

2017 ANNUAL REPORT **Where Creativity Begins**



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

A MESSAGE FROM THE DEAN



Dear Friends and Supporters,

It is a pleasure to provide you information about this past year's activities at the Sykes College of Business. We are very proud of all the good work and progress in this academic year. One of the challenges in writing this is that we have many noteworthy items and not enough space to cover them all in this annual report. The Sykes College of Business is continuously growing, strengthening and gaining greater academic reputation every year. This past year we hired more than 15 new faculty and staff and our enrollment as of Fall 2017 peaked above 3,300 students. Our ranking at no. 78 in *Bloomberg Businessweek* maintained our status among the best MBA programs in the country (only three universities from Florida were ranked). Our listing among The Princeton Review's 294 best business schools 12 years in a row, indicates a business school that is growing and is on the watch list of schools to achieve greatness. 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. I am proud to be among these great colleagues.

Our new M.S. in Cybersecurity program is growing along with our M.S. in Entrepreneurship program. Our 4+1 MBA program is attracting many of our own high achieving undergraduate students who want to continue at UT. Our new Professional MBA program has brought in many executives seeking to improve their management and leadership skills. Our new Business Information Technology major is attracting students seeking to gain employment in a tech savvy business world.

As in years past, we have continued our engagement with the business community and offer innovative programs. Our faculty has influenced the business and academic world with practical research published in pedagogical and non-pedagogical peer-reviewed outlets. Our 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.

Our students are doing award winning work and have been honored throughout the community, as you will see in the following pages. We are truly grateful for an outstanding community in Tampa that supports 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 dynamic 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 support, along with our outstanding faculty and high-achieving students, are what makes the College of Business truly unique. This annual report will give you a summary of the exceptional things that have 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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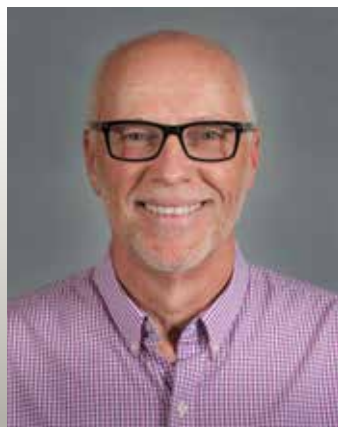
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Computing
Accreditation
Commission



PEOPLE FIRST **Sykes Welcomes New Scholars**



Gary Beemer, MBA



Gerard De Leoz, Ph.D.



Bernie Farkas, Ph.D., P.M.P.



Joni Ghannadian, M.S.

Gary Beemer, MBA

Visiting Instructor of Marketing
1995, The University of Tampa, MBA
1990, Florida Southern College, B.S.

Gerard De Leoz, Ph.D.

Assistant Professor of Business
Information and Technology
2017, Baylor University, Ph.D.
2010, Ateneo de Manila
University, M.S.
1997, Mapua Institute of
Technology, B.S.

Bernie Farkas, Ph.D., P.M.P.

Assistant Professor of Information
and Technology Management
2017, Virginia Commonwealth
University, Ph.D.
2002, New York University, M.S.
1985, Dominican College of
Blauvelt, B.S.

Joni Ghannadian, M.S.

Instructor of Information and Technology
Management
2002, Mercer University, M.S.
1980, University of Tennessee, B.S.





Sridar Gogineni, Ph.D.



Deanna House, Ph.D.



Hwee-Joo Kam, D.Sc.



Juliana Kralik, M.S.

Sridar Gogineni, Ph.D.

Assistant Professor of Finance

2011, University of Oklahoma, Ph.D.

2005, Ohio University, M.A.

2002, Biria Institute of Technology
and Science, B.A.

Deanna House, Ph.D.

Assistant Professor of Cybersecurity

2013, University of Tennessee, Ph.D.

2006, University of Nebraska, M.S.

2002, Bellevue University, B.S.

Hwee-Joo Kam, D.Sc.

Assistant Professor of Cybersecurity

2012, Dakota State University, D.Sc.

2001, University of Nebraska, M.S.

1999, University of Nebraska, B.S.

Juliana Kralik, M.S.

Visiting Instructor of Accounting

2012, University of South Florida, M.S.

2011, University of South Florida, B.S.



PEOPLE FIRST **Sykes Welcomes New Scholars**



Kevin Lee, Ph.D.



Ru-Shiun Liou, Ph.D.



Marc Mandt, MBA



Kevin Moore, Ed.D.

Kevin Lee, Ph.D.

Assistant Professor of Finance
2012, University of Arkansas, Ph.D.
2005, University of Hawaii, MBA
2003, University of Hawaii, B.A.

Ru-Shiun Liou, Ph.D.

Assistant Professor of Management
2013, University of Arkansas, Ph.D.
2004, University of Hawaii, MBA
1999, National Taiwan University, B.A.

Marc Mandt, MBA

Visiting Instructor of Management
1996, Babson College, MBA
1991, Florida State University, B.A.

Kevin Moore, Ed.D.

Assistant Professor of Entrepreneurship
2016, The University of Tampa, EMBA
1999, University of Kentucky, Ed.D.
1993, University of Kentucky, M.S.
1989, University of North Carolina, B.A.

The Sykes College of Business would like to thank the staff for their outstanding contributions to the success of 2017.

Clockwise from back left: Jessica Luce, Staff Assistant I; Fernando Nolasco, Coordinator of Graduate Business Programs; Michael Green, Coordinator of Graduate Business Program Operations; Frank Ghannadian, Dean of the College of Business; Lonnie Bryant, Interim Director of Graduate Business Programs; Joyce Keller, Administrative Assistant; Diana Stout, Staff Assistant II; Alexis Van Boven, Staff Assistant I; Maria Torres, Staff Assistant II; Natasha Veltri, Associate Dean for the College of Business; Whitney Vance, Coordinator of College of Business Operations; Megan Kinney, Academic Advisor.





Stacey Schetzle, Ph.D.



Yanyan Shang, D.Sc.



Jack Smith, M.S., MBA



Tim Smith, Ph.D.

Stacey Schetzle, Ph.D.

Associate Professor of Marketing
2008, Purdue University, Ph.D.
2005, Purdue University, M.S.
2000, Purdue University, B.S.

Yanyan Shang, D.Sc.

Assistant Professor of Information
and Technology Management
2017, Dakota State University, D.Sc.
2013, Dakota State University, M.S.
2006, University of Shanghai, B.S.

Jack Smith M.S., MBA

Visiting Instructor of Management
2014, The University of Tampa, M.S.
1999, The University of Tampa, MBA
1980, Athens State University, B.S.

Tim Smith, Ph.D.

Assistant Professor of Information and
Technology Management
2017 Carleton University, Ph.D.
2009 Athabasca University, MBA
2007 Athabasca University, Graduate
Diploma in Business Administration



TEACHING EXCELLENCE **Impact and Engagement**



The winning team — Facili 2.0 — presented ideas about using smart trash cans for optimizing facility management. UT students that were part of the winning team included undergraduates Grant Heelan, CYB '17; Ekaterina Meshcheryakova, FIN '18; and alumna Brittney Watson, MIS '18.

UT wins top in Technology Bootcamp

Two University of Tampa students and one UT alumna were part of a winning team at the recent Tampa Bay Technology Forum (TBTF) Exploratory Labs boot camp.

The boot camp prepares students for various business and technology jobs, and with the help of community mentors, teaches them about the role of technology, how to create business plans, how to market an idea and how to work in diverse teams.

The participating students, of which 10 were UT students, presented their business plans to a panel of judges. The teams were a mix of students from UT, the University of South Florida, St. Leo University and St. Petersburg College.

According to TBTF organizers, approximately

84 percent of students who have participated in previous boot camps have gone on to land jobs or internships in the tech industry.

Miloslava Plachkinova, UT assistant professor of cybersecurity, is a strong advocate of the Exploratory Labs boot camp program and said the boot camp allows students to bridge the gap between theory and practice.

"The employers who attended the boot camp spoke very highly of all the UT students," Plachkinova said. "They were very pleased with the quality of UT's educational programs."

Beta Alpha Psi

The Lambda Beta Chapter of Beta Alpha Psi (BAP) at The University of Tampa continues to excel and gain international recognition for its chapter accomplishments. The UT BAP

chapter's mission is to instill leadership and responsibility in members for the development of their future positions in the profession of financial information. Student members receive recognition for their outstanding academic achievement, have the ability to network with professionals in the Tampa Bay area on a weekly basis, provide ample service to the community and are able to enhance their leadership, as well as written and oral communication skills as active members in the chapter.

The chapter had notable accomplishments in 2017. Mary Keener, associate professor of accounting, was one of five advisors to receive the Beta Alpha Psi's 2017 Outstanding Faculty Advisor Award, a significant accomplishment, as there are over 300 chapters, each with one or more advisors. When providing her the award, the Beta Alpha Psi organization noted, "Mary's mentoring and dedication to the organization and its students over several years exemplifies the best of our Faculty Advisors." The chapter was also proud to receive international recognition as a Superior Chapter and received third place for the Inclusive Leadership Award, a national BAP competition sponsored by EY.

Inquiry Based Experiential Learning

Twenty-five students and two faculty members traveled to New York City on an inquiry-based experiential learning trip. The group visited Bloomberg, NASDAQ and the New York Stock Exchange. Prior to departure, students submitted a reflection paper describing what they expected to learn from the visits to the selected financial institutions. The goal of the paper was to enable students to relate how



their previous coursework and research had formed their opinions of these institutions. A part of the description was to portray the expectations of how these organizations influenced the global financial markets. For feedback, the faculty members interviewed the students after the visit to see what they learned at each site, and how their views of the organizations had changed. The experiences concluded in a group discussion after returning from the trip. Each student was able to outline what benefitted them most. The learning experience concluded with a final reflection paper that illustrated the gains of the journey.

New Microfinance Club

UT Microfinance Club was established during the fall semester of 2017. The club's primary objective is to provide underprivileged entrepreneurs with the economic opportunity to transform their lives and communities. The

Names of attendees from left to right: Nathan Frost, ECO '19; Sean Ryan, FIN '18; Alec Maylander, FIN '18; Elliott Plotkin, FIN '18; Jordan Vetrone, FIN '18; Herbert "A.J." Shaughnessy, FIN '18; Lillian Cousins, FIN '17; Alexandra Bohne, FIN '19; Igor Radwanski, FIN '19; Chris Sanchez, FIN '18; Jorge Perez, IB MGT '18; Devin Pulton, FIN '18; Anthony Murray, FIN '18; Elton D'Mello, FIN '19; Erik Tiitus, ECO '18; Aaron Riccio, FIN '18; James Vindici, FIN '19; Martin Olivo, FIN '20; Speros Margetis; Marcus Ingram; Tripp Moreton, FIN '19; Justin Odhiambo FIN '20; Nicole Curry, ACC '19; Derek Johnson, FIN '18; Lindsay Walker, ACC '18; Omar Albanil, ENT '19; Benjamin Wichlacz, FIN '18.

club provides small "micro" loans to impoverished individuals (usually interest free) for the benefit of starting or maintaining small businesses. The loans provide sustainable means out of poverty for low-income individuals without relying on handouts. In a few short months, the club has raised \$700 towards the goal of establishing a portfolio of loans across the globe. Loans have been granted to individuals in Sierra Leone, Senegal and the Philippines who operate in the food and agriculture industries. The club has

established lending standards to ensure smoother operations and longevity. Ideally, these regulations will shorten the payback period and payment frequency, introduce guidelines for the lenders financial behavior, increase the value creation of these entrepreneurs and promote geographic diversification for borrowing. The benefits for the borrowers are numerous. The club provides student members the opportunity to learn by doing and offers a real-life experience of the micro finance industry.

Seniors Launch Online Marketplace

When Ekaterina Meshcheryakova came to UT, she tried every club and organization she could think of. She is someone who is open to opportunity. So, when she found herself feeling like she had tried it all, she decided to create a new opportunity.

Going into her senior year, Meshcheryakova is one of three co-founders of UniMates, an online marketplace for college students focusing on textbooks, dorm items and services. It's an easier way to sell back that mini refrigerator or Business 101 book as the transaction is likely to happen on campus. It's essentially a Craigslist for college students.

Co-founder Hanna Grevelius explained, "The whole purpose of the app is to save and earn money, with the added side benefit of reducing one's carbon footprint. For example, you might look for the book you need on Amazon, but it might be shipped from California or New Jersey, when someone who lives in the dorm right across the hall might have the very book you need."

Meshcheryakova and Grevelius said UniMates, which is available on Android and iOS, requires users have an .edu email address. All the payments are done through the app. As it is set up now, the user will first see all of the listings from users at their school and then the listings from other universities.

They formed the company in early 2017, joined the Spartan Accelerator and officially launched on Oct. 3 and will be pitching their business at the Collegiate Entrepreneurs' Organization (CEO) national conference



Hanna Grevelius, ENT '18 and Ekaterina Meshcheryakova, FIN '18

in October.

Meshcheryakova came to UT for the warm weather, (her hometown of Novosibirsk, Russia, is in Siberia where she would see snow nine months out of the year), but also for the thrill of a new challenge.

"I've always had the goal of going to everywhere in the world," she said. "I don't like to feel restricted to just one place, one city or one country."

She is studying finance and management information systems where "everyone studying finance wants to be an investment banker. That's not me," Meshcheryakova said. "UT has opened up opportunities for me. For me, it's about how far can I go and how much I can do. There are no borders."

Grevelius was born in Stockholm, Sweden, and came to the U.S. through an exchange program to spend her junior year of high school. She liked the culture so much she

stayed her senior year. An avid golfer, she loved the year-round warmth and after considering several offers, came to UT to play on the golf team and to pursue her other interest, entrepreneurship.

"I like creating new things and being in charge of your own time, knowing the more you work the more you get done. Though we know now there's always things on the list — you check one thing off and you add two more," said Grevelius, who has worked with two other Swedish startups, Opti and Fishbrain, which is the biggest fishing app in Florida. "I have a drive of wanting to work and wanting to do more. I realized pretty early that I wanted to have my own company and be involved in some startups."

UniMates includes a third co-founder, a developer and friend of Meshcheryakova who works remotely from Europe, plus seven interns. Their next steps include finding

investors so they can expand in 2018 to other Florida universities. Their current profit model includes charging a percentage on each transaction.

Boys in the Bubble

During freshmen orientation in the fall, Michael Joyce met a lot of new friends but found it a pain to track down each person's many social media handles. So Joyce, along with Andrew Bernstein, created a mobile application they call Bubble.

The Bubble app is a tool that allows users to connect to their friends' social media accounts seamlessly. In addition, users can create groups, called bubbles, when those groups of people go out to a restaurant together. "Bubble is an app where you can connect and save," said Joyce, of Cleveland, OH. "We've really created a new market in social/geolocation deals."

When he came to UT in the fall, Joyce was actually working on another idea, that of an automotive marketing company. But he got involved in the Lowth Entrepreneurship Center and applied to the Spartan Accelerator. Through that involvement, he was introduced to the Startup Weekend Tampa Bay where he met his third partner and developer, Radu Grama. Soon he realized he had a stronger idea with Bubble.

Both Joyce and Bernstein say that being in the Spartan Accelerator program and having access as a student to the Entrepreneurship Center has been invaluable from day one.

"The Accelerator program has absolutely launched our business, and the opportunities the center has provided us with are

exponential," Joyce said, noting the incredible resources they've found in the Entrepreneurs-in-Residence, including Jamie Egasti, former CEO of Folgers and Catalina Marketing.

"In terms of my business development, the Accelerator program has had a huge impact," said Bernstein, of Millburn, NJ.

It takes a lot of work to get an idea to evolve from a theory to launch. Just like athletes spending hours in the gym and on the field perfecting their performance, Joyce and Bernstein are putting in the time to make sure they are successful.

"I am passionate about entrepreneurship and technology. Both of them overlap a lot of the time, as I generally do businesses that leverage technology," Bernstein said. "My drive comes from my desire to solve problems and create things. With entrepreneurship, I can build and create new products and software that solve problems that people face."

Quick Facts

16 alumni and community-led companies are in residence at the Spartan Incubator.

30 student-led companies are in residence at the Spartan Accelerator.

Over **\$4** million in revenue generated



Michael Joyce, ENT '20 and Andrew Bernstein, ENT '20

DYNAMIC PROGRAMS **Offering Innovative Curriculum**

New Cybersecurity Graduate Programs

UT started three new graduate cybersecurity programs in August 2017. In order to help meet the local and national need for people with cybersecurity knowledge and skills, a new Master of Science and a Graduate Certificate in cybersecurity is now being offered. Additionally, graduate students can take an MBA with a cybersecurity concentration.

With the formation of the new programs, seven graduate courses were created covering cutting-edge topics such as: Cloud Systems Security, Security Governance & Leadership, Incident Response Management, Penetration Testing and Cyber Risk Assessment & Contingency Planning.

As the graduate programs grow, the M.S. in cybersecurity will offer a research thesis track where students will write a thesis of publishable-quality. This option will enable

students to gain valuable experience in researching advanced topics in cybersecurity. From there, students will be well positioned to seek terminal degrees in cybersecurity or research advanced problems facing the industry.

Like the undergraduate program in cybersecurity, UT expects the graduate programs to grow significantly, helping the Sykes College of Business meet the needs of the 21st century marketplace.



Solving the Technology Needs of Tomorrow

The Sykes College of Business has recently launched the Business Information Technology (BIT) undergraduate degree. This degree adds to the repertoire of technology-focused degrees that are answering the call from businesses looking for students who are entering the workforce to have a greater understanding of technology. Opportunities for employment for BIT graduates span a diverse range of companies in all industries and include such positions as business technology manager, business and systems analyst and business information solutions manager. During the course of study, students will learn to use emerging technologies to improve efficiency and create new opportunities to help support business strategies and objectives. The program emphasizes learning business and technology skills from the user side, rather than the designer or developer side, and features a hallmark of UT's education method, experiential learning approaches. In addition, students will have the option to add additional certifications to enrich their learning experience, from companies like SAP, the world's leader in enterprise systems.





Michael Coon
Assistant Professor of Economics

Local Immigration Enforcement and Arrests of the Hispanic Population

In the U.S., immigration law falls under the jurisdiction of the federal government. The vast majority of the federal government's immigration enforcement personnel are stationed at borders and ports of entry, in an effort to prevent illegal entry into the country, leaving few resources to enforce immigration law in the interior of the U.S.

In an effort to increase its ability to enforce immigration law in the interior of the country, Immigration and Customs Enforcement (ICE) operates several programs in conjunction with local law enforcement agencies. The aim of these programs is to increase the federal government's ability to identify and deport removable aliens by utilizing local law enforcement as a "force multiplier." While these programs certainly increase ICE's ability to remove immigrants from the interior of the country, other important questions arise when these programs are implemented. For example, do they improve public safety? Are there

unintended consequences for U.S. citizens?

My research examines a little-known program that was instituted as part of the 1996 Illegal Immigration Reform and Immigrant Responsibility Act of 1996 known as the 287(g) program, named after its section heading within the legislation. The 287(g) program allows state and local law enforcement to enter into voluntary agreements with the federal government which give them delegated authority to enforce immigration law. Under the program, local officers are trained to inquire about immigration status, and if found to be removable, to detain the individual while ICE makes a determination of whether to initiate deportation proceedings.

Activists opposed to this program have raised several concerns regarding its implementation and results. First, given that the majority of undocumented immigrants hail from Latin American countries, it is highly plausible that this program could lead to racial profiling. That is, officers might arrest Hispanic individuals for minor offences simply to be able to ascertain their immigration status. Aside from potentially violating individual's civil rights, this may also lead to an atmosphere of suspicion and mistrust in the community. If tensions arise between the community and police, witnesses and victims may hesitate to cooperate with police for fear of being deported. Ironically, this would inhibit law enforcements' ability to do

its job and make communities less safe.

My study examines the effect of the 287(g) program in Frederick County, Maryland. Utilizing individual arrest data between two local law enforcement agencies, one that has a 287(g) agreement and one that does not, I analyze the patterns of arrests before and after the program was implemented. My findings indicate that the agency with the 287(g) agreement increased their arrests of Hispanics relative to the white and black population following implementation of the program, suggesting resources were diverted toward policing the Hispanic community. Further, I find evidence that the program led to a "chill effect," in which the Hispanic community avoided contact with law enforcement. Taken together, these results suggest that the program has had a substantial negative effect on the community in terms of public safety and community/police relations.

Since publication, this study has drawn attention from media and community activist groups both within the jurisdiction where the study was conducted, as well as other jurisdictions that participate in, or are considering participating in, the 287(g) program. It is hoped that this attention will attract more research into this topic and help identify the true impact of this program on our country's public safety.



UT Professors Work with Dairy Associations

Since the mid-1950s when dairy farms in the United States numbered 3.5 million, the industry has steadily declined in number to fewer than 50,000 farms today. The industry has consolidated with small, family-owned dairy farm operations facing competition from large, industry conglomerates with 500-plus dairy cows. As is true in many market sectors, global pressures influence U.S. operations. At the same time, dairy products face a host of new, non-dairy substitutes in the marketplace.

A team of UT marketing experts has been working with dairy farmer groups across the country to help the non-profit, farmer-led associations to plan more strategically for the future in light of fundamental shifts in the dairy industry environment.

UT marketing professors Hemant Rustogi and Judith Washburn, along with Rebecca Dearth, a UT MBA/MS MKT graduate, began working with SUDIA – the Southeast United Dairy Industry Association Inc. – in January 2017. At the request of SUDIA's newly appointed CEO, Doug Ackerman, a UT EMBA graduate, the organization sought help to ensure growth and success for the future in this rapidly changing environment. The group asked the professors to facilitate discussions between its Board of Directors, comprised of farmers who own dairy production operations, and their national organization, to ensure that both groups were aligned and focused on consistent long-term goals.

The UT team continues to work with various regional associations that, like SUDIA, promote dairy products and educate the public about the industry.



"These are salt-of-the-earth people who work hard to sustain the family farm that, in many cases, has been in the family for generations. We've been touched by their stories and gratified that we're able to help these groups to plan for future success." — Hemant Rustogi, Dana Professor of Marketing and Department Chair

SCHOLARSHIP **Selected Faculty Publications**

Blake, G. (2017). Using changes in the US immigration laws to estimate the effect of criminal deportation on crime in Latin America and the Caribbean. *Social Science Quarterly*, 98(1).

Borja, K. (2017). Corruption indicators, foreign capital and economic growth in developing countries. *Journal of Developing Areas*, 51(4), 95-108.

Coon, M. (2017). Local immigration enforcement and arrests of the Hispanic population. *Journal on Migration and Human Security*, 5(3), 645-665.

Harris, R., **Dieringer, S.** (2017). The economic impact of rezoning to increase tourism. *Tourism*, 65(1), 103-114.

Galperin, B., Tabak, F., Kaynama, S., **Ghannadian, F.** (2017). Innovation, engagement and impact measures: Two exploratory studies on the processes and outcomes development. *Journal of Education for Business*, 92(7), 347-357.

Gogineni, S., Puthenpurackal, J (2017). The impact of go-shop provisions in merger agreements. *Financial Management*, 46(1), 275-315.

Jayakumar, V. (2017). UK current account sustainability in the post-Brexit era: Insights from an intertemporal current account framework. *Theoretical Economics Letters*, 7(2), 223-250.

Katerattanakul, P., Hong, S., Lee, H.M., **Kam, H. J.** (2017). The effects of web accessibility certification on the perception of companies' corporate social responsibility. *Universal Access in the Information Society*, 17(2), 1-13.

Knapp, K. J., Maurer, C. S., Plachkinova, M. (2017). Maintaining a cybersecurity curriculum: Professional certifications as essential guidance. *Journal of Information Systems Education*, 28(2), 101-114.

Krasnova H., **Veltri, N. F.**, Eling, N., Buxmann, P. (2017). Why men and women continue to use social networking sites: The role of gender differences. *Journal of Strategic Information Systems*, 26(4), 261-284.

Liou, R. S., Lee, K., Miller, S. (2017). Institutional impacts on ownership decisions by emerging and advanced market MNCs. *Cross Cultural & Strategic Management*, 24(3), 454-481.

Liou, R. S., Nicholson, R. (2017). Out of Africa: The role of institutional distance and host-home colonial tie in South African firms' post-acquisition performance in developed economies. *International Business Review*, 26(6), 1184-1195.

Marley, R. N., Platau, S. M. (in press). Empirical evidence on the validity of using accounting research subjects' self-reported GPA as a proxy measure of actual GPA. *International Journal of Critical Accounting*.

Nisar, S., Boateng, A., Wu, J. (in press). The entry mode strategy and performance of SMEs: Evidence from Norway. *Research in International Business and Finance*.

Pergola, T. M., Walters, L. M. (2017). Ethics in the accounting curriculum: A model for an enhanced accounting ethics course. *Journal of Business Ethics Education*, 14, 199-228.

Pittz, T. (2017). Opportunity of opportunism? An examination of international recruitment via employer and nation branding strategies. *Business and Professional Ethics Journal*, 36(2).

Shirley, B., Pergola, T. M. (2017). Carolyn's dilemma. *Journal of Case Studies*, 35(1), 32-37

Simendinger, E., Kassar, A.N. (2017). Teaching effectiveness attributes in business schools. *International Journal of Education Management*, 31(6), 780-800.

Steiner, S., Brock, D. D., **Pittz, T.**, Liguori, E. W. (in press). Multi-disciplinary involvement in social entrepreneurship education: A uniquely threaded ecosystem. *Journal of Ethics & Entrepreneurship*.

Steiner, S., Dixon, D., Watson, M. A. (2017). MBA coaching program: Best practices for success with limited resources. *Management Teaching Review*, 3(1), 86-97.

Smith, T. (2017). An integrated learning approach to teaching an undergraduate information systems course. *Journal of Information Systems Education*, 28(1), 59-70.

Welch, J. (2017). Measuring the effectiveness of business ethics education: An analysis of business ethics education measurement preferences in national liberal arts colleges in the United States. *Business Education and Accreditation*, 8(1), 1-21.

Wood, A. (2017). A model to teach non-rival and excludable goods in Undergraduate Economic Education. *International Review of Economics Education*, 24, 28-35.

SCHOLARSHIP Summer Research Grants

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



ACCOUNTING

Gladys and the Narcissistic Knight

Mary Keener,
Chair and Associate
Professor of Accounting



Melissa Walters,
Associate Professor of
Accounting



ECONOMICS

*The Value Added Measurements of
Different Universities*

John Stinespring,
Associate Professor of
Economics



Robert Beekman,
Chair and Associate
Professor of Economics



FINANCE

Do Students Make Good Equity Analysts?

Marcus Ingram,
Associate Professor of
Finance



Donald Flagg,
Associate Professor of
Finance



ITM and CYBERSECURITY

*Least Privilege across People, Processes
and Technology: A Framework for
Endpoint Security in Organizations*

Kenneth Knapp,
Associate Professor
of Information
and Technology
Management



Miloslava Plachkinova,
Assistant Professor of
Cybersecurity



MARKETING

*What We Say and What I Do: Using
Construal Theory and Linguistic Text
Analysis to Examine Student Engagement
in a College Online Community*

Jill Mosteller, Associate
Professor of Marketing



Jennifer Burton,
Assistant
Professor of Marketing



MANAGEMENT AND ENTREPRENEURSHIP

*A Relational Perspective on
Entrepreneurial Ecosystems: the Role and
Sustenance of the Entrepreneurship Center*

Thomas Pittz,
Assistant Professor of
Management



Giles Hertz, Associate
Professor of
Business Law and
Entrepreneurship

PARTNERSHIPS **Centers at UT Engage and Innovate**



Global Access Partnership group travels to China



GAP Goes to China

The Global Access Partnership (GAP) is an educational travel program designed to provide a platform for the university community partners to experience the nuances of global markets and cultures firsthand so they can confidently navigate the global business landscape.

In 2017 the program visited Hong Kong, Schenzhen and Macau. The distinguished group included members of the Board of Trustees, the Dean's Advisory Council and University leadership including UT President

Ronald Vaughn and Dean Ghannadian. The group of 18 executives experienced the orient's culture and business environment.

Highlights of the trip included a visit to the Hong Kong Jockey Club, a presentation by Leong Cheung, executive director of Charities and Communities of the Hong Kong Racing Museum and a visit to the Garage Society where the group listened to presentations from various individuals using the co-working space. The GAP delegation also visited DJI Innovations in Shenzhen, China, a privately held Chinese company that controls 70 percent of the drone market.

TECO Energy Center for Leadership Speaker Series Welcomes Co-founder of Xcira

In October 2017 UT welcomed Nancy Rabenold, co-founder and CEO of Xcira LLC, as part of the TECO Energy Center for Leadership Speaker Series for a presentation titled “No Regrets.” For 21 years, Xcira (formerly known as Auction Management Solutions Inc.) has been an independent, technology-based infrastructure supplier for the asset disposition industry. As the co-founder of Xcira, Rabenold created a company that is recognized as the pioneer of bringing value-add technology to the asset disposition industry. She is also the lead inventor on several issued and pending patents.

As a frequent customer of the U.S. Patent and Trademark Office, she has met with members of Congress to discuss the issues facing the office and the associated impacts on small- to medium-size businesses. She is also active in the Tampa community and a member of UT’s Board of Trustees.

Prior to co-founding Xcira, Rabenold was the senior program manager for IBM’s Federal System Division where she had program management responsibilities for such platforms as NASA’s Space Shuttle, the Harpoon and Tomahawk missile program and the Trident submarine. She also was involved with various collaborative programs with esteemed generals, admirals and colonels of the U.S. Army, Navy and Air Force.



Nancy Rabenold, co-founder and CEO of Xcira, LLC



Sustainable Business Award winners

Sustainable Business Awards with the Center for Ethics

In June 2017 the UT Center for Ethics with its community partner, the Sustany Foundation, hosted the ninth annual Sustainable Business Awards luncheon. Seven businesses were honored for their contributions to building successful companies that positively impact the community. The businesses were recognized for their contributions in building a sustainable economy in Tampa Bay, while

embracing the “triple bottom line” — advancing the interests of people, planet and profit through innovative practices, products and services. The 2017 winners include Suncoast Credit Union (NFP), Doubletree, INETICO, Jones Potato Farm, Safer Home Services, Atelier Architecture and Kenyon Energy. AACSB International, The Association to Advance Collegiate Schools of Business (AACSB), was awarded the Jan Roberts Leadership Award. For more information please visit www.ut.edu/centerforethics/sustainablebusinessawards.

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From left: Dr. Dan Verreault; Dr. Robert Marley; Ms. Lorna Taylor; Mrs. Renee Vaughn; President Vaughn and Dean Ghannadian

Tampa Bay Ethics Awards

Lorna Taylor, President and CEO of Premier Eye Care, received the 27th annual ethics award in October, at a breakfast ceremony before her employees, friends and supporters in the Vaughn Center, 9th Floor, Crescent Club.

Taylor is an accomplished leader, both in directing fast-growing Premier and in making an impact in the community. Premier, ranked as one of “Florida’s Best Companies to Work For” for six consecutive years, has also ranked as one of the state’s fastest-growing companies two of the past three years by the Florida Business Journals.

As a former chair of The Spring of Tampa Bay, Taylor was honored with the organization’s Angel Award, and was named a Woman of Distinction by the Girl Scouts of West Central Florida in 2013. In 2014, she received the

Light of Sight Award from the Lion’s Eye Institute Foundation, and the Jan Roberts Sustainability Leadership Award from the Sustainable Business Coalition of Tampa Bay. The *Business Observer* named her as one of its 2015 top entrepreneurs of the year, and she was recently named as a Florida finalist in the prestigious EY (formerly Ernst & Young) Entrepreneur of the Year 2017 Award.

Personally, Taylor is involved in a wide variety of community and charitable causes. Taylor serves on the Board of Trustees for The Dalí Museum, and on the Moffitt Medical Directors (MMD) Board, Preserve Vision Florida, Florida Coalition Against Domestic Violence Foundation, Arts Conservatory for Teens and Tampa Bay Businesses for Culture and the Arts. She also serves on the UT Board of Trustees. Taylor is a graduate of Princeton Theological Seminary with a Master’s degree in Divinity, concentrating in social ethics.

Naimoli Institute’s Strategic Analysis Program

“I knew greater collaboration between UT and the Tampa Bay business community would create a winning team,” said Vincent Naimoli, founder of the Tampa Bay Rays and creator of the Naimoli Institute for Business Strategy at UT.

The Institute’s Strategic Analysis Program has performed more than 650 consultations for Tampa Bay area businesses and nonprofits since it was founded in 1998.

This year, students in the Strategic Analysis Program evaluated the needs of Pepin Academies to communicate between its three campuses, align its mission statement with its services and introduce new marketing efforts.

“Since our participation, we have implemented recommendations and are

seeing positive results,” said Jeff Skowronek, associate professor of psychology and Pepin Academies Hillsborough County and Foundation board president.

While the institute’s MBA students participate in the Strategic Analysis Program, undergraduates participate in a Case Study Competition.

“My team interacted face-to-face with Regions Bank management and executives,” said Dorina Hart ’17, an entrepreneurship major and competition participant. “Regions Bank was impressed with our recommendations and awarded all seven finalist teams, instead of one, a cash bonus.”

Students had the opportunity to interview with Regions Bank. Other program participants, including Lowry Park Zoo, Bank of Tampa and Starbucks, have provided positive feedback, wanting to participate again. As they focus on day-to-day management and operations, they value the outside perspective, analysis and recommendations of the student teams.

“Students leave the Naimoli Institute for Business Strategy prepared for the next step in their careers,” said Jody Tompson, institute director and professor of management and entrepreneurship. “This experience provides opportunities that differ from what a classroom provides. Students face the complexity of strategic decisions in real-time.”

Tompson emphasizes how hands-on experience teaches communication, critical thinking and problem-solving, and Hart has seen this firsthand. She believes that experiential education accelerated her learning.

“Mistakes become lessons. Learning



Dr. Jody Tompson and Dorina Hart, ENT '17

teamwork skills helps students to become more competitive in the job market,” she said. “I’m ready to enter the workforce and lead myself, team and clients to success.”

Namesake of Lowth Entrepreneurship Center Passes Away

John Lowth, member of The University of Tampa’s class of 1982, Board of Trustee member, parent of a UT student and namesake of the Lowth Entrepreneurship Center, passed away on Sunday, April 9, 2017.

Lowth was the president of Arnone, Lowth, Wilson, Leibowitz, Andriano & Greco LLC, a life insurance firm.

Lowth was a longtime UT donor who helped establish the Lowth Entrepreneurship Center in 2015. He was a firm believer that an entrepreneurship center could help students develop real life experience before leaving

UT, and students could benefit from the connections and mentorship that the center provides.

Lowth studied criminology at UT and worked in the Office of Admissions immediately after graduation. He then went on to pursue a career in life insurance.

“We will miss John’s lifelong commitment to UT, his business experience and his strong presence,” said UT President Ron Vaughn. “He truly embodied the spirit of UT.”



John P. Lowth '82

PARTNERSHIPS External Board Appointments

Arlene Acord, assistant professor of business law, serves on Florida's Constitutional Judiciary Committee.

Gary Beemer, visiting instructor of marketing, serves as director of content for the American Marketing Association's Tampa Chapter.

Garfield Blake, assistant professor of economics, serves as chair for the budget and financial committees for the Southwestern Social Science Association, an editorial board member for the Review of European Studies, and referee and manuscript reviewer for The Journal of Quantitative Criminology, Review of European Studies, and Social Science Quarterly.

Jennifer Burton, assistant professor of marketing, serves on the Editorial Review Board for the Journal of Advertising Research.

Maureen Butler, associate professor of accounting, serves on the board of directors for the Nonprofit Leadership Center.

Dierdre Dixon, assistant professor of management and associate director for the TECO Energy Center for Leadership, serves on the National Board of the United States Military Association Graduate Board. Additionally she serves on the board of the West Point Society of Florida's West Coast and the West Point Parents Club Gulf Coast.

Bella Galperin, professor of management and associate director of the TECO Energy Center for Leadership, serves on the board of the Nangodi Institute.

Pranjal Gupta, associate professor of marketing, serves on the editorial board for the Journal of Business Research.

Giles Hertz, associate professor of business law and entrepreneurship is the president and

executive director of the Collegiate Entrepreneurs' Organization.

Marcus Ingram, associate professor of finance, serves on the board of directors of the CFA Society Tampa Bay, an affiliate society of the Chartered Financial Analyst Institute.

Speros Margetis, professor of finance, serves on the board for the Link Foundation.

Robert Marley, assistant professor of accounting and associate director of the University Center for Ethics serves on the editorial board for the Global Journal of Accounting and Finance and the Business Forum.

Erika Matulich, professor of marketing, serves as 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 Unicon Research Corporation and Study Hall Research, as well as on the advisory board for the Academic and Business Research Institutes.

Scott Miller, associate professor of finance, serves on the board for the Al Wooten Jr. Heritage Center.

Shaista Nisar, assistant professor of information and technology management, serves on Pearson's Publishers Advisory Board for Teaching Material.

Raymond Papp, professor of information and 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.

Julia Pennington, associate professor of marketing, serves on the international board of directors for VGIF, and international fund providing grants to locally generated projects that empower women and girls worldwide.

Thomas Pittz, assistant professor of management, serves on the board for Mindful Nutrition and Health, LLC and is the associate editor for Entrepreneurship Education and Pedagogy.

Stacy Schetzle, associate professor of marketing, serves on the board for the National Conference in Sales Management, and an abstract reviewer for the Journal of Personal Selling and Sales Management.

Britt Shirley, professor of information and technology management, serves on the board of directors for the Society for Case Research.

George "Jody" Thompson, professor of management and entrepreneurship and director for the Naimoli Institute for Business Strategy, serves on the board of advisors for College Hunks Hauling Junk, LLC and serves on the board of directors for Field Forensics Inc.

Stephanie Thomason, associate professor of management, serves on the board of the National Society of Experiential Education and serves as president elect.

Rebecca White, professor of entrepreneurship, Walter Chair of entrepreneurship, and director for the Center of Entrepreneurship, serves on the boards for Collegiate Entrepreneurs' Organization Board of Directors and Global Consortium of Entrepreneurship Board of Directors.



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

Dean's Award winners

Jim Lee

Jim Lee taught many different courses in the 16-17 academic year, and managed to maintain an impressive 4.5 on a five point scale in instructor effectiveness. In addition to teaching many courses, Lee actively seeks to add an experiential component to his classes in order to add value to his students academic career. Lee has established alliances with The Humane Society of Tampa Bay, the Tampa Downtown Partnership and Your Pro Kitchen in order to create client research projects to increase the experiential components available to his students.



Cheri Etling-Paulsen

Cheri Etling-Paulsen received the 2017 Dean's Award for Teaching Innovation because she consistently challenges students by exposing them to the realities of a working environment. She designed an in-class compensation structure for students, utilizing base salary, merit pay, and bonus pay. She also stresses the importance of taking the initiative to preemptively recognize and fill gaps in knowledge independently and stresses time management and email etiquette.



Robert Marley

Robert Marley published two papers in 2017, one of which was funded by the Institute of Management Accountants, which has a viewership of an impressive 75,000 financial and accounting professionals. In addition, Marley had three presentations at national conferences, and collaborated with three separate departments within the College of Business for forthcoming publications. For these outstanding accomplishments and intellectual contributions, Marley was awarded the 2017 Dean's Award for Scholarship.



Lonnie Bryant

Lonnie Bryant received the 2017 Dean's Award for Service for his exemplary accomplishments throughout the year. A sampling of Bryant's service accolades include: serving on the Faculty Senate, serving as department chair for the finance department within the College of Business, being elected chair of the diversity committee, being appointed as the assessment coordinator for Sykes College of Business Graduate Programs, being selected as the commencement ceremony marshall and serving as the treasurer for the Tampa Bay Chapter of the National Black MBA Association. In addition, Bryant advised an impressive 108 students and became an active board member for the Academy of Finance in Hillsborough County.





CEO Magazine ranked Sykes College of Business MBA as a **top tier** program in North America



The Princeton Review named Sykes College of Business **outstanding business school** for the 12th year in a row



Bloomberg Businessweek ranked Sykes College of Business one of the **Top 100 Best Business Schools**, and the full-time MBA program as **one of the best business graduate programs**



Lowth Entrepreneurship Center awarded the **National Model Program Award**



Business Insider ranked Sykes College of Business No. 7 for **best education for the price**



Sykes College of Business ranked as a **best value school** by U.S. News & World Report



RANKINGS AND ACCOLADES



ALUMNI SPOTLIGHT **Ronice Barlow, Executive MBA**

My teammates were my anchors throughout this challenging program and I would not have succeeded without them.

— Ronice Barlow, MBA '17



From left to Right: Kevin Olson, MBA '17; Claudia Pires, MBA '17; Ronice Barlow, MBA '17; and Jamie Valera, MBA '17

A Rewarding Experience

The University of Tampa Executive MBA offers a deeply rewarding program designed to meet the needs of working professionals. With its focus on corporate strategy, leadership and finance, UT's EMBA is a passport to executive positions in any field, anywhere in the world. We asked recent alumna, Ronice Barlow, to share her experiences with the program.

Q&A

Q: Where do you work and what is your current role within your organization?

A: I work at Franklin Templeton Investments (FT) where I am currently a senior vice president and divisional sales manager. I have held various roles over my 25-year tenure at FT including the head of the Canadian business, head of Strategic Planning and Business Development and chief operating officer for the U.S. division.

Q: What made you choose UT's Executive MBA program?

A: I desired a program with a solid national reputation and strong local business connections, one where I could learn and interact with other executive leaders from various industries, a program that supported my active business travel schedule and offers a global learning component.

Q: Has your experience with the Executive MBA program influenced your career, and if so, how?

A: An MBA was not required for continued advancement at my current firm but the curriculum has undoubtedly made me a more effective and superior leader. The critical thinking and technical knowledge I gained

have given me the skills to better interact and lead teams consisting of various cultures, leadership styles and experience levels.

Q: How have the skills you learned both inside and outside of the classroom translated to your current role?

A: Having been introduced to formal new-team management process is something I will always value. I have been a part of many teams but the process of defining objectives, detractors, strengths and weakness is a process I now incorporate with all teams on which I participate. This has increased the communication, trust and effectiveness of my team's engagement. The attention to business communication skills has also made me a better communicator in social media and with traditional methods of written communication and with formal presentations. Working closely with people and learning best practices from various industries, coupled with much attention on entrepreneurial thinking have piqued my interest and many ideas in multiple areas, which traditionally have been focused on my industry.

Q: What are your feelings regarding your experiences and interactions with the faculty of the Executive MBA program?

A: The desire of the faculty to assist us in balancing our careers, families and curriculum was extremely noticeable and helpful. Their personal business acumen and success lend much credibility and interest to the program and discussions.

Q: What is your most memorable moment of your time in the Executive MBA program at UT?

A: Interacting and learning with an impressive group of executive leaders who have all been very successful in their own careers and learning practical leadership and financial concepts that I have already benefitted from in my career. The global trip was an ideal way to culminate all learning and experiences with the team of students, faculty and friends who aided in my educational experience.

Q: What do you feel is the most beneficial thing you learned from your time in business school?

A: Balancing and successfully completing an extreme amount of coursework in addition to a demanding work and personal schedule.

Q: Finally, what is your lasting impression of The University of Tampa?

A: An institution that is well connected with the business community, transforms students and creates an environment of entrepreneurial spirit.

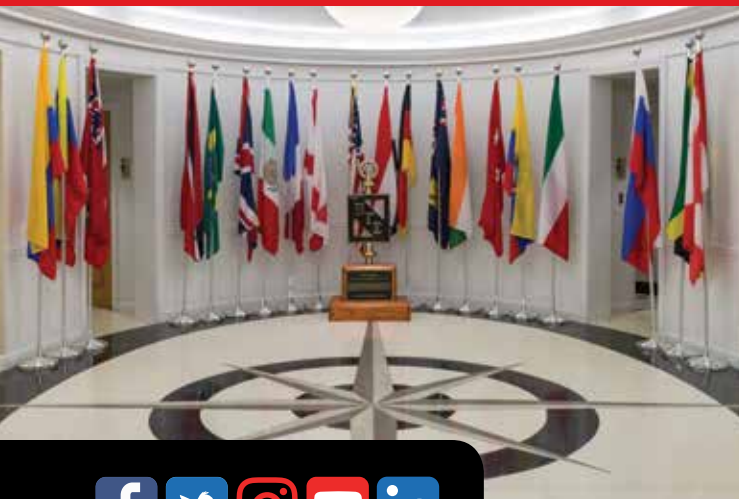


Sykes College of Business

401 W. Kennedy Blvd., Box 0

Tampa, FL 33606-1490

(813) 257-3704 | Fax (813) 258-7389



The University Of
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SYMBOL OF EDUCATIONAL EXCELLENCE

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.

04/2018