

# ANNUAL REPORT 2020-21 *for alumni and friends*



# LEADING WITH RESILIENCE



**ELON**  
UNIVERSITY

MARTHA AND SPENCER LOVE  
School of Business

## LEADERSHIP IN ACTION



TO OUR LSB ALUMNI AND FRIENDS,

Leadership is how we pursue a new vision to shepherd us to places we have never been and to guide us to experiences we have never imagined. At Elon, our culture of leadership defines who we are and is reflected in everything we do.

When the world went into lockdown, our LSB faculty and staff led the way and worked tirelessly to offer the best learning experiences for all our students. We were delighted to see how our university community, under the inspiring leadership of President Connie Ledoux Book, rallied to provide students with an exceptional Elon experience while also following new and changing health protocols. Our faculty members adjusted their classes to teach via multiple modalities using in-person, remote and hybrid instructions. Our staff members were committed to making sure students had the necessary support services, from well-being support to technology access. I was immensely impressed by our students, who exemplified a strong will to succeed despite all the challenges we faced. When many of our students were ready to experience work in the office for the first time as interns and had to shift to remote work, I was proud of how quickly they adapted to their new work environment.

Our 2020 LSB graduates have shown how persistence can go a long way with the support of the Elon network. Despite some job offers or potential jobs being eliminated, our business graduates ended up with an outstanding employment record, with 95 percent either employed or in graduate school within nine months of graduation. This would not have been possible without the help of our LSB alumni opening doors for our graduates. To all of you, I want to say thank you.

Even in the face of the pandemic challenges, our LSB faculty and staff were busy building new programs and majors. We introduced two new programs, a 3+1 B.S.B.A./M.S. in Business Analytics program and a 3+1 B.S. in Accounting/M.S. in Accounting program. These programs are targeted to students who demonstrate the capability to aim high, work hard, and complete a bachelor's and master's degree in four years. We also introduced new majors in human resource management, business analytics, project management and supply chain management to better respond to the needs of our employers and students.

At the LSB, we believe there are moments that should be determined by our leadership, vision and dreams for a better future, not by a pandemic. As travel restrictions ease, I hope you will find time to visit our beautiful and growing campus.

Please drop me a note at [rtadepalli@elon.edu](mailto:rtadepalli@elon.edu) if you have comments or questions. I always appreciate hearing from our alumni and friends.

Raghu Tadepalli, Dean

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# NEWS

## ELON NAMED A TOP 50 BUSINESS SCHOOL

**B**usiness education news outlet Poets&Quants ranked the Martha and Spencer Love School of Business No. 45 in its 2021 “Best Undergraduate Business Schools” list.

The ranking’s survey methodology focused on three main components — school admissions standards, alumni perspectives on the academic experience and Class of 2020 employment outcomes data.

Elon achieved its highest marks in the area of academic experience, which was based on surveys of 2018 alumni.



Additionally, Poets&Quants honored Adam Aiken, associate professor of finance, and Haya Ajjan, Sheldon and Christine Gordon Professor in Entrepreneurship and associate professor of management information systems, in its “Top 50 Undergraduate Business Professors of 2020” list. The news outlet’s editorial staff evaluated nominated professors on research and teaching.



“My research focuses on the impact of technology use on individuals and organizations. In a recent study, I examined with my co-authors the opportunities and challenges employees face in working remotely due to COVID-19. We found that technology improves productivity and performance. We also found training and support were perceived to be lacking for those in non-management positions.”

**Haya Ajjan**  
Sheldon and Christine Gordon Professor in Entrepreneurship and Associate Professor of Management Information Systems

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“Most of my research has focused on the performance of hedge funds, but recent work has also looked at the individual investor. I believe that work with my co-authors has led to a better understanding of how sophisticated investors form their portfolios and generate their returns.”

**Adam Aiken**  
Associate Professor of Finance





## Elon launches Center for Financial Literacy

In fall 2020, the Martha and Spencer Love School of Business launched the Center for Financial Literacy to complement the school's financial literacy education efforts and support students interested in wealth management and financial planning careers.

Chris Harris, associate professor of finance and chair of the Department of Finance, serves as the director, leading the center's programming and outreach for students, faculty and staff, and the Alamance County community.

This past year, the center coordinated virtual financial literacy lessons for elementary schools through a



partnership with Junior Achievement and hosted personal finance workshops for Elon employees and students.

## Elon MBA included in top rankings by U.S. News, The Princeton Review

U.S. News & World Report ranked Elon MBA among its Top 100 schools in its 2022 "Best Part-time MBA Programs" list. The rankings are based on five factors from statistical surveys and reputation surveys, including a peer assessment score, GMAT and GRE scores, undergraduate GPA, number of years of work experience, and percentage breakdown of full-time and part-time enrollment in the part-time MBA program.

The Princeton Review also named Elon MBA as one of the country's best on-campus MBA programs in its "Best Business Schools for 2021" guide of top graduate business programs. Featured schools were selected from survey data of students and administrators at nearly 250 institutions around the country, touching on subjects such as academics, the student body, campus life and career plans.



## Human resource management major earns SHRM academic alignment renewal

Elon's human resource management major received academic alignment renewal from the Society for Human Resource Management (SHRM) in December 2020. The professional association recognizes the major for fully aligning with the SHRM HR Curriculum Guidebook, which is based on extensive research and revalidated every three to five years. Elon first received SHRM academic alignment recognition in 2017.

SHRM also awarded a 2020-21 Merit Award to Elon's SHRM student chapter for its chapter operations, programming and professional development of members, support of the human resource profession and SHRM engagement. Associate Professor of Management Brian Lyons advises Elon's chapter.



## New finance course provides students with hands-on training using ARGUS Enterprise

Thanks to a gift from Altus Group, nearly 20 Martha and Spencer Love School of Business students gained practical experience and proficiency using ARGUS Enterprise, the leading lease commercial property valuation and asset management software in the real estate industry.

In Real Estate Modeling with ARGUS Enterprise, taught by Assistant Professor of Finance Margarita Kaprielyan, students learned how to use the software to manage property information, model leases, perform valuations and scenario analyses, create financing structures to forecast investment returns, and prepare reports.

The software access, valued at more than \$330,000, helped create the opportunity for students to learn how to use the software and prepare to achieve ARGUS Enterprise certified status. After completing the two-credit spring course, five students earned ARGUS certification to better prepare themselves for a career in commercial real estate.

## Marketplace Under the Oaks highlights student-made creations

The new Marketplace Under the Oaks initiative, led by The Doherty Center for Creativity, Innovation and Entrepreneurship in collaboration with the Elon Maker Hub and Elon Dining, showcases student-made creations. Beginning in February, a display case located in Clohan Hall's Fountain Market featured products from dozens of student-led businesses, including jewelry, clothing, artwork, accessories, masks, cookbooks and more. Pop-up events, where student entrepreneurs displayed and sold their products, were also held on campus throughout the spring semester.

Along with providing space to showcase products, Marketplace Under the Oaks offers student entrepreneurs free services such as promotional materials and business counseling.

## EY partner joins Love School of Business as executive-in-residence



Michael DeStefano P'21, partner in EY's Financial Services Office, joined the Martha and Spencer Love School of Business in

fall 2020 as an executive-in-residence. In this role, he shares insights with students about careers in the financial services industry and from his 30 years of professional experience, primarily working with banks, investment managers and hedge funds. DeStefano serves on the Love School of Business Board of Advisors and is the Lead Partner Sponsor for all EY recruiting at Elon.





# COMPETITIONS

## Collegiate Ethics Case Competition

Hosted by University of Arizona

**Team:** Liam Lindy '21 & Adam Tommer '21

**Advisor:** Associate Professor of Business Law Christy Benson

Elon finished second in the North Regional bracket of the competition, which involved a case focusing on Huawei, 5G and the European Union.

## ChewyCase Competition for Students of Color

Hosted by Chewy

**Competitor:** Jovani Mendez-Sandoval '22  
Mendez-Sandoval and his teammates from Washington University-St. Louis, Yale University, Rutgers University and University of North Texas proposed the next big product for online retailer Chewy.

## Marketing Jam

Hosted by American Marketing Association Triangle

**Competitors:** Emma Bassett '21, Andrea Marasso '21, Elinor Stickevers '21, Melanie Surman '21, Caroline Graham '22, Anita-Lotti Harkov '22, Jovani Mendez-Sandoval '22, Owen Clendenin '24, Bennett Curtis '24 & Xuan Huynh '24

In randomly assigned teams with students from North Carolina universities, participants pitched recommendations for a nonprofit organization facing volunteer engagement and recruitment challenges due to the pandemic. Marasso and Curtis, Bassett and Huynh, and Clendenin and



Stickevers were members of the first-, second- and third-place teams, respectively.

## AT&T National Sales Challenge

Hosted by AT&T

**Competitors:** Clare Bowles '21, Brooke Galonek '21, Saadia Munford '21, Melanie Surman '21, Ryan Abbey '23 & Hannah Chaput '23

**Advisors:** Assistant Professors of Marketing Chris Nelson & George Talbert, Lecturer in Marketing Rob Elbitar

The professional selling simulation involved rapport building, needs identification, solution presentation and objection handling.

## College Fed Challenge

Hosted by the Federal Reserve

**Team:** Natalie Ivanov '22, Sara Katherine Loos '22, Maria Mendoza '22, Liam O'Connor '22 & JD Grant '23

**Advisors:** Assistant Professors of Economics Brandon Sheridan & Vitaliy Strohush  
The team presented an economic analysis and monetary policy recommendations.

## McGill Management International Case Competition

Hosted by McGill University

**Team:** Jack Dudek '21, Matthew Johnson '21, Jacob Laffey '21, Liam Lindy '21 & Michael Ebaugh '22

**Advisor:** Associate Professor of Business Law Christy Benson

In 32 hours, the team worked through a business scenario, identifying key priorities, weighing benefits and addressing risks before drafting a strategic plan, which they presented to a corporate judging panel.

## International Collegiate Sales Competition

Hosted by Florida State University

**Competitors:** Brooke Galonek '21, Juan Rivero '21, Melanie Surman '21 & David Derosa '22

**Advisors:** Assistant Professors of Marketing



*"I created so many professional connections in the sales world, as well as here at Elon. I enjoyed working closely with my coaches and teammates to successfully prepare for a meeting with a potential client as if we really worked for AT&T B2B. The competition made it clear to me that I want to pursue a full-time position in the professional sales industry after graduation."*

— Melanie Surman '21

Chris Nelson & George Talbert, Lecturer in Marketing Rob Elbitar  
The competition included events in sales management, warm calling, role-play and speed selling.

### Venture Capital Investment Competition

Hosted by The University of North Carolina at Chapel Hill

**Team:** Meghan Murray '21, Alexis Ortenzio '21, JW Simmons '21, Courtney Moen '22, Lilly Rothschild '22 & Will Waggoner '22

**Advisors:** Assistant Professor of Finance Margarita Kaprielyan & Doherty Center Director Alyssa Martina

After reviewing pitches and conducting research and due diligence sessions, the team selected a startup to invest in. Judges evaluated the team on its due diligence, written deliverables and partner meeting.

### National Shore Sales Challenge

Hosted by Salisbury University

**Competitors:** Flo Kunz '21, Liam Lindy '21 & Andreas Thorsén '22

**Advisors:** Assistant Professors of Marketing Chris Nelson & George Talbert, Lecturer in Marketing Rob Elbitar

The event included a sales call role-play and a speed selling competition.

### Selling with the Bulls

Hosted by University of South Florida

**Competitors:** Flo Kunz '21, Jack St. Pierre '22, Andreas Thorsén '22 & Matthew Schmitt '23

**Advisors:** Assistant Professors of Marketing Chris Nelson & George Talbert, Lecturer in Marketing Rob Elbitar

The competition involved the full sales process, including networking, prospecting, discovery calls and sales meetings. The Elon Sales Team placed fourth overall in the "First Flight" category. Kunz won the Winner's Circle First Flight and Sales Call individual categories.

### National Collegiate Sales Competition

Hosted by Kennesaw State University

**Competitors:** Flo Kunz '21, Liam Lindy '21, Andreas Thorsén '22 & Jack St. Pierre '23

**Advisors:** Assistant Professors of Marketing Chris Nelson & George Talbert, Lecturer in Marketing Rob Elbitar



*"The Econ Games of 2021 gave me a deep understanding of how the economy, small businesses and minority communities were affected by the pandemic. The Econ Games was an amazing opportunity to gain practical skills like cleaning data, running statistical analysis and pitching our presentation to economists."*

**-Jovani Mendez-Sandoval '22**



*"Coming into the competition I had a limited knowledge of how VC operated, but speaking with professionals in the industry, working through case studies, and learning from two incredible teachers gave me an accelerated exposure to VC."*

**— Will Waggoner '22**



During the role-play, students sold a Gartner Global Technology Sales business product.

### CFA Institute Research Challenge

Hosted by CFA Society North Carolina

**Team:** Molly Chapin '21, Connor Fioretti '21, Shawn O'Malley '21, Andrew Veilleux '21 & Thea Vunk '21

**Advisor:** Professor of Finance Raj Gupta

The team researched and analyzed Albemarle Corp., wrote an initiation-of-coverage report and presented investment recommendations to a panel of industry professionals.

### The Econ Games

Hosted by University of Kentucky & Northern Kentucky University

**Team:** Sarah Katherine Loos '21, Morgan Rafferty '21, Andrea Sheetz '22 & Sarah Mirrow '24

**Team:** Jovani Mendez-Sandoval '22, Christopher Boyette '23 & Corbin Skaff '23

**Team:** Petra Castedo '21, Kevin Murphy '22 & Peyton Pesavento '23

**Advisors:** Assistant Professors of Economics Brooks Depro & Brandon Sheridan

Using data provided by the Federal Reserve Bank of Cleveland, teams identified an issue and presented policy recommendations to help improve the economy.

# COMPETITIONS

## IPBS Business Sustainability Challenge

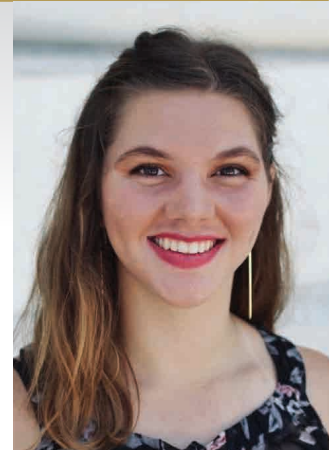
Hosted by the International Partnership of Business Schools (IPBS)

**Competitors:** Andrea Marasso '21, Maxence Prevost '21, Morgan Rafferty '21, Larsen Burack '23, Savannah Josey '23 & Xuan Huynh '24

Jannik Elmer '21 served on the organizing committee as Head of Americas. In randomly assigned cross-cultural teams, students developed sustainable policy solutions for a challenge based on the United Nations' Sustainable Development Goals. Josey's team placed second overall. Burack's team won "Best Educational Reform."

*"It was invigorating to collaborate on a team that brought innovative ideas from around the world to provide creative solutions related to using business as a vehicle for social change. The diverse identities and backgrounds represented on my team allowed us to develop scalable initiatives that addressed modern problems with long-term implications. This challenge fueled my passion for increasing equity and sustainability in our world through business decisions and provided me hope for the future in the midst of the pandemic."*

-Savannah Josey '23



## Elon Competitions

### Elon Innovation Challenge

The Doherty Center for Creativity, Innovation and Entrepreneurship and the Entrepreneurial Learning Institute at Hollins University co-hosted this year's challenge, which focused on pitching a solution to a problem an organization faced due to the pandemic. Thirty-two teams from eight universities participated. A team from Campbell University won the competition.

### Elon MBA Case Competition

Thirteen teams of Elon MBA students applied their coursework and experiences to a case asking for the best growth pathway for a technology company. The team of Brianne Boldrin G'21, Andrea Doughty G'21, Katherine Norris G'21 and Amanda Parrish G'21 won the competition.



### Elon Microfinance Challenge

Five teams analyzed proprietary data for Seed Effect to assess the impact of the nonprofit's microfinance initiative for South Sudanese refugees and Ugandans and presented their recommendations to the organization. The team of Cole Haecker '22, Kyle Hensler '22 and Campbell Shepard '22 placed first in the competition hosted by the Elon Microfinance Initiative and Department of Economics.





# STUDENT AND ALUMNI RESEARCH



**Kyle Fränkel '21, Graham Hutchinson '21, Caroline McGimsey '21, John McGinley '21, Marybeth Nemecek '21, Alexa Rasmussen '21 and Maxwell Zucker '21** participated in the 2021 Eastern Economic Association conference as session chairs, presenters and paper discussants.

**Assistant Professor of Economics Brandon Sheridan and Judah Brown '19** recently published an article in the "Journal of Sports Economics."

During the student research track at the Association of Collegiate Marketing Educators conference, **Kylee Hebert '22** presented "Moderating Role of CSR Initiatives and Team Net Worth on Consumer Authenticity Perceptions of Professional Sports League" and **Hannah Southern '22** presented "Consequences of Consumer Burnout." Prachi Gala, assistant professor of marketing, served as the Honors Fellows' mentor.

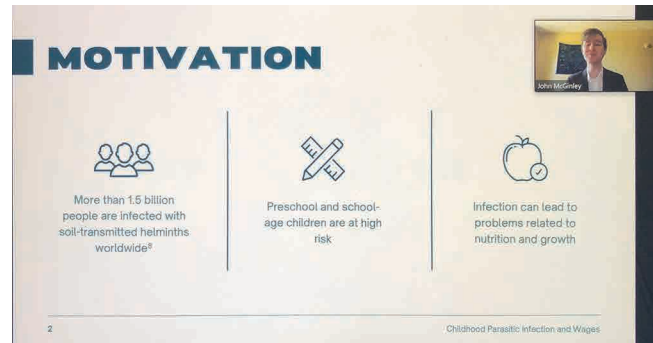
**Sarah Hartsema '20**, internal audit analyst at AIG; Chris Harris, associate professor of finance; and Thibaut Morillon, assistant professor of finance, co-authored "Intangible assets and trade credit policy," which was published in "Managerial Finance."

**Judah Brown '19**, corporate investments internal audit analyst at AIG, and Brandon Sheridan, assistant professor of economics, co-authored "The Impact of National Anthem Protests on National Football League Television Ratings," which was published in the "Journal of Sports Economics."

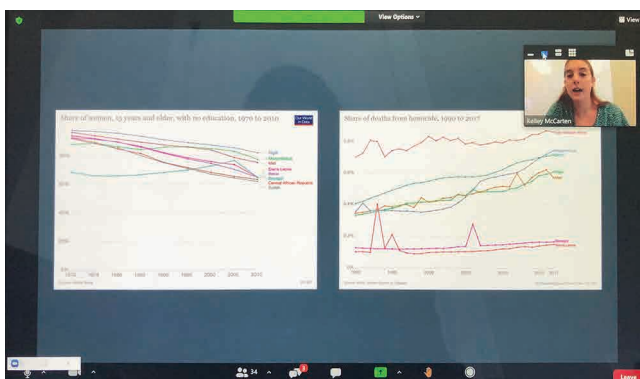
**Brooke Hunziker '18**, senior consultant at Cloudmed, and Katy Rouse, associate professor of economics, co-authored "Child bodyweight and human capital: Test scores, teacher assessments and noncognitive skills," which was published in the "Economics of Education Review."

## The following students presented their research projects at Elon's Spring Undergraduate Research Forum:

- "Why Does Cyberloafing Help You and Hurt Me? An Investigation into the Role of Personality on Cyberloafing and Stress"  
**Sophie Blumenfeld '23** (mentor: Assistant Professor of Management Brittany Mercado)
- "Exploring the Relationship between Corporate Social Responsibility and Financial Performance in the Oil & Gas Industry"  
**Jannik Elmer '21** (mentor: Assistant Professor of Management Scott Hayward)
- "An Analysis on the Relationship between Teenage Participation in Sports and Income"  
**Kyle Fränkel '21** (mentor: Associate Professor of Economics Katy Rouse)
- "Exploring Small Business Use of Cross-Promotion of Social Media Across Communities in Alamance County"  
**Grace Granger '22, Nia Griffin '23 and Ben House '23** (mentor: Doherty Emerging Professor Elena Kennedy)
- "Moderating Role of CSR Initiatives and Team Net Worth on Consumer Authenticity Perceptions of Professional Sports League"  
**Kylee Hebert '22** (mentor: Assistant Professor of Marketing Prachi Gala)
- "The Economic Impact of Allowing Refugees the Right to Work"  
**Graham Hutchinson '21** (mentor: Assistant Professor of Economics Brandon Sheridan)
- "Corporate Social Responsibility and Trade Credit Policy"  
**Andrew Jackson '21** (mentor: Associate Professor of Finance Chris Harris)
- "Federal Reserve Announcement Shocks on United States Equities Markets, as Reflected in Volatility"  
**Avery Keller '21** (mentor: Assistant Professor Brandon Sheridan)
- "Investigating the African Gender Education Gap"  
**Kelley McCarten '21** (mentor: Lincoln Financial Professor Tina Das)



- "The Economic Impact of Critical Habitat Designations on Indigenous Communities"  
**Caroline McGimsey '21** (mentor: Assistant Professor of Economics Andrew Greenland)
- "Impact of Childhood Parasitic Infection on Future Wages in Indonesia"  
**John McGinley '21** (mentor: Assistant Professor of Economics Tonmoy Islam)
- "Investigating the Impact of Investor Attention on Volatility and Volume of Cryptocurrencies and Stablecoins"  
**Matthew Mitten '21** (mentor: Associate Professor of Finance Chris Harris)
- "Leadership and Corporate Social Responsibility: The Role of Spiritual Intelligence"  
**Meghan Murray '21** (mentor: Associate Professor of International Business Carri Reisdorf)
- "The Impact of Technology Use on Cognitive and Non-cognitive Skills of Elementary School Students"  
**Marybeth Nemecek '21** (mentor: Associate Professor of Economics Katy Rouse)
- "An Investigation into the Role of Age and Performance on Perceptions of Pay Disparity"  
**Marlo Neske '21** (mentor: Assistant Professor of Management Brittany Mercado)
- "Is Having a Child Damaging to a Woman's Earning Potential in the Labor Market?"  
**Alexa Rasmussen '21** (mentor: Martha and Spencer Love Professor Steve DeLoach)
- "The Gender Effect of a Nation's Leader on Environmental Performance"  
**Morgan Rafferty '21** (mentor: Professor of Economics Casey DiRienzo)
- "The Effect of Stories Told by Celebrity versus Regular Person Endorsers on Consumer Perception of Luxury Goods"  
**Alexander Wellendorff '21** (mentor: Associate Professor of Marketing Lawrence Garber)
- "Predicting Power: The Impact of Economic Growth on Geopolitical Influence"  
**Maxwell Zucker '21** (mentor: Associate Professor of Economics Mark Kurt)







# YEAR IN REVIEW

**DURING THE 2020-21 ACADEMIC YEAR,** Elon University conducted in-person classes and operations following the “Ready & Resilient” plan, focusing on creating a culture of shared responsibility and resilience. The year included a modified university calendar and operations, a pause on study abroad courses, and health screening protocols and plans relating to COVID-19 testing, tracing, infection mitigation and containment. Teaching spaces and major events were reimagined, and several class models adopted blended, hybrid and online options. Meetings, events, competitions, conferences and career fairs shifted to virtual formats. While the Elon community experienced change and uncertainty, members met challenges with flexibility and resolve.





## AUGUST

**Natalie Ivanov '22** and **Andrew Nimerofsky '23** presented an operations session at the **Beta Alpha Psi** virtual annual meeting.

## SEPTEMBER

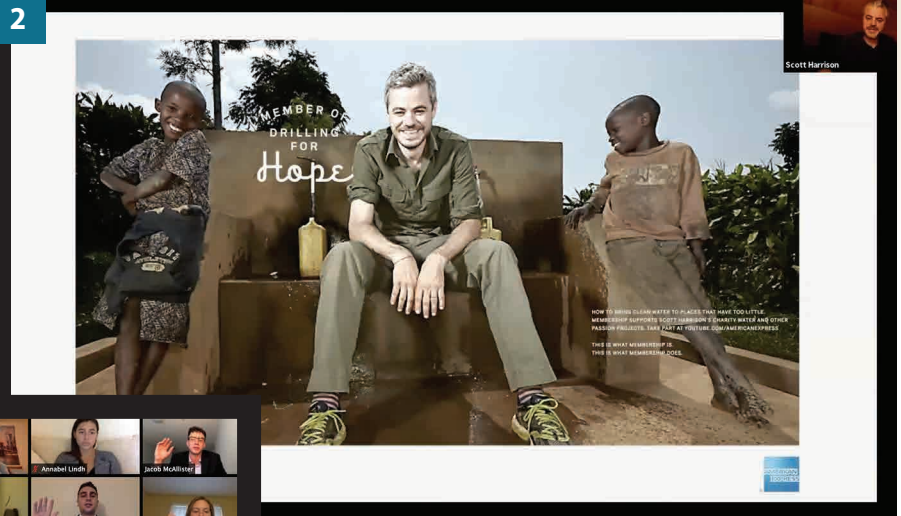
**1** | **Beta Alpha Psi** initiated 20 members during a virtual ceremony.

## OCTOBER

**Brenna Humphries '13**, **Randall Weisenburger '14**, **Adam Wilver '15**, **Gabrielle Vance '18** and **Noor Irshaidat '20** shared their MBA and law school experiences with students during "Life after Elon: Grad School Edition," a panel discussion hosted by **Beta Gamma Sigma**.

The Love School of Business hosted the virtual **International Partnership of Business Schools biannual conference**. Elon is a member of the consortium of leading business schools in Europe, North America and Latin America with international business dual-degree programs.

During "Understanding and Navigating Bias in the Hiring Process," **Durice White Galloway '09 G'14**, **Maritza Gamboa '14**, **Brintha Renganathan '16** and **Kennedy Ojimadu '17** shared their experiences with bias in the workplace and recruitment process, as well as advice for navigating the systemic problem.



## NOVEMBER

**2** | **Scott Harrison**, founder and CEO of charity: water, delivered the **C. Ashton Newhall Endowed Lecture**. During the event, named for Elon University trustee C. Ashton Newhall '98 and hosted by the Doherty Center for Creativity, Innovation and Entrepreneurship, Harrison described how he developed charity: water, a nonprofit organization bringing clean and safe drinking water to people in developing countries.

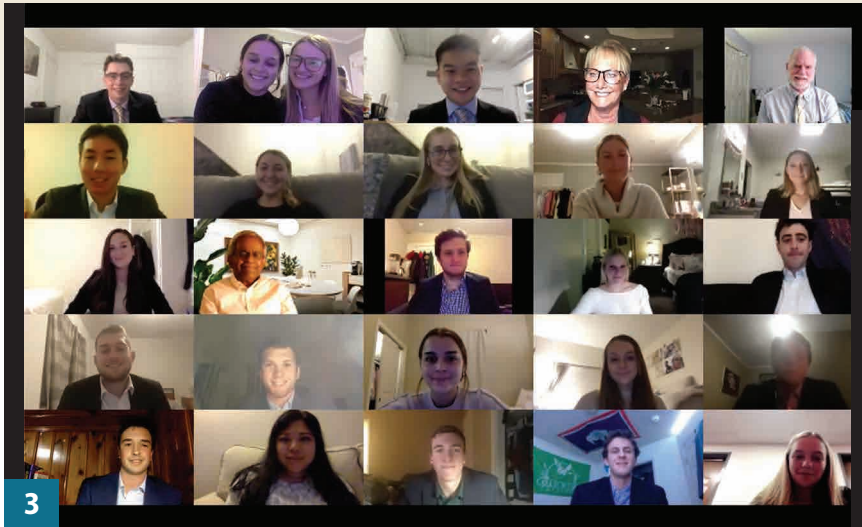
As part of the **Chandler Family Professional Sales Center's Sales Speaker Series**, **Brian Schenkemeyer '00**, Aetna's Southeast national accounts market leader, presented the four phases of a sales career — learner, contributor, multiplier and rainmaker. He emphasized a career is a journey and a constant learning process.

In celebration of Black innovation and entrepreneurship, the Doherty Center for Creativity, Innovation and Entrepreneurship and the Center for Race, Ethnicity and Diversity Education co-hosted **Black Innovation Matters**. The event included presentations from **Jomaree Pinkard**, co-founder and CEO of Hella Cocktails Co; **Soniyah Robinson '23**, founder of Boundless Blackness; and **Monica Wheat**, founder and executive director of Venture Catalysts; as well as a panel discussion featuring North Carolina entrepreneurs and a representative of The Small Business and Technology Development Center.

**Sigma Iota Epsilon** initiated 47 undergraduate students in a virtual ceremony.

## MARCH

**Kevin Sneader P'24**, former global managing partner at McKinsey & Company, discussed his co-authored article, "The next normal arrives: Trends that will define 2021 — and beyond," as part of the **Lessons from Leaders series**. Sneader said 2021 is the year of transition and noted the remarkable period of digitization and innovation resulting from the pandemic.



**3** | Elon Trustee and former Wendy's CEO **Kerri Anderson '79** shared lessons from her professional journey during a virtual event hosted by **Delta Sigma Pi**. She emphasized the key leadership traits she associates with success — passion, vision and change.

**Beta Alpha Psi** welcomed 10 students into the Lambda Xi chapter.

## APRIL

**Lessons from Leaders** speaker **Shawn Cole**, vice president of global sales at Delta Air Lines, spoke about the strategic challenges of the airline industry, how Delta responded to the pandemic and how best to transition from school to the professional workplace. He advised students to succeed in their current role before expecting a promotion, to strive to make the people around them better and to surround themselves with people who will provide honest feedback.

**Abbey Koslow '06, Kaylyn Swankowski '11, Amanda Feldman '18, Brooke Hunziker '18** and Associate Professor of Economics **Katy Rouse** discussed their professional journeys during a **Women in Economics** discussion hosted by the Department of Economics. The panel, moderated by **Malia Takei '22**, highlighted the breadth of an economics degree and the need for diversity in the field.

**Beta Gamma Sigma** inducted 41 undergraduates, nine graduate students and three faculty members in a virtual ceremony. Chapter honoree **Patricia Chadwick**, president of Ravengate Partners LLC, spoke about leadership, failure and service. She encouraged members to seize opportunities, forge their own path to leadership and have a passion for philanthropy. Members honored Associate Professor of Accounting **Danny Lanier Jr.** as the chapter's Professor of the Year.

**Omicron Delta Epsilon** inducted 37 members. During the virtual ceremony's keynote address, Assistant Professor of Economics **Brooks Depro** shared lessons he's learned from his career.

The Love School of Business celebrated the accomplishments and service of nearly 100 students, faculty and staff with **academic achievement awards, Dean's Awards** and **endowed scholarships**.

**Sigma Iota Epsilon** initiated 11 graduate students in absentia.

## What has surprised you most about majoring in business?



"I was most surprised by the amount of career paths that stem from majoring in business. I originally had a more limited understanding of

business careers, thinking most students become entrepreneurs or end up in investment banking, accounting, wealth management, marketing or other core careers. I now realize that while many do pursue those careers, there are plenty more options that I never even knew existed (like consulting, which is what I will be doing after graduation). And if students don't find an existing career path that fits them, they can decide to forge their own."

-**Meghan Murray**, member of the Poets&Quants Class of 2021 Best and Brightest Undergraduate Business Majors

*The Honors Fellow joined EY as a financial services business consultant after graduating with degrees in international business and finance.*



"I was surprised to see how cross-functional business majors are. Upon starting my degree, I assumed marketing was completely segregated

from finance, accounting, economics, analytics, etc. However, I think the most valuable aspect of majoring in business is that you can utilize knowledge from multiple different perspectives to help solve a problem."

-**Alexandra Pirsos**, member of the Poets&Quants Class of 2021 Best and Brightest Undergraduate Business Majors

*After graduating with a degree in marketing, the Business Fellow is pursuing her master's degree in analytics at North Carolina State University's Institute for Advanced Analytics.*



**MAY**

The Doherty Center for Creativity, Innovation and Entrepreneurship hosted **W.E. Do!**, a conference highlighting women entrepreneurs. Presenters included **Michele Hammerbacher Modany '08**, Post Script Productions; **Erica Young '13**, Paragon Labs; and **Livi Murray '20**, The Pretty Vibes Movement.

**4** | The Love School of Business recognized the **Business Fellows Class of 2021** during a medallion ceremony, which highlighted the cohort's experiences, including studying abroad in the United Arab Emirates, conducting company visits in New York, and the capstone projects managing a portfolio of Elon's endowment and consulting for Elon's business graduate programs.

**5** | Love School of Business students received their degrees during the first **undergraduate Commencement ceremony** of the day on May 21. Tony Award nominee and Broadway star **Daniel J. Watts '04** delivered the Commencement address. **President Connie Ledoux Book** charged the graduates to use their Elon education, new knowledge and Elon values to create a season of prosperity and thriving for the world.

**6** | During the **MBA, M.S. in Accounting, M.S. in Business Analytics** and **M.S. in Management Commencement ceremony**, the Class of 2021 heard from student speaker **Amanda Parrish G'21**, recipient of the 2021 Richard H. Behrman Award, and **Frank Hood**, CEO of Kingsdown. In his address, Hood advised the graduates to let their education and expertise guide them in a "contemporary context," applying their history of learning in a specific time, place and situation. He urged graduates to be humble and to recognize that each person in a business environment plays a role in the group's success.





# FACULTY & STAFF

## Faculty Perspectives

Love School of Business professors reflect on their experiences with teaching during a pandemic.



"One of the biggest challenges I faced was how to implement in-class activities in a hybrid model, while maintaining social distancing among those in class. When I explained my predicament to my students, they were very cooperative. Students joining in person and online actively participated in in-class assignments and discussions, and the ones learning in person made sure to follow social distancing rules in class. This endeavor would not have succeeded without the full participation of students, so I am very grateful we all participated fully and didn't need to sacrifice any topic that I would normally teach in a regular semester. I learned how to use technology more effectively in my teaching and might use some of those resources in the future."

—TONMOY ISLAM,  
ASSISTANT PROFESSOR OF ECONOMICS



"During the past academic year, I did not have in-person office hours and was surprised to find the virtual office hours to be very beneficial. Not only was it useful for students who had a quick question but did not want to walk across campus to my office, but it also provided greater flexibility as I could meet easily with students on the weekend and nights when they were in the process of doing homework and had questions. I even met with one student on WebEx on a Saturday night around 10:30 p.m.! We laughed about how neither of us had a very busy social life since we were discussing accounting that late on a Saturday night! Although in the future I probably will not be quite as flexible with times as I was this past year with students, using an online platform will definitely be a way I can be more accessible to students on weekends before a big test or project."

—PATTY COX,  
ASSISTANT PROFESSOR OF ACCOUNTING



"One of the major challenges we faced in our professional selling class during the pandemic period was the constraint of access to the sales center to record sales role plays in a socially distanced way. I contacted GoReact, a program that was implemented successfully in other top university sales programs, and received a free trial subscription to use the platform. Students were able to record their role plays using their personal computers or mobile devices. The platform enabled the feedback to be supplied in a real-time, frame-by-frame basis. This provided the students with the ability to digest constructive feedback and to understand and mirror their demonstrations of positive behaviors in the future. It provided a strong impact on sales learning outcomes. This was so significant that I plan to use GoReact as a teaching/learning tool and incorporate its use into my sales classes moving forward."

—GEORGE TALBERT,  
ASSISTANT PROFESSOR OF MARKETING



"The most difficult of the challenges from this past year was keeping students engaged both in person and remotely. Professors were expected to perform for face-to-face students while at the same time staying in a certain zone for the microphone and camera in the room to function adequately, monitor the chat for remote students' inquiries, and design assignments and class activities that would mesh with both crowds. At the end of the semester, I received positive feedback from remote learners, which was very rewarding and made me feel happy and proud to have been a part of these students' experience in these dire times. I also want to acknowledge and recognize the amazing response of our students when it comes to following protocols. We all know how hard the pandemic hit students on different levels and I personally salute their efforts and commitment that made going through this academic year possible."

—THIBAUT MORILLON,  
ASSISTANT PROFESSOR OF FINANCE

"Before this year I didn't realize how much the physical environment affects student engagement and students' ability to focus on a task or engage in a discussion. Over the course of the year, I experimented with different models of engagement — leveraging asynchronous strategies for participation like Moodle discussion boards, using breakout rooms and tools like Stormboard to create shared virtual spaces. Not only did these efforts more successfully engage remote students, but they also gave an opportunity for quieter students or students who appreciate more time to reflect to engage in new ways. I look forward to using these when we are all back in one space to better engage all students."

—ELENA KENNEDY,  
DOHERTY EMERGING PROFESSOR FOR ENTREPRENEURIAL LEADERSHIP



# NEWS

**Haya Ajjan**, Sheldon and Christine Gordon Professor in Entrepreneurship and associate professor of management information systems, was appointed associate dean of the Martha and Spencer Love School of Business on Feb. 1. She succeeds Associate Professor of Economics Jen Platania, who moved into the role of associate provost of academic affairs in January.

Ajjan co-authored the textbook “Essentials of Marketing Analytics,” which was published in February by McGraw Hill. In the book, Ajjan and co-authors Joe Hair, University of South Alabama, and Dana E. Harrison, East Tennessee State University, provide insight into some of the most currently used software analytic tools, as well as a variety of analytical techniques.



**Nicole Filippo '04 G'18**, communications manager, received the Meeting Professionals International Carolinas Chapter 2020 President’s Award for her work to support and advance the professional association and the meeting and event industry.

Filippo was also named the 2021 Volunteer of the Year by the American Marketing Association Triangle in recognition of her service as the chapter’s director of diversity, equity and inclusion and director of collegiate relations.



**Chris Harris**, associate professor of finance and chair of the Department of Finance, received a 2020 Emerald Literati Award of Excellence for “Cash flow volatility and trade credit in Asia,” which was published in the “International Journal of Managerial Finance.”



**David Jiang**, assistant professor of management, won Family Business Review’s 2020 Outstanding Reviewer Award. The Family Firm Institute recognized him for the quality and timeliness of his contributions as a journal reviewer.



**Elena Kennedy**, assistant professor of entrepreneurship, was named the Doherty Emerging Professor for Entrepreneurial Leadership. The professorship is endowed by Trustee Ed Doherty and his wife, Joan. Kennedy’s research focuses on social entrepreneurship, entrepreneurial community development and entrepreneurship education.

Kennedy is also the recipient of the U.S. Association for Small Business and Entrepreneurship’s 2020 Social Entrepreneurship Special Interest Group Award for Excellence in Teaching.



**Danny Lanier Jr.**, associate professor of accounting and chair of the Department of Accounting, received Best Paper honorable mention from the Academy of Management for “Supply Chain Power and Real Earnings Management: Stock Market Perceptions, Financial Performance Effects, and Implications for Suppliers,” which was published in the “Journal of Supply Chain Management.”



**Alyssa Martina**, director of the Doherty Center for Creativity, Innovation and Entrepreneurship, joined the inaugural cohort of Faculty Innovation Fellows, a program of Stanford University’s Hasso Plattner Institute of Design (d.school). The two-year program focuses on designing projects that will enhance the innovation ecosystems at the fellows’ schools.



**Kristy Ruiz**, director of graduate programs, received a Women Who Shine Guiding Light award from the University of Arizona. The award honors outstanding female students and alumni from the Eller MBA platforms. Ruiz graduated from the Eller Evening MBA program in 2009.



**Kate Upton**, associate professor of finance and director of the William Garrard Reed Finance Center, received the 2021 Steven and Patricia House Excellence in Mentoring Award at Elon’s annual faculty/ staff awards presentation. The award celebrates excellence in student mentoring and is supported by a gift from Executive Vice President Steven House and his wife, Patricia.





## RETIRING FACULTY

Since joining Elon in 2014, **Susan Anderson**, professor of accounting, served as the faculty advisor for the Volunteer Income Tax Assistance program and the faculty coordinator for the M.S. in Accounting program. She is known for her commitment to service learning, mentorship and teaching. Her accolades include Poets&Quants' "Top 50 Undergraduate Professor," Beta Alpha Psi Business Information Professional of the Year, Gerald Francis Outstanding Educator of the Year, Dean's Award for Excellence in Teaching, Dean's Award for Exemplary Service-Faculty and American Taxation Association/Deloitte Teaching Innovation Award. Anderson, who holds CPA and CFP designations, has published scholarship in journals such as "Issues in Accounting Education," "Journal of Accountancy" and "CPA Journal."

## NEW FULL-TIME FACULTY



**Rob Elbitar**  
Lecturer in  
Marketing



**David Jiang**  
Assistant Professor  
of Management



**David Moura**  
Lecturer in  
Management



**Christopher Nelson**  
Assistant Professor  
of Marketing



**Chase Reid**  
Lecturer in Finance



**John Wimmer Jr.**  
Lecturer in  
Management  
Information  
Systems



**Long Xia**  
Assistant Professor  
of Management  
Information Systems

## 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](http://www.elon.edu/makeagift).



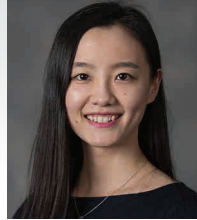


# DEAN'S AWARDS

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Professor of Management



**Haya Ajjan**  
Associate Professor of Management Information Systems, Sheldon and Christine Gordon Professor in Entrepreneurship, Associate Dean

## Exemplary Service — Staff



**Nicole Filippo '04 G'18**  
Communications Manager

## Exemplary Service — External



**Kristen Aquilino**  
Director of International Student Services, Global Education Center

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Amazon  
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Baystate Financial  
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Bloomberg  
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Cotton & Company LLP  
Credit Suisse  
Dell EMC  
Deloitte  
Dentsu International  
EY  
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Fidelity Investments  
FTI Consulting  
Fulbright U.S. Student Program  
Gartner

Goldman Sachs  
Hartford Funds  
Horizon Media  
Insight Global  
JPMorgan Chase & Co.  
KPMG  
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Martha Stewart Living  
Merrill Lynch  
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Morgan Stanley  
NERA Economic Consulting  
Oracle Netsuite  
ParetoHealth

PepsiCo  
PNC  
PwC  
Qualtrics  
Red Hat  
RSM  
S&P Global  
SAP  
Sirius XM  
SPX Logistics  
The TJX Companies  
United States Army  
Vanguard  
Wayfair  
Wells Fargo

### Graduate Schools

Carnegie Mellon University  
Elon University  
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