

# THE NAVEEN JINDAL SCHOOL OF MANAGEMENT

THE UNIVERSITY OF TEXAS AT DALLAS

VOLUME 24 No. 1 AUTUMN 2020



## ENDURANCE

– Meeting Student Needs





**Hasan Pirkul**  
Dean and Caruth Chair

I am happy to report that our school is continuing to thrive despite the coronavirus pandemic. We are meeting the challenges head on, adapting quickly and working to improve every day. I applaud everyone's efforts to stay positive, and I appreciate the confidence placed in the school by our students, parents, alumni, corporate partners and friends.

While maintaining a safe environment, we have given students multiple settings in which to learn, feel comfortable and enjoy engaging with faculty and fellow students. This fall, as it will again in the spring, the University offered five teaching modes ranging from traditional face-to-face, in-person courses, to courses that combined in-person and online meetings, to those that were remote and delivered online.

In this approach, the Jindal School and UT Dallas have been so successful in limiting the spread of COVID-19 on campus that it was recently announced that University will begin expanding in-person activities in the spring.

That is welcome news — and part of an ongoing strategy we have to be laser-focused on meeting student needs. We recognize that while we may be socially distanced, we otherwise need to be as available and personal as we can be to ensure students they are known, have a voice and belong.

One new initiative we have undertaken to help students is the JSOM Question Desk. Students can type questions into a live chat manned by staffers Monday through Friday, from 8 a.m. to 5:30 p.m. Students also can send queries by email. This new service is already being utilized extensively.

Another new initiative is the introduction of a new undergraduate program requirement, the senior capstone project. All senior projects will be offered through a single platform named UTDsolv. This platform will connect local companies with our undergraduates working on capstone projects under the guidance of our faculty and company advisors.

The main story in this issue highlights some of the creative ways our faculty, staff and students have communicated, created new responses and worked harder than ever to engender a spirit of Comet togetherness despite the distances that keep us physically apart.

Our students continued to impress everyone with their accomplishments this semester. Featured on the cover of this issue,

marketing senior Varika Pinnam is noteworthy not only for being named 2020 Student Entrepreneur at Dallas Startup Week in September but also for earning the Collegiate Marketer of the Year Award from the Dallas/Fort Worth chapter of the American Marketing Association later that same month. Finance senior and Student Government President Sara Brennan, who was part of the first women of color duo to run for and win top student office, is also on the cover.

I am also proud of the accomplishments of our faculty colleagues. Dr. Suresh Sethi received a distinguished service award from the Production and Operations Management Society, Dr. Riki Takeuchi was elected to the American Psychological Association's 2019 class of new fellows, and Dr. Zhiang (John) Lin received the Sumantra Ghoshal Research and Practice Award from the Academy of Management. The pandemic did not stop us from adding new faculty members to our school. We hired 13 new faculty members this fall, including nine assistant professors who are on the tenure track, and I am proud for you to meet them in these pages.

Every year we add to our visibility and rankings. As I shared with you in my last message, our MBA programs are highly ranked by a number of ranking organizations. *U.S. News & World Report* ranks our full-time, part-time and online MBA programs as No. 33, No. 19 and No. 6 respectively. Since last I wrote you, Gartner, a global research and advisory firm, released new biennial rankings that show our graduate Supply Chain Management program at No. 11. Gartner also ranked our undergraduate degree in Supply Chain Management at No. 19. In another recent ranking released by *U.S. News & World Report*, our undergraduate degree programs in production and operations management and in information systems are ranked at No. 15 and No. 21 respectively.

Our friends continue their support of our school during these difficult times. It is particularly gratifying to see that donations for scholarships increased just as the number of students needing scholarships went up. Recently, we held our annual Scholarship Breakfast. The event was done virtually and was a big success. Our guest of honor Fred Perpall, CEO of The Beck Group, delivered a message on diversity and inclusion that was truly inspirational. In this event, we raised \$109,000 for scholarships. This is the most we have raised at a single breakfast.

Let me close by renewing my gratitude for all you have done and continue to do. We appreciate your support and thank you for making it possible for the Jindal School to become one of the leading business schools in the nation.

Best Wishes,

*Hasan Pirkul*

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ENDURANCE  
— MEETING  
STUDENT  
NEEDS  
...



## 2

### Connecting Silver Linings to Meet Student Needs

COVID-19 has brought not only challenges but also opportunities to ensure students are welcomed to the Jindal School, are included in its community and are comfortable engaging there — with personal friends and professors alike.

*Jimmie R. Markham*

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### Businesses Play Key Role in Advancing Positive Social Change

The annual Scholarship Breakfast featured Fred Perpall, CEO of The Beck Group, talking about the vital role of scholarships, financial support — and businesses — in doing good for people and communities.

*Jimmie R. Markham*

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By Jimmie R. Markham

# CONNECTING SILVER LININGS TO MEET STUDENT NEEDS

After the realities of the COVID-19 pandemic set in and UT Dallas switched to predominantly virtual learning and work environments, Naveen Jindal School of Management faculty and staff members realized that students were at risk of being overlooked and not having their needs met.

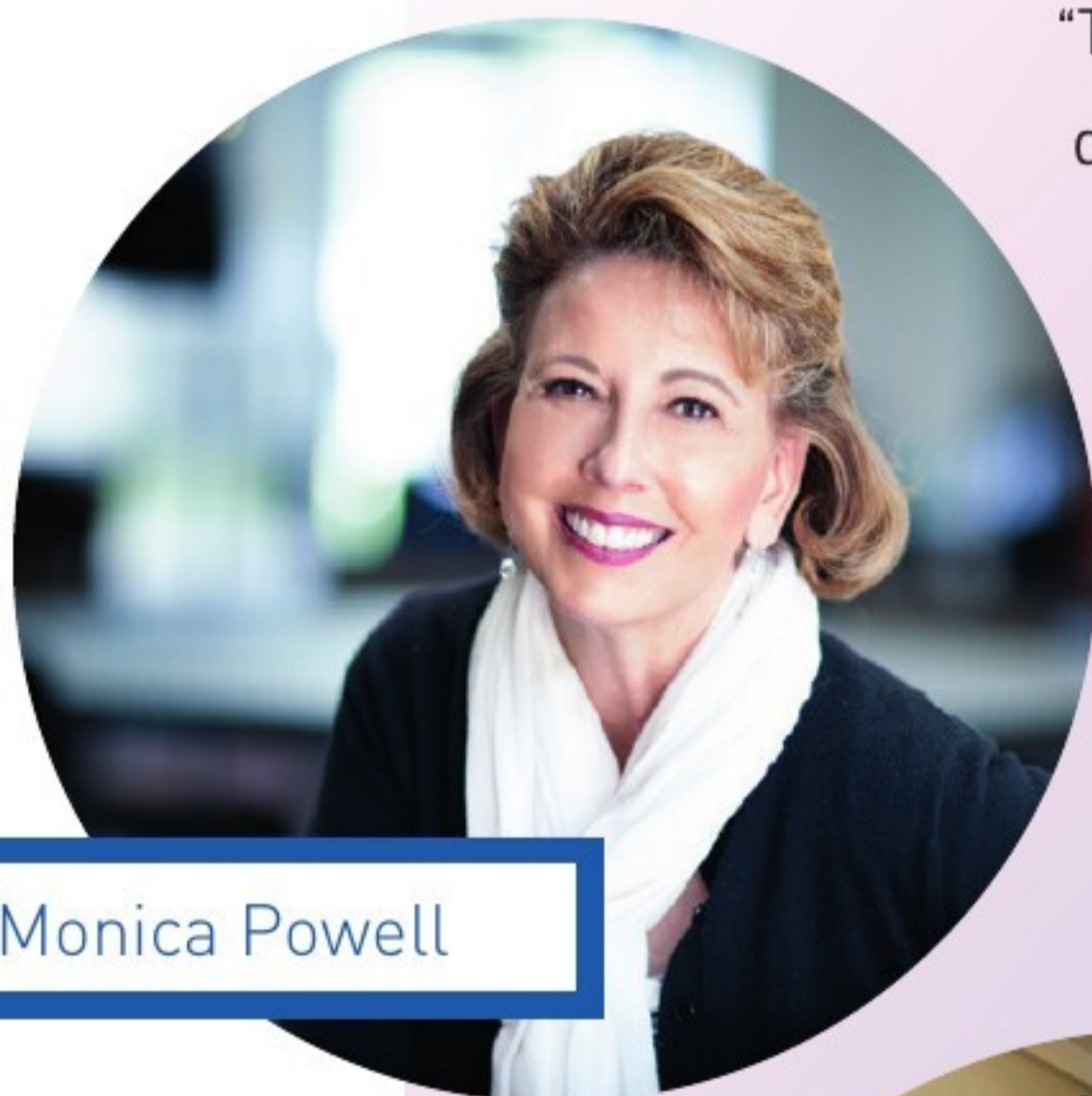
Professors and administrators worried that students might become less visible among the panoply of webcams, computer displays, microphones, speakers and headphones used for virtual interactions, so they set out to create more opportunities to increase student visibility, participation and human interaction.

“There are so many devastating global outcomes to COVID-19,” says Dr. Monica Powell, senior associate dean and graduate dean at the Jindal School. “Buried in that devastation are some silver linings that have changed how work gets done and how you connect with people.”

Silver linings have since surfaced in many places, shapes and forms at the Jindal School.

One of those, Powell says, is a series of web seminars and chats that she and her team created for JSOM graduate students to engage with them via live “Monthly Chat with the Jindal School Graduate Dean” video sessions. She provides school updates and information that helps those who attend advance their degrees and careers. Each session has a question-and-answer portion. She conducts one session in the early morning to accommodate internationally based students and another in late morning to accommodate local students. Also, those video meetings can be recorded so that students can access them later, Powell says.

During one of her monthly sessions, Powell asked students to send her photos of their study spaces and workspaces. Accounting graduate student Eunhae (Lucy) Ko, jumped on the opportunity and took a selfie in front of her workstation with Powell’s image on her computer monitor in the background.



Monica Powell



Eunhae (Lucy) Ko

"I like how we are both smiling," Ko says in the email accompanying the photo. "This is a little corner of my living room where I work and study. Although virtual learning experience can be challenging, every day I feel grateful that I have the opportunity to continue my education. Thanks, JSOM, for organizing great virtual sessions like this so we can keep in touch and engage with each other during these difficult times."

## A NEW APPROACH TO SOCIAL MEDIA

Earlier this year, Hannah Barling, the Jindal School's social media specialist, experienced some pandemic-related challenges of her own. Much of her pre-pandemic social media content had revolved around promoting and covering school events. Since the vast majority of these had been cancelled, she scrambled to find alternative content that the JSOM community would find engaging.

"We really needed engagement and a different way to share content," she says. "I can only post 'I miss campus — do y'all miss it, too?' so many times."

It occurred to Barling that the students might be in the same predicament — a need to engage via social media but finding few outlets to do so. She posted polls asking what kind of content the JSOM audience wanted. She learned that people wanted student content, first-person experiences and COVID-19 news updates. She was hoping to find 10 students to be on what she calls her social media "street team." She received 30 applications.

Barling laid the groundwork for a student social media team during the fall semester by putting a call out to students via JSOM's social media channels. Eric Aaberg, Morganne Darling and Sofía Martínez-Murillo answered the call and have since become the student social media leadership team. This allows Barling to focus more on strategic decisions and delegate more of the day-to-day content planning to the student leaders who, in turn, train less-experienced members of the team, which now consists of about 25 members.



Hannah Barling

"I'm pleasantly surprised by these students and just how much they want to interact," Barling says. "I do attribute part of that to being in this new, virtual world."

Eric Aaberg, a junior marketing major, says he joined the JSOM Social Media Team

to help boost student life and the content on the Jindal School's social media channels.

"As one super passionate in digital critical media and communications, joining the JSOM Social Media Team was the perfect way for me to gain leadership experience," he says.

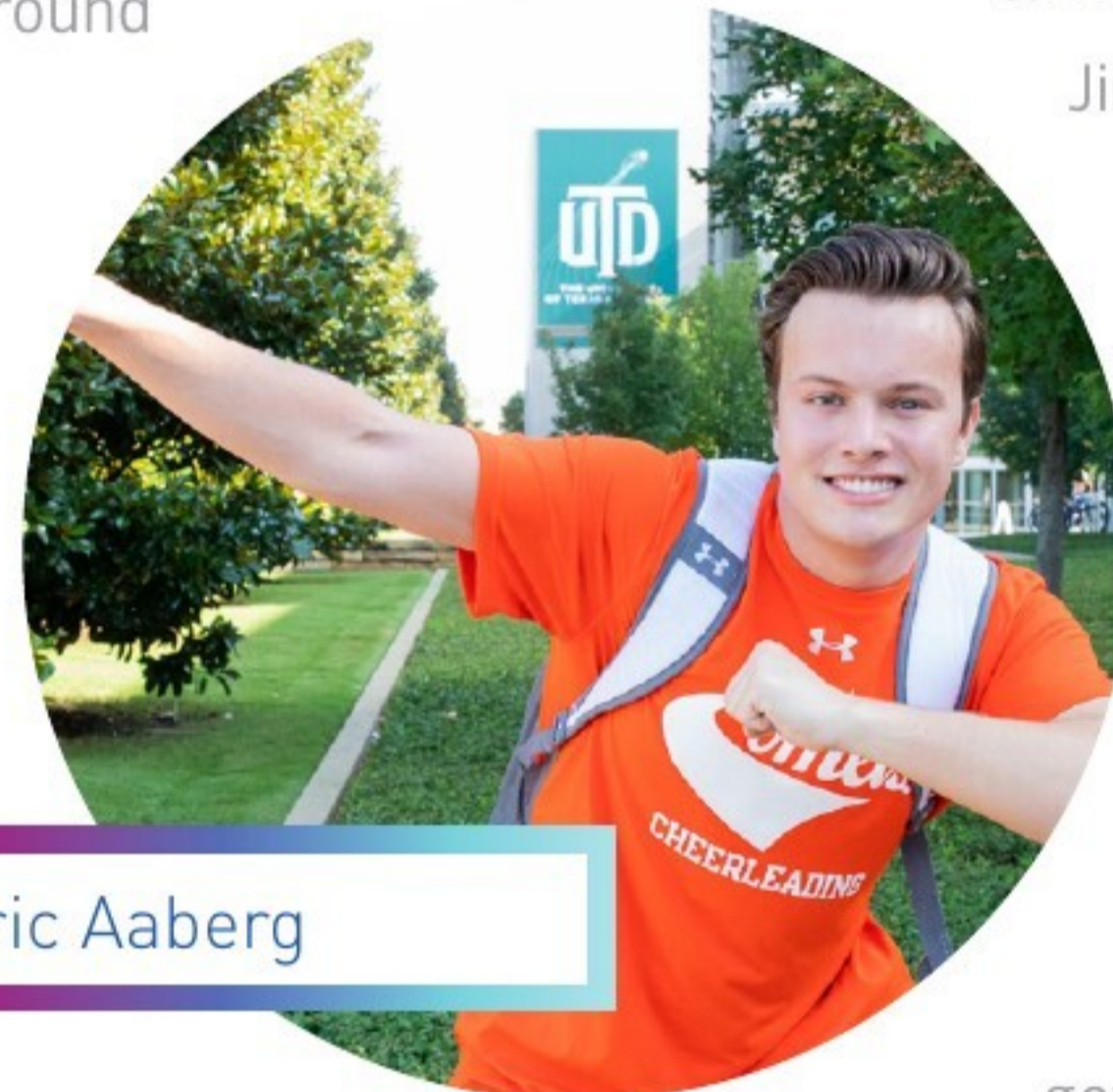
Morganne Darling, sophomore marketing major, says she joined the JSOM Social Media Team because she wanted to get more experience with writing and running social media platforms.

"I'm so glad I decided to join the team, because I learn more about marketing every day, get to do things I enjoy doing, and meet other people who are also passionate about social media and storytelling!" she says.

Wanting to learn more about the behind-the-scenes action of what it takes to be

part of a marketing team is what spurred Sofía Martínez-Murillo, a junior marketing major, to join the team.

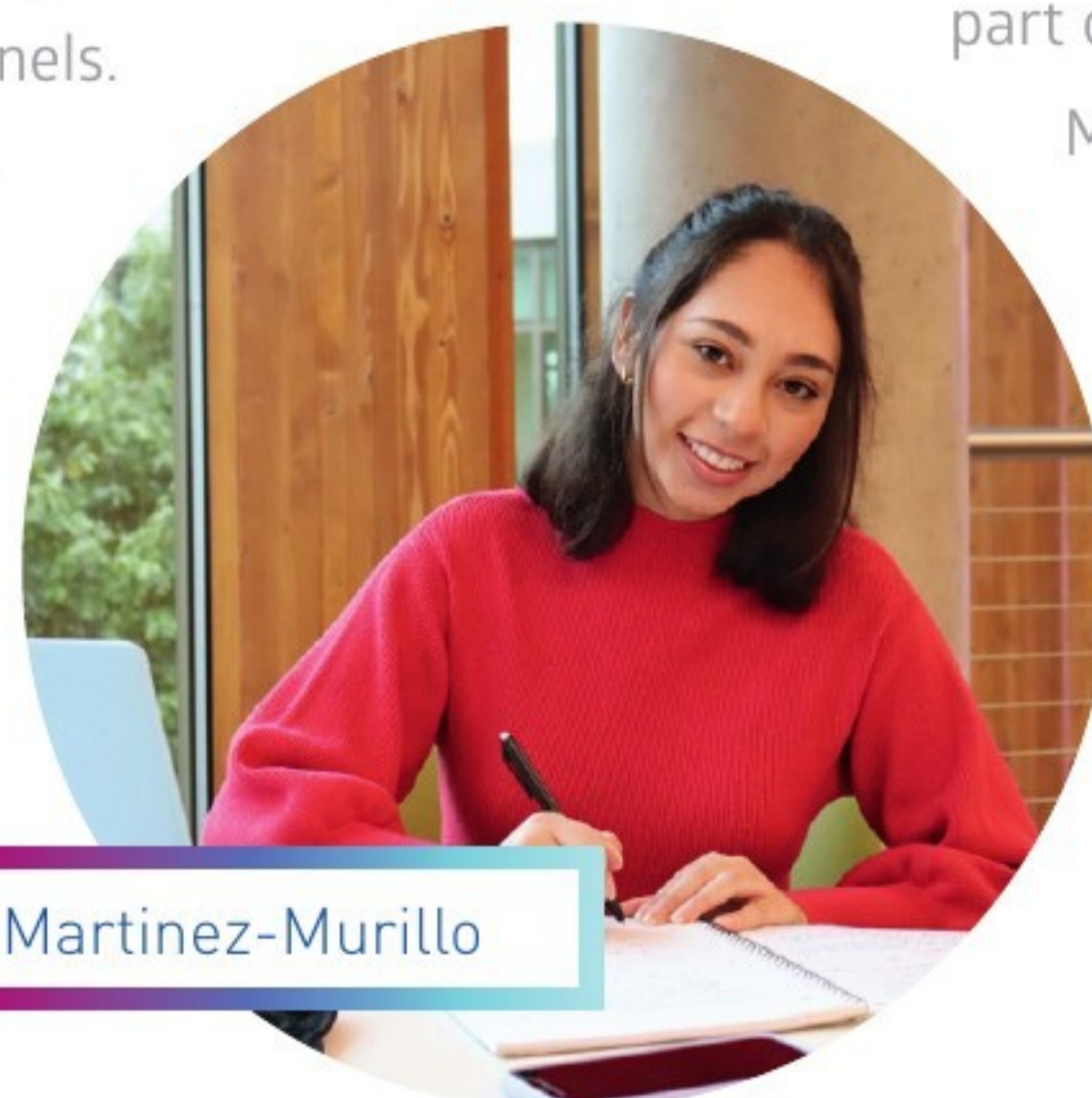
"It became a good opportunity for me to practice my marketing skills, create a personal brand and be part of a small social team that frequently brainstorms ideas to make the JSOM Social Media Team even better," she says. "I've learned more about what I want to focus my career on in the



Eric Aaberg



Morganne Darling



Sofía Martínez-Murillo

future and found new skills — such as journalism — that I had never thought I would practice until now.”

The vast majority — about 75 to 80 percent — of the social media team’s meetings have been virtual. Barling has had

a dozen or so meetings with her student leadership team. Those have been in person but were done one-on-one to conform to University guidelines. Meetings with the larger team of 25 have been conducted via Microsoft Teams video calls.

## NETWORKING DURING THE TIME OF COVID-19

Well aware of the virtual world and all the challenges and opportunities it presents, staff members of the Jindal School’s Career Management Center have focused the vast majority of their efforts toward helping students adapt to engaging virtually and online. The CMC offers a slew of online career-preparation workshops geared to teaching students and alumni the skills they need to be successful at virtual career networking.



Jason Cirilo

Lam Nguyen, an information technology and systems sophomore who took advantage of the CMC’s offerings, applied what she learned toward pursuing an internship position at Allstate. She wrote an email to Jason Cirilo, a career development specialist at the CMC, to thank him and explain how his guidance had helped her.

“I felt like I learned a lot during the 30-minute session that took place, so I went ahead and applied what I learned for my second round of interviews,” she wrote. “I received a call yesterday from Allstate that I have been given an offer for their Information Security Governance Analyst internship position! ... If I had not decided to book a session with you, I wouldn’t have been able to tell my story as effectively and perform as well on this interview.”



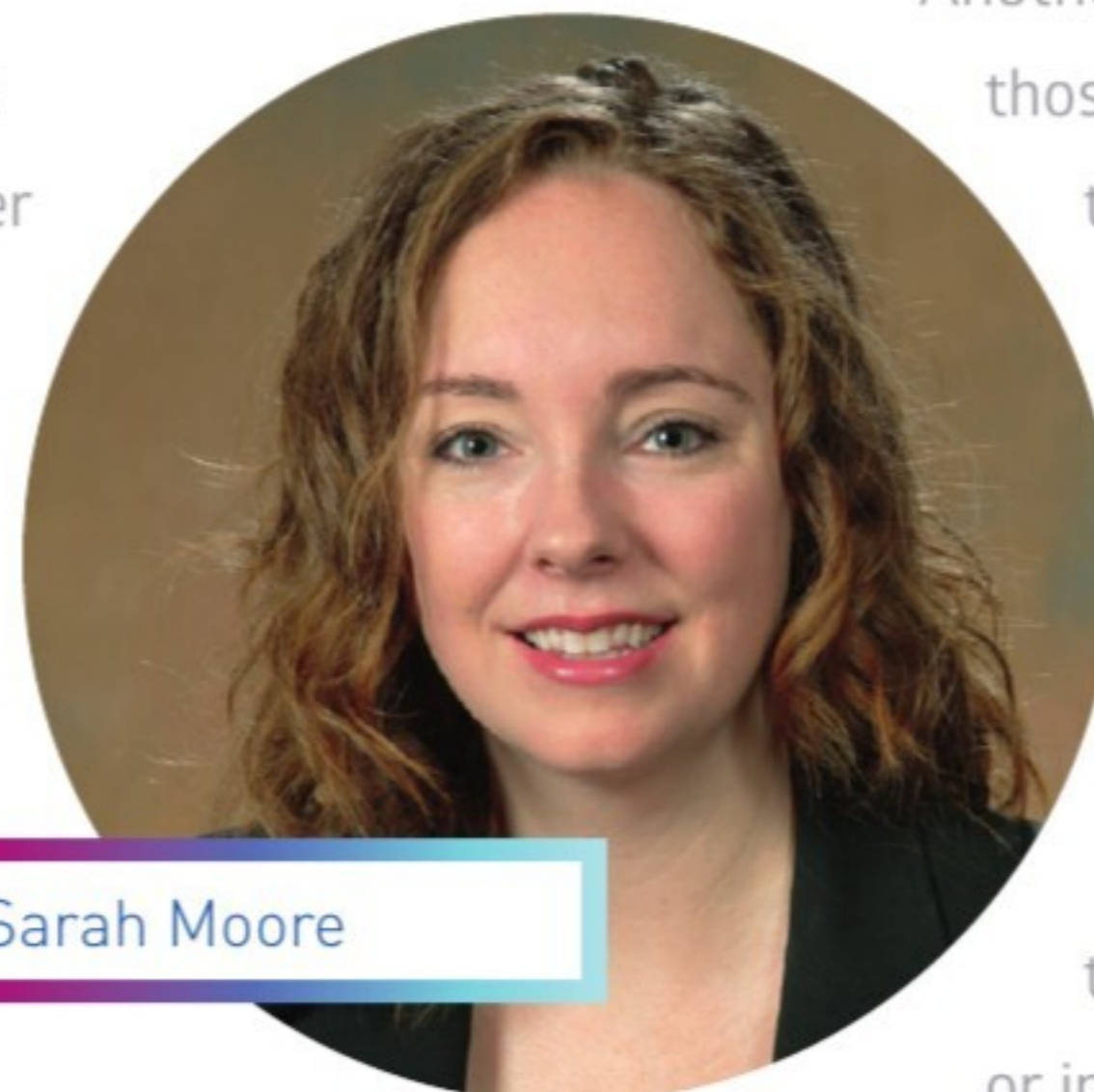
Lam Nguyen

## VIRTUAL ENVIRONMENTS STILL REQUIRE COMMUNICATION SKILLS

Just as professional networking is required for successful job searches, written and spoken communications skills for networking sessions, classroom and work presentations, classroom papers — almost every area of student life — are critical to success. The Business Communication Center at the Jindal School offers students virtual services that complement the CMC’s.

Dr. Sarah Moore, director of the BCC, says the center began offering virtual question-and-answer sessions and electronic tutoring services — eTutoring — when staff members realized these offerings were necessary to continue providing effective communications coaching for all students.

“Online Q&A takes the place of being able to drop by the center,” she says. We wanted to keep a way



Sarah Moore

for students to connect one on one.”

The BCC added eTutoring for students who might not be able to attend BCC’s live video sessions on Tuesday afternoons and Wednesday mornings.

“Students can get writing feedback emailed to them without having synchronous or live appointments,” Moore says. “For students who may not have great internet access, are working or providing care for their families, this provides a lot of flexibility. We have students who have sought out emailed feedback on their writing and then booked a one-on-one coaching session.”

Another consideration for the asynchronous sessions — those not occurring live, in real time — Moore says, was the time-zone differences of students studying in China or India.

“Students have appreciated another option to contact our tutors, particularly Aaron Cummings, who does English-as-a-second-language coaching,” Moore says. “He has found these Q&A sessions and chatting to be a great way to follow up about what’s covered in workshops or individual appointments.”

## ONE OPTION: MAKING CONCESSIONS FOR STUDENTS

Providing other options to meet students' needs has been a recurring theme within higher education in 2020, one case in point being the relaxation of eligibility rules for the Texas Business Hall of Fame Foundation Scholar Awards.

"The ability to pivot during this unfortunate situation is one of the things that the board decided was critical for selection this year," says Dr. Diane McNulty, associate dean of external affairs at the Jindal School and vice president of scholar awards and endowment for the Texas Business Hall of Fame Foundation's executive committee (see *Texas Business Hall of Fame Scholarship Winners Roll With Pandemic's Punches* on page 23). "We asked ourselves whether the candidates' startup ideas could realistically be launched at this time. Even candidates who have successful or promising startups found themselves in a situation that is challenging at best. Extraordinary times call for extraordinary measures."

Realizing that the candidates required a serious commitment to their professional pursuits just to survive, the committee decided that students who had existing relationships with their universities would be eligible for the awards even if they did not enroll in the fall semester. Two of the three UT Dallas 2020 scholar award winners are waiting until the spring semester to continue their JSOM education.



Diane McNulty

## IN-PERSON LEARNING STILL HAS A PLACE

Although much of the pivoting has been toward virtual learning – approximately 85 percent of classes being taught this semester at JSOM are virtual – some faculty members and students have chosen to continue with classroom learning environments. Dr. Howard Dover, a clinical professor in the Marketing Area and director of the Center for Professional Sales, explained that he chose to continue with face-to-face instruction because several students had indicated their appreciation for that instructional mode – some because they want the interaction and some because it better suits the way they learn.

"I wanted to teach face to face for two reasons," Dover says. "First, while sales are moving more online and inside via telephone, [the profession] is still about developing a human connection. Human connections are better formed face to face.

"Second, many of the unique things we do in our advanced sales class are better done in a face-to-face environment and serve to develop deeper student camaraderie in the class."

Sydney Fitt, a junior marketing major, echoes Dover's reasoning. She says that the transition to virtual learning during the spring



Howard Dover



Sydney Fitt

semester was tough for her. Since she knew she would be taking sales courses, she hoped those would be available

in person.

"For certain classes like math or even government,

I feel more comfortable taking them online," she says. "But sales is so interactive that having in-person classes is crucial. Because of the uncertainty of the COVID-19 numbers, I came into it thinking we might only get to be in-person for two weeks, so let's make the most of it."

Fitt says that everyone in her two in-person classes wears a mask and conforms to the six-foot distancing requirements during group work. Much of the instruction involves sales techniques, so the students are learning how to navigate the intricacies of making human connections during a pandemic.

"We did have class online for a week when Dr. Dover was traveling, but it just wasn't the same," she says. "I'm a visual learner so – overall – a classroom environment works much better for me. He brings in speakers virtually, though, so that's a good use for a virtual environment."

## HIGH EXPECTATIONS FOR VIRTUAL LEARNING

For some students, having to adapt to a different learning environment is not much of a concern. Even so, says Dr. Robert (Bob) Kaiser, director of the Executive MS program in Healthcare Leadership and Management for Professionals, most students have high expectations for keeping the educational quality at the highest levels.

With those expectations in mind, Kaiser and Dr. John McCracken, director of the Executive MS program in Healthcare Leadership and Management for Physicians, set out to create a virtual learning environment similar to what their students had experienced prior to the pandemic.

“Our students are experienced professionals who are very mature and very dedicated to learning,” Kaiser says. “They’re used to having intensive sessions that accommodate their busy schedules. They demand that type of interactivity, and it’s really foundational to the learning process.”

Kaiser and McCracken evaluated their options. They could continue to have in-person classes, suspend classes altogether or change to virtual teaching. Since many of their students were physicians who travel to Texas from out of state and would have to quarantine themselves upon returning from class, the first option was out of the question. Neither Kaiser nor McCracken cared for the second option. They figured out a way to recreate that high-level, intensive, in-person learning environment virtually.

“Collectively, John and I outlined how we would curate content, how it would be delivered and what structure it would come under,” Kaiser says. “Our design process yielded doing asynchronous content that our students can get anytime, anywhere and on any platform, including mobile.”

Kaiser and McCracken put together a curriculum that involves two weeks of asynchronous instruction followed by a three-hour synchronous, intensive, interactive session that is done on Zoom. They repeat that pattern four times, which allows a course to be completed in eight weeks.

“John referred to it as a virtual bridge, because we still want to return to in-person instruction eventually,” Kaiser says. “This helps us get to the other side. At the end of this experiment, we will end up having possibly five of our nine courses in a digital, virtual format. This will give us some flexibility in the future.”

McCracken says the feedback from students has been overwhelmingly positive and that the student participation has been complete.

“It’s worked as well as it can online,” he says. “We still believe that the face-to-face, on-site programming is better. That’s what our students want, but they realize we need to do a workaround right now.”



Robert (Bob) Kaiser




John McCracken

## MEET STUDENTS WHERE THEY ARE

Monica Powell, the senior associate dean, says that it is important during a global pandemic to meet students where they are – both literally and figuratively.

“We can’t expect them to do more than what is humanly pos-

sible when they’re trying to juggle so many aspects of their lives that may have become chaotic – and certainly aren’t the same as before. From family to children to jobs to time zones, we need to make it easy for them to meet with us. If we can get the right information to them no matter what the format – whether live or recorded, in person or virtually – then they don’t feel invisible and they don’t feel alone anymore in this crazy journey that they’re on. They feel connected.” 



# BUSINESSES PLAY KEY ROLE IN ADVANCING POSITIVE SOCIAL CHANGE

Scholarships and financial support can play key roles in the future of our cities, our country and the advancement of young people — particularly those in underserved environments, the keynote speaker said at the Oct. 15 Naveen Jindal School of Management Scholarship Breakfast.

Not only that, said Fred Perpall, CEO of Dallas-based architectural firm The Beck Group, but businesses should play a meaningful role in helping make positive change in the community.

Held virtually because of the COVID-19 pandemic, the breakfast raised \$109,000 — the largest amount for a single event — for Jindal School scholarships.

More than 170 people tuned into the event, which can be viewed at: <https://youtu.be/rsI8dv3rNdl>.

## SCHOLARSHIPS AND OTHER SUPPORT

Dr. Calvin Jamison, UT Dallas vice president for facilities and development, began a conversation he moderated with Perpall by asking what role education played in his life.

“I grew up in [the] inner city on a small island in a very tough neighborhood, but I had the value of having parents that were really focused on education,” Perpall, born and raised in the Bahamas, said.

A former basketball player at The University of Texas at Arlington, Perpall said he would not have made it out of the environment in which he grew up without the benefit of financial aid and scholarships — first for sports but eventually for academics.

Not long after graduating with a master’s degree in architecture, Perpall went to work for The Beck Group. There he found support and guidance from firm leaders and continuing education opportunities.

“The combination of those things,” he said, “allowed me to excel pretty quickly in my career.... By [the time I was] 36, Peter [Beck] had appointed me as his successor.”

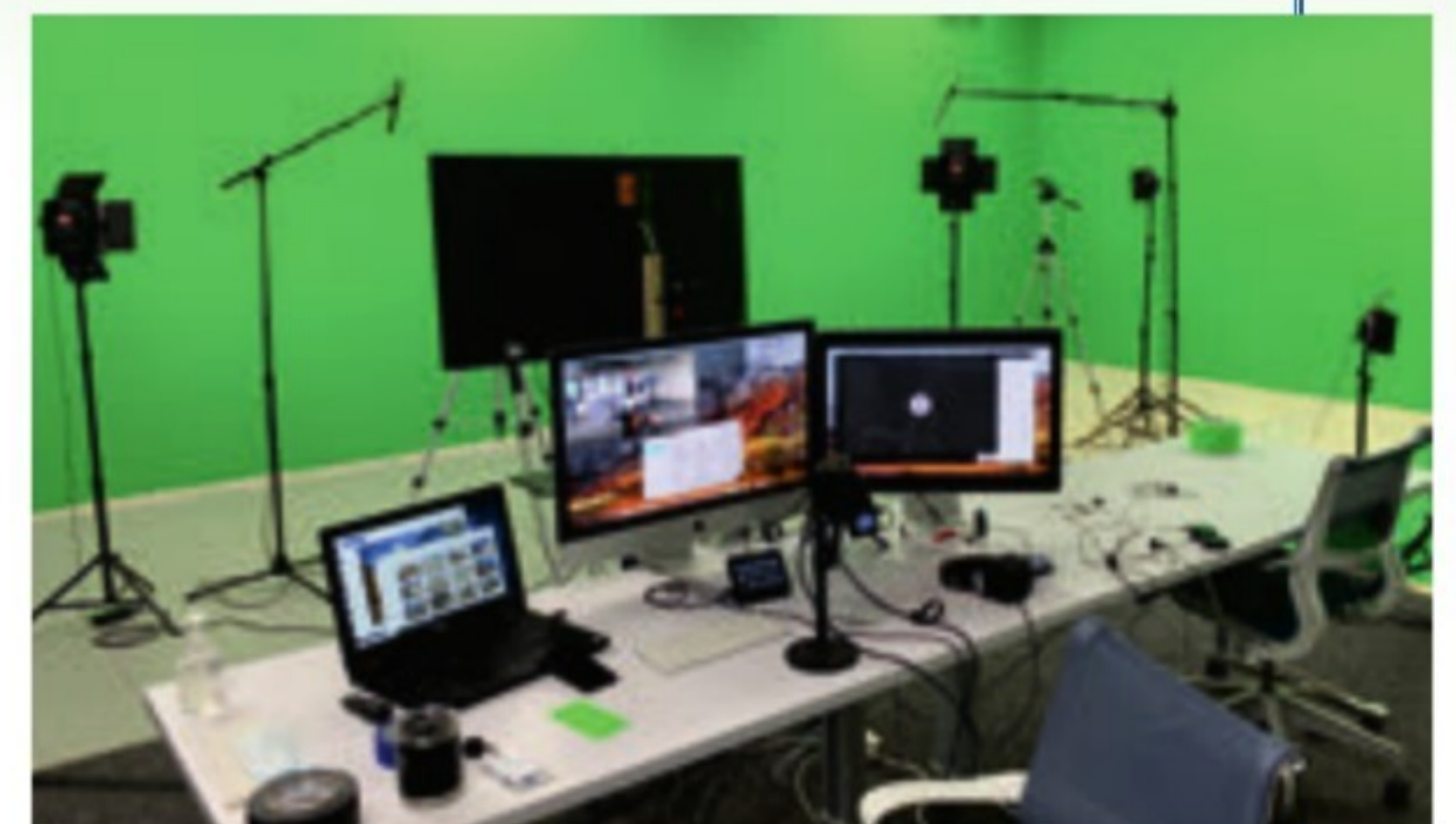
## ACTING ON SHARED VALUES

Dr. Hasan Pirkul, Caruth Chair and dean of the Jindal School, shared updates about the school before introducing Jamison.

“We have good reason to look to the future with confidence and



Fred Perpall



The studio at The Beck Group office in downtown Dallas where Dr. Calvin Jamison conversed with Beck CEO Fred Perpall



Hasan Pirkul

optimism,” Pirkul said. “In short, Jindal School is doing well, and will continue to do well.”

Other University dignitaries, including UT Dallas President, Dr. Richard Benson, and Dr. Inga Musselman, vice president for academic affairs and provost, spoke.

Musselman provided an update on the Living Our Values Task Force, a group tackling issues of systemic racism, inherent bias, equity, diversity, access and inclusion within the campus community.

“The task force has made recommendations that are actionable,” Musselman said, “and that will lead to improvements in inclusion, access and equity for all at UT Dallas.”

In his conversation with Perpall, Jamison turned the discussion to race by inquiring how Perpall became the first Black CEO in The Beck Group’s more than 100-year history.

The answer, in part, lay in the shared values of Beck Group employees, Perpall said. “We believed in the same thing: hard work, discipline ... integrity. It was really the belief structure that attracted me and retained me... because whereas I didn’t see many people that looked like me, what I did see was a culture that I could thrive in and people that believed the same thing.”


**‘BUSINESS SHOULD BE GOOD FOR PEOPLE’**

Jamison asked Perpall how businesses should respond to social issues.

“I think the responsibility of companies has never been clearer,” he said, “and the opportunities that companies have to help solve these issues have never been greater. ... I believe businesses can do better in this regard than governments can. I love being a capitalist. I love being a businessman because business should be good for people — to give people an opportunity to actually express and apply their talent with a group of people who treat them well and believe [that] a common approach to life should offer the opportunity for people to actually work themselves up. This is the beauty of the American Dream.”

**A PERSONAL THANK YOU**

Jacob Gonzalez, a junior accounting major and member of the Jindal Young Scholars Program, concluded the breakfast, thanking donors.

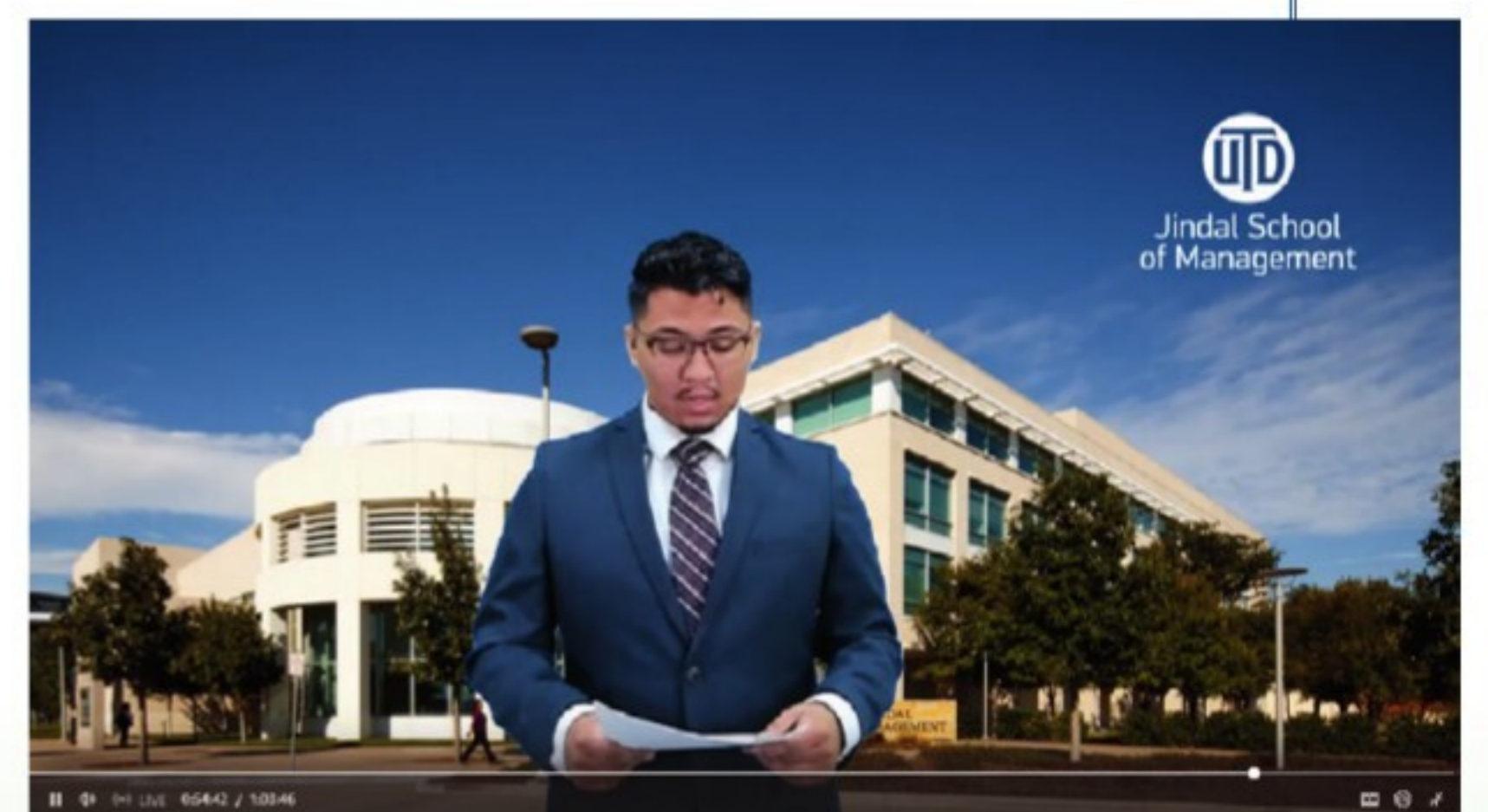
“Because of the generosity of donors like you, I can carry my family’s legacy on my back, and my dreams are closer to reality than they ever have been before,” he said. “I am truly grateful for your contribution to not only my education but my future.” 



Richard Benson and Inga Musselman



Calvin Jamison (left) and Fred Perpall talked in front of an image of the Jindal School that was projected behind them.



Jacob Gonzalez

**2020 SCHOLARSHIP BREAKFAST DONORS**

The Beck Group was the presenting sponsor of the Jindal School’s annual Scholarship Breakfast this year.

**Champion Sponsors:**

- Dallas Indian Lions Club
- Maisie Heiken
- Lennox International

**Advocate Sponsors:**

- Blue Cross Blue Shield of Texas
- Chuck and Stacey Butler of Palomino Capital
- Fujitsu
- Intuit
- Merit Energy Company
- Joel Roebuck  
(in honor of the Adolescent Reasoning Initiative)
- State Farm

## New Chair Welcomes **SIX NEW MEMBERS**



Samantha Dwinell with Kevin Ryan

### SAMANTHA DWINELL

New Chair Samantha Dwinell assumed leadership of the Naveen Jindal School of Management Advisory Council virtually Sept. 16 as the council convened online to ensure safety during the COVID-19 pandemic.

Made up of corporate executives, experts and other leaders from the Dallas-Fort Worth area, the council advises the dean on business-community development and needs, and helps the school strengthen its programs and meet its goals.

Dwinell, who had served as vice chair of the council for the past year, joined the council in 2014. Then she was director of human resources at Texas Instruments. Now she is chief people officer at The MENTOR Network, a connected group of local health and human services providers in more than 30 states that provide home- and community-based services to adults and children with complex medical and other needs.

Dwinell opened the meeting by thanking her predecessor Kevin Ryan, chief financial officer at Merit Energy Company, who is remaining on the council.

At meeting's close, Dr. Diane McNulty, associate dean for external affairs and corporate development, and Doug Anderson, assistant dean for development and alumni relations, thanked Ryan, an MBA'95 alum and motorcycle aficionado, for his service. They presented him a Harley-Davidson jacket to which an emblem of Temoc, the UT Dallas mascot (Temoc is Comet spelled backward) and a UTD No. 1 — "because, Kevin, you're always No. 1 in our book" were to be affixed.

Earlier Dwinell introduced six new council members. Their bios follow below.

### NORMAN BOONE

Norman Boone is a 27-year financial services veteran who serves as executive vice president, head of Treasury and Liquidity Solutions, for Texas Capital Bank. He oversees Treasury market sales, commercial card solutions, and Treasury and liquidity products.

Boone also has led Escrow Solutions, Financial Services (Financial Institutions and Broker Dealer) and Specialty Deposit Solutions. He joined Texas Capital Bank in 2016.

Previously, Boone

served as head of Treasury sales and onboarding for SunTrust Bank (now Truist). Most of his career was spent with Wachovia, a Wells Fargo legacy organization, where he held numerous roles, including Carolinas regional sales manager, community bank Treasury executive and Treasury executive for Wachovia's Midwest Region.

Boone's initial involvement at the Jindal School came a few years ago when he judged sales-student competitions. From his participation, he started to understand how strong JSOM students are when they are launched into mainstream corporate America.

"The quality, how well-rounded they are. They are so much better prepared quite frankly than students I've seen from a lot of other universities," Boone said at the Sept. 16 council meeting. "It so impressed me that I really wanted to start strengthening my involvement with the school."

The fact that three of six interns at Texas Capital Bank this fall are UT Dallas students exemplifies the bank's stronger ties to JSOM, Boone said.

Boone earned a Bachelor of Science degree in business administration and management from East Carolina University with a minor in small business and entrepreneurship.

Boone and his wife, Lisa, have two children, a daughter who is a junior in college and a son who recently graduated.



Norman Boone

TENNEIL DUTTON

Vice president of talent and diversity in North America at Ericsson, Tenneil Dutton leads talent acquisition, talent management, and diversity and inclusion for North American markets at the multinational communications technology and services provider. She implements people strategies that address business priorities pertaining to transformation and growth across multiple Ericsson organizations. Her diversity and inclusion efforts have resulted in increased hiring of underrepresented minorities and women.

Dutton joined Ericsson in 2013. Previously, she was a vice president of human resources at Xerox, where she was responsible for the information technology outsourcing organization. Earlier, she held HR roles at Hitachi Consulting and Hewlett Packard.

Dutton credits her successful launch into human resources to her first employer, Texas Instruments. Upon graduating with a BS in human resources management from the University of North Texas, Dutton was recruited to join TI, where she selected to participate in TI's HR rotation program.

University relations are among Dutton's Ericsson duties, and she said at the Sept. 16 advisory council meeting that she is "just super excited to be partnering" with the Jindal School. "I'm very impressed with the school," she said, "and I'm looking forward to helping UTD continue to grow and excel."

Dutton and her husband have three children and own a real estate flipping business. She is active in her church music and outreach efforts, and in local community efforts.



Tenneil Dutton

MAISIE HEIKEN

New member Maisie Heiken's life and work experience has spanned three continents.

Born and raised in Hong Kong, Heiken is fluent in Cantonese and conversant in Mandarin as well. She started her professional career as an information manager for the Hong Kong Tourism Commission before becoming a China and Far East marketing representative for Caterpillar, the suburban Chicago-based construction equipment manufacturer. Heiken held positions at Caterpillar in Switzerland and Illinois before joining Bank of America Merrill Lynch. She worked in Peoria, Illinois, and Scottsdale, Arizona, as a wealth management advisor and retired as senior vice president of wealth management and portfolio management after a 27-year career in personal finance.

Interested in global markets, geography, travel and many other international topics, Heiken belongs to the World Affairs Council of Dallas-Fort Worth as well as the International Churchill Society, a Washington, D.C.-based organization dedicated to preserving the legacy of Winston Churchill (1874-1965).

Heiken also plays golf internationally, maintaining memberships at the Four Seasons Golf and Sports Club in Irving, Texas, as well as the Hong Kong Golf Club. Other sports interests include paddleboarding, snorkeling and yoga.

A finance graduate of the University of Illinois at Urbana-Champaign, Heiken served on the Foundation Board, and has for



Maisie Heiken

many years served the U of I's Gies College of Business as a member of its Dean's Business Council. That membership, she said at her first JSOM advisory council meeting, spurred her involvement at UT Dallas.

At Gies, she said, "I have been engaged in scholarship sponsoring, student engagement, on-the-job training" and more. "I'm passionate about education, so I'm just really grateful to have this opportunity to be part of this."

SHANON LEONARD

Shanon Leonard succeeds new chair Samantha Dwinell as the Texas Instruments Incorporated representative on the council. Leonard is vice president of TI's Global Compensation, Benefits and HR Operations organization. His team, which he has led since 2018, is focused on providing competitive compensation and benefits programs that help TI retain and attract top talent, while driving HR efficiency and building more HR self-service capabilities for employees.

Leonard's career at TI began more than 20 years ago in Massachusetts, where he served as HR manager for the Sensor Products business. He joined TI's corporate compensation team in Dallas in 2003 and returned to a business HR role in 2007. Leonard went on to support various TI businesses, including Application Specific Products and Embedded Processing. He also has led HR for the company's Worldwide Sales and Applications organization, Business Support Entities, DLP and Analog Power Products.

At his inaugural council meeting on Sept. 16, Leonard said, "TI has had a long history with UTD, and I've been working with [Samantha] closely at TI over the past 20 years. I've seen how she's been engaged and involved, and she has helped inform me of the partnerships. I'm

excited to take over the TI relationship on this council, and start to engage and help prepare students to keep our partnership strong.”

Leonard began his career as a compensation analyst at Liz Claiborne Inc. after receiving a bachelor’s degree in psychology from Bates College in Lewiston, Maine, in 1997.

Outside work, he enjoys traveling, sports and spending quality time with his wife and son.



Shanon Leonard



Scott Vehslage

#### SCOTT VEHSLAGE

Scott Vehslage is a managing director of Wealth Management at UBS Financial Services Inc. in the Americas. He leads a seven-member team, the McGowan Vehslage Goldberg Group of UBS, in Plano, Texas.

Vehslage has three decades of experience in the financial services sector, all at UBS, where


he has been recognized by *Barron’s* magazine and the *Financial Times* as a top advisor.

The McGowan Vehslage Goldberg Group’s mission is to provide high-quality investment advice and financial planning strategies customized to clients’ needs. The group’s goal is to be the primary source of financial advice. To this end, group members concentrate their efforts on developing long-term relationships through a commitment to quality client service and an ongoing dialogue, including regular reviews and analysis.

Vehslage succeeds his father-in-law, L. Dean McGowan, who has retired, as the UBS appointee to the advisory council. Like McGowan, Vehslage is a University of Texas at Austin alumnus. He earned a BBA in accounting and holds a Certified Investment Analyst designation.

Vehslage told fellow council members at his first meeting in September that he was very honored to join them.

He also said he was very familiar with UT Dallas, not only because of family ties but also because the UBS Plano branch has had seven UTD interns. “I’ve been very impressed with the level of students that we’ve had,” he said, “and I look forward to helping mentor some of those students and to being a part of their lives and, hopefully, part of their careers.”

Vehslage and his wife, Dede, have four children and one granddaughter. 

#### CHARLIE QUINN



Tina and Charlie Quinn

Charles (Charlie) Quinn is a vice president and leads recruiting at HumCap LP, a technology recruiting and human resources services business based in Plano, Texas.

Quinn has over 20 years of leadership experience with private and publicly traded recruiting firms.

He earned an undergraduate engineering degree from the United States Military Academy at West Point and was commissioned as an infantry officer. He also is a graduate of the United States Army Ranger,

Airborne and Jumpmaster Schools.

Quinn served in numerous Army leadership positions, including as commander of two light infantry companies that were part of the U.S. Military’s Rapid Deployment Force. He also served in a multinational special operations detachment that provided training to South and Central American officers and soldiers.

Quinn says he is extremely proud he earned his Executive MBA from the Jindal School in 2008. “My UTD education has allowed me to grow personally and professionally,” he says, “and helped me transition from an Army leader to a business leader.”

Quinn and his wife, Tina, BS in Finance ’12 graduate, established the first endowed scholarship in the Jindal School for veterans, the Charles and Christina Quinn Award for Jindal School Veterans.

Quinn represents HumCap on the UT Dallas Military and Veteran Center Community Advisory Council, and a HumCap representative serves on the Erik Jonsson School of Engineering and Computer Science Executive Council.

“UTD provides an unparalleled education and is a huge part of the Dallas business community,” Quinn says. “I am honored and excited to be part of the Jindal School advisory council.”

# Rapid Pandemic Response Last Spring Ensured Healthy New Hiring This Fall

By Kristine A. Imherr

Nine new assistant professors, all in tenure-track assignments, joined the Naveen Jindal School of Management this autumn. Also new were a professor, associate professor and assistant professor of practice who filled administrative as well as teaching roles, and an assistant professor of instruction.

The 13 new hires bring the Jindal School full-time faculty total to 226. Another 93 part-timers round out the teaching roster.

All six academic areas in the school hired at least one new faculty member. The Finance and Managerial Economics Area, with four, gained the most. The Operations Management Area got three. The Accounting Area and Information Systems Area each gained two, and the Marketing Area and Organizations, Strategy and International Management Area each gained one.

Dr. Hasan Pirkul, Jindal School dean, says the school's rapid response to the coronavirus outbreak at spring-break last March had a domino effect on faculty hiring for this academic year. "When we moved online to virtual courses, we reviewed exactly what the faculty was doing at that time, and it gave us a good review of what our hiring needs were," he says. "So the pandemic sharpened our sights and enabled us to more efficiently bring the right people on board."

Asked for observations on the pandemic and the challenges and/or opportunities it presents, the new hires gave largely positive replies, some of which appear in the blue boxes amid the profiles that follow.



## GREGG BALLEW

joined the Jindal School in July after a 38-year career in the financial services

industry, segueing to roles as a professor of practice in the Accounting Area and as the executive director of the Institute for Excellence in Corporate Governance.

At the institute, where he succeeds Dennis

McCuiston, who retired, Ballew has been an active participant for eight years, serving as an advisory board member and helping run the nonprofit governance certificate program.

A holder of the Chartered Financial Analyst and Certified Investment Management Analyst designations, Ballew earned his MBA from UT Austin. He previously worked in banking, investment management and wealth advisory services, and held leadership positions at Westwood Wealth Management,

Within deep challenges, there are unique and possibly game-changing opportunities if one is simply willing to look for them, accept them and get on with it!

— Gregg Ballew

Northern Trust and Bank of America.

"My prior career allowed me the opportunity to serve on many nonprofit boards in the

Dallas area, and I continue to be amazed by the impact these organizations have on our community," he says.

This fall Ballew is teaching one undergraduate, Business Valuation (ACCT 4337), and two graduate, Financial Accounting (ACCT 6301) and Corporate Governance (ACCT 6307), courses.

Ballew says his other key responsibility will be to expand the reach and role of the institute. He wants to see it offer its Governance Capital Model — a methodology that helps companies and nonprofit organizations be better at corporate governance — to a broader range of users. He says he also wants to “tie academic research on corporate governance to practical applications in the marketplace, and assure the long-term financial sustainability of the institute — all with an inclusive group of members and volunteers focused on the goal of improving governance outcomes.”



**SORAYA (NADIA) FATEHI**, a tenure-track assistant professor in the Operations Management Area,

joins the Jindal School after recently earning her PhD from the University of Washington.

Last year, the Information Systems and Operations Management Department at that school gave her its Outstanding Teaching Award. In 2018, she earned the Outstanding Research Award from the same department.

“I am proud,” she says “that during the course of my education I have always been a top performer and consistently yielded great achievements.”

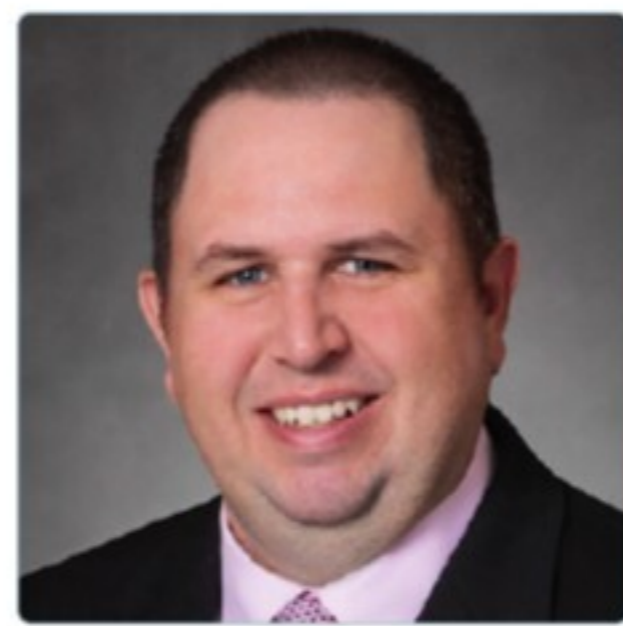
She earned her BS in industrial engineering from the University of Tehran and her MS in systems engineering from the University of Arizona.

In research, Fatehi likes to explore problems in the sharing economy and on-demand services. In her view, “the sharing economy will be an integral element of many businesses of the future. I find the scale and dynamics of such businesses and systems to be intriguing.”

She studies how sharing-economy busi-

nesses perform and how such performance can be enhanced. “My research agenda,” she says, “has a particular focus on operations and pricing of on-demand and crowdsourced platforms through leveraging stochastic and robust optimization techniques, game theory, queueing theory and machine learning.”

Fathei, who is teaching Integrated Supply Chain Management (OPRE 3320) this fall, says she strives “to create a classroom environment that not only conveys the core of the curriculum to students but also is engaging and encouraging.”



**STEVEN HAYNES**, a new assistant professor of practice in the Finance and Managerial Economics

Area, succeeds Debra Richardson, who retired, as director of the Risk Management and Insurance Concentration.

**Risk-management and insurance students are in the serendipitous position of seeing how real-world risk management and insurance work. ... Complex risks are emerging everywhere, and it is going to require a new breed of risk professionals to tackle these complex issues.**

— Steven Haynes

Haynes has an extensive background in disaster management and business continuity. While at Lennox International, his previous employer, he was the on-site project manager in a response and recovery effort after a tornado with winds up to 165 mph struck the company’s million-square-foot manufacturing plant in Iowa. The plant resumed critical operations within 30 days.

Haynes began working in disaster-impacted areas while serving in the United States Navy and is finishing his PhD dissertation defense in

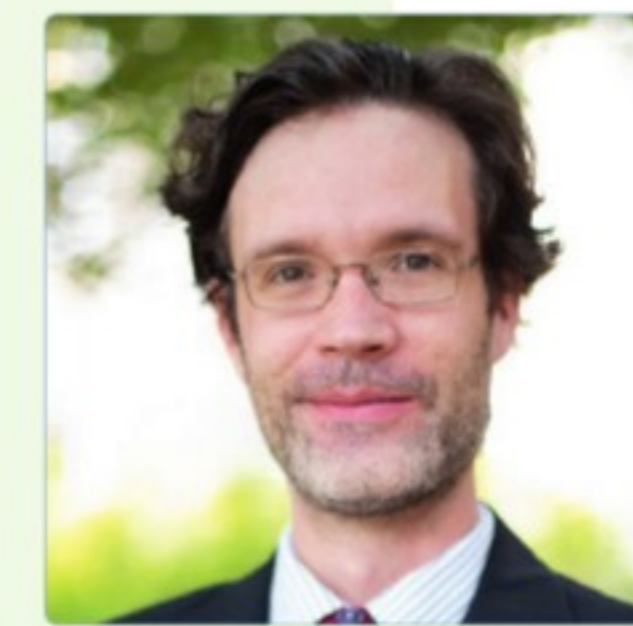
fire and emergency management at Oklahoma State University. He earned a BS in emergency administration and planning, and a master’s in public administration from the University of North Texas.

His research interests include risk analysis, risk communication, business continuity, organizations under crisis and mixed-method designs.

“I am most excited to teach the Risk Control and Safety Engineering (FIN/RMIS 4336) course,” Haynes says, “as it is the course I worked with ... Debra Richardson to develop and then teach.”

This fall, he is teaching Principles of Risk Management and Insurance (FIN/RMIS 3370), Business Liability Risk Management and Insurance (FIN/RMIS 4331) and Enterprise Risk Management (FIN/RMIS 4333).

He also serves as the advisor to the award-winning campus chapter of Gamma Iota Sigma, the international risk management, insurance and actuarial science fraternity.



**JASON KAUTZ** has joined the organizational behavior faculty as a tenure-track assistant professor in

the Organizations, Strategy and International Management Area and is teaching Introduction to Human Resource Management (OBHR 3330) this fall.

His research revolves around social interactions at work — for example, trust, deviance and multilevel/longitudinal modeling. These interests developed, he says, “witnessing the subtle, yet disruptive and damaging interactions of employees in the workplace and wondering why we let it happen.”

**Crisis is challenging but also provides opportunities to grow. We are all struggling to do our best. Make sure to give others the benefit of the doubt.**

— Jason Kautz

Kautz leveraged his interest regarding social interactions at work to explore how emotions influence individuals' motivational orientation in "Values, Other-Interest, and Ethical Behavior: The Critical Role of Moral Emotions," a chapter he co-authored for the *Oxford Encyclopedia of Business and Management*. In "The Neglected Role of Collective Customer Perceptions in Shaping Collective Employee Satisfaction, Service Climate, Voluntary Turnover, and Involuntary Turnover: A Cautionary Note," a study in the *Journal of Applied Psychology*, he and his co-authors examined how customers and employees "egg each other on."

Before earning his PhD, Kautz served in the Navy and worked in the manufacturing industry. He earned his BS in entrepreneurship and his MBA from Canisius College. His PhD, from the University of South Carolina, focused on organizational behavior and human resources.

At the Jindal School, he is happy to have "the opportunity to provide guidance to students as they transition into their roles as future leaders."



**TONGIL (TI) KIM**, a tenure-track assistant professor in the Marketing Area, comes to the Jindal

School from Emory University. He is teaching a graduate-level course, Predictive Analytics Using SAS (MKT 6337), and mentoring in the MS in Marketing program this fall.

"I have only taught in MBA and undergrad [programs], not in an MS program," he said as the semester began. "It will be fun to teach more technical, analytical materials."

Kim's research interests lie in healthcare marketing, advertising, public policy and franchising, and those interests developed, he says, because "Emory has a large healthcare system, so I naturally became interested in healthcare when I joined Emory."

"Also, my wife is an OB/GYN resident, so our dinner-table conversation typically involves various healthcare topics, and we are currently

collaborating on multiple projects."

His goals, he says, "are to expand my research portfolio on healthcare by collaborating with UTD faculty members and doctoral students, as well as the extensive healthcare industry networks in the DFW area."

"I'm excited," he adds, "to be around marketing colleagues who are widely known as bright minds with prolific publication records in the field."

Kim holds a Bachelor of Applied Science degree in engineering from Simon Fraser University, an MS in management science from Stanford University and a PhD in business from the University of California, Berkeley.



**JULIE LYNCH**, a new associate professor of practice in the Finance and Managerial Economics Area,

brings both academic and professional experience to her associate director roles in the Real Estate Concentration and the Herbert D. Weitzman Institute for Real Estate.

She has taught at Johns Hopkins University, SMU and the University of North Texas, and since 2007, she has been a managing partner of Lynous Talent Management, an employee recruiting, training and retention company that works exclusively in the commercial real estate industry.

Lynch earned a BS from the University of Maryland and an MS from Johns Hopkins. She is a licensed Texas real estate broker and is a Texas Real Estate Commission-approved instructor.

Long active in the Institute of Real Estate Management (IREM) Dallas chapter as well as the Commercial Real Estate Women (CREW), Lynch has earned many accolades from both

Change creates an opportunity for innovation and trying new endeavors to achieve the best solution. We are always striving for the best at UTD.

— Julie Lynch

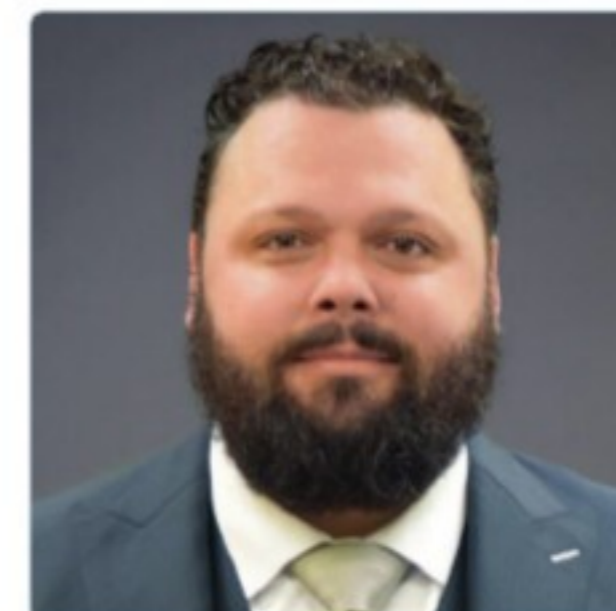
groups. IREM recognized her three times with its Academic Member of the Year award. For CREW, she developed a women's leadership certificate program that resulted in more than half of the 50 participants achieving a promotion or securing a new position.

"My goal is to continue to develop the real estate programs at UTD to ensure our students are well prepared for pursuing their career aspirations and are highly sought after by employers," says Lynch, who has also taken on the role of faculty advisor to the Jindal School-based Real Estate Club at UT Dallas.

This fall, she is teaching Personal Finance (FIN 3300), Real Estate Principles (FIN/REAL 3305) and Real Estate Valuation (FIN/REAL 4328).

This is a time for introverts to shine.

— Christopher Mace



**CHRISTOPHER MACE**, who joined the Finance and Managerial Economics Area this

fall as a tenure-track assistant professor, was a microbiologist at Heinz Frozen Foods before returning to school to earn his doctorate. He began his career working at a bacterial genetics lab and earned his Bachelor of Science degree in microbiology at the University of California, Davis.

Mace followed his bachelor's degree with an MBA from the University of Idaho and a PhD in finance from the University of Utah.

"The Strategic Effects of Trademark Protection," a study on the effects of trademark protection on firms' profits and strategy by Mace and co-author Dr. Davidson Heath of the University of Utah, was published in *The Review of Financial Studies* (Volume 33, Issue 4, April 2020: 1,848–1,877) before Mace earned his doctorate. The review is one of the 24 leading peer-reviewed academic journals used to compile the UTD Top 100 Business School Research Rankings™.



Mace's research focus is on corporate innovation, intellectual property and pharmaceutical development.

He is excited to join the Jindal School, he says, because "I like helping people understand finance, and why finance is important."

Slated to teach Business Finance (FIN 3320) next spring, Mace says: "I hope to become a top-tier researcher and an excellent teacher. I would like to help students accomplish their goals in the same way my previous teachers helped me."



**ZIXUAN (MAGGIE) MENG**, a tenure-track assistant professor in the Information Systems Area, studies the intersection of the digital economy and information systems. Topics that interest her include the sharing economy, user-generated content and digital games.

"The digital economy and technology development have changed the business model and people's everyday life," she says when asked how her interests developed. "It is important to understand how individuals accommodate the new business environment, and how the platform can adapt its strategies to better serve both consumers and suppliers."

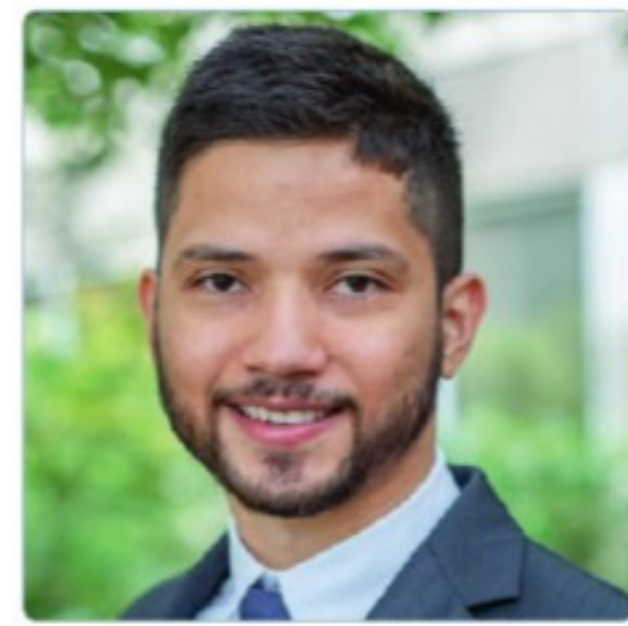
A paper she co-authored, "Influence of Peer-Based Monetary Incentive on Content Generation: Evidence from a Social Media Site," (published in the proceedings of the 2018 China Summer Workshop on Information Management) was a best student paper nominee at the 2019 Conference on Information Systems and Technology.

Meng earned her undergraduate degree in accounting from Peking University but switched to information systems at the University of Washington, where she earned her doctorate.

She is excited to come to Dallas, she says, because "UTD has a large and diverse student group. I have heard that the students in UTD are smart and self-motivated. I look forward to interacting with them in class."

Beyond creating a stimulating learning atmosphere and sharing her knowledge with

students, Meng, who is not teaching this semester, says she hopes to keep producing high-quality and impactful research.



**JEDSON PINTO**, a new tenure-track assistant professor in the Accounting Area, does research in capital

markets and disclosure. "I am mostly interested in studying how investors allocate their attention to different sources of information, including social media or even fake news," he says.

He became interested in that line of research because "we live in the information age," he says. "The access to better information can give anyone a competitive advantage, including on capital markets. Therefore, we ought to know what type of information investors pay attention to and also whether the information is reliable."

**COVID-19 forced us to change how we do many things in our lives. It also allows us to reinvent ourselves, to improve ourselves and to create new habits that can bring positive effects on our lives.**

— Jedson Pinto

Before coming to UT Dallas, Pinto spent five years at the University of North Carolina at Chapel Hill, where he earned his doctorate in accounting as one of the first students from Latin America to do so.

In 2015, Pinto earned both his bachelor's and master's degrees in accounting from FUCAPE Business School in Brazil, where he also is a certified professional accountant.

Pinto is set to begin teaching duties in spring 2021 and is slated to teach Introductory Management Accounting (ACCT 2302).

"As an instructor, my goal is to contribute to a healthy and positive learning environment

that can help students develop their critical thinking and grow," he says.

"As a researcher, my goal is to produce high-quality papers that could help inform academics and regulators across the world about the benefits and costs of transparency."



**RASOUL RAMEZANI**, joins the Jindal School as an assistant professor of instruction in the Operations

Management Area. A 2019 PhD alumnus of the UT Dallas School of Economic, Political and Policy Sciences, he has been teaching at UTD about three years. Previously, he was a lecturer in EPPS, where he taught economics classes. He also taught at Collin College.

This fall, he is teaching two graduate courses, Advanced Statistics for Data Science (BUAN/OPRE 6359) and Prescriptive Analytics (BUAN/OPRE 6398).

"As an instructor, I always get the greatest sense of satisfaction from interacting with students and knowing that transferring my knowledge to them could make a difference," Ramezani says.

As a researcher, he is interested in public finance and urban economics. He became interested in these topics after taking related courses during his PhD program. "It was exciting to me," he says, "reading literature that studied the effect of public policies on economic outcomes — such as income inequality, social welfare, mobility, migration, and more — at both micro and macro levels.

"I should mention that I have enjoyed every single day I attended the campus," Ramezani says. "One of the other advantages of teaching at UTD is its diversity, which has helped me substantially in developing my personality in working with students with different demographic backgrounds."

Ramezani earned his BS in economics from Ferdowsi University of Mashhad (Iran), and his MS in economics from Shahid Beheshti University in Tehran.

The pandemic has stressed how dependent we are on each other. I hope that we stay aware of that in the future.

— Ignacio Rios



**IGNACIO RIOS**, a tenure-track assistant professor in the Operations Management Area

who is teaching Operations Management (OPRE 3310) this fall, says he is looking forward “to introducing students to the main topics in operations, and hopefully motivate them to follow a career in it, either in academia or in the industry.”

Rios also is excited to share his own research and experiences, which include winning the Doing Good With Good OR — OR stands for Operations Research — Student Paper Competition that the Institute for Operations Research and the Management Sciences puts on annually. The competition identifies and honors student OR projects that have a significant societal impact. Rios’s 2018 winner zeroed in on “Improving the Chilean College Admission System.”

His winning topic stemmed from undergrad research. “I became interested in this line of research ... when I started studying mechanism design without money,” he says. “My interest in this field grew when I started collaborating with the Chilean college board to implement the mechanism to allocate students to universities.”

Now, his research “focuses on improving the efficiency of centralized markets and platforms, by taking into account the behavior of users and their potential biases.”

Rios earned both a BS in industrial engineering and an MS in operations management from the University of Chile before heading to Stanford University for a master’s in economics and a doctorate in operations, information and technology.



**SHUJING SUN**, a tenure-track assistant professor of information systems, was proud to report that

a paper she co-authored, “Does Telemedicine Reduce Emergency Room Congestion? Evidence from New York State,” recently was published in *Information Systems Research* (Volume 31, Issue 3, September 2020: 972-986), one of the 24 leading peer-reviewed journals used to compile data for the UTD Top 100 Business School Research Rankings™.

Last year, the paper, written with Dr. Susan F. Lu of Purdue University and Dr. Huxia Rui of the University of Rochester, won the best paper award at the 52nd Hawaii International Conference on System Sciences.

Besides healthcare information technology, Sun specializes in social media analytics, and will teach business analytics next spring.

“While technologies are designed to change the way of life at its best, there often remains a troubling gap between the inherent value of the technology and our ability to put it in the right context,” she says when asked how she got interested in these topics. “My research, therefore, explores the economic impact of technological applications in nascent service settings, with a current focus on healthcare and social media.”

Sun earned not only a BS in information systems but also a BA in English literature from Tianjin University. She earned her PhD in information systems, with a minor in applied statistics, from the University of Rochester.



**PINGLE WANG**, a tenure-track assistant professor of finance, has crossed the country in pursuit of his

education. After he earned a bachelor’s degree in mathematics from the University of New Mexico, he headed east to Washington University in St. Louis, where he earned his MS in finance. He

then went to the University of Rochester, where he earned in doctorate in finance.

His research interest lies at the intersection of empirical asset pricing, mutual funds and information economics.


Last year at its annual meeting, the Southern Finance Association named his study “Demand for Information and Stock Returns: Evidence from EDGAR,” the best doctoral student paper.

“I am always fascinated by how information diffusion impacts financial market participants, such as mutual fund managers and investors, and the asset prices,” Wang says. “Understanding the dynamics can better help policymakers design disclosure and regulatory policy. I am also broadly interested in the agency conflicts among the mutual fund companies, the managers and investors.”

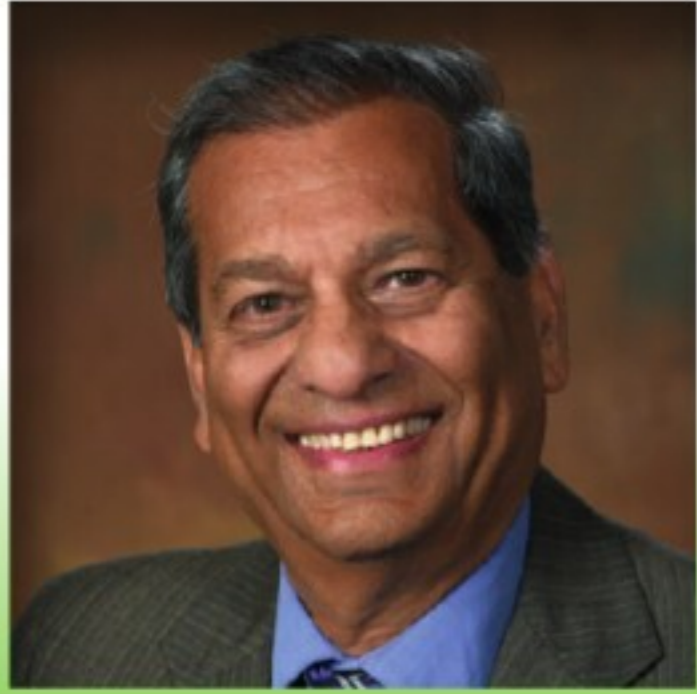
On the bright side, [COVID-19] makes virtual communication easily accessible. For example, researchers do not need to travel to attend conferences, and a virtual meeting is just one click away.

— Pingle Wang

Slated to teach Business Finance (FIN 3320) next spring, Wang says he is excited at the prospect of teaching because “UT Dallas is a young but thriving university. I am looking forward to exchanging ideas with students. My goal is to offer them a unique and inspiring learning experience.”

At the Jindal School, he says, “I hope to produce impactful research and facilitate an engaged learning environment for students.” 

# THOUGHT YOU SHOULD KNOW



Suresh Sethi

An awards committee of the Production and Operations Management Society (POMS) unanimously selected **Suresh Sethi** to receive the 2020 Sushil K. Gupta POMS Distinguished Service Award, which recognizes members who have substantially contributed to the growth of the society.

The Eugene McDermott Chair and a professor of operations management, Sethi serves as director of the Center for Intelligent Supply Networks, which he founded. He was president of POMS in 2012 when the Gupta Award was created and has been a POMS fellow since 2005.

Recognized internationally for applying quantitative methods to areas of manufacturing and operations management, finance, economics and marketing, Sethi has written eight books and published nearly 400 papers. He is also a fellow of the Institute for Operations Research and the Management Sciences, the American Association for the Advancement of Science, the Institute of Electrical and Electronics Engineers, the Royal Society of Canada and the Society for Industrial and Applied Mathematics.

The board of POMS also has named one of 10 new biennial awards in Sethi's honor. Beginning

in 2022, the society will bestow the Suresh Sethi Best Interdisciplinary Paper Award. The honor will go to the best paper published in the preceding four years by the following POM departments: Industry Studies and Public Policy, POM-Accounting Interface, POM-Economics Interface, POM-Finance Interface, POM-Marketing Interface, POM Forum and POM Practice.



Riki Takeuchi

**Riki Takeuchi** was elected to the American Psychological Association (APA) 2019 class of new fellows.

The APA fellow designation is a distinction reserved for members who have a doctoral degree in psychology or a related field and who make unusual and outstanding contributions in the field. "Fellow status," the APA says, "requires that a person's work has had a national impact on the discipline beyond a local, state or regional level."

A professor of organizations, strategy and international management and the Dr. Joseph Picken Distinguished Professor in Innovation and Entrepreneurship, Takeuchi also serves as coordinator of the International Management Studies PhD program. He is an organizational psychologist whose research interests lie in employee creativity, aspira-

tion performance and performance change patterns.

Takeuchi was named a fellow of the Association for Psychological Science and of the Society for Industrial and Organizational Psychology in 2018.



Zhiang (John) Lin

**Zhiang (John) Lin** and Dr. Huy (Will) Nguyen, a PhD'18 alumnus of the Jindal School now an assistant professor of management at Montclair State University, earned the Sumantra Ghoshal Research and Practice Award at the 2020 Academy of Management Annual Meeting in August.

The award goes to the best paper "that advances research while deriving important implications for practice." Lin and Nguyen's paper, "Stakeholder Dependency and Female CEO Succession," was published in the *Academy of Management Proceedings* (Vol. 2020, No. 1). In part, it studies organizational contexts in which company directors are more likely to perceive women as more effective leaders, thereby increasing the likelihood of female CEO succession.



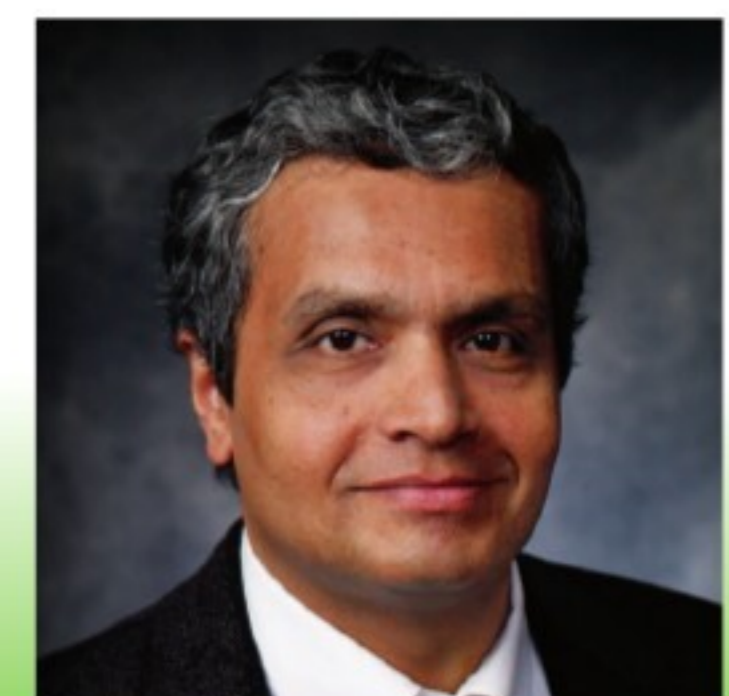
Tom Kim



Britt Berrett



Milind Dawande



Vijay Mookerjee

Assistant Dean **Tom Kim** and Professors **Britt Berrett**, **Milind Dawande** and **Vijay Mookerjee** made several television appearances over the past few months.

Director of the JSOM Career Management Center, Kim discussed the importance of virtual networking and practicing job-seeking skills on the *Good Day* show on Fox 4 (KDFW), and on *Good Morning Texas* on WFAA-TV.

The former president of Texas Health Presbyterian Hospital Dallas, Berrett is a sought-after media veteran, and one of his appearances came on the *Good Day* show, where he discussed the progress of coronavirus vaccine trials. In a *Good Morning Texas* appearance, he discussed the future of healthcare. Berrett is director of the Center for Healthcare Leadership and Management and of the BS in Healthcare Management program.

After discussing the potential and appeal of hands-free drone deliveries in an Aug. 26 UT Dallas News Center story about research they have conducted with fellow JSOM researcher **Ganesh Janakiraman**, Ashbel Smith Professor of operations management; Dawande, Mike Redeker Distinguished Professor in Management and coordinator of the Operations Management Area; and Mookerjee, Charles and Nancy Davidson Chair in Information Systems; took to the air in Fox 4 and Spectrum News interviews.

**ADMINISTRATIVE CHANGES**



David Widdifield

**David Widdifield** has been named assistant dean of master's programs, a new role in support of **Monica Powell**, senior associate dean and dean of master's programs.

In his new role, Widdifield works on

- AACSB accreditation and assessment reporting
  - JSOM academic operations, including catalog administration, personnel supervision, scheduling, student organization and teaching assistants' administration
  - JSOM MS program rankings
  - JSOM Strategic Plan reporting.
- He continues as director of the MS in Supply Chain Management program.



Riki Takeuchi



Ganesh Janakiraman

New PhD coordinators are:

- **Riki Takeuchi** – in the International Management Studies program. He succeeds **Eric Tsang**.
- **Ganesh Janakiraman** – in the Management Science program, Operations Management Concentration. He succeeds **Elena Katok**.

(Continued on page 20)

**PROFESSOR AND PHD STUDENT STUDY PROPERTY TAX PROTESTS**

**Alejandro Zentner**, associate professor of managerial economics, and **Brad Nathan**, a Management Science, Accounting Concentration PhD student, have co-authored a property tax protest study with Ricardo Perez-Truglia, an associate professor at the University of California, Berkeley, that was featured front and center Oct. 1 in Dave Lieber's "Watchdog" consumer column in the *Dallas Morning News*.

**VIRTUAL GATHERING GREETES NEW HIRES,**

**N**aveen Jindal School of Management faculty and staff annually mark the start of the new academic year at a reception at which newcomers are introduced and top achievers recognized. Area coordinators and program directors present faculty and staff hired since the last event. Dean Hasan Pirkul presents \$2,000 checks and commemorative plaques to several faculty members chosen by a teaching awards committee and to one employee chosen by a separate committee of school staff members.

This year, the Sept. 9 virtual fête attracted 146 participants, who were treated to quips the dean and others made about the food and drink – highlights of the gathering – missing from the celebration.

**Honorees were:**



**Maria Loumioti**, associate professor of accounting, won the Outstanding Graduate Teaching Award.



**Jennifer Johnson**, an associate professor of instruction in accounting, was named JSOM's Online Professor of the Year in 2011. This year, she earned the Outstanding Undergraduate Teaching Award.

In the study, “My Taxes Are Too Darn High: Tax Protests as Revealed Preferences for Redistribution,” a National Bureau of Economic Research working paper issued in September, Nathan, Perez-Truglia and Zentner used a pool of 78,462 Dallas County households to examine the reasons for protests.

One of their basic findings was that “households are more likely to protest when they stand to gain more from protesting.”

But the trio also studied “hassle costs” of protesting — which, they calculated, averaged \$226 — and other factors.

“Any household can protest for free, so there are no pecuniary costs from protesting; however, households may still incur hassle costs: protesting takes time, and some households may have trouble figuring out how to do it,” they wrote.

The researchers sent letters to about 50,000 households in their pool. One set of letters included step-by-step infor-

mation for filling out forms necessary to protest. But the rest of the letters included extra instructions, “an argument tailored to each recipient, who could simply copy-paste it into their own protest form,” the study said.

“These letters presented information about a comparison property near the recipient’s own property that was similar in all observable characteristics and had been recently sold for a lower price than the market value proposed by the Dallas Central Appraisal District.”

The letters had a substantial effect on the probability of filing a protest, the co-authors found: “[W]hile the basic aid was helpful, the impact was significantly higher when the letter included the additional instructions.”

The direct protest rate — that is, filed by homeowners without the use of a tax-protest agent — among households that did not receive a letter was about 8.7%. Among households that received the extra information, the rate rose to 12.2%.

Zentner and his co-authors provided evidence that both selfish motives as well as social preferences — households are more willing to pay a higher tax rate when they know other households are paying a higher tax rate, too — influence protest decisions.

And, they said in closing, some of their findings may serve as key inputs for the design — or redesign — of the protesting process.



ALEJANDRO ZENTNER



BRAD NATHAN

## HONORS AWARD WINNERS



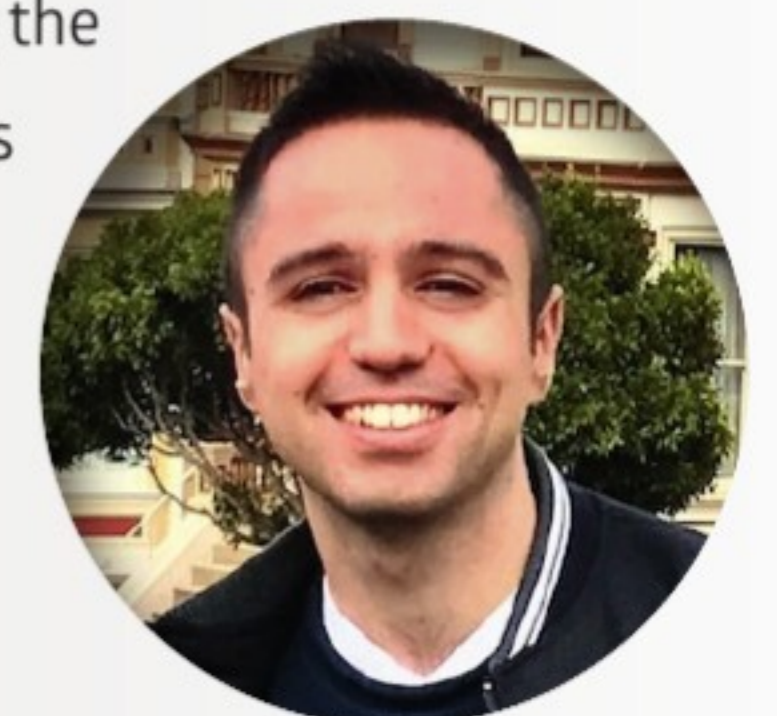
**Laurie Ziegler**, a clinical professor of organizations, strategy and international management, previously won a JSOM Teacher of the Year Award in 1994. This year, she earned the Outstanding Online Teaching Award.



**Taimur Khan**, a 2013 BS in management information systems, 2017 MS in information technology and management and 2017 MBA graduate of the Jindal School, is an adjunct who has taught undergraduate information systems courses since 2018. He earned the award for Outstanding Teaching by an Adjunct Faculty Member.



**Keyvan Kasaian**, a Management Science PhD student taking the Marketing Concentration, has taught undergraduate and graduate marketing, as well as business analytics, courses. **Can Kucukgul**, a Management Science PhD student taking the Operations Management Concentration, has taught spreadsheet modeling and analytics, statistics and data analysis, operations management and supply chain management courses. The awards committee decided both Kasaian and Kucukgul deserved the Outstanding Teaching by a Teaching Assistant Award.



**Brandon Davidson**, manager of JSOM Technology and Facilities Services, won rave reviews from faculty and staff for his technology and building assistance before and after the pandemic began. For that he earned the Outstanding Staff Award.

**ADMINISTRATIVE CHANGES**

(Continued from page 18)



Ying Xie

**Ying Xie** is the new coordinator of the Marketing Area. She succeeds **Nanda Kumar**.



Zhiang (John) Lin

**Zhiang (John) Lin** is the new coordinator of the Organizations, Strategy and International Management Area, succeeding **Seung-Hyun Lee**.



Gaurav Shekhar

Changes in the MS in Business Analytics program include the appointment of an additional program director. **Gaurav Shekhar**, an assistant professor of instruction, joins **William (Bill) Hefley** and leads the Flex and Online programs. Hefley continues as director of the Cohort program.

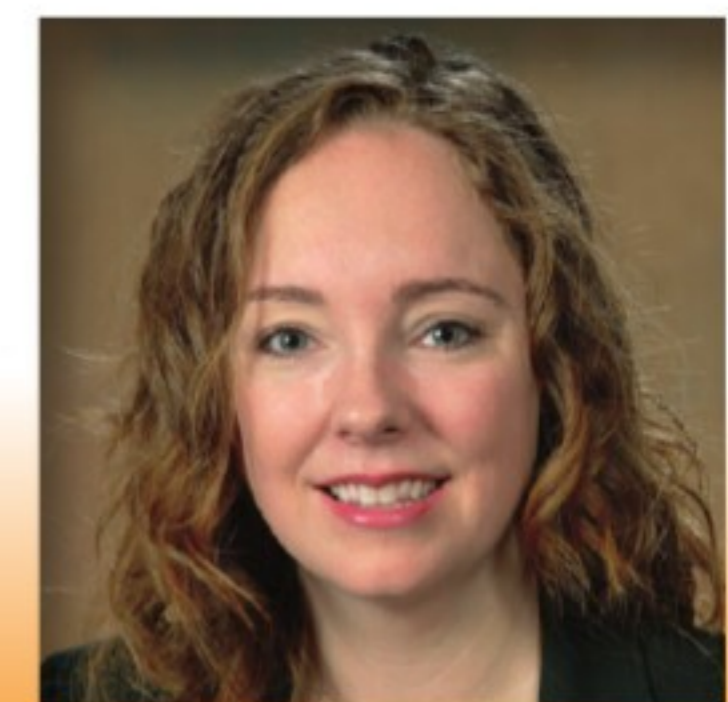


Keith Thurgood

**Keith Thurgood** is the new director of the MS in Healthcare Leadership and Management program, succeeding **Dr. Forney Fleming**, who has retired.



William (Bill) Hefley



Sarah Moore

**Sarah Moore** is the new director of the Business Communication Center. She succeeds **McClain Watson**. 🏆

# CAPSTONE SENIOR PROJECT BUILDS CONFIDENCE, SKILLS AND RÉSUMÉS

By **Jimmie R. Markham**

A new capstone senior-project requirement at the Naveen Jindal School of Management gives students valuable insights into how to solve real-world business problems while collaborating with partner companies.

"We've had input from the advisory boards in our academic programs to help give us guidance," says Dr. David Parks, assistant dean of Capstone Senior Projects at the Jindal School. "They've overwhelmingly told us that the students are graduating with skills in analytics and the quantitative tools. What they would like to see more of is the development of soft skills through experiential learning."

The capstone projects teach

those skills, Parks says, by emphasizing collaboration, organization and teamwork.

"Students are learning that they have to be able to navigate through challenges beyond just the technical challenges," he says. "These projects teach them soft skills like situational assessment and understanding company culture, which are invaluable in improving their ability to persuade and convince."

Dr. Shawn Alborz, associate dean for undergraduate programs, designed and implemented UTDsolv, a business platform that helps faculty, students and corporate partners manage the projects and streamline the process.

"We wanted to make sure



DAVID PARKS



SHAWN ALBORZ



DAWN OWENS

## Assistant Dean Recaps Reasons MBA Programs Have Risen in Rankings

Lisa Shatz, assistant dean and director of Jindal School MBA programs, recapped reasons the programs have risen in rankings recently in an interview with Bill Hethcock, senior reporter at the *Dallas Business Journal*.

The Full-Time MBA program moved up five places, from No. 38 overall to No. 33 in *U.S. News & World Report* 2021 Best Business Schools rankings released in March. In the rankings of part-time MBA programs, the Jindal School placed at No. 19 overall.

Shatz's remarks appeared in a Sept. 12 Hethcock article, "The State of the MBA in North Texas: Softer Job Market Only Part of Changing Landscape."

Shatz began by complimenting JSOM MBA students, saying they are smart, have high GMAT scores and high GPAs.

Beyond that, Shatz said, the Jindal School has been wise to recognize and respond to student desires to earn specialized master's

degrees in addition to an MBA, and to learn technical skills such as analytics and supply chain management. Gaining technical skills,



LISA SHATZ

Shatz said, "makes them more marketable."

Those additional skills also have made graduates more attractive to employers and raised

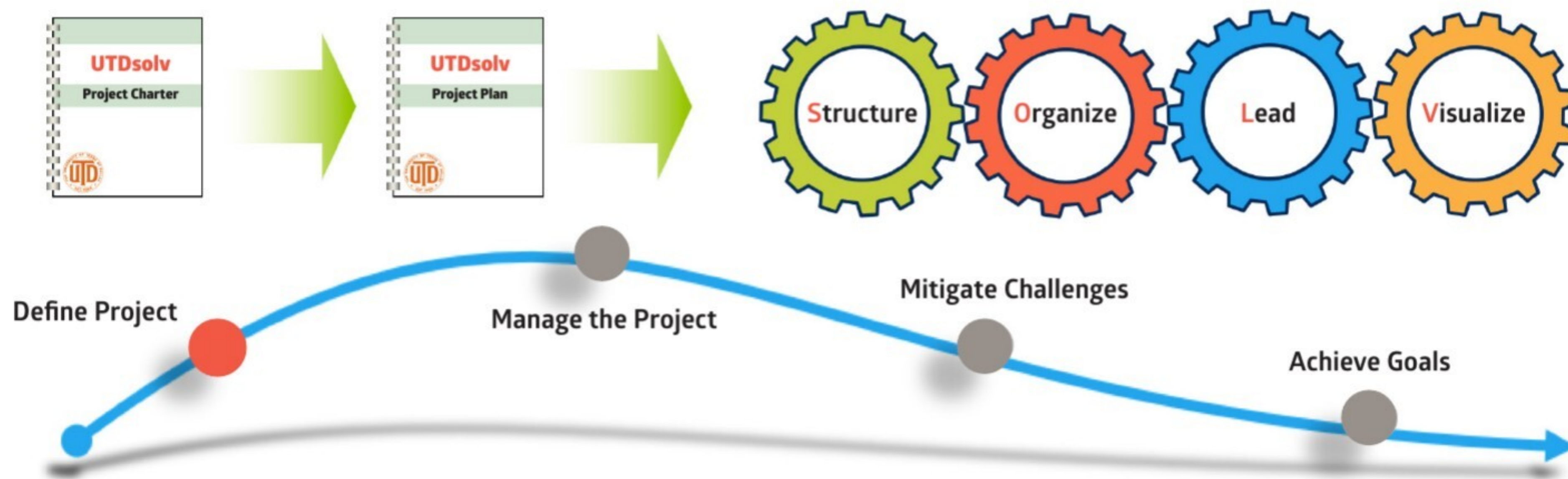
starting salaries as well.

Despite that, Shatz noted that "we are disadvantaged by salaries. We live in one of the lowest-cost urban places in the country, and the rankings don't adjust for that."

In 2019, the latest year for which figures are available, the average starting salary of JSOM MBA graduates was \$102,214. The average signing bonus, reported by 59% of the class, was \$22,500.

But being based in the Dallas-Fort Worth Metroplex has its advantages, Shatz acknowledged. As the area has grown, so has demand for JSOM's MBAs, she said.

MBA students want to see and be seen by top-flight employers, and they want viable work and life experiences that will make them appealing to those employers. "And all those things are right here," Shatz told Hethcock. "Within 20 minutes, we can pull executives from 20 different Fortune 500 companies."



that all the projects are managed properly and professionally, that the documents are standardized," Alborz says.

To that end, Alborz designed templates students use to produce professional deliverables — processes, milestones, project scope, surveys, metrics, and more. Each document has a narrative that tells students exactly what they need to do to successfully complete that part of the project.

Students in the Bachelor of Science in Information Technology and Sys-

tems program, have had a senior capstone project requirement for several years. Dr. Dawn Owens, director of the BS in ITS program, says her students have embraced the project after realizing that it helps them build confidence and further their professional development by working closely with clients.

"They can put it on their résumé as actual experience — just like an internship," she says. "They can say they worked on a company-sponsored 16-week project and delivered a solution."

## Supply Chain Management Programs in **Top 25** in Gartner Rankings

The undergraduate Supply Chain Management program is the only program of its kind in the Dallas-Fort Worth area ranked in the top 25 in 2020 rankings released in July by Gartner, a global research and advisory firm. The BS in Supply Chain

Management program moved to No. 19 from No. 23 in 2018 rankings.

The graduate Supply Chain Management program also remained in the top 25 in the new Gartner rankings. The program moved from the No. 9 spot in 2018 to No. 11.

“UT Dallas supply chain management programs are relatively young compared to our competitors. Give us another two years, and the 2022 rankings will show both programs as top competitors that provide unparalleled value to students and the business community,” Dr. David Widdifield, assis-

tant dean of master’s programs and director of the MS in Supply Chain Management program, said.

“Supply chain management is a rapidly evolving area of business, and supply chain professionals today require higher-level skills across several functions. The Jindal School prepares its supply chain management graduates with know-how in the critical functions and proficiency in the skills demanded in business. Our students stand out because they are job ready and can begin contributing value to the organization when they earn their diplomas.”



## Financial Technology Evolution Prompts Program Name Change

MS in Financial Technology and Analytics is the new name of the former MS in Financial Engineering and Risk Management program.

The evolution of financial technology and the job market are the main reasons for the name change, Dr. Robert Kieschnick, program director, says. For example, Kieschnick says, “machine learning is being used to price securities and develop risk-management strategies. We were already teaching many of the primary skills used by fintech companies, and so it was logical to rename the program to make

its focus clearer.”


Unlike the MS in Finance program, the fintech and analytics program “teaches students how to build blockchains with smart contract, to apply robotic-process automation to financial processing and to enhance them with machine-learning tools, the basics of natural language processing, the use of cloud-computing platforms and the mathematics underlying machine learning,” Kieschnick says.

## New MS in ITM Track Specializes in Digital Product Management

LinkedIn’s *2020 Emerging Jobs Report* identifies “Product Owner” as one of the fastest-growing occupations in the U.S., with a projected 24% annual growth rate. To meet this expected demand, the MS in Information Technology and Management program is offering a new Digital Product Management Track that specializes in preparing students for roles as product owners and digital product managers. The new track prepares graduates for careers leading teams in the creation, development, management and promotion of digital software products. In addition to the required core business and IT foundation classes, students are able to choose from the following elective courses in the new track.

Digital Product Management Track:

- Foundations of Digital Product Management (MIS 6393)
- Managing IT in the Analytics Age (MIS 6313)
- Digital Consulting Project (MIS 6349)
- Agile Project Management (MIS 6360)
- Technology and New Product Development (MIS 6375)
- Data Visualization (MIS 6380)
- User Experience Design (MIS 6396)

For more information, please contact [msitm@utdallas.edu](mailto:msitm@utdallas.edu). 



by Sarah Ganbat

## Senior Wins Student Entrepreneur and Collegiate Marketer of the Year Awards

Marketing senior Varika Pinnam won two major student awards in September – 2020 Student Entrepreneur at Dallas Startup Week and Collegiate Marketer of the Year from the DFW chapter of the American Marketing Association.

The Startup Week award, announced Sept. 3, recognized Pinnam's startup, Ideate, Decide, Act, which is better known by its acronym, IDA.

The DFW AMA award, announced Sept. 23, recognized Pinnam for excellence in collegiate marketing leadership for work she did in a Perot Museum of Nature and Science marketing internship.

AMA also recognized Pinnam for her marketing leadership in HackUTD, 180 Degrees Consulting and the Association for Computing Machinery at UTD, all campus student organizations.

"She does so much, it's incredible," said Dr. Julie Haworth, director of the BS in Marketing program. "We've got incredible ecosystems [at UT Dallas]. When students come here and get involved, the sky's the limit."

### IDA Origins

Pinnam's Startup Week winner, IDA, is a subscription-based program that she and her sister,



Varika Pinnam

Julie Haworth

Dresden Goldberg



Ghanika, co-founded to connect underrepresented female founders to mentors, funding and other resources to help them succeed.

Nominees in the running for the 2020 Student Entrepreneur title were evaluated based on "the marketability of their product/service, the uniqueness of the

idea, whether it was generating revenue of \$500 or more, and also the projected success of the company in the market for the future," said Leah Frazier, State of Entrepreneurship lead for Dallas Startup Week and Think Three Media founder.

"Varika is such a great example of what it means to be a student entrepreneur at UT Dallas," said Dresden Goldberg, director of programs and operations at the UT Dallas Institute for Innovation and Entrepreneurship. "She is hungry for knowledge, takes advantage of all the opportunities she can and is active in the startup community."

One of those opportunities was the GalXc Accelerator, an institute program for female students, where Pinnam and her sister co-created IDA.

Then came the Blackstone LaunchPad & Techstars Startup Fellowship last summer. The fellowship gave Pinnam an opportunity to work on her business ideas with a \$5,000 grant and an eight-week, self-paced program to develop a plan with goals, accountability and mentorship.

Pinnam, who is scheduled to graduate in May, will continue to work on expanding IDA as she also begins a full-time marketing position with Microsoft.

## FINANCE SENIOR IS NEW STUDENT GOVERNMENT PRESIDENT

### THE ANNUAL STATE OF THE UNIVERSITY REPORT

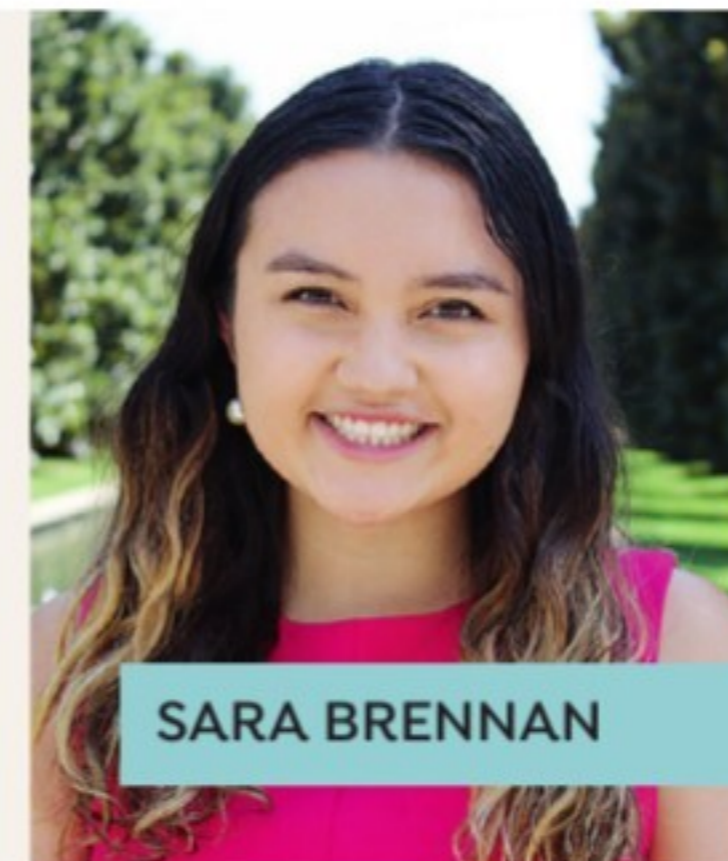
this year featured not only University of Texas at Dallas President Richard C. Benson but also several other speakers in videotaped messages. Presenters included new Student Government President Sara Brennan, a Jindal School finance and economics senior, whose remarks highlighted how students and the UT Dallas community showed resiliency and flexibility in adapting to the coronavirus pandemic. She also discussed Student Government goals, including one to create a permanent committee for diversity and equity initiatives.

Brennan and Vice President Rutendo Chando, a sophomore in history in the School of Arts and Humanities, were the first women-of-color duo to run for and win office.

Brennan and Chando ran on the Amplify ticket, whose purpose, Brennan said in a post-election interview, was "to amplify student voices on campus, especially the voices of those from marginalized communities."

"I love that UTD is a new and growing university," Brennan said. "Because we are only 50 years old, there is so much opportunity for students to make an impact on campus, and there is more flexibility than at older universities."

Asked what she would like to see improved, she responded: "I want the University to be anti-racist by implementing more programs that benefit the underrepresented minorities on campus. Though we pride ourselves on diversity, there is still a lot of work to be done."



SARA BRENNAN

By Jimmie R. Markham

## Texas Business Hall of Fame Scholarship Winners Roll With Pandemic's Punches

Adjusting to and embracing uncertainty is a mindset that drives Brittany Brunson, Philip Miller and Gaurav Sethi from the Jindal School in their academic and professional pursuits. It also earned them each a \$15,000 Mitchell Family Foundation Scholar Award from the Texas Business Hall of Fame Foundation.

Because of the coronavirus pandemic, Miller and Sethi did not enroll in courses this fall so that they could focus on their careers and entrepreneurial ventures.

(Continued on page 24)



Brittany Brunson



## Texas Business Hall of Fame ... (Continued from page 23)

The ability to pivot during the pandemic was critical, the executive committee of the foundation's board decided, and it granted eligibility to applicants with university ties even if they did not enroll this fall.

Brunson is the only Jindal School scholarship recipient currently attending classes.

An MBA student, she is a co-founder of Brunson Bump System, a company that developed a sorority recruitment software tool. She created the product while a University of Arkansas undergraduate.

"It basically makes the matching process much more efficient," she said. "It helps make sure that the



**Phillip Miller**

sorority recruiters are talking to the right individuals — making sure they have something in common and can have meaningful conversations."

Sororities at the University of Arkansas still use it, and the company has sold the product to the University of Alabama.

Phillip Miller, who graduated in May with a master's degree in marketing, co-owns Crull Fitness, an elite performance training facility in Richardson. He will continue MBA studies in the spring. He also is president at PM3 Sports, a sole-proprietorship sports management company representing professional athletes. Both ventures have had to adjust since COVID-19 hit.



**Gaurav Sethi**

Gaurav Sethi, who graduated in May with a bachelor's degree in finance and actuarial science, plans to enroll next spring in JSOM's graduate innovation and entrepreneurship program. A risk analyst at financial services firm J.P. Morgan, Sethi took the position to learn about risk and embrace uncertainty, which he says will pay off in pursuit of his ventures.

He is also CFO at CampusOven, a service that connects university employees and students with caterers who are focused on healthy eating options. He started the company while a UTD student, and it has expanded since the pandemic hit.

Brunson, Miller and Sethi are to be recognized next fall at an induction dinner and ceremony.

by Robin Russell

## GLOBAL BUSINESS SENIOR LOOKS TO FURTHER HIS MASTERY OF LANGUAGE WITH BOREN SCHOLARSHIP



**Vladyslav Wallace**

A recipient of a distinguished David L. Boren Scholarship from the National Security Education Program, Jindal School senior Vladyslav Wallace hopes his aptitude for languages will translate into a career in international affairs with a focus on the post-Soviet realm.

Wallace, a global business and international political economy major, immigrated to the U.S. with his family when he was a child. He grew up translating his parents' native

Ukrainian into English. At UT Dallas, multiple study-abroad experiences and internships gave him a proficiency in Russian and French.

The Boren Scholarship provides up to \$20,000 for study in areas of the world that are critical to U.S. interests.

Wallace is studying advanced Russian in Kazakhstan and serving as an intern there with EducationUSA, a U.S. Department of State network of over 430 student-advising centers that promotes U.S. higher education to students around the world.

Wallace's newest opportunity to study Russian came on the heels of an immersion experience in France. As a 2018 recipient of the Benjamin A. Gilman International Scholarship, Wallace lived with a French host family and studied at Emlyon Business School in Saint-Étienne.

His interest in citizen engagement continued as a Bill Archer Fellow in fall 2019, when he worked as a policy fellow with the U.S. Global Leadership Coalition in Washington, D.C.

## SENIOR WINS NATIONAL CONTEST TYING STANDARDS TO U.N. SUSTAINABLE DEVELOPMENT GOALS

Outlining her ideas for achieving one of the United Nations' Sustainable Development Goals, Jindal School



**Praneetha Pratapa**

senior Praneetha Pratapa won first prize in a national essay contest by tying remanufacturing standards to a U.N. objective aimed at ensuring sustainable production and consumption by 2030.

Pratapa, an information technology and systems and supply chain management double major, won \$2,000 from the American National Standards Institute, which sponsored the contest.

Pratapa developed her entry under the guidance of Dr. Ramesh Subramoniam, a clinical associate

professor of operations management, and is working with him on research on the same topic that is to be published in a peer-reviewed journal next year.

Her winning work, "Role of Standards in Designing Circular Economy and Their Effect on United Nations Sustainable Development Goal 12," noted the cause for alarm "stems from increasing carbon footprints, rapid consumption, heavy dependence on non-renewable resources, and a lack of concern for long-term maintenance of resources — especially in view of the 13% rise in population expected by the end of the next decade."

Pratapa advocated for a circular economy model that proposes a closed-loop supply chain design, "where outputs become inputs again," and remanufacturing is a core component. Remanufacturing differs from other recycling, Pratapa wrote, "because it returns product quality up to the

original equipment manufacturer's performance."

But challenges related to product-design complexity, poor customer perception and a lack of commonly accepted definitions have limited remanufacturing from gaining momentum.

All these obstacles can be overcome using standards and frameworks "that are designed to make remanufacturing feasible," Pratapa wrote before enumerating several guidelines and measures from the International Organization for Standardization, the European Remanufacturing Network and others.

The standards discussed in her paper, Pratapa concluded, will allow an organization to "apply life-cycle thinking to each phase of its supply chain and achieve maximum resource efficiency," thus using fewer resources, practicing responsible production and encouraging "consumers to also play their part in achieving Goal 12 by 2030."



**Ramesh Subramoniam**

## Business Administration Junior Starts New Club, Lands National Leadership Role

A Jindal School business administration junior's effort in bringing a new student organization to The University of Texas at Dallas helped land her a leadership role on that organization's national student leadership team.

In June, Sarah Romanko was installed as national president in the postsecondary division of SkillsUSA, a national nonprofit organization of middle-school, high-school and collegiate students, as well as educators and industry. The group is devoted to bridging the skills gap, the variance between the job skills employers need and workers are able to deliver. (One estimate from Deloitte has that gap at 2.4 million unfillable jobs that adverse-

ly impact the economy by \$2.5 trillion.)

Prior to arriving at UT Dallas, Romanko had been a member of the SkillsUSA at Westwood High School in Austin, Texas.

Surprised to learn that UT Dallas did not have a chapter, she decided to start one. It took eight months for the group to become an official UTD student organization and another seven months to become an

official SkillsUSA chapter. Paul Nichols, executive director of the Institute for Innovation and Entrepreneurship and an advisor to the Entrepreneurship Club — to which Romanko also belonged — helped her navigate the process and became the organization's faculty advisor.

Romanko, a member of the Davidson Manage-

ment Honors Program and the UT Dallas Collegium V Honors Program, promoted the new chapter, recruited members and organized workshops and trips. She even obtained a \$1,000 educational chapter resource grant.

After being elected national president, she had to hand the reins of the local chapter over to co-founder Md Rakeen Murtaza, a software engineering student in the Erik Jonsson School of Engineering and Computer Science, but she stays involved.

In addition to SkillsUSA, Romanko has had leadership roles in the Entrepreneurship Club, was homecoming student director in fall 2019 and won an OWLIE Award in 2020.

By Jimmie R. Markham

Sarah Romanko



## PBL Competitors Score in Top 10

All nine UT Dallas students who competed in the Phi Beta Lambda National Leadership Conference in July placed in the top 10 in the combined 14 events they entered.

Phi Beta Lambda is the collegiate division of Future Business Leaders of America, and the UT Dallas chapter, which is based in the Jindal School, helps students develop leadership, communication and team skills to better prepare for a career in business.

Winners at nationals, which were held online, scored two first-place wins, two second-place finishes and three third-place finishes.

"Our chapter's results account for roughly two-thirds of all of the top 10 results for the entire PBL membership for the state of Texas," said chapter advisor Dr. Kristen Lawson, a JSOM clinical assistant professor. "Texas placed in the top 10 in 22 events, and UTD is responsible for 14 of those."

"I am extremely proud of our students and look forward to hosting the Texas State Leadership Conference virtually next April here at UT Dallas," Lawson said.

## Accounting Junior Wins \$5K Scholarship

Eric Hsu, a junior in accounting, won a \$5,000 scholarship from RSM, an international accounting firm, at the 2020 Ascend National Convention, held virtually in August and September.

Ascend is an international group that encourages the development of accounting, finance and other business professionals and students while serving as a collective voice for the Asian and Pacific Islander communities in those fields.

Hsu is the professional development officer in the UT Dallas chapter of the group, which is based in the Jindal School. "Ascend has given me a close group of friends that has taught me a lot of how to develop myself professionally," Hsu said.

To win the scholarship, he had to write a 500-word essay.

Ascend faculty advisor Mary Beth Goodrich, a professor of instruction in accounting, described Hsu as "a real go-getter. For fun, he learns languages since he loves to interact with people from many different cultures and backgrounds. He is a fun, smart, charismatic addition to our leadership team, and I am so proud of him for the added accomplishment of this scholarship."

Eric Hsu



## Senior Earns Internship Along With International Real Estate Scholarship

Arden Pray, a business administration senior with real estate career aspirations, has been recognized by the Commercial Real Estate Women (CREW) Network Foundation as one of 25 international collegiate female scholarship recipients. Pray will receive a \$5,000 scholarship, an internship and other benefits.

CREW is "dedicated to transforming the commercial real estate industry by advancing women globally," according to its website.

Pray, who is enrolled in the Real Estate Investment Management Concentration, says her first Real Estate Club at UT Dallas event "was a CREW panel. So this was a full-circle moment for me. [That event] shaped my view of the real estate industry. I always assumed it was such a male-dominated industry. Seeing those women so successful" was very formative.

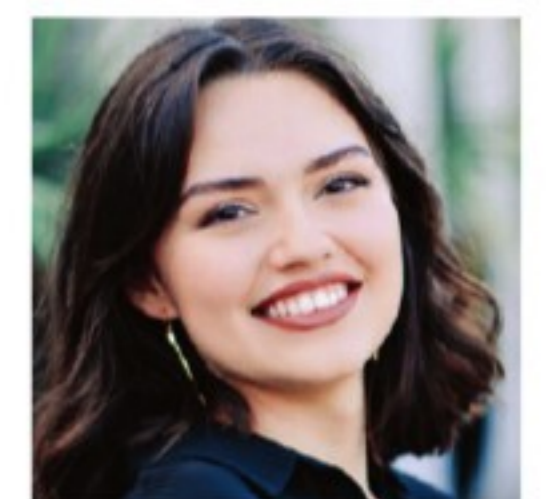
The club excited her interest in commercial real estate and gave her more opportunities to be mentored and led by women in the industry, she says. This year, she is the club's vice president.

"Arden provides an excellent representation of the caliber of students we have at UTD," Julie Lynch, associate director of the Herbert D. Weitzman Institute for Real Estate and a Jindal School associate professor of practice in finance, says.

Vicky Gunning, 2020 CREW Network Foundation Chair, agrees. "The selection committee was very impressed by [Arden's] clear drive to have a career in commercial real estate," she says.

Pray is interning at LINC Commercial Realty, conducting market research, and finding and showing properties. Through the CREW scholarship, she will have the opportunity to intern with CBRE next summer.

By Sarah Ganbat



Arden Pray

Julie Lynch



