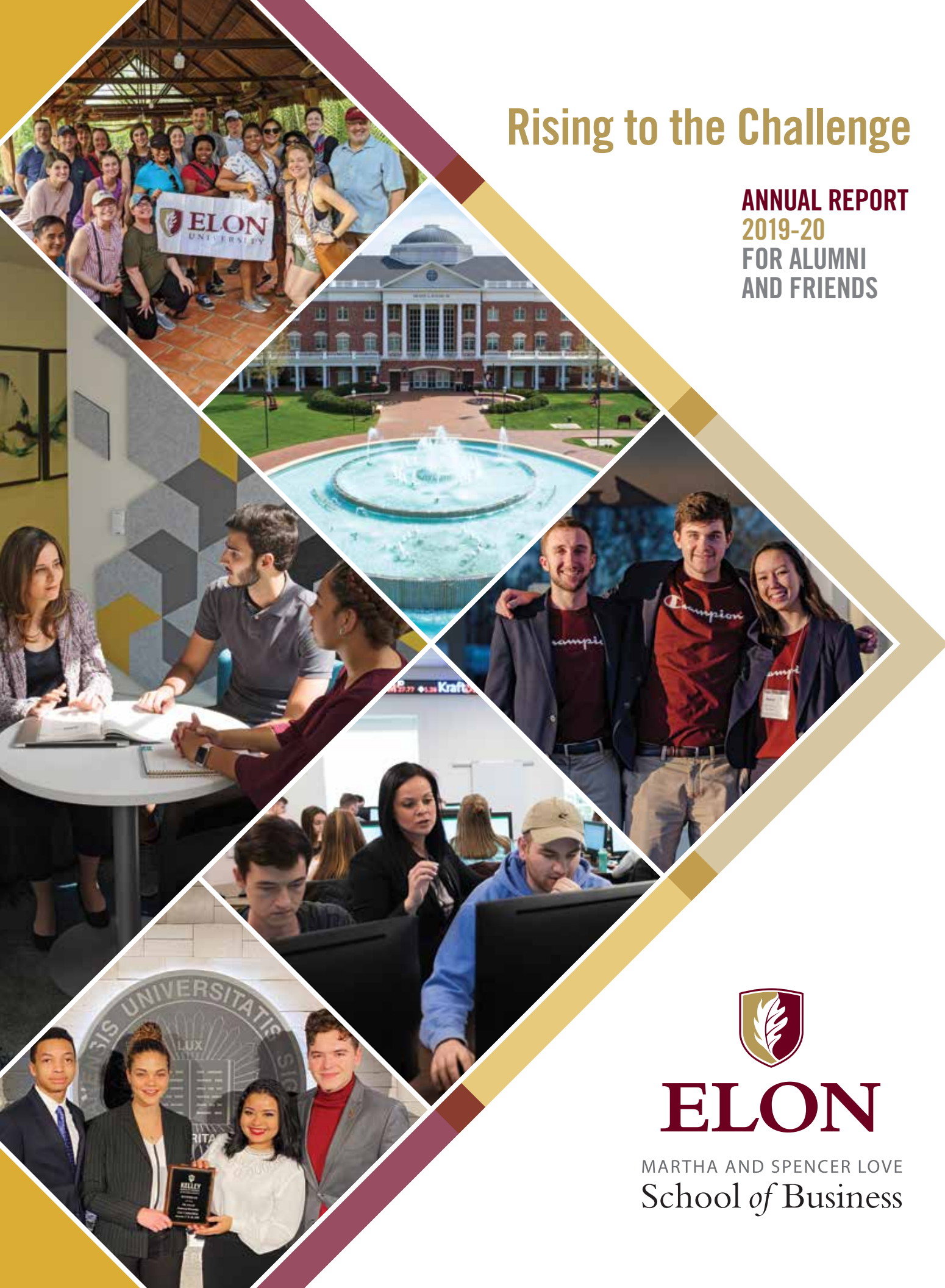


Rising to the Challenge

ANNUAL REPORT
2019-20
FOR ALUMNI
AND FRIENDS



ELON

MARTHA AND SPENCER LOVE
School of Business

LETTER FROM THE DEAN



I'M DELIGHTED TO BRING YOU OUR ANNUAL REPORT FOR THE 2019-20 ACADEMIC YEAR. What a year it's been! I've been in higher education since 1986 and I've never quite had an experience like this.

I cannot praise my faculty and staff colleagues and students enough for the way they adapted to rapidly changing circumstances amid the COVID-19 pandemic. Our students left for spring break with the understanding that we would have online classes for two weeks. Those two weeks gradually expanded to the rest of the semester.

My hat's off especially to our students who graduated in May 2020 and finished the semester strong despite a sudden change in their learning environment, the lack of a formal graduation ceremony and even some changes to their job offers. Our students are resilient and working hard as they move forward with their professional lives post-graduation. After all, they are Elon Phoenix!

Faculty and staff also responded with initiative and resolve. They worked hard to transition their courses to an online format and found ways to engage with students. Each of them was at a different point on the learning curve of online teaching and adapted in the best way they could. Their debriefs at the end of the semester showed how seriously they took their teaching.

COVID-19 did not derail our initiatives either. A hardworking group of representatives from faculty, staff, alumni, the LSB Board of Advisors and students worked on our new Strategic Plan, which was adopted unanimously by our faculty (*view the plan at www.elon.edu/lsb-strategic-plan*). A key tenet of this plan is the school's commitment to continuing our work in diversity, equity and inclusion. The Love School of Business embraces diversity in its broadest sense, including, but not limited to, diversity of age, ability, ethnicity, gender, gender identity, nationality, race, religion, sexual orientation, socioeconomic standing and intellectual viewpoint.

Recognizing the increasing challenge of affording an undergraduate education, our faculty colleagues also designed two unique 3+1 programs — a Bachelor of Science in Business Administration and a Master of Science in Business Analytics (BSBA/MSBA), and a Bachelor of Science in Accounting and a Master of Science in Accounting (BSA/MSA). These programs target students willing to put in the effort to earn two degrees in four years. These programs retain the high-impact practices (study abroad, internships, undergraduate research, etc.) for which Elon is recognized nationally. Details on these programs are available at www.elon.edu/lsb-accelerated-degree.

Finally, in response to suggestions from students and employers alike, we have retired the management major and in its place we now have three career-oriented majors — project management, human resource management and business analytics. We also have a new major in supply chain management that emphasizes the operations side of the supply chain.

Notwithstanding COVID-19, our graduates have done well in the job market. I am grateful for the many employers who honored their hiring commitments. I thank my faculty and staff colleagues for their unwavering commitment to the success of our students, the LSB Board of Advisors for their steadfast support and our students for making us proud.

Long live Elon!

Raghu Tadepalli, Dean
rtadepalli@elon.edu

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NEWS

ELON RANKS AMONG COUNTRY'S TOP 60 UNDERGRADUATE BUSINESS PROGRAMS



The Martha and Spencer Love School of Business ranked No. 56 in the 2020 “Best Undergraduate Business Schools” list by business education news outlet Poets & Quants.

The survey methodology focused on three main components – school admissions standards, Class of 2017 alumni perspectives on the academic experience and Class of 2019 employment outcomes data.

Elon achieved its highest marks in the category of career outcomes for alumni (No. 30), which looked at the percentage of students with internships before graduation and with full-time jobs within three months of graduation, along with average salary and signing bonus for the Class of 2019.

Elon MBA named a Top 100 part-time business program

U.S. News & World Report ranked the Elon MBA No. 66 out of 272 schools in its 2021 “Best Part-time MBA Programs” list.

The U.S. News rankings are based on five factors from statistical surveys and reputation surveys, including a peer assessment score, GMAT and GRE scores, undergraduate GPA, years of work experience and percentage breakdown of full-time and part-time enrollment in the part-time MBA program.

Elon tied at No. 66 with Babson College, George Washington University, Rutgers University, Tulane University, University of Connecticut, University of Denver and University of Houston.

MBA

Elon selected to pilot American Institute of CPAs’ Academic Champion Program

The American Institute of CPAs (AICPA) selected the Martha and Spencer Love School of Business to join a small number of universities to pilot the organization’s Academic Champion Program, which will provide students with resources to pave a pathway to CPA certification.

Patty Cox, assistant professor of accounting, will serve as the academic champion at Elon, where she will be responsible for fostering a “CPA Culture” on campus through a series of engagement activities between students and accounting professionals.





Love School of Business now offers Bloomberg terminals

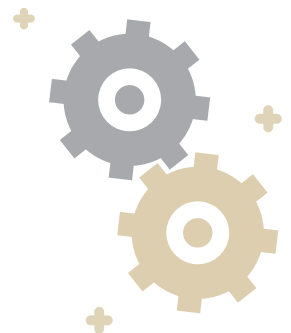
As of fall 2019, the Martha and Spencer Love School of Business offers access to a dozen Bloomberg Terminals in the William Garrard Reed Finance Center, giving students real-time data on every market, unparalleled news and research, powerful analytics, communications tools and

world-class execution capabilities.

Elon's Bloomberg Terminal subscription also provides an opportunity for students to complete Bloomberg Market Concepts, a financial market e-learning course.

ELON WINS NATIONAL INNOVATION AWARD FOR ENTREPRENEURSHIP COURSE

Elon University received the 2020 Excellence in Pedagogical Innovation Award from the United States Association for Small Business and Entrepreneurship (USASBE) for the course Creativity & the Doer/Maker Mindset. The entrepreneurship course, which trains students to look at life through an innovative lens, was recognized for its creativity, quality, sustainability and impact on students.



WHERE IS THE CLASS OF 2020?

ORGANIZATIONS

Accenture	Cohen & Steers, Inc.	LinkedIn	United States Army
Acquire	Cotton & Company LLP	Live Oak Bank	Vanguard
Aetna	Credit Suisse	L'Oreal	Venture for America
Alarm.com	Deloitte	Marriott International	Venture Logistics
Arthur J. Gallagher & Co.	Dudan Partners	Mercer	Verizon Communications
AXA Advisors	EY	MetLife	Wayfair
Baker Tilly	FactSet	Mitsubishi UFJ Financial Group	Wells Fargo
Bank of America	FDIC	Morgan Stanley	
Barclays	Fidelity Investments	NetApp, Inc.	GRADUATE SCHOOLS
Barton Associates	Fulbright U.S. Student Program	NTT Data	Boston University
Baystate Financial	Gartner	Oracle Netsuite	Duke University
BlackRock	General Electric - Aviation	PepsiCo	George Washington University
Blackstone	Gitterman & Associates	PNC	North Carolina State University
Bloomberg	Wealth Management, LLC	PwC	Ohio State University
Blue Heron Asset Management	Glen Raven	Red Ventures	Trinity College Dublin
Blueprint Investment Partners	Goldman Sachs	RSM	Tulane University School of Law
BMF	Grant Thornton	SAP	Universidad de Alcalá de Henares
Cambridge Associates	Greenspring Associates	SEI	Università Cattolica del Sacro Cuore
Cambridge Savings Bank	Hartford Funds	SPX Logistics	University of Cincinnati
Cantor Fitzgerald	HBMJ Consulting	Stifel Financial	University of Connecticut
Capital One	Hilton	The TJX Companies	University of South Carolina
Carolina Hurricanes	Insight Global	thyssenKrupp Elevator	University of Washington
CIBC	Jefferies Group LLC	TIAA	Wake Forest University
Cisco	KPMG	Truist Financial	<i>As of 7/9/2020</i>
Citibank	Leidos	Turbonomic	
Citizens Bank	Lenovo	United States Air Force	

SUPPORT TRANSFORMATIVE LEARNING THROUGH THE LSB ANNUAL FUND

Philanthropic support is essential to maintaining the unique student experience within the Love School of Business.

Annual gifts go to work immediately to help enhance and increase access to learning opportunities. Alumni, parents and friends who support the Love School of Business and its designations enrich these programs and opportunities that set our graduates apart from their peers.

In addition to helping fund scholarships, gifts play a vital role in helping make possible participation in high-impact practices, such as case competitions, study abroad experiences and research. Gifts of any size can make a difference. For instance, just 20 gifts of \$50 could help fund a student's opportunity to present research at a conference. These opportunities serve



as practical, real world experiences that provide a competitive advantage when it comes to the job market.

Annual gifts of all sizes also count toward the Elon LEADS Campaign, a historic fundraising effort that aims to raise \$250 million to support student scholarships, engagement opportunities, mentors who matter and Elon's iconic learning environment. To support the Love School of Business, visit www.elon.edu/makeagift.

COMPETITIONS & RESEARCH



Collegiate Ethics Case Competition

Hosted by the University of Arizona

Team: Michael Ebaugh '20 & Philip Posson '21

Advisor: Associate Professor of Business Law Christina Benson

AT&T Regional Sales Competition

Competitors: Cameron Boyer '20, Sara Lewin '20, Eric Tangco '20 & Nik Woltz '20

Advisor: Assistant Professor of Marketing George Talbert

ENGAGE Undergraduate Investment Conference

Hosted by the University of Michigan

Team: Gregory Giannantonio '20, Robert J. Lucas '20 & Chris Robinson '20

Advisor: Assistant Professor of Finance Margarita Kaprielyan



Fifth District Regional College Fed Challenge

Hosted by Lenoir-Rhyne University

Team: Bailee Castillo '20, Zachary Heinle '20, David Lembeck '20, Kathryn Pierson '20, Sarah Katherine Loos '21 & Liam O'Connor '22

Advisors: Assistant Professors of Economics Vitaliy Strohush and Brandon Sheridan



International Collegiate Sales Competition

Hosted by Florida State University

Competitors: Carson White '20 & Cassidy Nozemack '21

Coaches: Riley Johnson '20, Lucas Lamus '20 & Hannah Chapat '22

Advisor: Assistant Professor of Marketing George Talbert

Global Business Case Challenge

Hosted by Ritsumeikan Asia Pacific University

Team: Haley Brengartner '20, Bailee Castillo '20, Andrew Rees '20 & Philip Posson '21

Advisor: Lecturer in Management Patrick Bell

Elon Sales Team places in Top 10

The performances of Lyndsay Dalimonte '20, Andrew Kleinert '20 and Alana Maguire '20 earned the Elon Sales Team seventh place among 23 collegiate teams in the 2019 Great Northwoods Sales Warm-Up hosted by the University of Wisconsin-Eau Claire. Students were scored on two 20-minute sales presentations, in which business professionals acted as buyers. Out of 71 competitors, Maguire and Kleinert individually ranked seventh and 14th overall, respectively.

The team was coached by Ben Rexer '20, Patrick Brundidge '22 and Assistant Professor of Marketing Nawar Chaker and was supported by the Chandler Family Professional Sales Center.



Elon hosts first-ever national analytics case competition sponsored by HanesBrands

The Elon Center for Organizational Analytics partnered with HanesBrands, owner of Champion athletic wear, to host the national Champion Analytics Case Competition Feb. 21-22 at Elon University.

Eleven teams analyzed a problem and data set that included historical Champion sales data to develop estimated sales patterns and projected demand for 20 new products during a 13-week period. They presented their findings to a panel of judges from HanesBrands.

Finalists were given two-and-a-half hours to solve a new problem. Using the 13-week projected demand data from round one, teams were asked for a full evaluation of the starting inventory numbers for the 20 new products.

Representing Elon in the competition were Meghan Murray '21, a finance and international business double major; Adam DuBoway '22, a business analytics and computer science double major; and William Waggoner '22, an accounting and applied mathematics double major. Assistant Professor of Computer Science Scott Spurlock mentored the team.

Villanova University, East Tennessee State University and the College of William & Mary placed first, second and third, respectively. Other participating schools included Arizona

State University, Auburn University, Loyola University Maryland, The University of North Carolina at Greensboro, University of Massachusetts at Lowell, University of Tennessee and Wake Forest University.

“Through working on the challenge itself, networking with HanesBrands Inc. professionals, interacting with graduate and undergraduate students from across the nation, and seeing what approaches and methods each team used to solve the challenge, I was able to learn so much while gaining plenty of exposure to data analytics and the professional world overall,” Murray said.



CFA Institute Research Challenge

Hosted by CFA Society North Carolina

Team: Joey Abrams '20, Gavin Cutrino '20, Sam Loeffler '20, Anthony Potenza '20 & Charlie Trinco '20

Advisor: Associate Professor of Finance Raj Gupta

Carolinas Student Society of Human Resource Management Case Competition

Hosted by Anderson University

Team: Faith Carroll '20, Jillian Duffy '20, Alison Flaherty '20 & Julia Mercurio '20

Advisor: Assistant Professor of Management Brittany Mercado

National Collegiate Sales Competition

Hosted by Kennesaw State University

Competitors: Riley Johnson '20, Andrew Kleinherth '20, Isaiah Hill '22 & Hannah Chaput '23

Coaches: Jalen Greene '20 G'21, Lucas Lamus '21 & Melanie Surman '22

Advisor: Assistant Professor of Marketing George Talbert

Elon Innovation Challenge

Hosted by the Doherty Center for Creativity, Innovation and Entrepreneurship

Teams applied Design Thinking to address how to optimize wellness and well-being within a university and as an essential part of student life.

Winning team: Jack Johnson '20, Samantha Briggs '21, Pauline Escande '21, Kerry Barba '22, Leah Hoftenstein '22 & Fiona Menamara '22

Runner-up: Patrick Brundidge '22, Nico Rios '22 & Kobie Williams '22

Elon team presents strategic recommendations for 3M

Dana Knowles '20, Dinora Flores '21, Martin Beckelhymer '22 and Julian Valderrama '22 analyzed a business case and presented recommendations in the 2020 National Diversity Case Competition hosted by Indiana University.

Forty-two teams developed strategies addressing how 3M can work with communities in the U.S. to increase engagement of underrepresented and under-resourced K-12 students in STEM programs.

Elon finished as a runner-up in its competition bracket, which included the University of Denver, University of Virginia, Boston University and Emory University. Stacy Outlaw, director of undergraduate programs for the Love School of Business, advised the team.



COMPETITIONS & RESEARCH

Amica Elon Sales Challenge

Hosted by the Chandler Family Professional Sales Center and Amica Mutual Insurance Company

Teams role-played a scenario in which an Amica recruiter delivered a sales presentation to a prospective employee, promoting the company's Future Leaders Program.

Winning team: Justin Leibow '20 & Anita-Lotti Harkov '22

Runner-up: Ellen Johnson '20 & Bridget Stryko '20

Elon MBA Case Competition

Forty-one MBA candidates conducted a case analysis of a company seeking global expansion options.

Winning team: Jessica Kelly G'20, Tyler Poole G'20, Kate Scott G'20 & R.J. Smith G'20

Runner-up: Evan Dimke G'20, Rana Fahey G'20, Cameron Hunter G'20 & Phillip Ortega G'20



Inaugural Elon Microfinance Challenge exposes students to real-world consulting work

The Elon Microfinance Challenge, hosted by the Elon Microfinance Initiative and the Department of Economics, provided students with an opportunity to apply their coursework in a real-world consulting experience.

During the course of three weeks in April, interdisciplinary teams analyzed proprietary data for Seed Effect, a nonprofit organization providing microfinance opportunities to South Sudanese refugees and Ugandans, to assess the impact of the microfinance initiative and offer recommendations to the organization.

- 6 Teams were advised by Steve DeLoach, the Martha and Spencer Love Professor and chair of the Department of Economics, and Tonmoy Islam, assistant professor of economics and EMI faculty advisor.

Due to the COVID-19 pandemic, the challenge shifted to a virtual format with teams working remotely to analyze the data and prepare their recommendations. Teams submitted video presentations for Seed Effect to review.

Adam Behrman '20, a computer science major; Ryan Kelleher '20, a psychology major; and Steven Mei '20, a finance and computer science double major, won the interdisciplinary competition. The team of Maxwell Zucker '21, an economics major; Andrew Harper '22, an economic consulting and finance double major; and Savannah Josey '23, a management major, placed second.

"I really enjoyed getting to apply many of the statistical analysis programs I learned about in my economics and finance classes, including the use of R, Stata and Tableau, to real-world problems and finding some really significant connections," Zucker said. "Especially in the face of COVID-19, the Microfinance Challenge was a welcoming retreat from a lot of the chaos."

Professor Steve DeLoach discusses with a Microfinance Challenge team how to use Stata for data analysis.



Bailee Castillo '20 (mentor: Assistant Professor of Economics Tonmoy Islam), **Colleen Judge '20** (mentor: Professor of Economics Casey DiRienzo), **Kelly Mahoney '20** (mentor: Associate Professor of Economics Steve Bednar), **Jacob Stern '20** (mentor: Associate Professor of Economics Katy Rouse), **Francesco Storm '20** (mentor: Assistant Professor of Economics Brandon Sheridan), **Marina Thornton '20** (mentor: Associate Professor of Economics Mark Kurt) and **Caitlin Wynn '20** (mentor: Martha and Spencer Love Professor Steve DeLoach) participated in the Eastern Economic Association Conference as session chairs, presenters and paper discussants. The sessions were sponsored by Issues in Political Economy, the leading undergraduate research journal in economics, co-edited by Elon University and the University of Mary Washington.

"The Role of Resources Reducing Citizenship Fatigue among Healthcare Workers," co-authored by management major **Robert Dickey '20**, marketing major **Sofia Montalbo '20**, Assistant Professor of Management Matthew Perrigino, R. Wayne Boss at University of Colorado Boulder, Benjamin Dunford at Purdue University and Matt Troup at Conway Regional Health System, was presented at the 2019 Academy of Management Conference.

"Stressed and Relaxed Behavior and Impact on Purchase Intentions through Menu Labeling," co-authored by marketing major **Rani Hecht '21** and Assistant Professor of Marketing Prachi Gala, was presented at the 2020 Association of Collegiate Marketing Educators Annual Conference.

Jovani Mendez-Sandoval '22, an economics consulting major, and Assistant Professor of Human Service Studies Carmen Monico co-authored "Group and Child-Family Migration from Central America to the United States: Forced Child-Family Separation, Reunification, and Pseudo Adoption in the Era of Globalization," which was published in a special issue of Genealogy.

Maxwell Pivonka '19, credit risk review analyst at Goldman Sachs, and Nawar Chaker, assistant professor of marketing, won a 2019 Best Paper in Personal Selling and Sales Management award from the Society of Marketing Advances for "Business-to-Business Inside Salespeople Social Media Use in Prospecting: A Qualitative Investigation."

Jenna Bayer '19, business consultant for IBM's U.S. Public Service, Global Services division, and Brian Lyons, associate professor of management, co-authored "Reexamining the demand for HR certification in the United States," which was published in the International Journal of Selection and Assessment.

Camille Kelley '19 (mentor: Associate Professor of Economics Katy Rouse) was named runner-up in the Omicron Delta Epsilon Frank W. Taussig Article Award competition for "The Gender Gap in STEM Fields: Female STEM Student Attrition." Kelley is a rotational leadership development program consultant at Sun Life Financial.

Austin Martin '18 (mentor: Assistant Professor of Economics Brandon Sheridan) authored "Exploring the Effect of International Wage Differences on Brain Drain," which was published in Wesleyan University's Undergraduate Economic Review. Martin is a J.D. candidate at George Washington University Law School.

YEAR IN REVIEW



1

AUGUST

1 | At the **Beta Alpha Psi** Annual Meeting, Elon's Lambda Xi chapter, advised by Assistant Professor of Accounting **Patty Cox**, was recognized as a Superior chapter, **Dean Raghu Tadepalli** received the Beta Alpha Psi Outstanding Dean Award and **Natalia Atwal '20** and **Isabella Santelia '20** delivered a best practices presentation.

SEPTEMBER

Kevin Trapani P'17 P'23 P'24, CEO of The Redwoods Group, discussed the purpose of business as part of the **Lessons from Leaders** series.

Beta Alpha Psi initiated 10 members.

More than 100 students connected with 12 accounting firms at the **Accounting Meet and Greet** hosted by Beta Alpha Psi.

A dozen students experienced a **mock superday** with traditional, behavioral and technical interviews, organized by the William Garrard Reed Finance Center and Student Professional Development Center.

2 | The **Sales Meet and Greet**, co-hosted by the Chandler Family Professional Sales Center and the Student Professional Development Center, brought together more than 80 students and 20 organizations.



2



3

Forty students interested in wealth management careers networked with employers during the **Wealth Management Meet the Firms** event co-hosted by the Department of Finance and Student Professional Development Center.

OCTOBER

3 | **Haya Ajjan**, Gordon Professor in Entrepreneurship, moderated the **Alamance Chamber's Economic Summit** panel discussion, "Innovation and Entrepreneurship in a Global Economy," with **Ian Baltutis '08**, owner of Vibration Solution, LLC and mayor of Burlington, N.C.; **Douglas Calaway**, owner of Your Local Greens; and **Lauren Birrittella**, senior curator at Glen Raven. The Martha and Spencer Love School of Business served as the presenting sponsor.

Through **LSB Sophomore Success**, more than 75 students received constructive feedback on their networking, resumes and interview skills from professionals.

NOVEMBER

4 | **Gautam Gupta**, partner at M13, delivered the **C. Ashton Newhall Endowed Lecture**. He shared his experience founding NatureBox and urged students to let their passions drive their creativity in business as they seek out new ideas as entrepreneurs.

Students in Professor of Management **Matthew Valle's** Project Management class organized a Veterans Day Observance Ceremony.



4



5



6



7

Lisa Kelly '06, Jessie Wei '06 and Pat Cooney '15, all with Ernst & Young, met with students, reviewed resumes and participated in informational interviews. Kelly also led a "Pathway to Partner" fireside chat, moderated by **Lauren Ramos '20**.

Mo Bunnell, founder and CEO of The Bunnell Idea Group, presented "The Snowball System" as part of the **Chandler Family Professional Sales Center Speaker Series**.

The Department of Accounting hosted 116 CPAs during the **21st annual Continuing Professional Education Seminar**.

Sixty students taught financial literacy lessons to students at E.M. Holt Elementary School. Through a partnership with **Junior Achievement**, the students volunteered more than 300 hours.

5 | Nine students completed their fall classes and internships abroad through the **Love School of Business Center in Shanghai**.

JANUARY

6 | Fifteen **MBA candidates** traveled to Vietnam and Singapore and explored the contrasts in economic environments through company and cultural site visits. The global experience was part of the International Business course led by **Robert Moorman**, Frank S. Holt Jr. Professor of Business Leadership, and **Brittany Mercado**, assistant professor of management.

As part of the Business and Culture in the European Union course led by Assistant Professors of Finance **Kate Upton** and

Margarita Kaprielyan, first-year **Business Fellows** participated in guest lectures, company visits and economic and cultural site visits in France and Italy.

FEBRUARY

7 | The **Real Estate Club** traveled to New York and gained career insights during visits to Hunt Real Estate Capital, CBRE and Vision Real Estate Partners.

Stephen Bebis P'22 of CEO Coaching International discussed building high performance teams as part of the **Lessons from Leaders** series.

Beta Alpha Psi initiated a dozen members.

Due to the outbreak of COVID-19, Elon shifted to remote learning following spring break. The remainder of spring semester involved uncertainty, canceled plans, adaptation, physical distancing, resiliency, and virtual meetings and events.

While groups could not meet in person, they were able to stay connected and build community using videoconferencing tools like Webex. The Department of Economics hosted alumni happy hours, senior thesis meetings and research presentations; the International Business Dual-Degree Program held virtual brunches; and Dean Raghu Tadepalli and Associate Dean Jen Platania hosted weekly chats with students.



8

MARCH-MAY

Alpha Kappa Psi hosted **“Step It Up,”** a week-long digital steps competition, raising \$6,869 for The American Foundation for Suicide Prevention. The competition took the place of the chapter’s annual Trent Stetler 5K, which had to be canceled. More than 500 people from around the world participated in the event, which promoted mental health awareness and self-care.

8 | Assistant Professor of Economics **Brandon Sheridan** joined President **Connie Ledoux Book**; **Kathie Niven ’89**, president of Biscuitville, Inc.; and **Ashton Newhall ’98**, managing general partner and co-founder of Greenspring

Associates; for an **Alumni in Action** video conversation about the impact of COVID-19 on businesses and the economy.

The Doherty Center for Creativity, Innovation and Entrepreneurship hosted the annual **W.E. Do! Conference** virtually. More than 80 participants heard stories of resiliency and advice from **Anne Morrissey P’23**, CEO and president of Alydia Health; **Anna Podvalkova**, product marketing manager at A3Ventures; and **Kara Goldin**, founder and CEO of Hint Water. The conference included breakouts for small group discussions facilitated by **Sarah Keach Baucom ’06**, Girl Tribe Co.; **Kya Johnson**, RainbowMe; **Jordan Lacenski**, SheWolf Collaborative; **Zitty Nxumalo**, Deftable; and **Jennifer Trapani P’17 P’23 P’24**, The Redwoods Group.

STUDENT PERSPECTIVES



“I did not imagine senior year would end how it did, but the experience taught me a few invaluable skills. I learned how to manage my time better and be flexible when having to learn on a completely new platform. In the beginning it was overwhelming to plan out how I was going to complete my work while dealing with the uncertainty of if we would come back to campus. Although senior year did not end how I had hoped, I know I was fortunate to have professors who were willing to help me when I needed it, a safe environment to take my classes from and the ability to still graduate from Elon on time.”

— Natalia Atwal ’20



“During my final semester, I was tested in my ability to motivate myself as a student without the direct instruction of a professor. I truly learned that motivation comes from within, not from others. Success is yours; don’t let ANYTHING get in your way – not even a pandemic.”

— Xavier Bryant ’20



“The hardest challenge I faced while transitioning to online instruction was dealing with feelings of isolation and disconnection from my peers. However, my outstanding professors (Assistant Professor of Finance Jongwan Bae and Professor of Management Matt Valle) held weekly virtual meetings and were highly communicative, which helped maintain the strength of my Elon community through the end of my undergraduate career. This experience taught me that during periods of uncertainty, it becomes even more important to lean into your support systems to stay motivated and uplifted.”

— Hannah Kenny ’20



The Department of Economics held its senior thesis meetings virtually in the spring due to the COVID-19 pandemic and used Moodle for anonymous peer review of papers.

Accomplishments of students and faculty were celebrated online and through social media posts. Twenty-six students received **Academic Achievement** awards and 52 received **endowed scholarships** for 2020-21.

Sigma Iota Epsilon and **Omicron Delta Epsilon** initiated 46 and 12 members in absentia, respectively.

Beta Gamma Sigma inducted 47 undergraduates, eight MBA candidates, one MSA candidate and five faculty members during a virtual ceremony. Chapter honoree **Kevin Trapani P'17 P'23 P'24**, CEO of The Redwoods Group, spoke about responsible leadership. Members selected Assistant Professor of Finance **Adam Aiken** and Associate Professor of Management **Brian Lyons** as the chapter's Professors of the Year.

The semester concluded with **virtual degree conferral ceremonies** for the undergraduate and graduate Class of 2020. During the MBA, M.S. in Business Analytics and M.S. in Accounting ceremony, **Morgan Harvey L'18 G'20** delivered the student address, and **Kate Scott G'20** was recognized as the Richard H. Behrman MBA Student of the Year.

During the undergraduate degree conferral ceremony, graduates heard remarks from President **Connie Ledoux Book** as well as campus and student leaders, including Dean **Raghu Tadepalli** and **Noor Irshaidat '20**, senior class president and an international business and international and global studies double major.

“Heading into second semester of sophomore year, it was clear there was a lot to arrange in order to head to Universidad Pontificia Comillas-ICADE this fall as part of Elon’s Business Dual-Degree Program. While the visa process is already complex without a pandemic, COVID-19 added a whole new element of anxiety. How would we get passports, plane tickets and FBI background checks with our country shut down? Would we be able to depart on the two-year abroad experience? In America we love instant gratification and if the pandemic taught us anything, it’s that we cannot expect to have immediate answers when we want them.”

— **Janie McCarthy '22**



“As a German-American Business Dual-Degree student, the pandemic affected both my practical semester in the spring of 2020 as well as the summer plans between my junior and senior years. During the second half of my spring co-op internship, I worked completely remotely in my home office, which was a particularly instructive experience for me in terms of self-management but also showed me how important personal interaction with colleagues and the atmosphere of an open office space are to me. In summer, since I did not want to leave the United States due to COVID-19-related travel restrictions, my original M&A internship plans in Germany were replaced by a nonprofit internship with the International Rescue Committee in Atlanta. In retrospect, I can only see this as an opportunity to gain insights into an area outside the business context and to work with people I would probably never have met otherwise.”

— **Jannik Elmer '21**

LOOKING AHEAD

2020-2025 Strategic Plan

The Martha and Spencer Love School of Business faculty unanimously approved on April 24 a new strategic plan (www.elon.edu/lb-Strategic-plan) for fall 2020 through spring 2025. The plan outlines four themes:



Academic Innovation

Develop curricular and co-curricular experiences that prepare graduates to become lifelong learners able to make informed decisions in a business environment defined by technology, data intensive analysis, sustainability and unpredictable change.



Partnerships

Strengthen partnerships with external stakeholders to maintain relevance and build our national reputation.



Top Destination for Faculty and Staff

Elevate the Love School of Business' position as a top employment destination by enhancing our culture of collegiality and respect, supporting excellent teaching and scholarship, and furthering our contributions to Elon's mission.



Diversity and Inclusion

Support our mission by cultivating a diverse, inclusive and vibrant community of students, faculty and staff that promotes representation, values differences and reflects our multicultural business environment.

Diversity, Equity and Inclusion Initiatives



The Love School of Business is committed to building a culture that embraces and values diversity by increasing the student, faculty and staff experiences of inclusion, equity and respect; increasing diversity in its community through student recruitment and hiring practices; and integrating diversity and inclusion values into the student experience through curricular and co-curricular practices.

The school is developing several initiatives in alignment with President Connie Ledoux Book's call to action to make Elon a more equitable and welcoming community.

The Love School of Business Diversity Task Force is reviewing curricula across business majors, developing recommendations for how faculty can incorporate diversity, equity and inclusion material into courses, and identifying ways to enhance diversity-focused curricular and co-curricular offerings.

Dean Raghu Tadepalli is forming a Student Diversity Advisory Board, which will highlight diverse student experiences, particularly those of BIPOC (Black, indigenous and people of color), and advise on opportunities for change and improvement. Tadepalli, along with Associate Dean Jen Platania, will also continue to host "Chat with the Dean" sessions with students to foster dialogue.

The school will host diverse voices and perspectives, both in and out of the classroom, through speakers and programming, and support high-impact practices, such as research and service, that advance diversity.

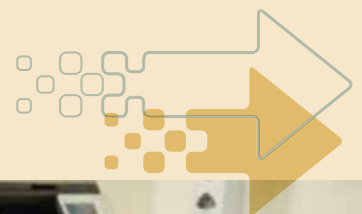
A number of diversity training opportunities will be offered for faculty, staff and students to expand their knowledge and understanding of racism and diversity.

The Love School of Business will support the creation of the Minority Business Student Association. Results from a spring 2020 survey to BIPOC students indicated strong interest in the organization, with networking opportunities, guest speakers and professional development identified as main activities.

The action plan continues to evolve as the Love School of Business works with students, faculty, staff and alumni to identify needs and ways to create sustainable change.

To share feedback, please email Dean Tadepalli at rtadepalli@elon.edu.

ACCELERATED 3+1 DUAL DEGREE



Beginning in fall 2021, the Martha and Spencer Love School of Business will offer accelerated 3+1 dual-degree programs in both Accounting (B.S. in Accounting + M.S. in Accounting) and Business Analytics (B.S.B.A. + M.S. in Business Analytics).

Students can save time and money by earning their bachelor's and master's degrees in four years, while still benefitting from the high-impact practices Elon is known for. A limited number of qualifying students will be accepted into the programs during Elon's undergraduate admissions process.

You can learn more about our accelerated 3+1 programs at www.elon.edu/lbsb-accelerated-degree.



FACULTY & STAFF

Teaching in the time of COVID-19

Love School of Business faculty share how they adapted to remote teaching when Elon suspended in-person instruction after spring break in response to the COVID-19 pandemic.

“Switching to an online environment in the middle of the semester added a great level of uncertainty to an already confusing situation caused by the pandemic. I made it a priority to maintain and establish ‘regularity’ in course activities, updating lecture materials on set dates and providing tests during the normal class hours. Letting students know what was coming played a crucial role in reducing uncertainty. In the beginning of each week, I communicated with students about what to expect in a two-week timeframe, detailing the course schedule and class activities. It helped students understand expectations.”

— **Jongwan (John) Bae**,
assistant professor of finance



“We met during our regular class time every week, and all lectures were recorded as well. I invited guest speakers to three of our classes. Udo Sglavo, vice president of analytics research and development at SAS, and three experts on his team discussed analytics applications to support COVID, fake news detection and recent innovations at SAS. Dr. Stephen Blackwelder, chief analytics officer at Duke University Health System, discussed the power of data analytics to fight COVID within healthcare. Two alumni, Jasmine Jones ’19 (MetLife) and Sarah Kapinos ’19 (Fidelity Investments), discussed their career journey in analytics. Moving online was not easy, but focusing on how an online experience can be optimized was critical.”

— **Haya Ajjan**,
director of the Center for Organizational Analytics and Sheldon and Christine Gordon Professor in Entrepreneurship



“The MBA 715 – Accounting for Managerial Decisions course start date (March 16) coincided with the university’s transition to remote learning. Since the students taking MBA 715 are typically working professionals, I had already begun using a ‘flipped’ format where much of the lecture content was delivered out-of-class via pre-recorded videos to allow more time for in-class engagement. I supplemented the lectures with weekly Webex chat sessions and flexible office hours. Exams and quizzes were administered via Moodle. I gave timely feedback so students felt confident about their grasp of the material and to help with decisions about exercising the Pass/Fail grade option. In all, the students were understanding and appreciative of this approach.”

— **Danny Lanier Jr.**, associate professor of accounting and chair of the Department of Accounting



“I tried to sustain the same learning environment by providing recorded lectures similar to the ones delivered offline. One of my courses, Marketing Analytics, was relatively smooth to adapt to an online setting as it includes demonstration of data analytics and visualization programs. For the other course where students have to work with groups to run simulations, I scheduled a Webex meeting with each group to assess students’ understanding of their assignments. These meetings also provided an opportunity for me to gain students’ feedback on remote learning in general.”

— **Hannah Oh**,
assistant professor of marketing



“The transition to online teaching was scary because I didn’t have much experience with that format of teaching and, of course, there was an ongoing pandemic. My students made the transition much easier. They showed up, completed their work and asked engaging questions. My Intermediate Macroeconomics course features a MacroJournal, in which students collect and interpret current data about the economy. Due to the upheaval in the economy, I gave students plenty of space to ask questions about what was going on and what to expect over the coming months, which led to some engaging discussions.”

— **Brandon Sheridan**,
assistant professor of economics



NEW STAFF & FULL-TIME FACULTY



Lauren Bosselait
Director of Internships



Steven Dinger
Assistant Professor
of Management



Xin Liu
Assistant Professor
of Marketing



Callie Mazejka G'20
Student and Outreach
Engagement Coordinator
for Graduate Programs



Mark McNabb
Senior Lecturer
in Finance



Thibaut Morillon
Assistant Professor
of Finance



Hannah Oh
Assistant Professor
of Marketing



Jasmine Suitt G'17
MBA/MSBA Program
Manager



George Talbert
Assistant Professor
of Marketing



Ani Vuolo
Program Assistant

DEAN'S AWARDS

Excellence in Teaching

This award recognizes a faculty member who is outstanding in the classroom, engages students in the learning process, maintains academic rigor and provides evidence of commitment to the intellectual development of students through mentoring and related activities.



Margarita Kaprielyan
Assistant Professor
of Finance



Barjinder Singh
Assistant Professor
of Management



Hani Tadros
Assistant Professor
of Accounting

Excellence in Scholarship

This award recognizes a faculty member whose scholarly work has a significant intellectual impact. Selection factors include publication or presentation of peer-reviewed research in quality outlets and evidence that the faculty member engages in scholarship-related activities.



Adam Aiken
Assistant Professor
of Finance



Steve Bednar
Associate Professor
of Economics



Mark Mallon
Assistant Professor of
Strategic Management

Exemplary Service

This award recognizes a faculty member who has contributed in meaningful ways to the ongoing welfare and betterment of the school, university and profession.



Elena Kennedy
Assistant Professor
of Entrepreneurship



Katy Rouse
Associate Professor
of Economics

ALUMNI OF EXCELLENCE



DISTINGUISHED ALUMNUS OF THE YEAR

The award recognizes an alumnus who has distinguished himself in a profession and in the community and brought honor to Elon.

Steve Ellington '80
President, Trivantage, LLC



DISTINGUISHED SERVICE TO ELON UNIVERSITY

The award recognizes an organization, business, foundation or individual who has demonstrated outstanding service that promotes the advancement of Elon.

Priscilla Awkard '95
Vice President, Coastal Credit Union

TOP 10 UNDER 10

These awards honor alumni who have graduated within the past decade and have achieved professional success, work to elevate their communities and serve as loyal alumni role models.



Alex Dempsey '12
Investment associate,
Quinbrook Infrastructure
Partners



Brenna Humphries '13
Management consulting
manager, Accenture



Jay Reno '10
Founder and CEO,
Feather

GAIL FONVILLE PARKER '70 DISTINGUISHED ALUMNA AWARD

This Elon Black Alumni Network award recognizes a Black alumna who has distinguished herself in a profession and/or local community and brought honor to Elon through her support of EBAN events, initiatives and the EBAN Scholarship.



Akilah Weaver '00
Senior benefits consultant,
Bank of America

SPORTS BUSINESS JOURNAL'S 2020 'FORTY UNDER 40'

Ben Tario G '12
Chief financial officer, business and legal affairs,
Atlantic Coast Conference

BLACK BUSINESS INK'S '40 UNDER 40 MOST INFLUENTIAL AFRICAN AMERICANS IN THE PIEDMONT TRIAD'

Gregory "Carl" Hairston Jr. '11 G '15
Associate athletic director for external relations, North
Carolina Agricultural and Technical State University

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Starkey Hearing Technologies

Donna DeMaio P'17 P'19

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Ernst & Young

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Dufficy Enterprises, Inc.

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Wells Fargo Capital Finance

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Elon University

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Kingsdown, Inc.

John Humphrey P'18
Roper Technologies

Richard Kane P'16
Advent International Corporation

John McCombe P'16
Richard Bernstein Advisors

Sam Morreale
Vision Real Estate Partners

Amanda Parrish G'21
Duke University Health System
Graduate Representative

Shane Powers '99
Credit Suisse

Ryan Rate '06
PricewaterhouseCoopers LLP

Jack Ryan Jr. P'17
Rockefeller Capital Management

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Susan Traver P'22
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Grace Ueng
Savvy Growth

Jarvier T. Young '08
Wells Fargo HR Control

Doherty Center for Creativity, Innovation & Entrepreneurship

Ian Baltutis '08
Vibration Solutions and Isolate
IT MFG; Palmoro Hats USA;
Persnickety Books

Emma Battle P'17
Windsor Circle/Success360i

Jason Cox
The Monroe Companies

Craig Chabon
Womble Bond Dickinson (US) LLP

Ashok Dinakaran
A&D Real Estate Holdings;
Georgia Foods, LLC

Ed Doherty P'07
Doherty Enterprises

Joan Doherty P'07
Doherty Enterprises

Lou Anne Flanders-Stec
Greensboro Chamber
of Commerce

Steven Friedland
Elon University School of Law

Steven Graven P'15
Innofa Americas

Elizabeth Greenberg '14
Non-Scents Flowers

Eric Henry
TS Designs

Lenny Jordan
Pitt Street Brewing
Company

Dylan Ketcham
Barclays Investment Bank

Paul Koonts
Oertel, Koonts
& Oertel PLLC

John Maynard P'15
Tarheel Research, Ltd.

Robert Neff
Author, entrepreneur
& business executive

Eleanor Reid
Reid & Company, LLC

Christie Soper
Suncierge, Inc.

Craig Stone '90
HireNetworks, Inc.

**Kevin Trapani
P'07 P'23 P'24**
The Redwoods Group

Ryan Vet '12
Boon

Center for Organizational Analytics

Gayle Bieler
RTI's Center for
Data Science

Stephen Blackwelder
Duke Health

Amie Blanks
Ecolab

Tim Buckley '06
Google

Katie Gaynor
Ecolab

Ethan Lane
Glen Raven

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Luck Companies

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Southland Electric Supply

Megan Farabow '11
ADP

Michael T. Gannaway P'01
Love School of Business,
Elon University

Jeff Schlossnagle '97
Omnicell

Economic Consulting Major

Omolola Amoussou
African Development Bank

Holly Brueggman '17
NERA Economic Consulting

Mark Buckley
ECONorthwest

Adam Crouch '12
Elevate

Marybeth Nemecek '21
Student Representative

Change service required

Led by Tina Das, Lincoln Financial Professor of Economics, and Mark Kurt, associate professor of economics, 10 students spent three weeks in Asia examining how international trade, business and economic activity influence culture, politics, wealth and society across the region as part of the course Exploring Business and Culture: Hong Kong, Seoul and Japan.



Photo: Liam O'Connor '22