

THE NAVEEN JINDAL SCHOOL OF
MANAGEMENT

THE UNIVERSITY OF TEXAS AT DALLAS

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**MAKING
OUR WAY
FORWARD**





Hasan Pirkul
Dean and Caruth Chair

As I write this, I am looking forward to spring graduation and soon returning to campus. The coronavirus is at last abating, and the Jindal School has much to celebrate beyond that.

I am disappointed to report that spring graduation ceremonies will again be virtual, but all the new graduates, plus spring, summer and fall 2020 graduates will have the opportunity to attend in-person commencement ceremonies the week of

Aug. 9. Meanwhile, JSOM faculty and staff are currently back to campus at 50% strength and will be at 100% effective June 1.

I am happy to report that even in these difficult times we have continued to make progress. Among our accomplishments are new rankings in which we can all take pride. *U.S. News & World Report* ranked the Full-Time MBA at No. 13 among public university programs included in the 2022 Best Graduate Business Schools. The Jindal School tied at No. 11 among public university part-time MBA programs in those same rankings.

In *Financial Times* rankings of the Top 100 Global MBA Programs, the Jindal School placed at No. 17 among U.S. public university programs. A bonus of the *Financial Times* rankings was a research ranking component that placed our faculty at No. 5 in the world for scholarly contributions published in 50 top academic and practitioner journals. That No. 5 standing validates the findings of our own UTD Top 100 Business School Research Rankings™, in which our school placed third in both the Worldwide and North American standings.

Our online programs are also highly ranked. *U.S. News* ranked our online MS programs at No. 6 and our online MBA programs at No. 7. The MS in Innovation and Entrepreneurship program moved up five places to No. 10 in graduate program rankings from The Princeton Review and *Entrepreneur* magazine.

A strong faculty committed to teaching and research excellence contributes to our rankings successes. Among those due recognition here are Dr. Mike Peng, O.P. Jindal Distinguished Chair, who once again was named to the Clarivate Analytics Web of Science 2020 list of Highly Cited Researchers. Peng has been on this list every year since its inception in 2014. Congratulations, too, to Dr. Dawn Owens, director of the undergraduate Information Technology and Systems program, who was honored with a Sandra Slaughter Service Award from the Association for Information Systems. And Dr. Umit Gurun, Ashbel Smith Professor of Accounting and of Finance and Managerial Economics, and his research colleagues have won a best-paper award from the University of Delaware Weinberg Center/ECGI

Corporate Governance Symposium for their work on green patenting and the energy industry in "The ESG-Innovation Disconnect: Evidence from Green Patenting."

Jindal School leadership also has been on display in several events, including two inaugural conferences. In March, participants from nearly 85 universities attended our first annual Undergraduate Deans Conference. Conferees collaborated virtually on new and better ways to build and manage undergraduate business programs to benefit students. In April, I was pleased to welcome scholars, students and practitioners to the virtual Ann and Jack Graves Foundation Conference on Sustainability as a Solution to Global Business Challenges. The conference looked at sustainability and business challenges from a host of vantage points — including agriculture, corporate social responsibility, economic development, management issues, technology, and more. The 15th Annual Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference was held in late February. It brought together 125 faculty members and 70 PhD students to study emerging marketing trends. Another important gathering was the 16th Annual Fraud Summit put on by the Center for Internal Auditing Excellence in conjunction with the Dallas Chapter of the Institute of Internal Auditors. Over a thousand attendees listened to Elin Kunz, who shared her fascinating experience as a whistleblower who uncovered a major medical fraud in a Florida-based healthcare company.

Our alumni and friends continue to inspire us. I am grateful for the involvement of alumnus Mike Redeker, MBA'97, MS'01, a trustee of the Ann and Jack Graves Foundation, in the sustainability conference. I am delighted and appreciative that Herb Weitzman, namesake and benefactor of the Herbert D. Weitzman Institute for Real Estate, took a hands-on role in the Born to Build Leadership Roundtable for about 20 real estate students this spring. Their excitement about his participation is palpable in the roundtable story presented in this issue. I also want to thank alums and longtime benefactors Nancy Gundy Davidson, BS'80, and Charles (Chuck) Davidson, MS'80, for endowing a scholarship fund for the Jindal Young Scholars Program. This is a leadership program that provides mentoring to high school students from the Dallas Independent School District and assures them full scholarships if they gain admission to UT Dallas.

All of us in the school are immensely proud of the determination and resiliency Jindal School students have demonstrated throughout the past difficult year. And I, for one, miss them and can't wait to get them back to the campus in person.

Thank you for your continued support as we ready for our return to campus. The Jindal School's reputation and strength are tributes to you.

Best Wishes,

Hasan Pirkul

Visit us online at jindal.utdallas.edu



2 Jindal School Conference Explores Intersection of Global Business and Sustainability

The inaugural event of the biennial Ann and Jack Graves Foundation Conference Series gathered scholars, practitioners, policymakers and students to consider how sustainability can help solve business challenges across the globe.

Jimmie R. Markham

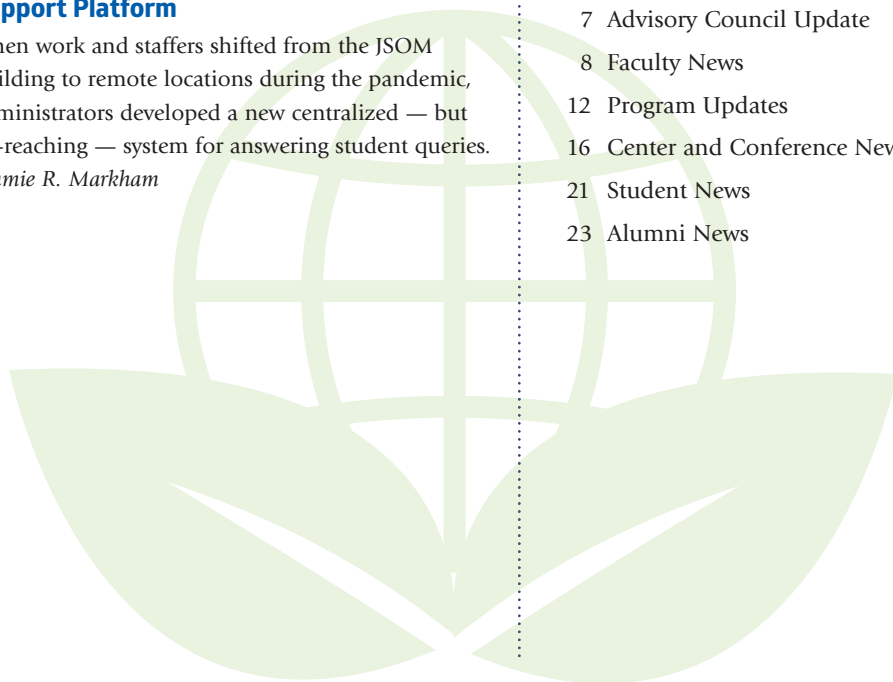
5 The JSOM Question Desk: A New Student Support Platform

When work and staffers shifted from the JSOM Building to remote locations during the pandemic, administrators developed a new centralized — but far-reaching — system for answering student queries.

Jimmie R. Markham

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Jindal School Conference Explores Intersection of Global Business and Sustainability

Academic and Business Leaders Discuss Solving Challenges Together



By Jimmie R. Markham

One of the primary goals of a recent conference at the Naveen Jindal School of Management was to instill a sustainability mindset in students from The University of Texas at Dallas.

“It wasn’t only just talking about this abstract concept of sustainability, but also changing the perspective of the future workforce talent that we are developing,” said Hubert Zydorek, director of the Center for Global Business, the BS in Global Business and MS in International Management Studies



Hubert Zydorek

programs at the Jindal School. “Regardless of the majors the students are pursuing — whether it’s global business, finance, information technology or human resources — sustainability should be the foundation of their professional and personal activities in the future.”

The conference, held April 15 and 16, was the inaugural event of the biennial Ann and Jack Graves Foundation Conference Series. The Center for Global Business and the Sustainable Global Business Initiative, also based in the Jindal School, organized the virtual gathering

with involvement from the Society of Sustainable Business, a JSOM-based student organization.

About 135 scholars, practitioners, policymakers and students shared ideas about how sustainability — the idea that meeting needs today in terms of sustaining ecological, social and economic systems should not interfere with the ability of those in future generations to do the same — relates to global business initiatives — and vice versa.

Sustainability — A Global Issue

JSOM faculty members Dr. Habte Woldu, Dr. Mike Peng and Zydorek coordinated the conference along with co-chairs Dr. Agnieszka Skuza, a Jindal School visiting professor from Poznań University of Economics and Business in Poland, and Dr. David B. Zoogah, an associate professor of management and entrepreneurship at Xavier University.

Woldu, a clinical professor in the Organizations, Strategy and International Management Area and director of the Sustainable Global Business Initiative, said the conference needed to be international because sustainability is a global issue. It can lead to solutions to worldwide problems, he said, including alleviating poverty by rational allocation of limited resources.

"We brought in academicians from 21 universities as well as business leaders and policymakers from around the world," he said. They discussed what they are doing within their university settings, within the corporate world and



Magali Delmas

within international organizations to address the issue of sustainability.

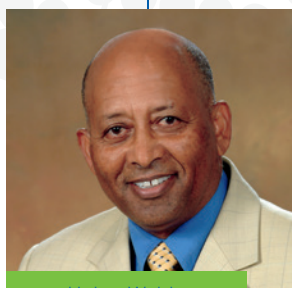
"The exchange of research outcomes presented by academics and common practices shared by industrial leaders and international organizations help us enhance

our knowledge of sustainability and better understand it. And, of course, we have our students who will be the future couriers of sustainability-related projects."

Speakers included:

- Dr. Magali Delmas, a professor of management from the UCLA Anderson School of Management;
- Navid Hanif, director of the Financing for Sustainable Development Office of the United Nations Department of Economic and Social Affairs;
- Bhushan Joshi, head of sustainability and corporate sustainability at Ericsson North America;
- Paul Voelker, mayor of the City of Richardson; and
- Gary Cocke, director of the Office of Sustainability at The University of Texas at Dallas.

Topics ranged from sustainability of energy as an enabler of economic development to technology as an enabler of sustainability, and from a Smart-City model for sustainability to university sustainability development and outreach.



Habte Woldu

Peng, O.P. Jindal Distinguished Chair and executive director of the Center for Global Business, moderated the opening ceremony. Prior to the conference, he said that the academic community can help industry by advocating that it adopt



Mike Peng

sustainability as a core value. Doing so can help companies work toward not just the usual economic bottom line, Peng said, but toward a triple bottom line: economic, social and environmental growth.

"Ideally," he said, "you don't have to radically change your business model or strategy, but while you're designing and implementing your strategy and your business model, if you can do these three things from the beginning, then all the better. It is challenging; not every company can do this."

Instilling a Sustainability Mindset

Zydorek said the conference was not only talking about abstract concepts of sustainability but also changing the perspective of future workforce talent being developed at the Jindal School.

Speakers sought to ensure that students could recognize changes in the world and the limited resources available so that they could include innovation in their professional activities in the future.

"With this understanding, they will be able to change some of the designs, processes and methodologies related to becoming a sustainable business," Zydorek, also an associate professor of instruction, said. "We are faced with the limits that we have in terms of natural resources. We have to be cognizant of the fact that we truly have to change our mindset and behavior for the benefit of our grandchildren and our planet."

A Long-Term Approach

JSOM alum Mike Redeker, MBA'97, MS'01, a trustee at the Ann & Jack Graves Charitable Foundation; and Peter Greer, president and CEO of HOPE International; were the keynote speakers on Day Two. Prior to the conference, Redeker said it is crucial for business schools to discuss topics such as sustainability so that they can impart knowledge that instills

innovative, long-term thinking in business leaders of the future.

“For me, the bottom line is — are we harming things?” he said. “Are we creating things that are going to hurt people or the environment? Are we doing something that is going to do long-term damage? What are the unintended consequences of these actions? Is there a better way to do it? When companies aren’t too worried about their short-term returns, then they can stick to their guns and play the 200-year plan.”

A Social Venture Example

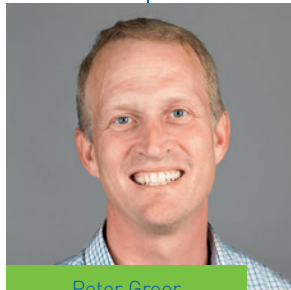
Dr. Ron Bose, professor of practice in the Information Systems Area and director of the Center for Information Technology and Management, was a panelist at a session titled “Sustainability of Energy as an Enabler of Economic Development.” The panelists — Bose; Dr. Wei-Jen Lee from UT Arlington; and Paras Loomba, founder and CEO of Global Himalayan Expedition — are members of the Institute of Electrical and Electronics Engineers and its offshoot, the Power and Energy Society. The moderator, Dr. Rajan Kapur, is senior vice president of the IEEE’s humanitarian outreach program, IEEE Smart Village.

They discussed how and why Smart Villages are being built in remote areas of the world, including villages high in the Himalayas. Bose discussed how he helped set up a metrics reporting system for the project.

Before the conference, Bose said that the IEEE Smart Village project is a social venture fund that provides grants to entre-



Mike Redeker



Peter Greer

preneurs in less-developed parts of the world to capture solar energy for villages — usually the entrepreneurs’ own — that are not connected to an electrical grid.

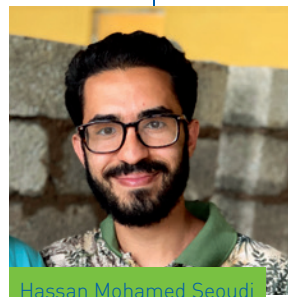
“The social venture fund idea is very important because it is not only to provide resources for the villages, but we also understand the fact that charity is not sustainable,” he said. “The idea of putting in the ability to generate energy is that this will lead to children going to school, people creating jobs —

small-scale businesses and things like that — so it has a big leverage effect.”

The Student Experience

Hassan Mohamed Seoudi, a senior global business major, has been involved with the Sustainable Global Business Initiative at JSOM for a few years. In 2019, he and other JSOM students organized a trip to Ethiopia with Woldu, Zydorek and Redeker to help a group of local women start a fruit dehydration business.

That experience led to the founding of the UT Dallas Society of Sustainable Business (SSB), the student organization that works in tandem with the initiative led by Woldu to cultivate sustainable economic initiatives that



Hassan Mohamed Seoudi

improve access to sustainable livelihoods, entrepreneurial opportunities and poverty alleviation in the Dallas-Fort Worth area and in the poorest African countries.


Seoudi and Zhu Lei, co-presidents of SSB, spoke at various times throughout the conference about their organization’s efforts.

Seoudi said his experience in Ethiopia was unlike anything he had done before.

“The project required us to constantly adapt our plans, and we had to transfer all of our knowledge during our time at UTD to the women who were running the business,” he said. “This meant teaching them everything from finance to brand management.”

The learning curve for the conference organizers seemed equally steep at times.

“When you say, ‘Sustainability,’ I have learned that it ripples like a pebble skimming across water,” Woldu said. “The circles keep widening, and you realize there are more and more people and topics to take in.

“But ultimately, that’s good, because already we know that the next time we have a conference we are going to invite more people who have on-the-ground experience with bringing sustainability to businesses around the world. Having students come back next time to share with us their changed perspectives, how they are applying sustainability to their careers and advocating for it would also be gratifying to me as an educator.” 



Ron Bose

Coming into the new year and out of the pandemic, the Jindal School has hosted a steady stream of center events and conferences. Read about some of them in Center and Conference News, which begins on page 16.





The JSOM Question Desk: A NEW STUDENT SUPPORT PLATFORM

By: Jimmie R. Markham

The Naveen Jindal School of Management last November launched an online student support system called the JSOM Question Desk that has improved the student experience and helped streamline operations.

The COVID-19 pandemic caused a seismic shift in Jindal School operations. When the building shut to all but essential workers, tasks that once filled staff members' calendars — greeting visitors, arranging faculty travel, purchasing, printing documents — were reduced or eliminated.

Although students had questions related to navigating the new virtual landscape, their ability to get quick answers had vanished.

"All of a sudden, we weren't in our offices," says Dr. Monica Powell, senior associate dean and graduate dean. "We weren't here where students could find us."

Traditionally, students would have made appointments with the JSOM Academic Advising Office or tracked down a program director, professor or administrator. Now they had to go online to find answers, but a centralized location did not exist on the JSOM website for this.

Administrators were realizing that many positions within the school had become compartmentalized but every staff member needed to be available to students.

Early in the fall semester, Dr. Hasan Pirkul, Caruth Chair and Jindal School dean, asked his leadership team, "What are we not doing?"

That question helped Powell realize that looking for answers could solve two problems.

"I knew we had people on staff who did not typically address student questions or concerns," she says. "We also

had a service that we weren't providing for students. We put them together and came up with the JSOM Question Desk."

She and her staff created a system, processes and procedures for the question desk and put them into action. Staff quickly began fielding inquiries and collecting the answers in a database.

▶▶▶▶ CARE AND NURTURE

Corina Cantua, JSOM advising office director, says that when students join the University, they have a lot of information to consume in a short time. The learning curve involves more than academics.

"The Student Center is new to them; campus is new to them; organizations, departments — everything is new," she says. "Our office took a big role in trying to give them that type of information so that they would feel more comfortable and get ready to join the UTD and JSOM family."

"The pandemic has put us in the mindset of having to care for and nurture our constituents," Powell says, "not just provide them services."

Enrollment increases in recent years have made it more challenging for academic advisors to provide students with information not related to academics, Cantua says.

"The JSOM Question Desk expanded the resources and the people who are knowledgeable and can assist the students with that information," she says. "That goes for continuing students as well. There's always something new coming up. The question desk staff either provides them the answers or guides them to the correct department and the correct person."



MONICA POWELL



CORINA CANTUA

▶▶▶▶ SPANNING DEPTH AND BREADTH

Janet Hacker-Collins, associate director of JSOM Undergraduate Programs, works on the question desk. She started at JSOM in the advising office and says that advisors, to be effective, need a pool of knowledge that spans the depth and breadth of the JSOM community.

"Even if I didn't know the intricacies of financial aid, for instance, I knew where to send the students," she says. "We gave them the option of where to go, even if we couldn't immediately give them the exact answer."

The question desk team takes the same approach. Members have expertise in their respective areas but also enough experience to be able to point students to other resources.

Cantua says they chose the name Question Desk because the name Help Desk is used so much for technical support. "We wanted to make sure that [students] know it's broader and more general than that. What question do you have? We're here to help you."

Powell says the pandemic has forced Jindal School staff and faculty to move beyond their usual thinking about what their respective jobs entail.

That perspective helps improve the quality of students' educational experiences and will continue to do so after the pandemic has ended, Cantua says.

"When a student is lost, they might not even know where to start," she says. "The JSOM Question Desk provides that place where the student is free to say, 'I have no idea who to contact. I can't figure it out.'"

Questions can range from parking costs to difficult life decisions, Cantua says. Even providing students with a to-do list that helps them make progress can help reduce their anxiety. "That's what we are trying to do at the JSOM Question Desk," she says.



JANET HACKER-COLLINS



ANGELA HOWARD

▶▶▶▶ IN TUNE WITH WHAT IS HAPPENING

Angela Howard, whose primary role is assistant director for graduate programs in the advising office, works the question desk and says it not only helps students but also helps staff members stay better in tune with what is happening in the school.

"It's not just us in advising or those in the Dean's Suite that are answering questions," she says. "Now JSOM is one JSOM."



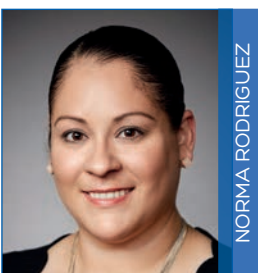
JACQUELINE CAMARGO

Not just one group has to provide all the answers."

Question desk workers, Howard says, gain satisfaction from being able to serve students and confidence from expanding their own knowledge and realizing they can help.

Reaction has been overwhelmingly favorable. In an anonymous survey, one student wrote, "[I] love this feature, [as] it solves all my concerns in just minutes."

Another wrote, "I believe that the Question Desk is amazing! It is nice to get quick responses to small questions instead of having to wait for advisors to email back."



NORMA RODRIGUEZ

A graduate student wrote, "Norma Rodriguez was extremely professional, helpful, and kind. She answered my questions promptly and was an invaluable resource."

Rodriguez, a project manager at JSOM, helped put together the system and was the first to field a question during its pilot phase. She and Jaqueline Camargo, an administrative assistant for JSOM's Undergraduate Programs, worked the desk for two weeks to test its capabilities prior to its official launch. Since then, a team of about 20 JSOM staff members has been fielding questions.

Rodriguez, who continues to put in time on the question desk, says it has been incredibly helpful in providing students another avenue to seek assistance.

"The staff ... have contributed to a better student experience in JSOM," she says. "This system allows students to get answers to their questions quickly while also allowing staff to become more knowledgeable about information outside their roles. This implementation would not be successful without the amazing teamwork from everyone involved." 🌐

Below: JSOM Question Desk portal



INTUIT, BLUE CROSS BLUE SHIELD EXPERTS JOIN COUNCIL

TWO NEW MEMBERS, VIDYA RAJ AND DR. BHARATH THANKAVEL, ADDED THEIR EXPERTISE IN INFORMATION TECHNOLOGY AND HEALTHCARE STRATEGY TO THE NAVEEN JINDAL SCHOOL OF MANAGEMENT ADVISORY COUNCIL THIS SPRING.



Vidya Raj

VIDYA RAJ
DIRECTOR, PMO AND BUSINESS OPERATIONS
INTUIT PROCONNECT GROUP

Vidya Raj has 25 years' experience driving technology and business transformation. She joined Intuit in January 2020, where she leads the Project Management Office and business operations for the ProConnect Group, which provides tax professionals with software that simplifies and connects tax preparation workflow.

Raj heads cross-functional teams that execute large programs and special projects. Her focus is on key information technology services and operations management process-reengineering initiatives.

Raj previously worked for Sabre Corporation in key leadership roles driving strategy for IT services management. She built high-performing teams and communities through principle-based leadership, and received the CEO's "Golden Shoe of Integrity" award for exemplifying company core values.

Raj was born in Chennai, India, and moved to London as a child. She has a bachelor's degree in electrical and electronic engineering from University College London and a master's degree

in computer science from Texas A&M University-Commerce.

Shaped by experiences living on three continents, Raj is passionate about bringing together diverse perspectives. At Sabre, she launched the company's first Diversity Council. She is a strong advocate for helping women achieve their career goals and for ensuring diversity and inclusion at Intuit, serving as a mentor for Intuit's African American Network and in the Tech Women at Intuit group.

Outside work, she is leaning into a new-found passion for stoic philosophy. Other interests include travel with her family and supporting causes targeted at empowering women and girls through education.

On the advisory council, she will work to promote values-based leadership and build a culture of inclusivity as students transition into the workforce. She hopes, she says, "to help inspire students to see a big, bold future for themselves."

BHARATH THANKAVEL, MD
MEDICAL DIRECTOR, VALUE-BASED CARE
BLUE CROSS AND BLUE SHIELD OF TEXAS

As a medical director of value-based care at Blue Cross and Blue Shield of Texas (BCBSTX), Dr. Bharath Thankavel is well-positioned to transform the healthcare system through innovative strategies. Working in tandem with BCBSTX's sales and account management, network, strategy and community relations teams, he helps incorporate physician insights into the creation of

new healthcare delivery models, such as accountable care organizations.

Born in San Antonio, Thankavel earned his bachelor's degree in biology from Baylor University, followed by his medical degree from Saint George's University. He did his pediatric residency at the University of South Florida.

In joining the council, Thankavel said, "I was instilled with the belief that an education was the foundation to future success. I believe this to be true for both individuals and the community. If we build strong, we will persevere. I hope to help shape that opportunity with my contributions to the advisory council."

As an assistant professor in the Department of Pediatrics at The University of Texas Southwestern Medical Center and a pediatric hospitalist at Children's Health in Dallas for 10 years, Thankavel has gained a wide variety of clinical experience. Early in his clinical years, he became increasingly involved in hospital throughput and quality initiatives.

Before joining BCBSTX, Thankavel was medical director of the Home Care program at Children's Health, where he oversaw three departments that targeted care for approximately 1,200 patients.

Thankavel incorporates health and wellness into his life through sports; he coaches his son's basketball team and plays in a basketball league. His family's love for travel has led him to several countries, and he makes a conscious effort to expose his son to cultural opportunities. 



Bharath Thankavel

Dallas 500 List of Influencers Includes Jindal School Dean



— Hasan Pirkul —



— Richard C. Benson —

Dr. **Hasan Pirkul**, Caruth Chair and dean of the Naveen Jindal School of Management, was named to the 2021 edition of the *Dallas 500*, a list of “the most powerful business leaders in Dallas-Fort Worth” compiled by *D CEO* magazine and presented in a special edition.

Pirkul’s mini bio notes he has been dean since 1996, spearheaded the building of the Jindal School’s two buildings, one in 2003 and one in 2013, and has watched enrollments triple during his tenure.

Pirkul is featured in the Education and Nonprofits section of the publication, along with UT Dallas President and Eugene McDermott Distinguished University Chair of Leadership **Dr. Richard C. Benson**.

Friends and graduates of the Jindal School who also made the list are:

Herbert D. Weitzman, executive chairman of Weitzman, a full-service commercial real estate company. Weitzman, and his wife, Donna, made possible the Herbert D. Weitzman Institute for Real Estate at the Jindal School.

Dr. **Paul Hain**, chief medical officer of GoHealth, is a member of the Jindal School’s advisory council.

Dr. **Christopher Crow**, co-founder and CEO of Catalyst Health Network and Stratifi Health, is a 2003 Executive MBA alumnus.



— Herbert D. Weitzman —



— Paul Hain —



— Christopher Crow —

Dr. **James (Jim) Walton**, is president of Genesis Physicians Group and a lecturer in the Jindal School’s Healthcare Leadership and Management programs.

Lisa M. Ong, president, founder and CEO of Wishing Out Loud, is a 2014 MS in Management and Administrative Sciences alumna and a 2020 JSOM OWLIE Award winner.

Robert Shaw (not pictured), president of Columbia Realty Partners, earned a BS in Business and Public Administration in 1983. 🌐



— James (Jim) Walton —



— Lisa M. Ong —

THOUGHT YOU SHOULD KNOW



Suresh Sethi

Suresh Sethi, Eugene McDermott Chair and professor of operations management, gave plenary talks virtually at two international conferences last year. He spoke on “Hierarchical and Mixed Leadership Games for Dynamic Supply Chains: Applications to Cost Learning and Cooperative Advertising” at the 9th International Conference on Operations Research and Enterprise Systems, Malta, in February. He delivered the same keynote to the XLVII Symposium on Operational Research, Belgrade, Serbia, in September.



Mike Peng

Clarivate Analytics Web of Science listed three University of Texas at Dallas faculty members in its 2020 list of Highly Cited Researchers, including **Mike Peng**, the O.P. Jindal Distinguished Chair; professor of organizations, strategy and international management; and executive director of the Center for Global Business in the Jindal School. He was listed among 101 scholars in economics and business. Peng has been on this list

every year since its inception in 2014.

Read more on the UT Dallas News Center (<https://news.utdallas.edu/faculty-staff/highly-cited-professors-2020/>).

(<https://news.utdallas.edu/faculty-staff/highly-cited-professors-2020/>).



Umit Gurun

Umit Gurun, an Ashbel Smith Professor of Accounting and of Finance and Managerial Economics, and his research colleagues have won a best-paper award for a study

they did showing disparity between the ecologically efficient innovations traditional energy producers have created and how those innovations have been received by socially conscious investors.

Gurun and co-authors Dr. Lauren Cohen of Harvard Business School and Dr. Quoc Nguyen of DePaul University placed first in the Weinberg/IRRCI Research Paper Competition. Their paper, “The ESG-Innovation Disconnect: Evidence from Green Patenting,” was discussed and the prize presented March 16 at the University of Delaware Weinberg Center/ECGI Corporate Governance Symposium.

In studying green patents, those that provide an environmental benefit, either through decreased energy use, technological innovation, or both, Gurun and his colleagues

found that in the United States, traditional oil, gas and other energy-producing companies are leading creators of environmentally sound innovations. But because these companies have in the past received low environmental, social and governance (ESG) scores from funds and investors interested in social change as well as financial returns, they often are excluded from ESG – socially responsible – portfolios.

Gurun says their findings raise important questions about such exclusions. And he and his co-authors wonder if “reward-based incentives would lead to more efficient innovative outcomes.”



Sheen S. Levine

Sheen S. Levine and his co-authors earned the Most Novel Paper award from the Behavioral Strategy Interest Group at the Strategic Management Society’s 40th Annual Conference, which was held virtually last October. Levine, an assistant professor of organizations, strategy and international management, co-authored the paper “What Directs Search? Experimental Evidence on Some Triggers of Exploration” with Charlotte Reypens, formerly a visiting scholar at UT Dallas and now a senior policy advisor at Nesta, a British foundation for innovation, and with Christoph Riedl, an associate professor of information systems and supply chain at Northeastern University.

Levine and his collaborators sought to understand when decision-makers are ready to leave the familiar and explore the promising and the risky. For example, what brings a manager to spend less on sustaining an existing service and develop a completely new one?

They designed and executed a series of behavioral experiments where they could listen to decision-makers describing their thought processes and observe their choices. Studying diverse participants in a variety of settings, the research trio identified two triggers of exploration. One, exploration can be reactive. Trying a new path is more likely when results are disappointing: Sales fall, or enrollment does not meet expectations. But exploration can also be proactive, triggered by stable performance, they concluded. In other words, decision-makers can be forced into exploration by dissatisfaction, but they often begin exploring when performance becomes predictable.

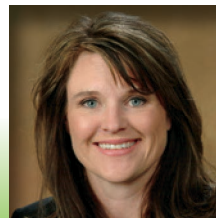


Sumit Sarkar

Sumit Sarkar, Charles and Nancy Davidson Chair, professor of information systems and director of the Jindal School PhD Programs, was honored in a virtual ceremony last November as a distinguished alumnus of the Indian Institute of Management Calcutta. “We take immense pleasure in honoring Professor Sumit Sarkar,” the institute said, “for his outstanding

contributions to the field of academia. We congratulate and wish him good luck for all his future endeavors!”

Sarkar earned an undergraduate degree in mechanical engineering from the Indian Institute of Technology New Delhi before earning his MBA from IIM Calcutta. He earned his doctorate in business administration from the University of Rochester.



Dawn Owens

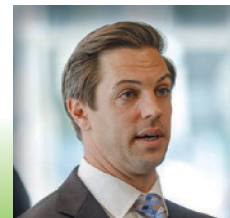
The Association for Information Systems honored **Dawn Owens**, clinical associate professor in information systems and director of the undergraduate Information Technology and Systems program, with a Sandra Slaughter Service Award at its 2020 International Conference on Information Systems in December.

The late Dr. Sandra Slaughter was a Georgia Institute of Technology professor, remembered as a dedicated volunteer leader in the association and integral member of the information systems community. The award recognizes longtime AIS members who have provided leadership within the association. “Honorees,” it was noted at the conference, “have continued to work tirelessly to educate, research and serve the field through continued engagement and contribution.”

A member of AIS since 2010, Owens currently serves on

its Member Conduct Committee as well as its Student Chapter Advisory Board. She was instrumental in establishing the UT Dallas Association for Information Systems student chapter, which promotes professional development of undergraduate information system students through workshops, networking, guest speakers and case competitions.

Owens also is a past chair of the AIS Women’s Network, an association group that supports female scholars in information systems and enables mentorship relationships crucial to speed the success of women in the information systems field.



Bryan Chambers

Dallas Mayor Eric Johnson appointed **Bryan Chambers** to his Task Force on Innovation and Entrepreneurship in January. Chambers, a senior lecturer and director of the UT Dallas Seed Fund in the Institute for Innovation and Entrepreneurship, is one of 15 members of the group, which has been charged with attracting, supporting and retaining startup businesses in the city.



Ron Bose



William (Bill) Hefley

Ron Bose and **William (Bill) Hefley**, both information systems professors, were named to the inaugural list of Leading Academic Data Leaders in *Chief Data Officer Magazine*. *CDO* grew out of the Massachusetts Institute of Technology's annual CDO and Information Quality Symposium in partnership with the International Society of Chief Data Officers and ComSpark, an annual two-day tech summit. A professor of practice, Bose is the director of the Center for Information Technology and Management. A clinical professor, Hefley is director of the MS in Business Analytics Cohort program.



Maria Gomez Albrecht

Maria Gomez Albrecht, a marketing lecturer in the Executive MBA and Global Leadership MBA programs, has been elected president of the

Dallas-Fort Worth chapter of Prospanica for its 2021 term.

Formerly the National Society of Hispanic MBAs, Prospanica is a nationwide nonprofit that promotes and advocates for the growth of Hispanic MBAs and business professionals in corporate America.

As president, Albrecht will be responsible for developing and leading local strategies to grow the chapter's membership and increase its value to its members.

"The strategic vision over the next year is to maintain the chapter's leadership position in the Metroplex as the top organization for Hispanic professionals to achieve full educational, economic and social potential," Albrecht said.

She added that "the focus will remain on helping Hispanic professionals and college students to connect, advance and thrive in their careers."

Albrecht, who earned her doctorate in business administration from Swiss Management Center University, brings over 25 years of corporate experience to the classroom. She has extensive experience in domestic and international marketing, e-commerce, sales operations, project management, data analytics, supply chain and vendor management. Fluent in Spanish and Portuguese, she also has business proficiency in French and Italian.



Steven Haynes

The average person should have at least one credit card, **Steven Haynes**, an assistant professor of practice in finance and managerial economics and director of the Risk Management and Insurance Concentration, advised in answering questions in a credit card tutorial on WalletHub, a personal finance website.



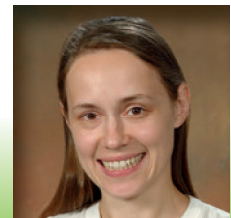
Taimur Khan

Taimur Khan, an information systems lecturer and triple JSOM alumnus (BS'13, MS'17 and MBA'17) started a nonprofit with two fellow Jindal School alums, Mikhil (Mickey) Jhaveri, BS'16, and his older brother, Mohammad Khan, BS'10, MBA'10 and MS'11, two and a half years ago. World Hunger Initiative "provides food, water and medical supplies to those in need and has garnered strong support from the UTD community," Khan says, "with many students and community members joining us by volunteering and sharing interests in the mission." Projects have included a local one, Humanity for Homeless, and the initiative takes pride in its 100% pass-through model, Khan says,

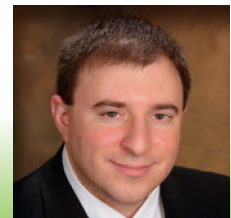
which means that every donation, in its entirety, is given to those in need.



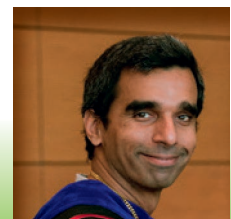
Rebecca Files



Dorothy Honhon



Joseph Mauriello



Ganesh Janakiraman

Congratulations to Jindal School faculty members honored with Outstanding Worthy Leaders Involved Exceptionally (OWLIE) awards at the annual Dean's Council event in April:

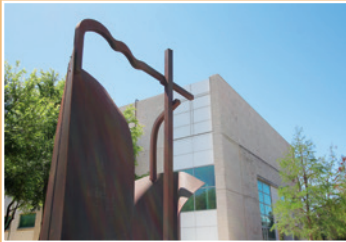
Undergraduate Faculty of the Year: **Rebecca Files**

Graduate Faculty of the Year (Tie): **Dorothy Honhon** and **Joseph Mauriello**

PhD Faculty of the Year: **Ganesh Janakiraman** 🌐

JINDAL SCHOOL MOVES TO NO. 3 IN UTD TOP 100 BUSINESS SCHOOL RESEARCH RANKINGS™

BY JIMMIE R. MARKHAM



The Jindal School has moved up from No. 36 in North America and No. 40 in Worldwide rankings since the UTD Top 100 Business School Research Rankings™ were first published in 2005.

The Naveen Jindal School of Management moved to No. 3 in 2021 rankings of the UTD Top 100 Business School Research Rankings™, released March 23.

With 242 articles contributed by faculty members during the most recent five-year period — 2016 to 2020 — used to arrive at rankings, the Jindal School placed at No. 3 in both Worldwide and North American rankings. JSOM stepped up from No. 4 in both sets of rankings the previous two years.

Only the Wharton School at the University of Pennsylvania and the Leonard N. Stern School at New York University tallied higher 2021 article totals. The Wharton School, perennially No. 1 every year since the rankings were first published 17 years ago, maintained its lead with a total of 353 scholarly articles published. Stern, with 273 articles, placed second.

Published annually since 2005 by the Jindal School, the rankings track the productivity of management- and business-school research faculty as reflected in 24 leading peer-reviewed academic journals covering major management and business disciplines.

Jindal School Vice Dean Varghese Jacob, who along with Dean Hasan Pirkul created the UTD Top 100 database and continues to maintain it, said, “Research is just as much an integral part of the school as teaching and is necessary for ensuring our classes are current and relevant. Our rise in various degree program rankings is a testament to that.”

“The UTD Top 100 numbers validate our efforts to always encourage and grow research as one of the foundations of the Jindal School,” Pirkul said. “Scholarly efforts to ask, investigate, analyze and move forward also inform our academics — and just about everything we do.”

See *Jindal School Moves Into Top 40 U.S. in Financial Times Rankings* on the following page for more on JSOM research rankings. To learn more about the UTD Top 100 Business School Research Rankings™, visit top100.utdallas.edu.

GRAD SCHOOL RANKINGS CONFIRM JSOM'S STANDING AS A TOP NATIONAL BRAND

The Jindal School has strengthened its competitive standing among top national MBA brands as confirmed by the latest *U.S. News & World Report* rankings in which the Full-Time MBA program placed among the top 15 public programs in the country.

Among public university full-time MBA programs, the Jindal School placed at No. 13 among the Best Business Schools listed in the 2022 Best Graduate Schools rankings released March 30.

In the overall rankings, the Jindal School moved up two places, from No. 33 last year to tie with Brigham Young University for No. 31.

“To be in the company of other premier programs like the University of California – Berkeley, the universities of Michigan and of Virginia, UCLA and UT Austin is a clear indication that our school is a highly sought destination for highly competitive students as well as top employers seeking top talent,” said Dr. Hasan Pirkul, Jindal School dean and Caruth Chair.

In the two years since the 2020 rankings were posted, the Full-Time MBA program has moved up seven places in all.

UT Dallas is the highest-ranking program in North Texas, and only two other universities in the state are among the most highly ranked programs, The University of Texas at Austin (No. 18 tied) and Rice University (No. 25).

Other ranking factors demonstrate that even during the pandemic, 90% of Jindal

School MBA alums were employed within three months of graduation.

Specialty Rankings

The MBA standings also include rankings of specialty subjects. Among those, three appeared for the first time this year:

- Project Management, No. 6
- Production/Operations, No. 24
- Business Analytics, No. 28 (tied).

In other specialty rankings, Information Systems moved up, from No. 16 last year to No. 13, and Supply Chain Management again tied at No. 21.



Part-Time MBA Rankings

The Jindal School tied at No. 11 among public university part-time MBA programs in the 2022 rankings. It also tied with Arizona State University and Wake Forest University at No. 22 overall.

Like the Full-Time MBA program, JSOM's Professional (part-time) MBA was also the highest-ranked program in North Texas.

Methodology

U.S. News & World Report surveyed all 486 colleges and universities with master's-level business programs in the United States accredited by the Association to Advance Collegiate Schools of Business International.

The scoring system measured reputation among other schools and employers, percentages of alumni employed at graduation and three months later, average starting salaries, and quality of incoming students, reflected by GRE and GMAT scores, mean undergraduate GPA and acceptance rates.

JINDAL SCHOOL MOVES INTO TOP 40 U.S. IN FINANCIAL TIMES RANKINGS

The Jindal School moved up eight spots overall and into the top 40 U.S. schools listed in 2021 full-time global MBA rankings from *Financial Times*.

Released Feb. 8, the *FT* standings rate the top 100 full-time MBA programs around the world. The Jindal School advanced to No. 17 among U.S. public university programs, No. 40 among all U.S. university programs and No. 73 overall.

Among ranked U.S. public schools, the Jindal School first cracked the top 20 last year, coming in at No. 18. JSOM has moved up 20 places in the overall standings since it first appeared in *Financial Times* rankings in 2017.

JSOM has been steadily moving up since it began participating in the rankings. "We expect that," said Dr. Hasan Pirkul, Caruth Chair and Jindal School dean, "because we work to get better every year. But a jump of eight places in one year is very gratifying, especially when you consider all the challenges the pandemic has brought our way."

RESEARCH REINFORCED

"I have to point out that we also are excited by our research ranking this year," said JSOM Senior Associate Dean and Dean of Graduate Programs Monica Powell.

The Jindal School advanced 12 places in the research

ranking, moving from the No. 17 spot last year to No. 5. That position was determined by the number of scholarly articles full-time faculty members published in 50 selected academic and practitioner journals between January 2018 and July 2020. Then the total was weighted, relative to each school's faculty size.

"The research ranking validates the findings of our own UTD Top 100 Business School Research Rankings™," Powell said. There (see *Jindal School Moves to No. 3 ...* on page 12), the Jindal School stands at No. 3, based on a database that tracks publications in 24 leading scholarly business journals.

METHODOLOGY

The *Financial Times* rankings were determined using 20 weighted categories, including research, alumni answers, international aspect of programs, the number of women faculty, students and advisory board members, the number of faculty with doctorates and corporate social responsibility.

Only programs accredited by the Association to Advance Collegiate Schools of Business International (AACSB) or EFMD Quality Improvement System (EQUIS) were eligible to participate. (The Jindal School has AACSB accreditation). In all, 143 colleges and universities took part.



BY JIMMIE R. MARKHAM

JINDAL SCHOOL PLACES AMONG ELITE SCHOOLS IN ONLINE RANKINGS

The Jindal School’s online graduate programs placed in the top 10 in two 2021 online rankings — and several online specialty rankings — from *U.S. News & World Report*.

Released Jan. 26, the rankings, including all four of the specialties that *U.S. News* ranked this year, appear in the chart below:

Ranking	Position
Best Online Master’s in Business Programs (non-MBA)	No. 6 (tied)
Best Online MBA Programs	No. 7
Best Online MBA Program Specialties (General Management)	No. 5
Best Online MBA Program Specialties (Business Analytics)	No. 6 (tied)
Best Online MBA Program Specialties (Finance)	No. 6
Best Online MBA Program Specialties (Marketing)	No. 10 (tied)

“Our stance has always been to focus on the process and have faith that the results will follow.” said Dr. Hasan Pirkul, Caruth Chair and dean of the Jindal School. “With online programs playing such a vital role in higher education during the global pandemic, these new rankings confirm that we are on the right track.”

During the past year, faculty and administrators implemented a variety of online graduate programs and virtual initiatives that helped students transition to distance learning when COVID-19

numbers began to climb. New programs in management science, business analytics and supply chain management led the way.

“I have had a multitude of professors and classes which I found to be incredibly beneficial, thought-provoking and intellectual,” said Garrett Brown, who graduated in December with an MBA from the Jindal School’s online program and works for Collins Aerospace as a senior subcontract program manager in the company’s Mission Systems division. “I have also appreciated how great a job the school has done from an online and part-time perspective.” Although he worked full time, Brown said, UT Dallas and the Jindal School “still made the experience exceptional.”

Garrett Brown,
Professional Online
MBA 2020 graduate



UNDERGRAD AND GRAD INNOVATION PROGRAMS IN TOP 20

The Jindal School MS in Innovation and Entrepreneurship program moved into the top 10 in 2021 rankings of graduate programs released by The Princeton Review and *Entrepreneur* magazine last November. The program moved up five places and placed at No.10.

The MS in IE undergraduate precursor, the BS in Business Administration Innovation and Entrepreneurship Concentration, placed in the top 25 undergraduate program rankings, coming in at No.18.

Only seven other universities placed in the top 20 in both the undergraduate and graduate rankings, Paul Nichols, director of the MS in Innovation and Entrepreneurship program and executive director of the Institute for

Innovation and Entrepreneurship, said.

The Princeton Review collected data from more than 300 schools and analyzed more than 40 data points in compiling the lists of the top 50 graduate and 50 undergraduate schools.

“Every year we add to our resources and capabilities for our students,” said Nichols. “Our practical curriculum, taught by highly experienced faculty, and our programs from the institute and the Blackstone LaunchPad give our students and UTD an advantage over others, especially during a pandemic when other universities may have slowed or stopped the growth of their innovation and entrepreneurship programs.”



PAUL NICHOLS

AI, MACHINE LEARNING AND LATEST APP TECHNOLOGY COME TOGETHER IN NEW BUSINESS ANALYTICS COURSE

A new course the Jindal School launched this semester gives students opportunities to use elements of artificial intelligence and machine-learning capabilities in apps they create to solve business problems — all while picking up new skills in next-generation, in-demand app development. And that, says course creator Gaurav Shekhar, puts the business analytics course, Robotic Process Automation, at the forefront of information technology teaching.

The robots the RPA name suggests are the computer crawler kind embedded in coding used in automation. And automating business processes is the crux of the graduate-level course, says Shekhar, an assistant professor of instruction in information systems and director of the MS in Business Analytics Flex and Online programs. Students learn how to take a series of related business tasks previously performed by people, develop a process for them and then automate that process so it can

be operated by a computer.

Because business-process automation frees up workers, increases efficiency and generally makes a company more change-ready, demand for it is increasing.

The stepped-up pace of automation owes a lot to advances in app development, Shekhar says, and the RPA course has tapped into that, too, via an industry partnership with Appian, a Virginia-based software developer and cloud-computing company, that gives students access to the Appian Low-code Automation Platform.

On a low-code platform, many of the commands app developers usually write are already created and packaged — in icons, labels or visual images —that the developers can drag and drop into a new program.

Not only are the ease and speed at which you can create an app

greatly improved, Shekhar says, “but think of how many more apps you can create.”

Although low code has been around about a decade, demand for it and for IT professionals who know how to use it has been on the rise.

At an Appian user’s group meeting JSOM hosted a few years ago, Shekhar recognized “a disconnect” between demand for low-coding and the number of professionals qualified to use it.

JSOM first addressed that training gap in 2019 when Shekhar made low-code development with Appian the basis for a Digital Consulting Project (MIS 6349) senior capstone class.

The Digital Consulting Project course will be back this fall, Shekhar says, as will the Robotic Process

Automation (BUAN 6385) course. An additional

professional incentive in the class: Students who complete the course will get free one-time access to the Appian Level I Developer certification exam.

GAURAV SHEKHAR



NEW CERTIFICATE PROGRAM AIMED AT IT WORKERS

The Information Systems Area has launched a new training and certification program for students in ITIL4 Foundation, a framework intended to help information technology workers meet and align IT with other company needs.

ITIL is an acronym for information technology infrastructure library, and the “library” defines assessments, methods, practices and strategies for IT service managers to use in their efforts to be responsive to other workplace functions and areas.

The new certificate program, which costs \$300 and is open to any JSOM student, includes two six-hour sessions followed by the certification exam. Success leads to ITIL 4 Foundation certification.

Higher certifications can be earned at the Specialist, Strategist, Leader and Master levels; however, JSOM does not yet offer training for these.

ITIL4 is the latest iteration of the infrastructure library framework, and according to PeopleCert, a certification delivery partner, ITIL4 Foundation is

suitable for individuals who require a basic understanding of the framework and how it may be used to enhance the quality of IT service management within an organization. The certification also applies to IT professionals who work within an organization that has adopted ITIL and who need to be aware of and contribute to the overall service-improvement program.

Besides the dimensions of IT service management and the guiding principles of ITIL, students who take the JSOM certificate course learn:

- A holistic approach to facilitating and co-creating value with and for customers and other stakeholders in the form of products and services, and
- Key concepts from Lean, Agile, DevOps, and why these are important to deliver business value.

Gaurav Shekhar, director of the MS in Business Analytics Flex and Online programs and an assistant professor of instruction in information systems, teaches the certificate program.

“Certifications like these are an indicator of the proficiency in a specific area related to IT,” Shekhar says. “More importantly, certification helps the employability of our students, making them a candidate of choice for the employers.”

Conferences and events – all virtual – came back strong in the spring semester at the Naveen Jindal School of Management as the COVID-19 pandemic started to recede. Several of those gatherings are covered here, but read about the inaugural Ann and Jack Graves Foundation Conference Series event, a conference on sustainability in *Jindal School Conference Explores Intersection of Global Business and Sustainability* on page 2.

Whistleblower, Investigative Columnist Headline



The Center for Internal Auditing Excellence at the Naveen Jindal School of Management again hosted its annual premier event, the Fraud Summit, virtually this year because of the global pandemic.

The 16th Annual Fraud Summit, held March 25 and 26, continued the 2020 theme of whistleblowing and featured Elin Kunz, a former compliance officer at Halifax Health Systems who helped put a stop to \$86 million in Medicare fraud at the Florida-based company.

Twenty years into a career at Halifax Health, Kunz was director of Physician Services when she uncovered questionable physician compensation and unnecessary surgeries. She filed a lawsuit on behalf of the government under the federal False Claims Act and was later joined in the successful lawsuit by the U.S. Department of Justice.

The summit also included a keynote session with Dave Lieber, “The Watchdog” columnist for *The Dallas Morning News*. A consumer advocate and investigative reporter, Lieber scored first place in the 2019 National Society of Newspaper Columnists Column-Writing Contest.

Lieber’s website says: “He fights for Americans and shows them how to save time, money and aggravation. He works to expose corruption and make positive change.”

Other top speakers included:

- Steve Dawson, a Certified Fraud Examiner and Certified Public Accountant, whose company, the Dawson Forensic Group, has worked with the FBI, the U.S. Department of Justice, the U.S. Securities and Exchange Commission and other federal and state agencies.
- Rick Roybal, a Certified Fraud Examiner experienced in the oil and gas industry and an expert in vendor due diligence.
- Justus Ekeigwe, a Certified Information Systems Auditor and Certified Information Security Manager who oversees technology risk management at Charles Schwab.

The 15th Annual Fraud Summit, held virtually last summer, attracted an audience of more than 1,000 internal auditors and fraud examiners and focused on the plight of whistleblowers in the age of fraud. Keynote speakers included journalist Tom Mueller, author of *Crisis of Conscience: Whistleblowing in an Age of Fraud* (New York: Riverhead Books, 2019). Mueller explored “the nature of the whistleblowing act” and profiled insiders who have exposed fraud in America’s public and private institutions.

A Conference Experience in a Virtual Space

Joseph Mauriello, Center for Internal Auditing Excellence director, sought to replicate the conference environment in the virtual space. “We wanted our conference attendees to not only benefit from the outstanding content that we offer at our event,” he said, “but to also share in the conference experience of interacting with each other and our sponsoring firms.”

To that end, the 2020 and 2021 summits incorporated virtual sponsor booths and video capabilities so that sponsors, speakers and attendees could interact.

And, as usual, both summits offered continuing professional education credits to attendees for workshops in advance of the conference and for the conference itself.

Academically, the Center for Internal Auditing Excellence oversees the Jindal School’s Internal Auditing Education Partnership, which offers students a strong program in internal audit and risk management through accounting and information management courses.

The center puts on the Annual Fraud Summit in conjunction with the Dallas Chapter of the Institute of Internal Auditors, and proceeds benefit center students.

COLLOQUIUM
HELPS EQUIP
BUSINESS SCHOOL
ADMINISTRATORS
TO CHANGE
STUDENT LIVES

JINDAL SCHOOL INAUGURATES UNDERGRADUATE DEANS CONFERENCE

by Jimmie R. Markham

More than 100 associate and assistant business school deans attended the inaugural Undergraduate Deans Conference the Jindal School presented March 1 and 2 to learn from one another ways to better develop and manage undergraduate business-school programs to benefit students.

Presented virtually, the colloquium — which is slated to become an annual event — drew participants from 84 universities.

“Undergraduate programs are, in many ways, the most important programs that business schools do,” Dr. Hasan Pirkul, Caruth Chair and Jindal School dean, said in a welcome message, “Why? This is the program where we have the most responsibility. ... [In] the undergraduate program, we take very young students that are still in the formative years of their lives, and we literally shape their lives.”

Two Jindal School faculty members — Dr. Shawn Alborz, conference chair and the Jindal School’s associate dean for undergraduate programs; and co-chair Victoria McCrady, an assistant professor of instruction — headed the conference organizing committee.

“Dean Pirkul and I recognized the need for a forum such as this,” Alborz said, “one that brings together thought leaders who are succeeding in providing outstanding undergraduate business education in a competitive environment.”

A KEYNOTE ON COMPETITIVE DIFFERENTIATION

Klaus Dohrmann, an executive from DHL, the international delivery and mail service company, was the keynote speaker. His presentation, “Differentiation Matters in a Hyper Competitive World,” centered on business innovation as it relates to the competitive environment in which his supply chain logistics services company finds itself. But the ideas he outlined set the stage for subsequent discussions related to business education programs.

Alborz had asked him “to provide our views on how to differentiate in our competitive environment,” said Dohrmann, vice president of sector development engineering, manufacturing and energy for DHL’s customer solutions and innovation. “I cannot help you so much with this environment at universities. But of course, you know I’d love to share how we in DHL look at this competitive environment and what we do to differentiate.”

Continued on the next page



▲ SHAWN ALBORZ

◀ HASAN PIRKUL

▼ VICTORIA MCCRADY



▲ KLAUS DOHRMANN



▲ ROBERT WHITELAW

JINDAL SCHOOL INAUGURATES UNDERGRADUATE DEANS CONFERENCE

Continued from previous page

GUIDANCE FOR GOING FORWARD

Other discussion topics included growing enrollment, mentoring programs, study-abroad programs, virtual learning, honors programs, undergraduate research programs and capstone senior projects such as those implemented recently by the Jindal School.

Alborz participated as a panelist in a session titled “Programs That Differentiate Your School: Honors, Undergraduate Research Programs and Capstone Senior Projects” and was an active discussant in all sessions.

McCrary, also an active participant in discussions, said the conference was “a true triumph.”

The conference fulfilled a critical need, she said, to address problem-solving. It “focused on ways – one after another – that business school leaders can build programs to better support, engage and develop students so that they have great educational experiences.”

IMPACTING THE UNDERGRADUATE EXPERIENCE

Dr. Robert F. Whitelaw, vice dean of the Undergraduate College at New York University’s Stern School of Business, wrote in a post-conference email that the conference was an invaluable opportunity to connect with and learn from educators and leaders across the country.

“Coming together is more important now than ever, as we all strive to anticipate and navigate a constantly changing environment, innovate to optimize the student experience and educate and inspire tomorrow’s business leaders,” he wrote. “Even though our programs differ in many ways, we also face common challenges, and carving out time to share ideas and best practices benefits us as educators and, above all, our undergraduate business students.”

Dr. Charles Allen, assistant dean for undergraduate programs at Temple University’s Fox School of Business, appreciated the JSOM team’s efforts. “There was great conversation and lots of great idea sharing,” he wrote post-conference. “I was able to do some great networking as well.”

Dr. Jennifer Percival, associate dean in the Manning School of Business at the University of Massachusetts at Lowell, was a panelist at a session titled “Lessons Learned from Engaging Undergraduate Students Virtually and What Can We Expect Post-COVID?”

“[This] conference provided a wonderful opportunity for networking, sharing innovative solutions and [discussing] future trends in undergraduate education,” she wrote in an email. “It was an honor to present alongside colleagues from other top business schools to explore how we can positively impact the undergraduate experience.”

Alborz said that planning for the conference next year is already underway.



CHARLES ALLEN ▲



JENNIFER PERCIVAL ►

Bass Conference Provides Forum for Stimulating Exchange of Marketing Ideas

By Jimmie R. Markham

Marketing professors from around the world came together Feb. 25 through Feb. 27 for a conference hosted by the Jindal School to share ideas on quantitative research related to emerging marketing trends.

The Jindal School presented the 15th Annual Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference virtually this year because of the global pandemic. The event honors the memory of the late Dr. Frank M. Bass, Eugene McDermott Chair in the Jindal School, who for a quarter of a century led the way in establishing marketing as a quantitative science.

Dr. Nanda S. Kumar, professor of marketing in the Jindal School, organized the conference. He said 125 faculty members from various universities and 70 doctoral students registered to attend.

“This was by far the largest conference we have hosted in the last 15 years,” he said.

Participants spanned the globe – including Australia, China, Germany, Hong Kong, Portugal, Singapore, South Korea, the United Kingdom and all time zones in the United States.

Dr. Ying Xie, coordinator of the Jindal School Marketing Area, said the purpose of this conference is to foster high-quality research in quantitative approaches to marketing and provide a forum for a stimulating exchange of ideas.

In his opening welcome message, Dr. Varghese Jacob, Lars Magnus Ericsson Chair and the Jindal School's vice dean, paid homage to the conference's namesake. “I hope Frank is pleased to see,” he said, “wherever he might be, that the tradition continues.”



Frank M. Bass
(1926-2006)

Clockwise from right:
Pradeep Chintagunta,
Varghese Jacob,
Tongil Kim, Jing Xie
and Nanda Kumar



The research culture Bass envisioned “is pretty much ingrained in the school,” Jacob said, “and has become vital – I mean I would say it is part of the DNA of the school.”

Dr. Pradeep Chintagunta, the Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing at the Booth School of Business, University of Chicago, served as keynote speaker. His presentation, “Analytics for Good,” focused on the work he did in Rwanda providing business analytics tools to small-business owners who wanted to grow their businesses to determine what effect doing so would have on their bottom lines.

Tongil (TI) Kim, a JSOM assistant professor of marketing, was a conference discussant. He said he always says yes to these types of invitations because it is a great way to learn about others' work.

“My main takeaway from this conference is that there is a lot of interesting, thought-provoking research happening all around the world despite the pandemic,” Kim said. “We had topics ranging from consumer data privacy, advertising, pricing, firm competition and large-scale field experiments to gender and inequality, retail, healthcare and public policy. Marketing plays a role in all these different aspects of our daily life, and it was great to hear top-notch research on such a variety of topics in a single conference. The last takeaway is we all miss in-person conferences, and hopefully we can have our in-person Bass Conference back next year.”

Leadership Workshop Series Designed for JSOM Real Estate Students

By Jimmie R. Markham

PARTICIPANTS GAIN INSIGHTS FROM INDUSTRY LUMINARY

TWENTY STUDENTS FROM THE REAL ESTATE CLUB at The University of Texas at Dallas participated in a leadership workshop to help them gain insights about the industry from a North Texas real estate luminary.

The Herbert D. Weitzman Institute for Real Estate and The Real Estate Club at UTD, both based in the Jindal School, co-presented the Born to Build Leadership Roundtable, a series of virtual events designed to provide selected club members a chance to engage with and learn from Dallas commercial real estate icon Herb Weitzman.

Each week, students broke down one or two chapters of *Born to Build*, a book about Weitzman's career. Once a month, they met with Weitzman to discuss the readings, the current real estate market, their job searches and general questions. By the end of the program, they had had the opportunity to get to know Weitzman and gain professional insights directly from someone who has more than six decades of industry experience.



HERB WEITZMAN

Alejandro Jimenez, a finance junior and a vice president of the real estate club, said he looked forward to hearing from someone who has a “ton of expertise” and advice to give students about both the real estate industry and life in general.

“He just spits out gold,” Jimenez said. “Students heed what he says.”

NETWORKING OPPORTUNITIES AND OTHER PERKS

In addition to learning from Weitzman, students had a chance to win prizes based on attendance and participation in discussions. Prizes included lunch and a tour of Weitzman headquarters led by Weitzman and his staff members.

Amlan Mohapatra, a finance major and a club vice president, said he looked forward to the networking opportunities the workshop facilitated.

“Ever since I started coming to UTD and going to organizations like the real estate club, one of the things [stressed] the most is networking,” he said. “We can get Weitzman and his employees to recognize us and also build our networks with members of the real estate club and other professionals.”

For Dr. Randall S. Guttery, a clinical professor in the Jindal School's Finance and Managerial Economics Area and director of both the Real Estate Concentrations and the Weitzman Institute, this workshop held special meaning. His decades-long friendship with Weitzman helped influence Weitzman and his wife, Donna, to make a \$3 million donation to UT Dallas that established the Weitzman Institute for Real Estate.



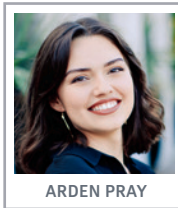
RANDALL GUTTERY

“I am beyond thrilled about Herb's level of participation in the institute's events and programs,” Guttery said. “Because of his vast knowledge, experience, connections and iconic status in the North Texas commercial real estate community, our students benefit tremendously from his mentorship. It helps them better prepare for careers in the industry.”

'HIS FAVORITE INVESTMENT'

Arden Pray, a senior business administration major with a concentration in real estate investment management, and president of the real estate club, helped design the series and said it was intended to give students career advice.

“Herb has told me a couple of times that his favorite investment is in young people,” she said. “I think that's why he's so directly involved with UTD. ... He has been an awesome connection to have for the real estate club and the program in general.”



ARDEN PRAY



PhD Student's Paper Wins INFORMS Award

Management Science PhD student Can Küçükgül earned second place in the 2020 Jeff McGill Student Paper Award competition of the INFORMS Revenue Management and Pricing Section, an honor announced at the Virtual 2020 INFORMS Annual Meeting last November.

Enrolled in the Operation Management Concentration, Küçükgül wrote his winning paper, "Engineering Social Learning: Information Design of Time-Locked Sales Campaigns for Online Platforms," with his PhD advisors, Dr. Özalp Özer, the George and Fonsa Brody Professor in Operations Management, and Dr. Shouqiang Wang, an assistant professor of operations management.

The paper notes that online retail platforms, such as Amazon, have opened the marketplace to independent vendors, allowing them to sell products to a broad range of customers. One prominent application of these platforms is a time-locked sales campaign. Such a campaign allows vendors to sell their products at a set price for a specified length of time, from a few hours to a few days.

The trouble, though, is that absent showrooms, "customers face uncertainty about the value of products, deterring them from making the purchase, particularly in the case of new products, products with nuanced features, or products that cater to a niche market."

To overcome customers' uncertainty and maximize sales in a limited time period, platforms offer prospective customers information about previous customers' purchase decisions. The idea is the notion of social learning, that is, customers observe historical purchase decisions and update their evaluation of the product.

Küçükgül and the professors set themselves the task of determining: What is the platform's best strategy to provide information during a time-locked campaign?

"In essence," they highlighted, "this problem is one of engineering social learning: strategically providing information about historical purchase decisions to influence future customers' product evaluation."

The paper uncovers the platform's fundamental trade-off in determining the optimal provision strategy: long-term information generation versus short-term revenue extraction. Ultimately, the authors suggest the platforms focus on collecting customers' purchase decisions in the early phase of their campaigns; then, in the later phase, use this accumulated information for making *more* credible purchase recommendations. This strategy provides optimal information disclosure that both increases platform revenue and enables customers to make informed purchase decisions, resulting in purchase satisfaction.

Watch Küçükgül providing a detailed review of his study at <https://www.youtube.com/watch?v=iGu3Sno2qkc>.



Can Küçükgül

PhD Video Competition Helps Budding Researchers Better Reach General Audiences

by Jimmie R. Markham

Inki Sul, a Management Science PhD student, won the 2020 Three-Minute Dissertation Competition for doctoral candidates nearing graduation.

An annual exercise that became a contest in 2018, the competition is designed to hone communications skills and make the complex research of students in the Jindal School's PhD programs more accessible to prospective employers and

general audiences.

Modeled in part on the Three Minute Thesis (3MT), an academic research communication competition developed by The University of Queensland, Australia, the competition forces scholars to think about ways to distill years of research in such a way as to make it readily understood by a general audience.

"It's a great idea," said Sul, who is enrolled in



Inki Sul

the Management Science Operations Management Concentration. "It helps us wrap our heads around ourselves and think about what we've been doing.



Sumit Sarkar

In the end, this research needs to be communicated to the mass crowd – that’s the goal – and I think it was a great opportunity for me personally to

think about how my research should be communicated, what the interesting points are and how it relates to the world in general.”

Dr. Sumit Sarkar, Charles and Nancy Davidson Chair, a professor in the Information Systems Area at the Jindal School and director of the school’s PhD programs, created the competition and said one of his primary goals is to produce graduates who are sought after in academia and industry.

Sarkar began requiring that students be recorded doing their elevator speeches – clear, concise summaries that are easily understood and quickly delivered – in videos that are roughly three minutes long. This year, with social-distancing requirements in place, the students had to

figure out a way to record themselves. (View Sul’s winning video at <https://youtu.be/3-6S21aoPsw>.)

“Once the students see themselves in this video, it makes them realize how they are coming across,” Sarkar said.

Other top finishers in the 2020 competition were Finance Concentration student David Heidtman in second place and Accounting Concentration student Gurvinder Sandhu in third place.

Sul, Heidtman and Sandhu were awarded cash prizes of \$500, \$300 and \$200, respectively.

Sales Students Score Top Wins at Annual Competition

UT Dallas students on the Naveen Jindal School of Management sales team made a strong showing at the 2020 International Collegiate Sales Competition (ICSC), winning the sales-management case competition and earning enough points overall to place second in the World Cup of Sales.

In 2019, the Jindal School team won the inaugural world cup at the annual competition hosted by Florida State University in Orlando. In 2020, the cup went to Ohio University, a frequent rival.


Due to the COVID-19 pandemic, the 2020 event was held entirely online, from Nov. 11 to Nov. 14, and included 80 universities.

Teams earned the right to compete by doing well in an elimination-round simulation last spring, and in November, the competition included two main events, the case competition and a role-play tournament.

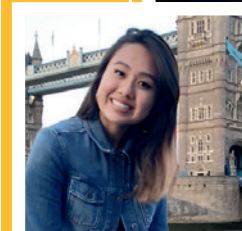
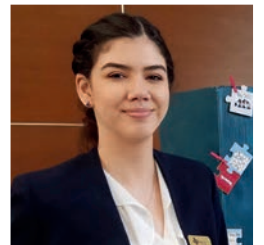
Marketing senior Karianna Barreto and supply chain management senior Samantha Locke were the members of the first-place case-management team. In a two-round event, they created presentations that found solutions for issues related to managing a professional sales force. View their winning video here: <https://sales.business.fsu.edu/sales/ICSC2020case/finals/1UTDallas.mp4>.

Barreto was a returning ICSC competitor, having placed fourth in the 2019 role-play competition. In 2020, marketing senior Hilary Tran was a semifinalist who finished in the top 20, and Erik Jonsson School of Engineering and Computer Science senior Sophia Maloney, a computer science major, was a quarterfinalist who finished in the top 50

in the four-round role-play event.

Marketing Senior Lecturer Semiramis Amirpour, who again coached the JSOM team, said ICSC 2020 “was a fierce competition with some of the best schools showcasing their top talent. UTD students worked endless hours preparing for both the role-play and case competition. Even though this was an all virtual event, we once again were able to add to the legacy of our school and program.” 

From top: Karianna Barreto, Samantha Locke, Hilary Tran, Sophia Maloney and Semiramis Amirpour



ENDOWED SCHOLARSHIP HELPS GROW JINDAL YOUNG SCHOLARS PROGRAM

By Daniel Steele

Naveen Jindal School of Management alumni and longtime supporters Nancy Gundy Davidson, BS'80, and Charles (Chuck) Davidson, MS'80, have made a \$500,000 gift to endow the Charles and Nancy Davidson Scholarship for the Jindal Young Scholars Program.

Now in its third year, the Jindal Young Scholars Program is a pillar of UT Dallas' community outreach initiatives. In partnership with five Dallas Independent School District high schools, the program provides resources that help broaden opportunities for local students after high school.

"We're trying to make students aware of what it takes to transition from high school to their postsecondary lives," said Billy Schewee, director of JYSP. "Whether that's a traditional four-year college, two-year college, vocational school – or whatever that looks like for them. Anything we can offer that increases what is available to students after high school is a win for us."

To accomplish this goal, JYSP embraces a multipronged approach to engage students, including guest speaker series, mentorship opportunities with current UT Dallas students, ACT/SAT test prep encouragement and

campus visits to UT Dallas that provide a glimpse of college life to students who may never have been on a college campus.

JYSP also offers significant scholarships to participants admitted to the Jindal School, covering any unmet need after federal, state and institutional financial assistance is granted. These awards provide an incentive for DISD students to engage with the program's offerings and apply themselves academically.

Endowments like the Davidsons' scholarship support talented students while providing the resources needed for JYSP to grow.

"Even though the majority of our programming is geared toward high school students, the overwhelming majority of our costs comes from funding these scholarships for UT Dallas students," Schewee said. "When folks like the Davidsons come through, that's exactly what we need to provide for more students. It helps us get down to business with our primary mission."

The Jindal School currently enrolls 15 Jindal Young Scholars, and more than 300 students participate annually in JYSP's various initiatives.



Joshua Jernigan,
a JYSP student



Billy Schewee



Charles (Chuck) and
Nancy Gundy Davidson



JSOM Alumni Team Recognized

The Jindal School alumni relations team won a 2021 award from the Council for Advancement and Support of Education (CASE) for reviving and improving alumni efforts in the school.

Hired in 2019 after an extended period when their posts were vacant, Alumni Relations Director Caylin Blockley and Assistant Director Catherine Raffetto that fall oversaw 50 regional, reunion, affinity, academic, one-on-one meetings and student events with a total of 2,189 attendees. They increased alumni engagement 35%, organized a new approach to handle the Dean's

Caylin Blockley (left) and Catherine Raffetto

Circle, a giving society that cultivates gifts of \$1,000 or more, and accomplished an 8% increase in individual gifts.

In 2020 they saw a 17% increase from the previous year of new users on the JindalConnect alumni platform, bringing total users to more than 12,000. They also started an alumni book club. And moving away from traditional events during the pandemic, they collaborated with academic programs to offer networking and learning opportunities to alumni around the world through webinars covering a wide variety of topics from real estate to retail.

CASE District IV, which includes Arkansas, Louisiana, New Mexico, Oklahoma and Texas, awarded them a 2021 Circle of Excellence Bronze Award for distinguished effort.

{ ALUMNI NOTES }

1990s



Ellen Magnis, BA'96, MBA'98, is the president and CEO of Family Gateway, a Dallas nonprofit whose mission is to provide stability and life-changing supportive services to children and families affected by homelessness. Ellen was pleased that Family Gateway was the only Texas recipient of a Bezos Day 1 Families Fund Leadership Award in 2019. The Day 1 Families Fund supports organizations that are "moving the needle on family homelessness," she says. The award includes a \$2.75 million grant to expand prevention efforts to help Dallas-area families remain stabilized and avoid needing shelter. The money also goes to a pilot program that provides first-time homeless families with short-term deposit and rental assistance for rapid shelter exits, and to pay for hotel stays for families with children when area shelters are full, particularly during periods of inclement weather.

Before joining Family Gateway in 2016, Ellen was the interim executive director for the nonprofit Minds Matter. Prior to that, she was the chief of external affairs at the Dallas Children's Advocacy Center for 8½ years. She started her nonprofit career at the National Center of the American Heart Association (2000-2007), where she held positions as vice president of healthcare quality, vice president of strategic alliances and health IT and vice president of the American Stroke Association.

Prior to these positions, she was CEO of Health IT (1998-2000), where she developed a business plan with the company founder during her MBA internship, following which she was offered the opportunity to start the company.

Robert H. Lane, MS'11, joined the Children's Mercy pediatric healthcare system as executive vice president and physician-in-chief in January 2020. Rob earned his undergraduate degree and medical degree at the University of Notre Dame and Northwestern University Medical School, respectively. He then did a Neonatal – Perinatal Medicine Fellowship. His clinical training occurred in the Northwestern University Medical School system, and his research training was performed at the University of Chicago under the aegis of the Pediatric Scientist Training Program, which is an NIH-sponsored program.

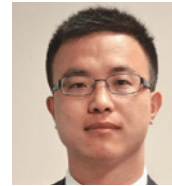
Rob most recently served Children's Wisconsin Hospital as Chair of Pediatrics and pediatrician in chief from 2013 to 2020. During his career, he has received National Institutes of Health funding multiple times and served as president of the International Perinatal Research Society and the United States Developmental Origin of Health and Disease Society. Rob has a reputation as a



holistic leader – not only focused on improving outcomes and metrics, but equally committed to fostering a work environment where physicians, faculty and staff are challenged, respected and engaged.

Meng Li, PhD'13, earned tenure from Rutgers University and is now an associate professor of operations management there. At Rutgers since 2016, Meng last year earned a Research Council Award from the university. The awards are based on peer review of faculty requests to fund research and other scholarly and creative activities. His other recent awards include second place in

2010s



the 2019 Junior Faculty Interest Group Paper Competition of INFORMS and the Chancellor's Award for Outstanding Research and Creative Activity. His research interests include artificial intelligence and platform operations. He serves as a senior editor at *Production and Operations Management* and is an associate editor at *Decision Sciences Journal*.



Varun Gupta, MS'14, MBA'14, PhD'14, has earned tenure from Penn State University and is an associate professor of supply chain management and analytics in the Project and Supply Management and MBA programs

at Penn State's Behrend campus in Erie. Varun's research interests lie in choice modeling, revenue and inventory management, supply chain management and empirical operations management. He collaborated with fellow JSOM PhD graduate **Sandun Perera**, MBA'14, PhD'15, now an assistant professor of business analytics and operations at the University of Nevada, Reno on a study, "Management of Online Server Congestion Using Optimal Demand Throttling," which was published last year in the *European Journal of Operational Research*.

Joshua Castille, MS'18, was honored at The Institute of Internal Auditors International Conference last November for earning the highest score of any student who took the Certified Internal Auditor exam in 2019.

"They did not give me [my] score," Joshua said about exam results. What he knows is that "the technical achievement was [that] I scored the highest score on the CIA exam when compared to all full-time students who



passed all three parts on the first try.”

According to the IIA, 8,162 individuals globally earned the CIA in 2019.

Also a certified public accountant, Joshua is a member of the Dallas chapter of IIA and a senior associate in Risk Advisory Services in the Dallas office of Weaver, a public accounting and advisory firm. He joined Weaver as an intern in August 2017 and earned the Rookie of the Year Award from the Risk Advisory Services team in 2019. He now focuses on internal audit services, including analysis and documentation of key processes and internal controls.

In a video in which he accepted the award, Joshua thanked his fiancé, and he thanked Joseph Mauriello, director of the JSOM Center for Internal Auditing Excellence.

Read the full story on *Inside Jindal School*, the JSOM news center, at <https://jindal.utdallas.edu/news/alum-recognized-for-highest-score-on-certification-exam>.

Vicky Eaglebear, EMBA’18, became the program director of the Partnerships for Accessible Counseling and Training (PACT) at the Center of Integrative Counseling and Psychology in Dallas in 2020.

Established in 2014, PACT has grown to more than 10 nonprofit partners in 12 locations throughout North Texas. It teams up with nonprofits whose clients would not otherwise have access to mental healthcare and makes professional counseling and psychological assessments accessible to all. Even during the pandemic, the center was able to continue counseling for PACT clients through tele-counseling, Vicky says.

“The journey to end the stigma surrounding mental health is crucial,” she wrote recently. “I’m grateful to facilitate a program that enables people to receive counseling that will instill them with hope and equip them with tools that will empower them to lead healthy fulfilling lives.”

Usually, Vicky says, PACT provides counseling onsite, where people already receive services such as food, clothing and afterschool care. “We complete the work of these nonprofits by addressing an unmet need.”

Previously, Vicky was director of volunteer operations at the North Texas Food Bank and prior to that was an executive sales specialist for Owens.

In addition, she served in the Combat Aviation Brigade, 1st Armored Division of the U.S. Army from 2012 to 2014 at Fort Bliss in El Paso. Before this, she served three years as a maintenance platoon leader and later as an executive officer in South Korea.



Before her Army service, Vicky was director of marketing at The Avenues of Art and Design in West Hollywood, California.

At home, she enjoys spending time with her husband, Jeremy, and their two dogs, Max and Louise (Little Girl). Vicky also enjoys oil painting. Her animal portraits are displayed on <https://victoriaeaglebear.com>.



Daniel P. Howard, MBA’18, joined Dallas-based *evolv* consulting as a senior consultant in April. He was a *Forbes* 30 Under 30 nominee in the Finance Sector in 2020. Daniel previously worked for Irving-based consumer finance firm Cottonwood Financial as a project manager, San Antonio-based insurer and financial services firm USAA as a senior business intelligence manager, Capital One as a business analytics manager in the Auto Finance division, and at Citi, first as an IT business associate and later as an assistant vice president of strategy and analytics.

Aman Sharma, MS’18, has been an analyst at *The Dallas Morning News* since May 2019.

Part of a team that works on all levels of business analytics, his focus is on digital products. “I consume behavioral data for an average of 15 million monthly audience,” he writes, “and translate it into strategic recommendations for advertising, marketing, product teams and, most importantly, our newsroom — where I’ve helped in understanding how our content resonates with the Dallas-Fort Worth metropolis using data science algorithms.”



Aman adds that his work “has garnered great interest from journalists who now have access to how they influence the business.”

For his contributions across these teams, he was recognized with a 2020 A.H. Belo Core Value Employee for Innovation award, a recognition for 10 employees across the organization.

One JSOM course that “greatly helped” him, Aman says, was Data Visualization (MIS 6380), which he took from Dr. Judd Bradbury. “It allowed me to translate data science into practical business insights, and I can’t recommend it enough.”

Aman earned his undergraduate degree in engineering from Delhi College of Engineering.

Larissa Hagge, BS’19, is a manager in training for Parallon, which offers business services, specifically revenue cycle solutions for hospitals, physicians and healthcare systems. She says UTD “gave me the tools to complete my education and prepared me to enter the market.”

Previously, Larissa worked as a certified pharmacy technician, at Medical City Dallas, from 2014 to 2016 and 2019 to 2020, and at CVS franchises, from 2014 to 2015 and from 2016 to 2020. She also completed a two-semester internship during this same time, with Baylor Scott & White Health as a community advocate.



And as a summer intern, she was a pharmaceutical sales rep for Eli Lilly & Co. She also was the vice president for the Healthcare Management Association, a UTD student organization, from 2018 to 2019.

Larissa enjoys her current position because it allows her to combine her two passions, healthcare and management. She recently said, “I have a goal of improving our healthcare system while also improving the lives of people who work with me — one patient at a time; one co-worker at a time.” She especially appreciated her alumni mentors, **Fallon Wallace**, MBA’15, and **Salman Moti**, MS’11 and MBA’16.

2020s



Olivier Dorian Boncoeur, PhD’21, is scheduled to join the faculty as an assistant professor of management and organization in the Mendoza College of Business at the University of Notre Dame this summer. Dorian will teach Principles of Management. His research interests lie in workplace well-being, emotions and diversity at work. In his spare time, Dorian likes to work out at UREC and run the Katy Trail. In April, Dorian was named PhD Student of the Year at the 2021 Outstanding Worthy Leaders Involved Exceptionally (OWLIE) Awards.

Miranda J. Welbourne Eleázár, PhD’21, is scheduled to join the Tippie College of Business at the University of Iowa as an assistant professor of management and entrepreneurship this fall. Miranda, who earned the outstanding teaching assistant award from JSOM in fall 2019 and an honorable mention for the UT Dallas President’s Teaching Award for Teaching Assistants in 2019, will teach Entrepreneurial Strategy and Managing the Growth Business. She will continue her research on entrepreneurship and strategy, with a focus on how firms and entrepreneurs respond to crises and adversity. After earning her bachelor’s degree and a JD from the University of Michigan, she worked as an attorney



for 10 years before coming to UT Dallas. She incorporates her professional perspective in her teaching and research, and is looking forward to bringing her skills and experience to the University of Iowa. 🌐

