teaching effectiveness and advance business knowledge through impactful intellectual contributions and scholarship.

Partnerships — We form strong partnerships and alliances with universities, communities and businesses that impact our local and global communities by enhancing learning and engagement.

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STUDENTS AT UT **We Focus On Our People**



Students at Beta Alpha Psi competition, from left: Yafeng Zhang, Stefan Cox, Kelly Moore, Anthony Viggiano, Brent Caramanica and Kelsie Woodman-Bodden

UT Students Place Second in National Accounting Competition and are Named One of the Top Eight Chapters in the Country

By Mary Keener, Associate Professor of Accounting

A team of UT students took second place in a National Beta Alpha Psi Best Practices Competition, which was held at the 2016 Beta Alpha Psi Annual Meeting in Baltimore, MD, on Aug. 4-6.

Four UT students competed in a section entitled Good or Great, which focused on making improvements at the chapter level. Because the UT team won the regional Beta Alpha Psi competition in February 2016, they

were invited to compete against the winners of the seven other regions from around the country at the annual meeting on Aug. 5. UT earned second place in this national competition, finishing ahead of other regional first place teams from Cal State Sacramento, University of Central Arkansas, Missouri State University, University of Notre Dame, University of Denver and Pacific Lutheran University.

The UT team included Brent Caramanica ACC '16, Stefan Cox MPR '16, Lucie Matulikova ACC '16 and Yafeng Zhang MS ACC '16.

Also, Kelsie Woodman-Bodden represented UT in the Project Run With It competition. Project Run with It (PRWI) furthers the community service component of Beta Alpha Psi and provides members with an opportunity to

engage in a real-world consulting project. PRWI 2016 involved 72 BAP student representatives chosen from universities around the country to develop solutions to real life business problems of actual not-for-profit (NFP) organizations located in the greater Baltimore area. Working in eighteen teams of four, the students had the equivalent of one and half working days to develop a formal presentation showcasing their solution to the business issues presented by the NFPs in their request for proposal for consulting services.

UT was one of only eight chapters from over 300 Beta Alpha Psi chapters around the country to win the Gold Challenge competition. This competition lets BAP students put their multimedia skills to use by creating a five-minute video that explains and/or demonstrates why their chapter deserves the award or why a top student would want to become part of the BAP organization.

The UT video can be viewed at www.youtube.com/watch?v=sq9kTY1_ltl.

Finally, the UT meeting attendees named above, along with incoming president Anthony Viggiano ACC '17 and incoming executive vice president Kelly Moore ACC '17, presented at a chapter operations session entitled "Building a Sense of Community."

The seven UT students were accompanied to the conference by their faculty advisor of eight years, Mary Keener, associate professor of accounting.

The Best Practices competition was sponsored by Deloitte LLP. The Project Run With It competition was sponsored by Moss-Adams. The Gold Challenge competition was sponsored by KPMG.

Students Launch UT Cybersecurity Club

By Alexis Phillips, Staff Assistant

Under the guidance and supervision of Miloslava Plachkinova, assistant professor of cybersecurity, the UT Cybersecurity Club launched in December 2016. The officers of the club include President Michael McKinley CSY '17, Vice President Ricardo Selgado MIS '17, Director of Communications David Eldridge CSY '17, and Director of Recruitment Jacqueline Sanders MIS '17. Together they have fostered the growth of the club to consist of over 60 enthusiastic students. The club was founded to help interested students learn new tools and network with industry leaders specifically focused in the cybersecurity field. Upcoming events for the club will include workshops, guest speakers, hack-a-thons and rounds of capture the flag. These events work together to ensure UT graduates are prepared to meet the demands of a growing and challenging career in cybersecurity.

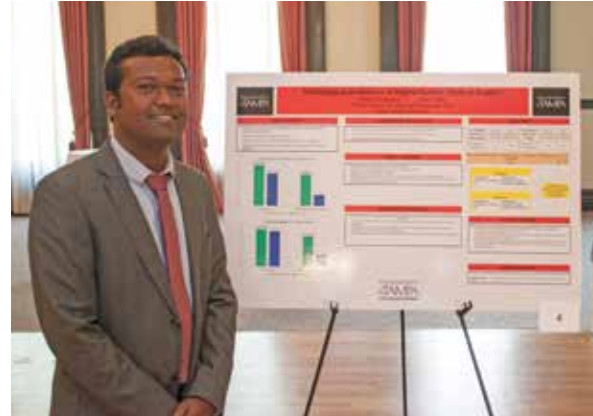
Third Annual Student Research Day

By Alexis Phillips, Staff Assistant

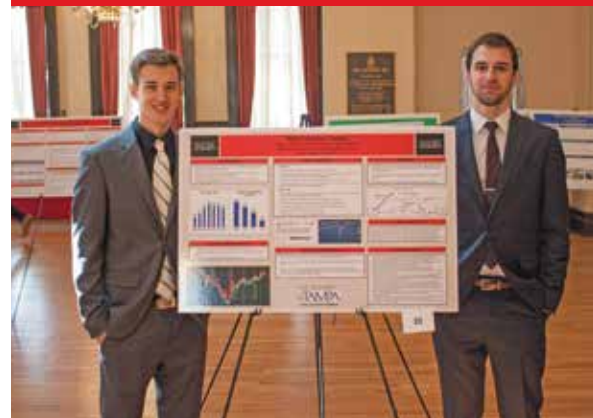
For the third year in a row, the Sykes College of Business hosted Student Research Day. This is an exciting opportunity for graduate and undergraduate students to conduct their own research and present their own original findings as part of an independent study class supervised by a faculty member. The poster presentation session allows students to present their findings, and discuss them with faculty members and fellow students.

This year there were 36 projects between three categories, graduate student research, undergraduate qualitative research and undergraduate quantitative research. First place for graduate student research went to Nanda Thiyagarajan, an MBA student, for his project "Technological Proficiency of Digital Natives: Myth or Reality?" which examines the technological problem solving skills of the "digital native" generation. First place for undergraduate qualitative research went to two finance students, Brice Jones and Anthony DiPhilippo for their project "High Frequency Trading" which examines the recent popularity, risks, and benefits of high frequency trading. First place for undergraduate quantitative research went to three finance students, Kelsey Yorke, Lily Pass, and Matt Bilak for their project "Tweets and Trades" which examines the impact of the Twitter on the world of finance, specifically stock returns.

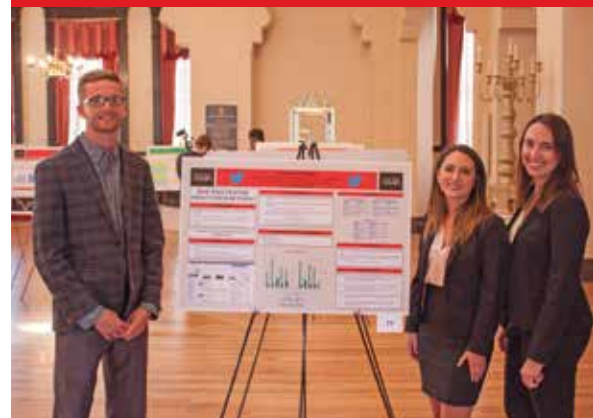
The Sykes College of Business would like to thank the following faculty for their support in making this event a success; Karla Borja, associate professor of economics; Lonnie Bryant, associate professor and chair of finance; Dierdre Dixon, assistant professor of management; Christine Harrington, assistant professor of finance; Giles Hertz, associate professor of business law and entrepreneurship; Marcus Ingram, associate professor of finance; Vikas Jain, associate professor of information and technology management; Chris Maurer, assistant professor of information and technology management; Mia Plachkinova, assistant professor of cybersecurity; and Natasha Veltri, associate professor of information and technology management and associate dean.



Nanda Thiyagarajan MBA '16



Brice Jones FIN '16 and Anthony DiPhilippo FIN '17



Matt Bilak FIN '16, Lily Pass FIN '17 and Kelsey Yorke FIN '17

STUDENTS AT UT **We Focus On Our People**



From left: Luciano Perdomo FIN '18, Cheney Ceil MBA '17, Jennifer Finney MS '18 and Jonathan Truong ENT '18

UT Hosts Hult Prize Competition

By Alexis Phillips, Staff Assistant

Every year the Hult International Business School collaborates with the Clinton Global Initiative and tasks college students with tackling a glaring issue that can be solved via innovative enterprise. The specific mission for

2016 was to double the income of 10 million people living in crowded urban spaces by 2022. UT had the pleasure of hosting one of the preliminary rounds in the Lowth Entrepreneurship Center. Among the contestants was a company concept called Unnati, which means growth and prosperity. Unnati created a mobile app that provides micro loans for refugee businesses to grow.

They provide micro loans through a partnership with micro financial institutions, allowing businesses to expand and creating employment for refugees. The app also connects refugees who are searching for employment, and can work within refugee camps, slums and temporary settlements.



From back left: Writwika Das, Michael Hartman, Daniela Ramirez, Austin MacFarland, Jennifer Finney and Arnab Pandey

Students Compete in Emory Global Health Case Competition

By Mia Plachkinova, Assistant Professor of Cybersecurity

In October 2015 The University of Tampa was among the 23 teams selected to participate in the Emory Global Health Case Competition. This annual event is organized by Emory University and took place in April 2016. Some of the other teams were Cornell University, Harvard University, University of Minnesota, University of Melbourne, USC, UC Berkeley, and New York University, among others. This competition addresses comprehensive global health issues and requires true transdisciplinary work. One of the requirements of the teams was to include students from at least three different colleges across campus.

UT held a rigorous internal competition to

select the best students to represent UT. Four teams competed in the previous year's case and the tryouts in early February were judged by Mia Plachkinova (ITM), Allison Kaczmarek (HSHP) and Juliane Mora (Speech). The six selected students were: Jennifer Finney '16, public health with a minor in sociology; Daniela Ramirez '16, double major in criminology and government and world affairs with a minor in cybersecurity; Michael Hartman '17, management with a minor in political science; Austin MacFarland '16, public health with a minor in sociology; Arnab Pandey MBA '16; and Writwika Das MBA '17.

This was UT's first time to participate in the Emory Global Health Case Competition and while the team did not make it to the finals, the students showed the high quality and rigor of the education they receive at UT. Their solution was innovative and approached the health issues of women in India from a new and interesting perspective.

UT Student Wins Governor's Cup of Florida Award for Best Business Concept

By Rebecca White, Professor of Entrepreneurship and Director of Lowth Entrepreneurship Center

UT student-owned business Storedby, owned by John Publicover (IB and FIN '16), was awarded Best Business Concept in the inaugural Governor's Cup of Florida Business Model Competition. The Business Model Competition is unique in that it focuses on the inputs of an entrepreneurial business, whereas most competitions judge by the output. The goal of this competition is to improve the success

rate of new ventures and foster young entrepreneurs in helping them save time and money. Storedby is part of the Spartan Accelerator, which provides large spaces for student entrepreneurs to work on their startup businesses. Six Florida universities and eight judges participated in this year's competition, which was sponsored by the Roundtable of Entrepreneurship Educators of Florida (REEF). REEF is an organization that unites educators, thought leaders and students throughout Florida's higher education community.



DYNAMIC PROGRAMS **New Thinking, New Opportunities**

Bloomberg Businessweek **Ranks UT Among Best** **Graduate Business** **Programs**

By Alexis Phillips, Staff Assistant

Bloomberg
Business

For the first time, *Bloomberg Businessweek* ranked UT among the best MBA programs in the U.S. in 2016, ranking 78th overall, 6th among private universities in the southeast and 3rd in Florida. This is a huge acknowledgment of the hard work and dedication put in by the faculty, administration and staff at UT. Bloomberg determines its rankings based on data compiled from more than 1,000 recruiters,

15,000 alumni and, 9000 recent graduates. The data includes an employer survey of how well MBA students are prepared upon entering the workforce, an alumni survey including program feedback, job satisfaction and increase in median salary. Other key factors are the school's job placement rates and starting salaries of new graduates.





Explosive Enrollment Growth of Cybersecurity Program

By Kenneth Knapp, Associate Professor of Information and Technology Management and Director of Cybersecurity Programs

Since its first semester in the fall of 2015, UT's cybersecurity major has experienced explosive growth. In August 2015, the new program had 35 undergraduate majors and 18 minors for a total of 52 students. In February 2017, the program had 142 majors and 42 minors for a total of 184 students. This represents 350 percent growth in less than two years.

There should be little wonder why students are attracted to the cybersecurity major at UT. The UT cybersecurity lab offers a modern cyber range that gives students hands-on access to modern "hacking" tools that help students hone skills and develop technical confidence.

Moreover, multiple surveys have found that a global cybersecurity job shortage exists and that available jobs pay well (for more information, visit www.cyberseek.org). The cybersecurity field itself is both challenging and exciting. A good cybersecurity professional needs a balanced mix of technical and business knowledge to successfully protect business organizations from security incidents, something that the

Sykes College of Business cybersecurity curriculum provides.

In 2016, the cybersecurity lab received the prestigious ISO 27001 certification, a recognition that the lab is managed by the same standards and policies recognized as international best practices. By achieving this certification, the faculty and lab coordinator, Ryan Burcel, demonstrate that we "practice what we teach" when it comes to managing and securing the lab.

We anticipate undergraduate cybersecurity enrollments to continue to grow for the next year before beginning to level out. Additionally, we will be offering graduate programs in cybersecurity in the coming year.

DYNAMIC PROGRAMS **New Thinking, New Opportunities**

FGV Leadership Program

By Jessica Luce, Staff Assistant

The 2016 FGV Leadership Program focused on international business immersion and development of leadership skills for our colleagues from Brazil. The group of 50 executives from FGV, Brazil attended lectures from select UT faculty on a wide range of business subjects. In addition, the group was addressed by local corporate leaders and visited sites including the Port of Tampa Bay and Seminole Hard Rock Hotel and Casino. This annual event was hosted by Hemant Rustogi, Dana professor and chair of marketing, with coordination assistance from Judith Washburn, professor emerita, and Jessica Luce, staff assistant.



Hemant Rustogi with FGV Leadership Program students

Area Children Get Smart with GETSMART

By Natasha Veltri, Associate Professor of Information and Technology Management

The Department of Information and Technology Management held its annual outreach program GETSMART (Getting Everyone to Study Math and Related Technologies) in October with almost 70 local elementary, middle and high school students in attendance. The department ran five hands-on activities for the students: Code a Drone, Out of The Maze – Programming with Blockly Games, Inside Computer, Solar Robots and Cryptography. More than 20 volunteers contributed to this successful event, which was well-received by the community, including UT faculty members Harold Webb, Natasha Veltri, Klara Nelson, Chris Maurer, Mia Plachkinova and staff member Maria Torres. UT student volunteers included Anthony Bilotto MIS '16, Margareta Grantze MBA '17 and Lucas Domeij MS FIN '17.



GETSMART students in October 2016

COB Graduate Business Students Visit Peru

By Amy Beekman, Director of Graduate Business Programs, Director of Nonprofit Management Program and Associate Professor of Management

This year, Peru was the destination of choice for COB graduate business programs travel study courses. In January a group of MBA students were accompanied by Hemant Rustogi and Amy Beekman to Lima and Cusco,

Peru. In Lima, the group visited companies that reflected the economy of Peru, including the largest natural gas producer in Peru, a fruit and vegetable exporter, a fiber developer and manufacturer, a fish processing facility and a mining company. The trip concluded in Cusco with a visit to a Peruvian brewery, a local nonprofit weaving co-op and an unforgettable trip to Machu Picchu.

In June 2016, the EMBA class traveled to Peru to work on international consulting projects

and visit local businesses to develop better insight into the cultural and business environment in Peru. The trip is part of the Global Strategic Management class that all EMBA students take as part of their final semester in the EMBA program. Last year the EMBA students traveled to Ireland and next year they will study in Prague and Krakow. The students and the professors on the trip, Jody Tompson and Marcus Ingram, are pictured below at Machu Picchu.



CENTERS AT UT **Where the Business Community Comes to Learn**



TECO Energy Center for Leadership Launches Inaugural Leadership Certificate

By Bella Galperin, Professor of Management and Senior Associate Director of the TECO Energy Center for Leadership

In Fall 2016, the TECO Energy Center for Leadership launched a new certificate program, the Modern Advances in Leadership Certificate. Using an experiential approach, the certificate is designed to provide individuals and organizations with the necessary tools needed to refresh, re-equip or advance their leadership skills.

The objectives for the certificate are to:

- Sharpen leadership acumen
- Improve your leadership mindset
- Enhance negotiation skills

- Develop entrepreneurial leadership spirit
- Discover potential through team leadership
- Understand the contextual factors in the workplace

The certificate began with a presentation on “The Essence of Leadership,” which laid the foundation for future core courses, including:

- Multigenerational Implications for The Future @ Work
- Legal Issues in Human Resources
- Leading Teams and Increasing Productivity
- Integrative Negotiation: A Tool for Leaders
- Mastering Innovation: Understanding and Tapping into the Entrepreneurial Mindset
- Strategic Thinking in Your Company
- From Blue Ocean Strategy to Blue Ocean Leadership

In addition to the core courses, there was a coaching component, which provided participants the opportunity to work with a professional coach in the Tampa Bay area

during the certificate program.

The program culminated with participants presenting their personal action plans at the Leadership Shark Tank event where members of our advisory board provided actionable feedback on participants’ plans to implement the concepts covered in the course. It was exciting to hear the importance of holistic leadership and the role of work and non-work balance in their future plans. In addition, many participants recounted the impact of the coaching component in their self-reflections regarding their leadership journey.

“This certificate program brought self-reflection and helped solidify what I know from my MBA.” — Ashley Sizemore, Rate Analyst, Regulatory Affairs, TECO

“This certificate program provided me with the time to refocus and introspect, which has assisted me in developing my leadership skills.” — William F. Becker Jr., Partner, Cherry Bekaert LLP

Sykes Hall of Fame Business Speaker Series

Featuring: John W. Thompson, Chairman of the Board, Microsoft Corp., and Bob Dutkowsky, CEO, Tech Data Corp.

By Whitney Vance, Coordinator of COB Operations

On March 3, 2016, the Sykes College of Business hosted the Sykes Hall of Fame Business Speaker Series. This event featured John W. Thompson, chairman of the board of Microsoft Corp. and CEO of Virtual Instruments, and Bob Dutkowsky, CEO of Tech Data Corp. The presentation, "Shaping the Future of Tech ... What Makes Tech Tick?," took place in the historic Falk Theatre as both Thompson and Dutkowsky shared their experiences and insights about identifying trends and opportunities in the global technology industry. The common theme apparent throughout each speaker's presentation was that success in the tech

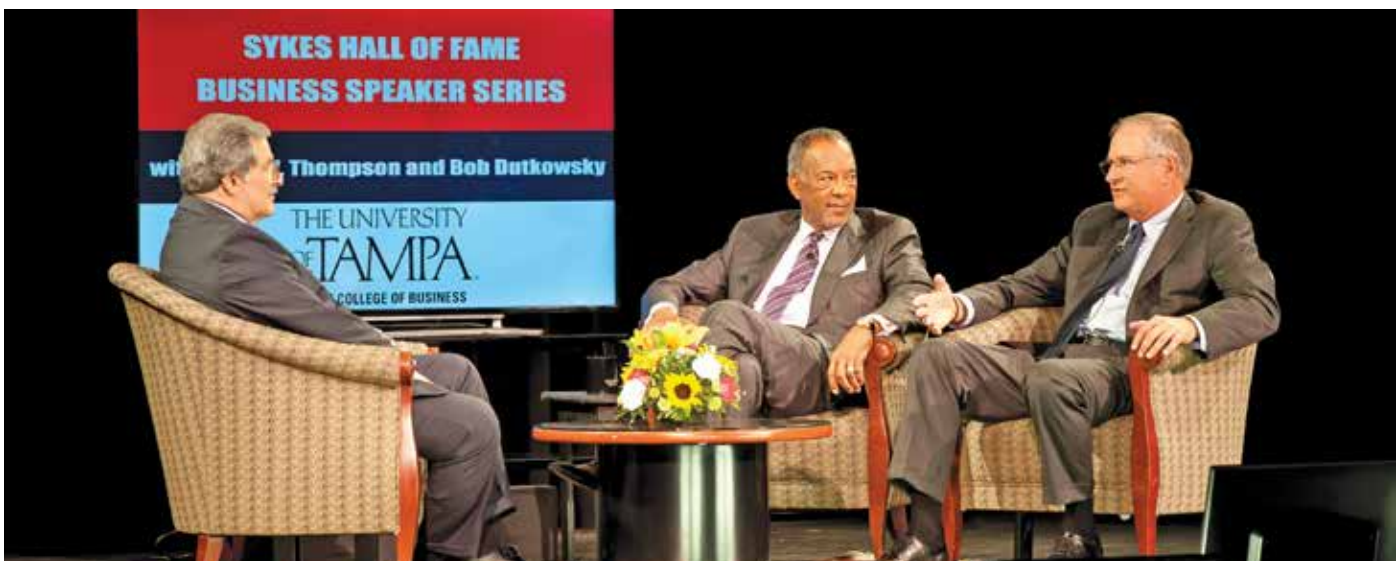
world requires vision, tenacity and being able to create new opportunities.

Before joining Virtual Instruments, John W. Thompson held a number of senior leadership roles at companies such as IBM Corp. and Symantec Corp. In addition to his current role as CEO at Virtual Instruments, Thompson holds the position of chairman of the board of Microsoft Corp., the world's largest software company. Thompson has been recognized by a number of industry and business associations for his leadership and public service. In 2012, Thompson's career achievements were recognized by the Silicon Valley Leadership Group as he became the recipient of the Spirit of Silicon Valley Lifetime Achievement award. Thompson has also been recognized by TechAmerica Foundation for his contributions to the high-tech industry and was awarded the David Packard Medal of Achievement.

Bob Dutkowsky joined Tech Data Corp. in 2006 and oversees all aspects of the company's

extensive worldwide IT distribution operations. He has more than 30 years of experience in the information technology industry, including senior executive positions in sales, marketing and channel distribution with leading manufacturers and software publishers IBM, EMC and J.D. Edwards. He serves on the board of directors for The ADT Corporation, United Way Suncoast and the Tampa Bay Rays Foundation. Dutkowsky is also a recipient of the 2000 Ellis Island Medal of Honor recognizing distinguished American citizens.

Thompson and Dutkowsky have shaped the future of the technology industry. Through the various challenges that both have faced throughout their careers, they never lost their vision or resolve to make an impact in the technology world. As we reflect, we can each learn from their stories, finding new ways to challenge ideas and push boundaries in order to make an impact in our own respective industries.



From left: Geoffrey Simon, John W. Thompson and Bob Dutkowsky

CENTERS AT UT **Where the Business Community Comes to Learn**

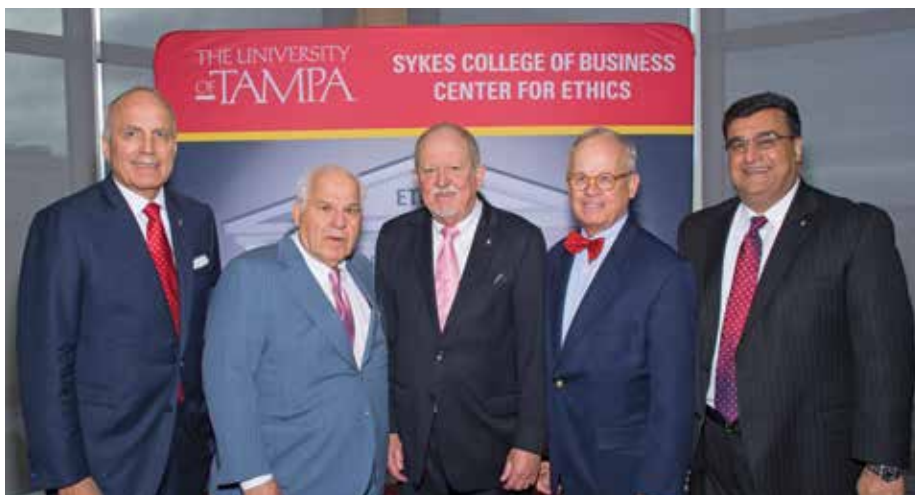
Center for Ethics

Center for Ethics Honors Sam Ellison

By Jessica Luce, Staff Assistant

Sam Ellison, chairman of EWI construction, received the 26th annual Center for Ethics Award on Oct. 7 at a breakfast ceremony before family members, friends and supporters in the Vaughn Center. Ellison has supported many local charities such as The American Cancer Society, Tampa General Hospital Foundation, Boy Scouts of America and Chi Chi Rodriguez Youth Foundation. He served as chairman of the Greater Tampa Chamber of Commerce, president of the University Club and is a member of the Ye Mystic Krewe of Gasparilla. Ellison has been inducted into the Tampa Bay Business Hall of Fame, The University of Tampa Athletic Hall of Fame and was recognized as the Tampa Bay Business Man of the Year.

The UT Center for Ethics conducts many programs throughout the year that combine education and business services, and is supported by an advisory board of business and community leaders. Former winners of the ethics award include former Florida Governor Bob Martinez, Freddie Solomon, John H. Sykes, A.D. "Sandy" MacKinnon, James Ferman and Richard Gonzmart. Nominees for the award must live and work in the Tampa Bay area and must demonstrate high ethical character in the course of their everyday lives. They must promote and encourage ethics and integrity in the workplace or other organizations and exhibit respect, trustworthiness and fairness.



From left: Ronald Vaughn, Anthony Borrell, Sam Ellison, Jim Ferman and Frank Ghannadian

Lowth Entrepreneurship Center

Exciting Accomplishments at the Lowth Entrepreneurship Center

By Rebecca White, Professor of Entrepreneurship and Director of the Lowth Entrepreneurship Center

One of our own UT Spartans was accepted into the 2016 Fellowship for the Future Founders Startup program. Matthew Sarli ENT '16 got involved with the Lowth Entrepreneurship Center and with a group of three other students, Ali Austin ENT '16, Anthony Pabst MGT '15 and Max Coulls MGT '16, worked to develop the Spartan Grip.

Inspired by his grandmother who had difficulty gripping items due to arthritis, Sarli and his team developed the Spartan Grip to assist those with diminished dexterity. Encouraged by the faculty in the Entrepreneurship Center, particularly the director, Rebecca White, and after his experiences in the monthly Pitch Sykes event, Sarli applied for the Future Founders Startup program. He will now have the opportunity to work with 17 other entrepreneurial-minded students accepted from around the country into the fellowship, and be able to make more connections with investors and increase networking opportunities.



The success of the Lowth Entrepreneurship Center is one of the biggest accomplishments and a source of great pride for the Sykes College of Business.

- In 2016 the Lowth Entrepreneurship Center was awarded The Entrepreneurship Teaching and Pedagogical Innovation Award by the Global Consortium of Entrepreneurship Centers (GCEC), selected as a “National Model Undergraduate Entrepreneurship Program” by the United States Association for Small Business and Entrepreneurship (USASBE) and was named as the national headquarters of the Collegiate Entrepreneurs’ Organization (CEO).
- The student-run and community businesses housed in the Spartan Accelerator and Spartan Incubator within the center have generated nearly \$1 million in revenue for 2016.
- Sykes College of Business students have yet again made it to the final rounds of the Clinton Hult Prize Challenge, this year with their startup company OptiMrkt. The company is aimed at empowering micro-entrepreneurs in the slums of India. To quote UT student and OptiMrkt CFO Luciano Perdomo, FIN ’18, “In addition to world-class mentorship, the Center provided us with opportunities to seek funding, so we are grateful for the support.”
- In addition to these great accomplishments, the Sykes College of Business is pleased to announce the new M.S. in Entrepreneurship that launched in the fall semester of 2016. The program currently has 21 students enrolled, and expects the first cohort to graduate in 2017.

Naimoli Institute for Business Strategy

SAP's Team Megabucks Scores Big with Starbucks

By Alexis Phillips, Staff Assistant

Every semester the Strategic Analysis Program (SAP) presents an opportunity for undergraduate students to compete in a case study competition that aims to analyze current and suggest new business strategies to a company. Jody Tompson, professor of management and director of the UT Naimoli Institute for Business Strategy, said the competition was a great experience for business students, allowing students to get real world experience dealing with strategic thinking in a competitive marketplace. In the spring of 2016, more than 350 senior-level students competed to present their ideas to

one of the world’s largest companies, Starbucks. The students were tasked with analyzing the current strategy of Starbucks, and providing suggestions that would make the organization stronger and provide a better client experience. Students had multiple meetings with Starbucks executives while working on their projects, and in the end, UT professors selected the top six finalists. Those finalists had to present their strategies to a panel of Starbucks executives, who selected the winning team, Team Megabucks. The winners then had an opportunity to attend an executive meeting at the Universal Studios Starbucks, with both Starbucks and Universal Studios executives. In addition to the invaluable professional and personal experience they gained from working on this project, the students also received prize money for all their hard work and excellent presentation.



Team Megabucks from left: Sean Riley MGT '16, Carlos Lozano MKT '16, Madison Freeman MKT '16, Audrey Quinn FES '16 and Mariana DiTommasso MGT '16, with Starbucks executives Jessica Tarver, Micah Singleton and Nancy Becerra

Spotlight on Faculty Research: LEAD: Leadership Effectiveness in Africa and the African Diaspora

*By Bella Galperin, Professor of
Management and Senior Associate
Director, TECO Energy Center for
Leadership*

As investment on the African continent has grown, so has the need to understand leadership from an Afro-centric perspective. That's why Professor Bella Galperin wrote *LEAD: Leadership Effectiveness in Africa and the African Diaspora* with coauthors Terri Lituchy and B.J. Punnett — to provide research-based and practical understanding of African leadership styles. By studying similarities and differences in leadership across African countries and the African diaspora, the authors build a culturally rich and powerful set of leadership concepts that can be applied across the globe. The end result is a book that appeals to anyone — academics, students and practitioners — interested in African and global business leadership from a non-Western perspective.





Global Access Partnership 2016 in Havana, Cuba: A Hidden Treasure

*By Hemant Rustogi, Dana Professor and
Chair of Marketing*

The Global Access Partnership (GAP) is an educational travel program designed to provide a platform for UT community partners to experience the nuances of global markets and cultures firsthand so they can confidently navigate the global business landscape. The 2016 program visited Havana, Cuba. The distinguished group included members of the Board of Trustees, the Deans Advisory Council and University leadership including President Vaughn and Dean Ghannadian. The group of 32 executives experienced the culture and business environment within this hidden jewel.

Highlights of the trip included a visit to Earnest Hemingway's home, a presentation by Carlos Alzugaray, a former Cuban diplomat and expert on U.S.-Cuba relations, and a visit to the U.S. Embassy where Jeffrey DeLaurentis, the chief of mission, addressed the group. The GAP delegation also visited a tobacco farm and dined at local restaurants that served authentic Cuban food. This once-in-a-lifetime visit left a lasting impression on the minds and hearts of the attendees.

Fond Farewells of 2016

By Alexis Phillips, Staff Assistant

In 2016 Sykes College of Business said farewell to several faculty members as they moved into retirement: James Fesmire, Dana professor of economics; Judith Washburn, professor of marketing; and Maryanne

Watson, professor of management. Early retirees included Randy Rentfro, associate professor of accounting, and Linda Webb, instructor of information and technology management. The Sykes College of Business wishes them all best in their future endeavors.



*From left: James Fesmire, Judith Washburn,
Provost David Stern and Maryanne Watson*

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

External Board Appointments and Elected and Editorial Positions

Marca M. Bear, associate dean of international programs and associate professor of international business and management, serves as an academic advisory board member of *Annual Editions: International Business*, McGraw-Hill. She also serves as an executive board member of the Tampa Bay Trade and Protocol Council. She also serves as the editor of *World View* magazine.

Rob Beekman, associate professor of economics and chair of the economics department, serves on the U.S. Global Leadership Coalition's Florida Advisory Committee.

Amy Brownlee, associate professor of management, serves on the board of the United States Association of Small Business and Entrepreneurship (USASBE) board as its senior vice president of operations and planning.

Lonnie Bryant, associate professor of finance, serves on the board of directors for the Hillsborough Head Start Foundation and as a policy council community representative for Head Start/ Early Head Start Services.

Maureen Butler, associate professor of accounting, serves on the board of the Nonprofit Leadership Center of Tampa Bay.

Deirdre Dixon, assistant professor of management, serves on the West Point Association of Graduates Board of Directors, and represents UT on the Greater Tampa Chamber of Commerce Military Advisory Committee. She also serves on the board of the local West Point Society, Florida West Coast as the nominating chair and the Suncoast chapter of the Association of US Army (AUSA) as the scholarship chair.

Bella Galperin, professor of management, serves as the associate editor-North America of "Cross Cultural Management: An International Journal." She is also president of the International Society for the Study of Work and Organizational Values (ISSWOV).

Frank Ghannadian, dean, serves on the Moffitt Cancer Center External Advisory Board, the Southern Business Deans Board of Directors, the BizEd Magazine Advisory Board and the AACSB Initial Accreditation Committee.

Linda McNeely, assistant professor of marketing, serves on the Board of Directors of Dress for Success Tampa Bay.

Marcus Ingram, associate professor of finance and chair of the finance department, is a member of the Board of Directors of CFA® Society Tampa Bay, an affiliate of the worldwide CFA® Institute.

Ali Jenzarli, professor of information and technology management, serves as member of the board and volunteer chief operating officer of the New Horizons Support Group, a non-profit advocacy organization for people with disabilities. He also represents UT and the Sykes COB on the Tampa/Hillsborough Economic Development Corporation's educators group.

Eric Liguori, assistant professor of entrepreneurship, is the associate editor of the USASBE Annals of Entrepreneurship Education and Pedagogy and on the board of 59DaysOfCode, 1MillionCups Tampa, and the International Organization for Developmental Entrepreneurship.

Speros Link Margetis, professor of finance, serves on the Board for the Link Foundation which supports doctoral fellowships in the areas of endeavor pursued by Edwin A. Link and also supports educational institutions in the communities where its founders, Edwin and Marion Link lived.

Robert Marley, assistant professor of accounting, serves as the treasurer of the diversity section of the American Accounting Association.

Erika Matulich, professor of marketing, serves as a senior editor of the *Journal of Case Studies in Accreditation & Assessment*. She has also been

recognized in *Who's Who in Higher Education*, *Who's Who Among American Women*, and *Who's Who Among American Teachers*. She serves on the boards of the Unicon Research Corporation and Study Hall Research, as well as on the advisory board for the Academic and Business Research Institutes.

Raymond Papp, professor of information technology management, serves as the editor of the *Journal of Instructional Pedagogies* and on the editorial board of the *International Journal of Enterprise Information Systems*. He further serves as an ABET program evaluator for the Computing Accreditation Commission.

Julie Pennington, assistant professor of marketing, serves on the Board of the Directors for VGIF. She is involved in the World Food Prize as a faculty expert and reserve staff for the annual Borlaug Dialogue Symposium and Global Youth Institute. She also serves on the advisory board of dataTHRESH.

Steve Platau, professor of accounting and chair of the accounting department, serves as chair of the Florida Institute of CPA's State Legislative Policy Committee. He is also a member of the AICPA Joint Trial Board.

Michael Robinson, assistant professor of accounting, serves on the executive committee and as treasurer for the diversity section of the American Accounting Association.

Hemant Rustogi, Dana professor of marketing and chair of the marketing department, serves on the board of the Glazer Children's Museum in Tampa.

Susan Steiner, associate professor of management and chair of the management department, serves on the Greater Tampa Chamber of Commerce's Women of Influence Committee.

John Stinespring, associate professor of economics, serves as the economics editor of the *Journal of Secularism and Nonreligion*.

Stephanie Thomason, associate dean and associate professor of management, serves on the board of the National Society of Experiential Education (2012 – 2016) and as its president elect (2014-2016).

George “Jody” Thompson, professor of management, serves on the case review board of *Entrepreneurship Theory and Practice*. He also serves on the board of advisors of College Hunks Hauling Junk and for Field Forensics Inc. He is additionally on the vetting committee of the Tampa Bay Innovation Center, and is the founder of CitriClean of Florida www.CloudyDishes.com

Natasha Veltri, associate professor of information technology management, serves as a program director of GETSMART (Getting Everyone to Study Math and Related Technology) and as the treasurer of the Tampa Bay Technology Leadership Association.

Harold Webb, associate professor of information technology management, serves as the executive director of GETSMART. He also serves as the vice president of the Tampa Bay Technology Leadership Association.

Rebecca White, Distinguished Walter Chair of Entrepreneurship, served as the president of USASBE in the 2012 – 2013 academic year and recently completed her term on its national board of directors. She also serves on the Global Consortium of Entrepreneurship Centers and as director of NorthStar Bank in Tampa.

- *Bloomberg Businessweek* ranked the Sykes College of Business, for the first time, on the very short list of 87 best business schools.
- For the 11th year in a row, The Princeton Review ranked the Sykes College of Business as an outstanding business school.
- *U.S. News & World Report* ranked UT in the top tier of Best Regional Universities in the South, and ranked the Sykes College of Business as a Best Business School.
- For the fifth year in a row Charity Navigator awarded UT with a four-star rating.
- *Business Insider* ranked the Sykes College of Business at No. 7 in terms of “best buy,” outranking both the University of Notre Dame and UC Berkeley.
- The Lowth Entrepreneurship Center was awarded the Entrepreneurship Teaching and Pedagogical Innovation Award by the Global Consortium of Entrepreneurship Centers (GCEC). GCEC awards are judged by peer entrepreneurship directors to recognize the best in entrepreneurship education.
- The Lowth Entrepreneurship Center also was awarded the National Model Program Award for undergraduate entrepreneurship programs by the United States Association for Small Business and Entrepreneurship (USASBE).

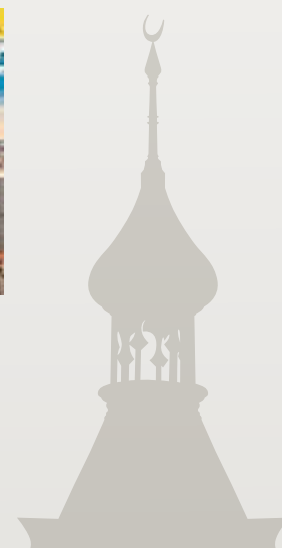
**Bloomberg
Business**

USASBE
United States Association
for Small Business and
Entrepreneurship

GCEC | GLOBAL CONSORTIUM OF
ENTREPRENEURSHIP CENTERS



2016 HIGHLIGHTS



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

Faculty Award Winners

Eric Liguori

Eric Liguori, assistant professor of entrepreneurship, received the **Dean's Award for Scholarship** for his many intellectual contributions in the 2015-2016 academic year. Liguori had six peer-reviewed journal publications in the academic year. Five of the six journals are listed in Australian Business Deans Council (ABDC), two of which achieved an "A" ranking and one "B" ranking. In addition, five of his six publications are listed in the Cabell's Journal List, two of which are at a 10 percent or less acceptance rate.



Giles Hertz

Giles Hertz, associate professor of business law and entrepreneurship, received the **Dean's Award for Service** for his many contributions to both UT and the community. A few of the many examples of his service include being the program coordinator of the Lowth Entrepreneurship Center, making the Lowth Entrepreneurship Center the headquarters for the national Collegiate Entrepreneurs' Organization, Legal Counsel volunteer coordinator, committee member of both the UT Academic Appeals Committee and the College of Business Media Committee, as well as committee chair of the Entrepreneurship Center Advisory Board Curriculum Committee and a faculty mentor in the Hult Prize Competition.



Faculty Award for Teaching

Speros Margetis

Speros Margetis, professor of finance, received the Dean's Award for Teaching. Margetis taught a variety of finance courses in the 2015-2016 academic year, six of which required completely different preparations, and were a mix of undergraduate and graduate level classes. Even with his extremely high workload, he was able to maintain an average instructor effectiveness score of 4.75 out of a possible five. Margetis consistently searches for ways to incorporate add experiential learning components into his courses, including incorporating SAP software to foster student collaboration for problem solving.



Robert Marley

Robert Marley, assistant professor of accounting and associate director for the Center for Ethics also received the Dean's Award for Teaching for his commitment and enthusiasm for his field and his students. Marley taught eight courses in the 2015-2016 academic year, and maintained an instructor effectiveness score of over 4.75 out of a possible five. To earn those scores, Marley focuses on a simple five pillar teaching philosophy. These pillars include respect and enthusiasm for every student, creating a classroom community where students know each other, and striving for innovation in the classroom. Marley's classroom innovation included hosting high profile guest speakers who are thought provokers among the accounting community, and coordinating a financial accounting boot camp.



College of Business Summer Research Grant

The following faculty were awarded the Summer Research Grant to work on their promising research projects. The Summer Research Grants are generously supported and funded by Sykes College of Business Dean's Advisory Council.



Strategies for Slow Food in a Fast World

Pranjal Gupta, Associate Professor of Marketing and Hemant Rustogi, Dana Professor and Chair of Marketing



Security Breach at Target

Christopher Maurer, Assistant Professor of Information and Technology Management, and Mia Plachkinova, Assistant Professor of Cybersecurity



Does Employee Perception Impact Market Volatility

Jill Misuraca, Instructor of Finance, and Lonnie Bryant, Associate Professor and Chair of Finance



Racial Bias in Policy

Abigail Hall Blanco, Assistant Professor of Economics, and Lee Hoke, Professor of Economics



MBA Leadership Coaching Program: From Humble Beginnings to Best Practices

Deirdre Dixon, Assistant Professor of Management, and Susan Steiner, Associate Professor and Chair of Management



Keeping them Guessing

Lisa Bostick, Associate Professor of Accounting, and Robert Marley, Assistant Professor of Accounting

ATTRACTING TOP FACULTY AND STAFF

Sykes Welcomes New Scholars



Garfield O. Blake



Jennifer L. Burton



John A. Caslione



Michael A. Coon



Daniel Diaz Vidal

Garfield O. Blake, Ph.D.

Assistant Professor of Economics

2010 State University of New York, Ph.D.

2003 University of the West Indies, M.S.

2001 University of the West Indies, B.S.

Jennifer L. Burton, Ph.D.

Assistant Professor of Marketing

2008 University of Texas, Ph.D.

2000 Wake Forest University, MBA

1995 Indiana University, B.A.

John A. Caslione, MBA, J.D.

Visiting Instructor of International Business

1984 Chicago-Kent College of Law, J.D.

1978 SUNY at Buffalo, MBA

1975 SUNY at Buffalo, B.S.

Michael A. Coon, Ph.D.

Assistant Professor of Economics

2012 University of Wisconsin-Milwaukee, Ph.D.

2006 University of Wisconsin-Milwaukee, M.A.

2005 American University, B.A.

Daniel Diaz Vidal, Ph.D.

Assistant Professor of Economics

2014 University of California Davis, Ph.D.

2003 San Diego State University, M.A. in Applied Economics

2000 The University of Michigan, B.A.





Bachman P. Fulmer III



Sarah M. Fulmer



Yvette M. Green



Robyn Kibler

**Bachman P. Fulmer III,
Ph.D.**

Assistant Professor of
Accounting

2014 Florida State
University, Ph.D.

2006 Florida State
University, MBA

2002 University of
Georgia, BBA

**Sarah M. Fulmer,
Ph.D.**

Visiting Assistant Professor,
Finance

2014 Florida State
University, Ph.D.

2009 The University of
Florida, LL.M.

2008 Florida State
University, JD / MBA

2005 The University of
Florida, BSBA

**Yvette M. Green,
M.S.**

Instructor of Accounting

2012 University of South
Florida, M.S.

2011 University of South
Florida, B.S.

1990 Troy University, B.S.

**Robyn Kibler,
ABD**

Visiting Instructor of
Economics

2012 University of South
Florida, M.A.

2006 University of South
Florida, B.A.



ATTRACTING TOP FACULTY AND STAFF

Sykes Welcomes New Scholars



Sarah Liu



Devin C. Lunt



Scott C. Miller



Jill Mosteller



Thomas G. Pittz

Sarah Liu, Ph.D.

Assistant Professor of
Accounting

2014 Georgia Institute of
Technology, Ph.D.

2008 Central University of
Finance and Economics, BBA

Devin C. Lunt, Ph.D.

Assistant Professor of
Marketing

2016 University of Texas-
Arlington, Ph.D.

2011 St. Mary's University,
MBA

2010 Texas Tech University,
BBA

Scott C. Miller, Ph.D.

Associate Professor of
Finance

2009 University of
Arkansas, Ph.D.

2005 Drake University,
MBA

2003 Missouri Southern
State University, BSBA

Jill Mosteller, Ph.D.

Associate Professor of
Marketing

2007 Georgia State
University, Ph.D.

1996 Webster University,
M.A.

1985 University of Florida,
B.S.

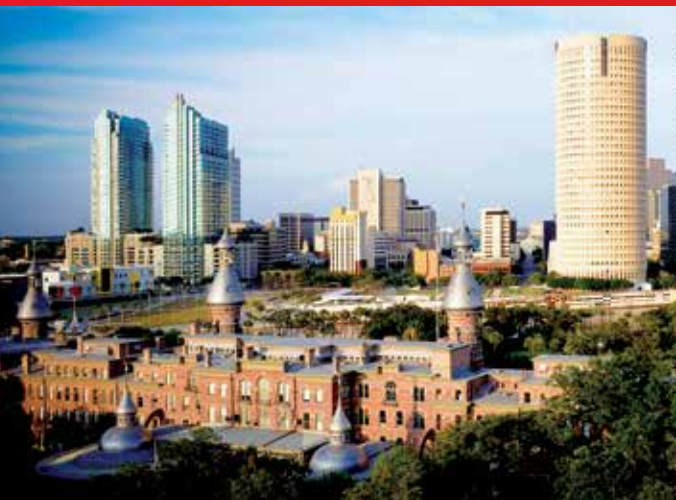
Thomas G. Pittz, Ph.D.

Assistant Professor of
Management

2015 New Mexico State
University, Ph.D.

1998 University of Colorado
at Colorado Springs, MBA

1995 St. Olaf College, B.A.





Sangbum Ro



Nargess Tahmasbi



Yiling Zhang

**Sangbum Ro,
Ph.D.**

Assistant Professor of
Management

2014 Florida State
University, Ph.D.

2005 Binghamton
University, MBA

1998 University of Georgia,
LL.M.

1995 Gachon University,
B.A.

**Nargess Tahmasbi,
Ph.D.**

Assistant Professor of
Information and Technology
Management

2016 University of Nebraska,
Ph.D.

2007 Tarbiat Modares
University, M.S.

2005 Amirkabir University of
Technology, B.S.

**Yiling Zhang,
Ph.D.**

Visiting Professor of
Finance

2016 University of Texas at
Arlington, Ph.D.

2012 University of Nevada
Reno, MBA

2007 Jiangxi University of
Science and Technology,
BBA

< COB Staff

*Back row, from left: Michael Green,
Jacki Bishop, Amy Beekman,
Fernando Nolasco, Ryan Burcel.
Middle row, from left: Diana Stout,
Joyce Keller, Jessica Luce,
Maria Torres. Front row, from left:
Megan Kinney, Alexis Phillips,
Natasha Veltri, Frank Ghannadian,
Whitney Vance.*

SCHOLARSHIP **Selected Faculty Publications**

Agirdas, C. (2016). How did Medicaid expansions affect labor supply and welfare enrollment? Evidence from the early 2000s. *Health Economics Review*, 6(1), 1-16

Blanco, A. (2016). Why Development Programs Fail: William Easterly and the Political Economy of Intervention. *Economic Affairs*, 36(2), 175-183.

Coon, M. (2016). Remittances and child labor in Bolivia. *IZA Journal of Migration*, 5(1), 1-26.

Coon, M., Whieldon, G. (2016). Elasticity of Demand and Optimal Prize Distribution for Instant Lottery Games. *Atlantic Economic Journal*, 44(4), 457-469.

Borja, K., Dieringer, S. (2016). Streaming or stealing? The complementary features between music streaming and music piracy. *Journal of Retailing and Consumer Services*, 32, 86-95.

Haris, R., **Dieringer, S.** (in press). The economic impact of rezoning to increase tourism. *Tourism*.

Dixon, D., Weeks, M., Boland II, R., Perelli, S. (in press). Making Sense When it Matters Most: An Exploratory Study of Leadership In Extremis. *Journal of Leadership and Organizational Studies*.

Jackson, W. T., **Jackson, M. J., Liguori, E. W.** (in press). Credentialing Entrepreneurship Faculty: Ensuring Legitimacy for the Discipline. *Academy of Entrepreneurship Journal*.

Kuntze, R., Matulich, E. (2016). Exploring Cognitive Bias in Entrepreneurial Startup Failure. *Academy of Entrepreneurship Journal*. 22(2), 54-66.

Bendickson, J., Muldoon, J., **Liguori, E. W.,** Davis, P. (2016). Agency theory: Background and epistemology. *Journal of Management History*, 22(4), 437-449.

Muldoon, J., Shawn, K. M., **Liguori, E. W.,** Eric, K. J. (2016). The mediating effect of organizational change, perceptions of politics, and interpersonal conflict at work on the LMX-job satisfaction relationship. *Journal of the North American Management Society*, 10(1).

Bendickson, J., Muldoon, J., **Liguori, E.,** Davis, P. (2016). Agency Theory: The Times, They Are A Changin'. *Management Decision*, 54(1), 174-193.

Muldoon, J., Kisamore, J., **Liguori, E. W.,** Jawahar, J., Bendickson, J. (in press). Moderators of the personality – performance relationship: An investigation of job meaning and autonomy. *Personnel Review*.

Liguori, E. W., Bendickson, J., Gold, A. M. (in press). Rapid prototyping and customer development of mobile applications. *Experiential Entrepreneurship Exercises Journal*.

Webb, J., Holmes, M., Pryor, C., **Liguori, E. W.** (in press) Eyes on what prize? How CEO goal orientations motivate environmental scanning and influence performance. *Entrepreneurship Theory and Practice*.

Muldoon, J., **Liguori, E. W.,** Lovett, S. (in press). For whom does the bell toll: A political analysis of criticisms of the Hawthorne Studies. *Journal of Management History*.

Bendickson, J., Muldoon, J., **Liguori, E. W.,** Midgett, C. (in press) High performance work systems: A necessity for startups. *Journal of Small Business Strategy*.

McMurrian, R., Matulich, E. (2016). Building Customer Value And Profitability With Business Ethics. *Journal of Business & Economics Research*, 14(3), 83-90.

Adler, T., **Pittz, T.** (2016). The Importance of Managing Strategic IT Project Contracts Using a Business Process Approach. *International Journal of Information Technology Project Management*, 7(4), 52-63.

Adler, T., **Pittz, T.,** Meredith, J. (2016). An analysis of risk sharing in strategic R&D and new product development projects. *International Journal of Project Management*, 34(6), 914-922.

Pittz, T., Adler, T. (2016). An exemplar of open strategy: decision-making within multi-sector collaborations. *Management Decision*, 54(7), 1595-1614.

Francis, B., Hunter, D., Robinson, D., **Robinson, M. N.,** Yuan, X. (in press). Auditor Changes and the Cost of Bank Debt. *The Accounting Review*.

Shirley, B. (2016). Ryan Braun's Suspension: Case Study and Teaching Note. *Journal of Case Studies*, 34(1), 102-106.

Wood, A. D., Mason, C. F., Finnoff, D. C. (2016). OPEC, the Seven Sisters, and Oil Market Dominance: An Evolutionary Game Theory and Agent-Based Modeling Approach. *Journal of Economic Behavior & Organization*. 132(B), 66-78.



Sykes College of Business Dean's Advisory Council

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CEO

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First Citrus Bank
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Borrell Family Foundation Inc.
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Walter Bromfield

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William "Bill" Carlson, Jr.

Tucker Hall
President

David Christian

Regions Bank
Senior Vice President
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Community Affairs

Joyce Cotton

WEDU
Director of Marketing and
Community Partnerships

Al Dopking

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Managing Director
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Frank S. Ferreri

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Managing Partner

Ken Hyatt

Ken Hyatt & Associates
Principal (retired)

Christopher Lykes

Investor

Thomas Meachum

Merrill Lynch
Vice President, Wealth Management
Advisor, CFP

Trish Messina

Resources Global Professionals
Director, Client Service

Travis Milks

Stonehenge Growth Equity Partners
Partner

Liza Mize

Wells Fargo
VP, Proposal Manager

Everett Morrow

Landmark Engineering & Surveying
Corporation
President

Robert Muir

Willis Insurance Services
of Florida, Inc.
Retired, Executive President
- Regional Director/Client Advocacy

James Mulé

Moffitt Cancer Center
Associate Center Director
Translational Research;
Michael McGillicuddy Endowed
Chair of Melanoma Research
and Treatment

Joseph Orsino

Caledon Concepts
CEO

Penny Parks

LINKS Financial LLC
President

Alan G. Randolph

Bank of the Ozarks
Florida State President

Brian Smith

LCG (Lender's Consulting Group Inc.)
Managing Partner

Patty Soltis

STYLEdge Fashion
Managing Director

Susan Stackhouse

Stellar Partners, Inc.
CEO

Bill Sweeney

EIGER Leadership
President

Rick Thomas

Thomas Financial Group
President and CEO

Holly Tomlin

Tomlin, St. Cyr & Associates
Managing Partner

The University of Tampa

Ronald L. Vaughn, President
David Stern, Provost
F. Frank Ghannadian, Dean, Sykes
College of Business
Schezy Barbas, Senior Director, Major
Gifts Development and University
Relations
Natasha Veltri, Associate Dean,
Sykes College of Business

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The University of Tampa admits students of both sexes and all races, regardless of their age, color, religion, national or ethnic origin, sexual orientation and/or any handicap. This policy of nondiscrimination extends, both in letter and spirit, to all areas of a student's experience at the University.