



ELON
UNIVERSITY

MARTHA AND SPENCER LOVE
School of Business



CULTIVATING LEADERS OF TOMORROW

ANNUAL REPORT 2021-22 for alumni and friends

A COMMUNITY OF INNOVATORS

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ELON BUSINESS

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TO OUR LSB ALUMNI AND FRIENDS,

I am delighted to present our 2021-22 annual report that highlights the many achievements of our students, staff and faculty. It's great to personally witness the energy that pervades the corridors of the Koury Business Center and Sankey Hall. I love to see students studying in Burbridge Atrium in KoBC and working together in Sankey's study rooms.

Our students deserve special kudos. Our 2022 graduating class had their educational experience disrupted toward the end of their sophomore year in 2020 due to the COVID pandemic, with

many of the restrictions put in place then not lifted until just two months before their graduation. Students in all years have been dealing with these disruptions and have impressed me with their ability to navigate this changing environment. Many job interviews have been virtual, internships have been remote or hybrid, and our students are entering the workforce as companies are in the process of determining what their "new normal" looks like. Our staff and faculty colleagues have also worked under challenging circumstances yet made sure they kept students' success front and center. Looking back, Elon University weathered the pandemic successfully because of a community-wide effort where everyone recognized their unique role in keeping the community healthy and focused on our learning mission.

Despite the pandemic, my faculty colleagues continued to innovate. They redesigned courses, revised majors and programs, and completed the design of new majors. Pending university faculty approval, we will be introducing a new major in FinTech, which is a collaborative program between our Finance and Business Analytics colleagues. The MBA and Master of Science in Business Analytics (MSBA) likewise are being revised. Recognizing that our students need to demonstrate their readiness for creativity, strategic thinking, problem solving, and understanding technological innovation and disruption, we introduced Data Camps with digital badges on such topics as Robotic Process Automation (RPA), machine learning using Python, web analytics and data visualization using Tableau. Two credit courses focusing on blockchain technology and preparing for the Securities Industry Essential (SIE) exam are now part of the curriculum. Our students have responded enthusiastically and have had much success with certifications in Excel, CAPM, ARGUS and SHRM. Not surprisingly, job placement as well as salaries have been outstanding. The outcome of all these collective efforts is reflected in the Poets&Quants 2022 ranking of undergraduate business programs, where the Love School of Business is ranked 35th nationally, and 21st among private universities. We are very pleased with our rankings and feel they reflect our commitment to putting student success at the center of everything we do.

Our alumni continue to make us proud. Whether it is promotions or admission to the very best MBA and law schools (MIT, Wharton, Cornell, Stanford, Kellogg, Fuqua, UPenn Law, among many others), our alumni are showing the world that Elon graduates are determined, hardworking and can drive success through collaboration.

As you peruse our annual report, please know that space limitations preclude the inclusion of many student, faculty and staff achievements. There is much to be thankful for but none more important than the fact that we've emerged from a very difficult two years with the recognition that if we all work together collaboratively for the benefit of our students, we will all succeed.

As always, thank you for your support. If you're on campus, please do look me up. Lunch is on me.

Raghu Tadepalli, Dean

NEWS

ELON RANKS IN COUNTRY'S TOP 40 UNDERGRADUATE BUSINESS PROGRAMS

Poets&Quants ranked the Martha and Spencer Love School of Business No. 35 in its 2022 "Best Undergraduate Business Schools" list.

The business education news outlet based the rankings on a representative survey of more than 5,400 alumni and school-reported data. The survey methodology focused on three main components — school admissions standards, Class of 2019 alumni perspectives on the academic experience and Class of 2021 employment outcomes data.



"The Love School of Business ranks among the top business schools in the country thanks to dedicated faculty and staff who place student learning and success at the heart of what they do," said Raghu Tadepalli, dean of the Love School of Business. "The achievements of our alumni are a testament to the education and experiences they find at Elon."

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

Elon's part-time MBA program received recognition as a top business program from The Princeton Review and U.S. News & World Report.

The Princeton Review included Elon MBA in its "Best Business Schools for 2022" guide of top graduate business programs. The publication was based on data from surveys of thousands of students and administrators at nearly 250 schools around the country, touching on subjects such as academics, the student body, campus life and career plans.

In U.S. News & World Report's 2023 "Best Part-time MBA Programs," Elon ranked No. 88 out of 278 schools. The rankings were based on in-depth reputation and statistical surveys conducted in fall 2021 and early 2022 of all 493 institutions with master's-level business programs in the U.S. accredited by AACSB International. The data schools reported to U.S. News were used to compare factors such as enrollment, acceptance rates, GRE and GMAT scores of the most recently enrolled class, peer and corporate recruiter assessments, and career-related information for graduates of business programs.



Steve DeLoach named a 'Best Undergraduate Business Professor'

Poets&Quants honored Steve DeLoach, Martha and Spencer Love Professor of Economics, in its "Top 50 Best Undergraduate Business School Professors of 2021" feature.

The business education news outlet evaluated 1,195 nominees on research and teaching accolades. Factors included the volume of a professor's Google Scholar citations, research awards, media attention and teaching awards.

DeLoach joined Elon in 1996 and serves as chair of the Department of Economics as well as the co-faculty advisor for the Issues in Political Economy undergraduate research journal.

"I consider myself to be more a mentor than a teacher," DeLoach said. "I teach well, but it's building developmental relationships with undergraduates that gives me the most satisfaction. I think that is why I love mentoring undergraduate research. It gives me the chance to work one-on-one with students, learn about them as individuals and help them develop as young professionals."



Elon MBA students network during a class break

NEWS

TWO ELON SENIORS AMONG 'BEST & BRIGHTEST BUSINESS MAJORS' FOR 2022



"It surprised me that majoring in business is almost less about numbers, and more about the story. Sure, you have to get the numbers right, but numbers on a presentation mean nothing without the context and application. Recommendations based on analysis of those numbers are the most valuable insights a company can get, and business analytics can be applied in nearly all functions of business in every industry."

—Meredith MacKenzie '22



"I didn't anticipate that, as a business major, the most impactful learning would take place when I was able to connect the theories, concepts and lessons from inside the classroom to my professional experiences. I am constantly surprised by how applicable and pragmatic each of my classes are when paired with initiative in a 'real world' setting."

—Lilly Rothschild '22

Rothschild, a finance major and Leadership Fellow, joined Ernst and Young as an analyst in the Financial Services Organization Business Consulting Program after graduation. Her Elon involvement included Alpha Kappa Psi, Sigma Sigma Sigma, Venture Capital Investment Competition, University Innovation Fellows, and scholar intern for the Doherty Center for Creativity, Innovation and Entrepreneurship.

Meredith MacKenzie '22 and Lilly Rothschild '22 were among the 100 seniors featured in Poets&Quants' "Best & Brightest Business Majors of 2022." The "Best & Brightest" list profiled seniors from Poets&Quants' Top 50 undergraduate business schools who were selected on factors such as academic excellence, extracurricular leadership, personal character, innate potential and overall impact on the program.

During her time at Elon, MacKenzie served as lead math tutor, Beta Gamma Sigma vice president, The Village Project tutor, Catholic Campus Ministry lector, Business Fellows Elon 1010 peer educator, and Alpha Xi Delta member. After graduation, the finance and business analytics double major joined Wells Fargo Securities as an investment banking analyst.



Associate Dean Haya Ajjan with Aleš Popovič, head of the NEOMA MSBA program

Elon partners with NEOMA Business School to offer double master's degree program

The Martha and Spencer Love School of Business will launch a one-year dual master's program with NEOMA Business School in Rouen, France, in fall 2022.

Double Master's Degree Programme students will study abroad for half the year at the partner school and graduate in May with master's degrees in business analytics from both institutions.

NEOMA is accredited by AACSB, AMBA and EQUIS and is ranked No. 44 in the Financial Times' European Business Schools Rankings for 2021.

Ryan Lockwood '24 named Newman Civic Fellow



Campus Compact, a national coalition of colleges and universities working to advance the public purposes of higher education, selected Ryan Lockwood '24 for the organization's 2022-23 cohort of Newman Civic Fellows. Through the fellowship, he will engage in learning and networking opportunities that emphasize personal, professional and civic growth. Lockwood, a marketing major, serves in the Student Government Association and participates in Elon's living-learning community focused on civic engagement.



Left to right: Coleman Rich, Raghu Tadepalli, Bud Warner, Betty Garrison, Jason Norris, Aswani Voley, Sharon Hodge, Tim Norvell, Jeff Stein.

ELON RECEIVES CORNERSTONE AWARD FROM GOODWILL INDUSTRIES OF CENTRAL NORTH CAROLINA

Goodwill Industries of Central North Carolina presented Elon University with the Cornerstone Award for supporting and enhancing Goodwill's mission to serve the community.

The annual award recognized the work of Associate Professors of Marketing Sharon Hodge and Tim Norvell, along with Monica Burney, lecturer in human services studies.

Hodge taught four MBA marketing classes that completed 14 projects for both the Triad Goodwill Career Center and the Triad Goodwill Store and Donation Center. Norvell's undergraduate marketing research class completed five projects in service for the Triad Goodwill Center.



Business Fellow honored for community service

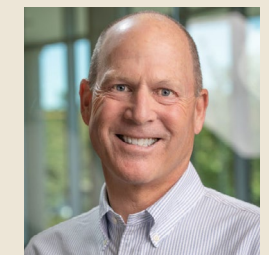
North Carolina Campus Compact recognized Savannah Josey '23, a business analytics major and Business Fellow, with the Community Impact Student Award. Josey is part of the Service Living-

Learning Community, led an alternative break trip focused on educational disparities and serves as a director in the Kernodle Center for Civic Life's Alternative Break program. The annual award recognizes students with a deep commitment to community involvement and the ability to inspire peers.

Doherty Center wins Global Consortium of Entrepreneurship Centers award

The Global Consortium of Entrepreneurship Centers recognized the Doherty Center for Creativity, Innovation and Entrepreneurship with an Exceptional Activities in Entrepreneurship Across Disciplines Award, which honors a university center dedicated to creating, advancing and enabling entrepreneurship education opportunities to multiple audiences and units across campus. The Doherty Center received the honor for Marketplace Under the Oaks, an initiative the center leads with the Elon Maker Hub and Elon Dining to teach students how to unleash their creativity and bring their ideas to fruition through experiential learning.

Redwoods CEO joins Love School of Business as executive-in-residence



Kevin Trapani P'07 P'23 P'24, CEO and co-founder of The Redwoods Group, a Certified B Corporation, joined the Martha and Spencer Love

School of Business in fall 2021 as an executive-in-residence.

In this role, Trapani spoke to students about how businesses can and must be a powerful force for bringing about positive social change.

Named one of the 50 most influential leaders in North Carolina, Trapani serves on the boards for the Doherty Center for Creativity, Innovation and Entrepreneurship, United Way of the Greater Triangle, Duke University's Center for the Advancement of Social Entrepreneurship, Mary Reynolds Babcock Foundation and the University of North Carolina at Chapel Hill's Center for International Understanding.



Marketplace Under the Oaks pop-up event

COMPETITIONS

College Fed Challenge

Hosted by The Federal Reserve

Team: Jacob Stoken '22, Christopher Boyette '23, Annica Gaebel '23, JD Grant '23 and Jalen Woods '24

Mentors: Brandon Sheridan, assistant professor of economics, and Vitaliy Strohush, associate professor of economics

Selling with the Bulls

Hosted by University of South Florida

Competitors: Andrew Daly '22, Jack St. Pierre '22, Joseph Byrd '23, Ben Corrado '23, Adam Craft '23, Claudia Flint '23, Ben Morreale '23, Cassidy Perkins '23 (named to the Winner's Circle and earned fourth place overall) and Mallory Trapani '23

Mentors: Rob Elbitar, lecturer in marketing, and George Talbert, assistant professor of marketing

CFA Institute Research Challenge

Hosted by CFA Society NC

Competitors: Nicole Giacalone '22, Natalie Ivanov '22, Jessica Joblin '22, Zach Penta '22 and TJ Remillard '22

Mentor: Raj Gupta, professor of finance



The Econ Games

National Collegiate Sales Competition

Hosted by Kennesaw State University

Competitors: Jack St. Pierre '22, Ben Corrado '23, Adam Craft '23, Claudia Flint '23 (named Speed Selling Champion

for Guardian) and Cassidy Perkins '23

Mentors: Rob Elbitar, lecturer in marketing; Chris Nelson, assistant professor of marketing; and George Talbert, assistant professor of marketing

BTG National Case Competition

Hosted by BTG Consulting

Competitor: Jovani Mendez-Sandoval '22

International Collegiate Sales Competition

Hosted by Florida State University

Competitors: Jack St. Pierre '22, Joseph Byrd '23, Bennett Flynn '23 and Ben Morreale '23

Mentors: Rob Elbitar, lecturer in marketing; Chris Nelson, assistant professor of marketing; and George Talbert, assistant professor of marketing

The Econ Games

Hosted by the University of Kentucky

Team: Hannah Chaput '23, Isaac Schwartz '23, Sarah Mirrow '24 and Cole Meixsell '25

Mentor: Lauren DiRago-Duncan, assistant professor of economics

Venture Capital Investment Competition

Hosted by UNC Chapel Hill

Team: Hunter Kobin '22, Liam O'Connor '22,



Elon wins Champion Analytics Case Competition

Adam DuBowy '22, Nina Crocco '22 and Alex Kisch '23 won the 2021 Champion Analytics Case Competition, hosted by the Center for Organizational Analytics and HanesBrands, owner of Champion athleticwear. Teams from eight universities analyzed a dataset from HanesBrands and presented a strategy for how the company can win the digital shelf. Bucknell University and Duke University placed second and third, respectively.



Venture Capital Investment Competition



National Collegiate Sales Competition

Building Your Brand

Hosted by AMA Florida State University

Competitor: Joseph Byrd '23 (won Perfect Pitch Competition; placed second in the Sales Competition)

IPBS Business Innovation Summit

Hosted by International Partnership of Business Schools

Competitors: Paul Kuttène '22 (member of third-place team), Junzhi Meng '23 (member of second-place team), Halley Brewer '24 and Payton Donnan '24

Elon Competitions

Gartner Elon Pitch Challenge

Nearly two dozen students researched Gartner and its Global Sales Development Program and recorded two-minute pitches highlighting their professional brand in this competition hosted by Gartner and American Marketing Association Elon.

First place: Kara Solomon '22

Second place: Lilia Ferracci '22

Third place: Joseph Byrd '23

Elon MBA Case Competition

Over the course of two weeks, eight teams considered Redfin's strategic concerns, conducted an analysis of its business model to find and evaluate problems and solutions, and presented their findings and recommendations.

TJ Remillard '22, Lilly Rothschild '22, Hannah Chaput '23 and Eric Levine '23

Mentors: Margarita Kaprielyan, assistant professor of finance; Alyssa Martina, director of the Doherty Center for Creativity, Innovation and Entrepreneurship; and Drew Peabody, assistant professor of finance

Marketing Jam

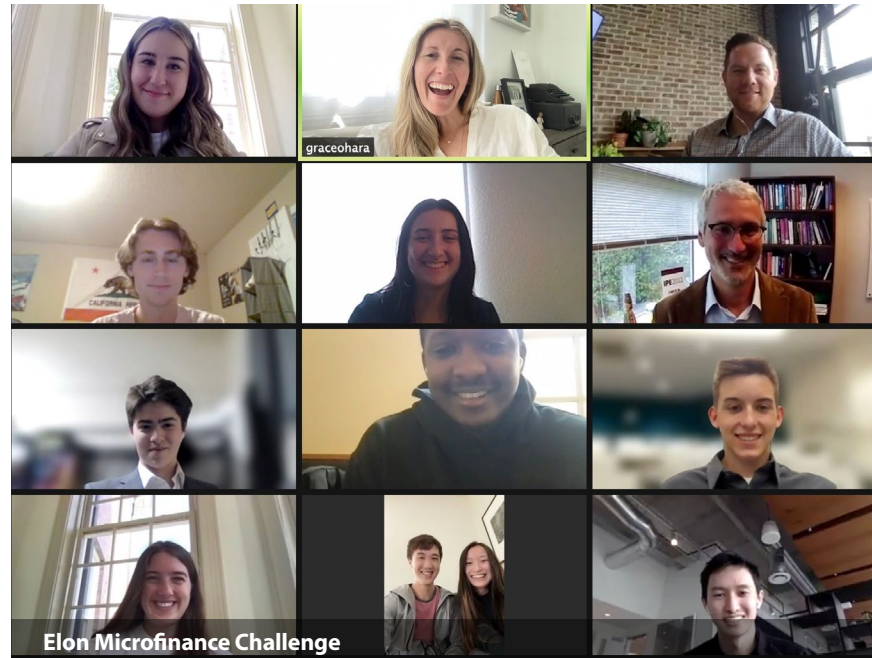
Hosted by AMA Triangle

Competitors: Alexandra Cope '24, Rachael Davis '24 (member of winning team), Isabel Sachtleben '24 and Catherine McDonough '25



Elon MBA Case Competition

COMPETITIONS



Winning Team: Mark Leath G'22, Charles Rizzo G'22, Michael Strickland G'22 and Erica Walsh G'22

Elon Microfinance Challenge

Sixteen teams played the role of consultants for the nonprofit organization Seed Effect. Hosted by the Department of Economics and Elon Microfinance Initiative, this is the

first year students from other institutions participated, including Boston University, Brigham Young University (winning team), University of Texas at Austin, University of Massachusetts Dartmouth, Wake Forest University, University of North Carolina at Chapel Hill, College of William and Mary, and Georgetown University.

Second place: David Sawyer '23, Jack Shea '23, and Ryan Merrigan '25

Third place: Gwen Hollingsworth '23, Julianne Jarek '23 and Jane Ragland '23

UrbanPlan Competition

The one-day event, hosted by the Center for Financial Literacy and held in partnership with Urban Land Institute, challenged teams to build an urban plan and propose realistic land use solutions to a panel of real estate professionals.

Winning Team: Caitlynn Collins '24, Lily Cooper '24, Miki Radan '24, Nicole Hill '25, Elizabeth Sulley '25 and Holden Taylor '25

Elon Innovation Challenge

In this event hosted by the Doherty Center for Creativity, Innovation and Entrepreneurship, 12 teams demonstrated the uniqueness of their product or service and their ability to gain traction with users, scale their venture and sustain momentum.

Winning Team: Andrew Cohorsky '24, Patrick Fenton '24 and Yancy Longin '24 for Tide Side Clothing

WHERE IS THE CLASS OF 2022?

Organizations

ALKU
AT&T
Bank of America
BDO
BlackRock
Bloomberg
Creative Artists Agency
Datadog
Dell EMC
Deloitte
EY
FactSet

Fidelity Investments
HubSpot
JPMorgan Chase & Co.
KPMG
Macy's
Marcus & Millichap
Microsoft
Nasdaq
Northrop Grumman
PwC
Ralph Lauren
SAP
UBS
United States Army

Vanguard
Wayfair
Wells Fargo

Graduate Schools

American University of Paris
Case Western Reserve School of Law
Elon University
Embry-Riddle Aeronautical University
George Washington Law
Meredith College

New York University
North Carolina State University
Rider University
Syracuse University
University of Cincinnati
University of Georgia
University of Virginia School of Law
U.S. Army Flight School
Vanderbilt University

As of 6/21/22

STUDENT AND ALUMNI RESEARCH

Aniyah Adams '22, Madison Duchesneau '22, Kara Friske '22, Bridget Foehl '22, Cole Haecker '22, Isabella Hindley '22, Morgan Kearns '22, Kimheng Larch '22, Maria Mendoza '22, Liam O'Connor '22 and Malia Takei '22 presented senior theses at the 2022 Issues in Political Economy (IPE) conference, organized by **Andrea Sheetz '22**. IPE, the leading undergraduate research journal in economics, is co-edited by Elon University and the University of Mary Washington. Mendoza and Haecker served as the journal's editors.

Michael Keenan '16, an economic research consultant at World Bank Group, received the 2021 T.W. Schultz Award for Best Oral Contributed Paper by a Scholar Under 40 from The International Association of Agricultural Economists (IAAE) for "Rethinking the Link between Production Diversity and Dietary Diversity: Theory and Evidence." Keenan also received the IAAE's Uma Lele Prize for Best Contributed Paper on Gender for "Investment Decisions and Gender in Agricultural Households: Evidence from a Lab-in-the-Field Experiment in Rural Tanzania."

Ifeoma Udeh, associate professor of accounting, and **Naomy Thiombiano '19**, an MBA candidate at the International University of Japan, co-authored "An examination of a pragmatic approach to minimizing underreporting of time," which was published in Managerial Auditing Journal.

Brian Lyons, associate professor of management, and Robert Moorman, Frank S. Holt Jr. Professor of Business Leadership, presented "Antecedents and Contextual Influences of Applicant Ghosting and Reneging Behaviors," at the 2022 Society for Industrial and Organizational Psychology conference. The research was co-authored



Malia Takei '22 with Martha and Spencer Love Professor of Economics Steve DeLoach

with **Alina Prengel '20**, a Master in Management candidate at the University of Mannheim.

Liam O'Connor '22 and **Lilly Rothschild '22** presented their research on strengthening user trust on a digital landscape and in practicality on a community level at the Foundation for International Education's 2022 Student Global Leadership Conference.

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

► "The Success of Soap-Making: How Entrepreneurial Training in Ugandan Refugees Impacts Their Outcomes in Village Savings and Loan Associations" Aniyah S. Adams '22 (Mentor: Martha and Spencer Love Professor of Economics Steve DeLoach)

► "Productivity in the National Basketball Association: The Effects of Rest Time and Age in the Regular Season on Postseason Productivity" William Davies '22 (Mentor: Associate Professor of Economics Douglas Redington)

► "Measuring the Effect a Woman's Age at First Birth has on Income" Madison Duchesneau '22 (Mentor: Professor of Economics Casey DiRienzo)

► "Size, Specialization, and Venture Capital Returns" Matthias L. Ferring '22 (Mentor: Associate Professor of Finance Adam Aiken)

► "The Predictive Ability of Cognitive and Non-Cognitive Skills at Kindergarten Entry on Fifth Grade Achievement" Bridget Foehl '22 (Mentor: Associate Professor of Economics Katy Rouse)

► "The Gender Difference in Test Scores and Teacher Grades in ECLS-K:2011: The Role of Noncognitive Skills" Kara L. Friske '22 (Mentor: Associate Professor of Economics Katy Rouse)

STUDENT AND ALUMNI RESEARCH



Issues in Political Economy conference

- ▶ “Women’s Family Planning Access and its Impact on Income Generating Activity in Southwest Kenya: An Individual Level Analysis” Cole Haecker ’22 (Mentor: Professor of Economics Casey DiRienzo)
- ▶ “The Effects of Farmland Preservation on Residential Property Value in Hunterdon County, New Jersey” Kyle F. Hensler ’22 (Mentors: Assistant Professor of Economics Brooks Depro & Associate Professor of Geography and Environmental Studies Ryan Kirk)
- ▶ “The Impact of Integrity Versus Competence-Based Corporate Social Responsibility Violations and Repair Strategies on the Perceived Authenticity of the NBA” Kylee N. Herbert ’22 (Mentor: Assistant Professor of Marketing Chris Nelson)
- ▶ “The Impacts of Mental Illness on Employment Status” Jack Heretz ’22 (Mentor: Assistant Dean of Global Education and Professor of Economics Mark Kurt)
- ▶ “The Effect of Secondary School Teacher Expectations on Student Enrollment in Post-Secondary Education – A Gender-Specific Analysis” Isabella K. Hindley ’22 (Mentor: Associate Professor of Economics Katy Rouse)
- ▶ “Accumulating Consequences of Sexual Violence: Age of First Experience on Human Capital” Morgan J. Kearns ’22 (Mentor: Professor of Economics Casey DiRienzo)
- ▶ “An Analysis on the Relationship Between Alcohol Consumption and Labor Market Outcomes” Kimheng Larch ’22 (Mentor: Assistant Dean of Global Education and Professor of Economics Mark Kurt)
- ▶ “ESG Practices and Company Debt Structure in the Chemical Industry” Moritz Lederer ’22 (Mentor: Assistant Professor of Management Scott Hayward)
- ▶ “The Effect of the Gender Pay Gap on Economic Growth” Olivia Leggett ’22 (Mentor: Assistant Professor of Economics Brandon Sheridan)
- ▶ “Investigating Environmental Outcome Convergence in North Carolina” Jack O. Libby ’22 (Mentor: Assistant Professor of Economics Brooks Depro)
- ▶ “Impact of Abortion Clinic Closures on Evictions” Maria J. Mendoza ’22 (Mentor: Associate Professor of Economics Steven Bednar)
- ▶ “The Use of Paycheck Protection Program Loans for Small Businesses in Central North Carolina” Dana L. Miller ’22

(Mentor: Professor of Accounting Susan Anderson)

▶ “An Analysis of the Relationship Between Right-to-Work Laws and Reduced-Price Lunch Participation” Benjamin T. O’Connor ’22 (Mentor: Assistant Dean of Global Education and Professor of Economics Mark Kurt)

▶ “An Analysis on the Relationship between Public Library Innovation and Social Capital” Liam O’Connor ’22 (Mentor: Martha and Spencer Love Professor of Economics Steve DeLoach)

▶ “Measuring the Economic Value of Walkability” Charles N. Purrington ’22 (Mentor: Assistant Professor of Economics Tonmoy Islam)

▶ “An Analysis on the Relationship between Legalized Gambling and Crime Rates” Campbell W. Shepard ’22 (Mentor: Associate Professor of Economics Douglas Redington)

▶ “The Relationship Between the 2008 Recession and Birth Rates in the United States” Malia J. Takei ’22 (Mentor: Martha and Spencer Love Professor of Economics Steve DeLoach)



Liam O’Connor ’22 and Lily Rothschild ’22 at the Student Global Leadership Conference

MAKING AN IMPACT



Entrepreneurship for the Greater Good

The Martha and Spencer Love School of Business strives to prepare graduates to lead extraordinary lives with the skills and aspiration to make the future better for the organizations and communities in which they serve. During our students’ time at Elon, we ask them to examine the role of business in society and how to navigate challenges. Through discussions, guest speaker presentations, events, research, case studies and service projects, students explore how businesses can create positive social impact and serve the greater good. Students are encouraged to look beyond profit and address how businesses can deliver value to all stakeholders.

HR STUDENTS APPLY STRATEGY SKILLS IN CONSULTING PROJECTS

As part of the Human Resource Management Strategy and Consulting course taught by Associate Professor of Management Brian Lyons, students applied their HR and business strategy knowledge to complete service-based projects addressing organizational needs for Habitat for Humanity of Alamance County, Open Door Clinic of Alamance County, Elon’s Accelerated 3+1 Dual Degree program and Elon’s Office of Human Resources. Projects included developing a training manual for use in

the onboarding process for new volunteers; creating a standardized process from pre-hire to post-hire with a diversity, equity and inclusion manual for the hiring process; revising a program’s existing competency model for student success; redeveloping and improving an employee handbook; and conducting a benefits benchmarking study for full-time employees.

“This was truly one of the most influential parts of my Elon experience, as I was able to see how my work and knowledge helped our community in a real and impactful way,” Maddie Ohlweiler ’23 said.

MAKING AN IMPACT

ENTREPRENEURSHIP COURSE HELPS LOCAL BUSINESSES

Students in the Entrepreneurship for the Greater Good course collaborated with Burlington Downtown Corporation, EarlyGroove, Burlington Woman's Club and Burlington Beer Works to analyze needs, complete research and create deliverables to be used to grow businesses in the local area.

"A key facet of social innovation and social entrepreneurship is learning to listen to others," said Doherty Emerging Professor of Entrepreneurship Elena Kennedy, who taught the course. "It's important to get our students interacting and working in partnership with people seeking to create things in our community."

Student projects included a promotion for locally-owned restaurants, collecting community data for a proposed social district and a startup business listing app, and creating a fundraising campaign.



Black Entrepreneur Initiative at Elon

BEI@ELON AIMS TO SUPPORT BLACK CREATIVES

The Black Entrepreneur Initiative at Elon (BEI@Elon) is building a community for Black entrepreneurs and creatives. Launched in summer 2021 by the Doherty Center for Creativity, Innovation and Entrepreneurship and led by Kobie Williams '22 and Soniyah Robinson '23, Elon's BEI chapter supports Black students, faculty, staff and alumni in their entrepreneurial journey with networking, workshops, resources and mentorship.

"We aim to remind people how important Black entrepreneurship is," Robinson said. "It's foundational to our society and this campus."

NET IMPACT PANEL EXPLORES GROWTH IN ESG INVESTING

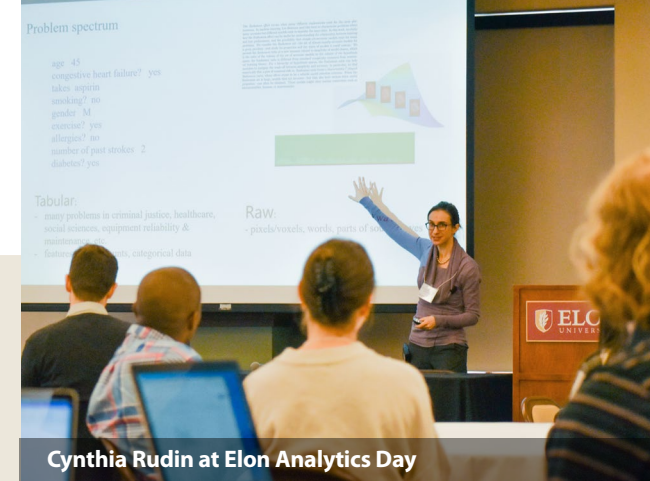
Adam Bernstein '13, ESG/impact analyst at Gitterman Wealth Management; Peter Lupoff, CEO of Net Impact and GOOD Institute; and Kevin Trapani, CEO of The Redwoods Group and Love School of Business executive-in-residence, offered insights into the growth of corporate social responsibility and environmental, social and governance (ESG) investing during an event hosted by Elon's chapter of Net Impact. The panelists discussed stakeholder capitalism and sustainable investing, noting there is a high correlation between high performance on ESG metrics and high financial returns. They expressed stakeholders expect businesses to show a positive contribution to society and that sustainable investing is just one avenue to push impact.

"The dollars you put to work drive change," Lupoff said. "Through how we participate in capital markets — through investment, consumption, who we work with and why — we can hasten change in business."

CREATING A COMMUNITY FOR UNDERREPRESENTED STUDENTS

Recognizing a need to help current and future underrepresented students have a more supportive experience in the Love School of Business, Dinora Guadarrama Flores '21, A'Shaela Chaires '22 and Jovani Mendez-Sandoval '22 worked with the Office of the Dean to create the Underrepresented Business Student Alliance Network (UBSAN), which strives to build a social, academic and professional support network for underrepresented business students and be a voice for diversity and inclusion in the Love School of Business.

As the Love School of Business' first Diversity Ambassadors, Chaires, Mendez-Sandoval and Christopher Lee '23 led the UBSAN initiative this year, which included networking events with organizations such as PwC, CDW, Cisco and Lenovo; partnering with student organizations and the Porter Family Professional Development Center to coordinate diverse guest speakers; hosting social events for community building; and facilitating a peer mentorship program.



Cynthia Rudin at Elon Analytics Day

ANALYTICS DAY FOCUSES ON IMPACT OF ANALYTICS IN SOCIETY

Elon Analytics Day, hosted by the Center for Organizational Analytics, explored the ethical and risk management concerns that arise from machine-learning models and artificial intelligence applications and how analytics can support social good.

Cynthia Rudin, director of the Interpretable Machine Learning Lab at Duke University and recipient of the Squirrel AI Award for Artificial Intelligence for the Benefit of Humanity and Guggenheim Foundation Fellowship, and Patrick Hall, principal scientist at BNH.AI, discussed the need for transparency, interpretability and accountability when using AI, particularly when used in high-stakes decisions in domains such as criminal justice and health care.

Natalia Summerville, formerly with the Advanced Analytics Center of Excellence at SAS Institute, shared how prescriptive analytics applications helped Wake Med Mother's Milk Bank, Durham Public Schools, Cleveland

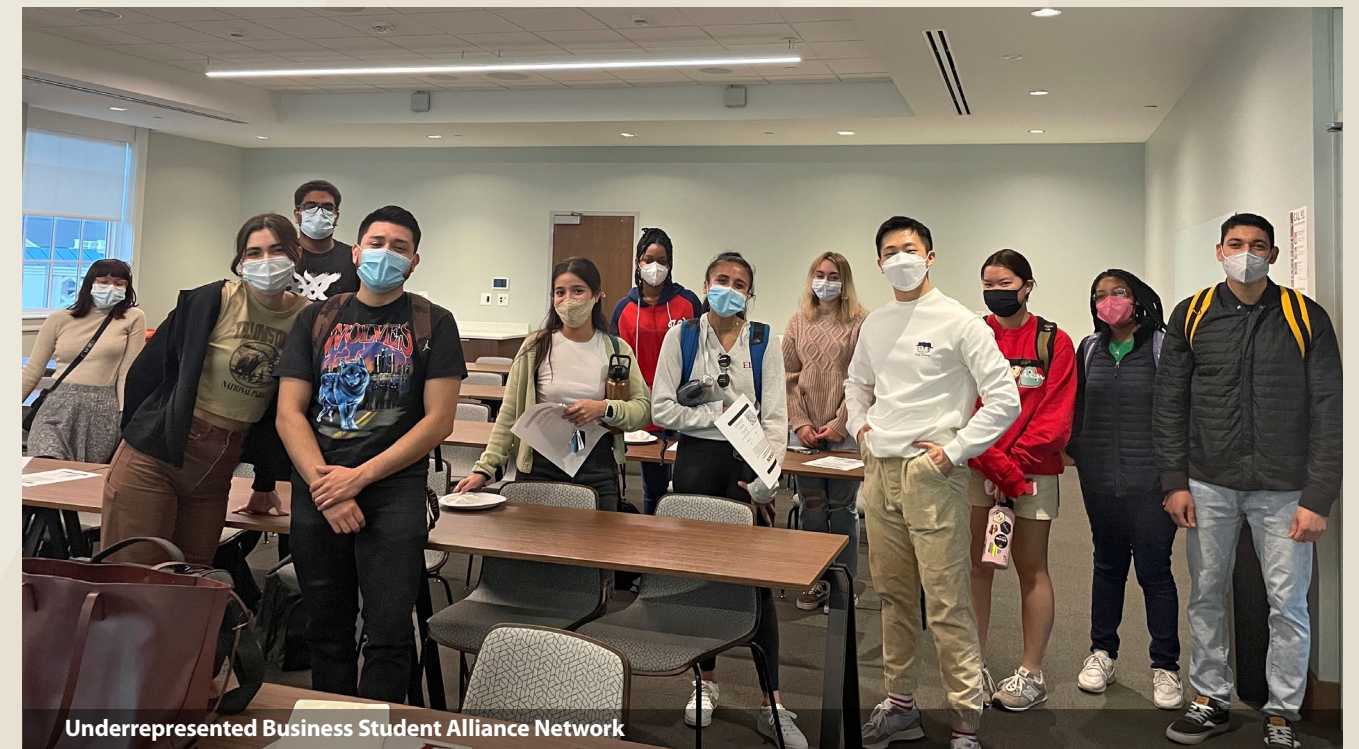
Clinic and Boston Public Schools optimize their limited resources to achieve their goals, while Lauren Davis, professor in the Department of Industrial & Systems Engineering at North Carolina Agricultural and Technical State University, presented predictive and descriptive models to apply in hunger relief supply chains to optimize distribution to ensure equity and improve food access.

EXAMINING THE PROBLEM OF POVERTY

In the Economics of Poverty course taught by Associate Professor of Economics Steven Bednar, students discussed what it means to be poor, analyzed how poverty is measured and reviewed anti-poverty campaigns, including the Earned Income Tax Credit and Supplemental Nutrition Assistance Program.

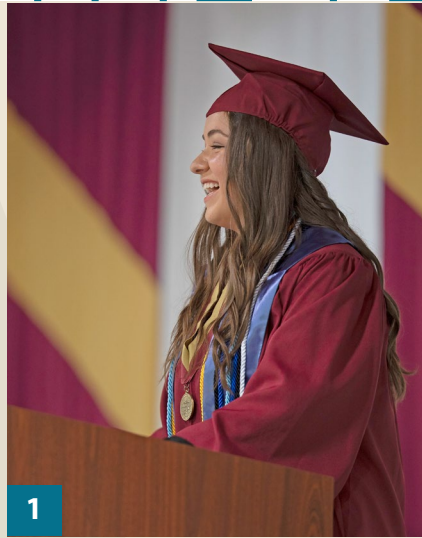
Students also partnered with local nonprofits to gain insight into services related to housing and identify gaps or overlaps in services they provide.

"Through [this course], I was able to broaden my knowledge of poverty and economic hardships faced locally and globally," Sarah Dawkins '25 said. "Working directly with local organizations, such as shelters and food banks, put into perspective how severe poverty is in areas surrounding Elon, and helped me understand the best ways to help."



Underrepresented Business Student Alliance Network

THE YEAR IN REVIEW



1

SEPTEMBER

Accounting and finance students networked with employers at a virtual **Meet and Greet**.

Junior and senior finance majors participated in a **Finance Mock Super Day** hosted by the Porter Family Professional Development Center and William Garrard Reed Finance Center.

Students learned about Elon's 15+ business-focused student organizations during a **Meet and Greet** with club representatives.

1 | Members of the Class of 2020 returned to Under the Oaks for their pandemic-delayed **Commencement celebration**.

In the first session of the **LSB Data Camp** series hosted by the Center for Organizational Analytics, students examined data visualization concepts and learned how Tableau can help make sense of large datasets.

OCTOBER

2 | **Thom Ruhe**, CEO and president of NC Idea, received the Elon University **Medal for Entrepreneurial Leadership** in a ceremony hosted by the Love School of Business and Doherty Center for Creativity, Innovation and Entrepreneurship. The medal recognizes an individual who is a leader in their industry and exemplifies the values of Elon University — integrity, innovation and creativity, passion for lifelong learning, and a commitment to building a dynamic



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community. In his address, Ruhe said both entrepreneurship and philanthropy have informed his worldview because of what can be accomplished from an economic empowerment standpoint.

Dave Porter P'11 P'19, chair of the Elon University Board of Trustees and owner and managing partner of Baystate Financial, offered personal finance lessons to students in a "Lessons in Managing Money" presentation hosted by the Center for Financial Literacy.

Beta Alpha Psi initiated a dozen students during a virtual ceremony.

Love School of Business alumni **Tim Buckley '06**, Google; **Wes Brewer '16**, PwC; **Vincent Scozzari '16**, Richard Bernstein Advisors; **Rachel Cantlay '17**, The Coca-Cola Company; **Caroline Perry '18**, BlackRock; and **Hannah Quinlan '19**, Three Ships; spoke to students during an **LSB Chat with Alumni** virtual panel about how the Love School of Business prepared them for their careers.

An **LSB Data Camp** session covered basic concepts behind data mining and machine learning.

NOVEMBER

3 | In a ceremony held during Homecoming & Reunion Weekend, President Connie Ledoux Book presented **Steven L. Ellington '80**, president of Trivantage, LLC, with the Distinguished Alumnus of the Year Award and **Priscilla Awkard '95**, vice



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president at Coastal Credit Union, with the Distinguished Service to Elon Award.

Michael Francis, director of AT&T's B2B Sales Development Program, shared his six principles for sales leadership during the Chandler Family Professional Sales Center's **Sales Speaker Series**.

Sheryl Battles P'23, vice president of global diversity, inclusion and engagement for Pitney Bowes, presented "The Present & Future of DEI in the Workplace" to students, faculty and staff.

Students learned the core concepts in web-based analytics in an **LSB Data Camp** session.

JANUARY

4 | Sophomore **Business Fellows** traveled to the United Arab Emirates as part of the Business and Culture of the UAE course. They attended EXPO 2020 Dubai as well as lectures at S.P. Jain School of Global Management and visited several sites including Sheikh Mohammed Center for Cultural Understanding, Al Shindagha Museum, Bur Dubai Souks and Louvre Abu Dhabi.

FEBRUARY

Students networked with employers at the **Accounting Meet the Firms, Sales Meet and Greet, Diversity and Inclusion Networking Event (DINE)** and **Network @ Night** events hosted by the Student Professional Development Center.



3 Steven L. Ellington '80 (left)



3 Priscilla Awkard '95 (center)

An **LSB Data Camp** session introduced students to R programming.

MARCH

Students learned about opportunities with Certified B Corporations at the **B the Change: How to Align Purpose with Profits** virtual event.

An **LSB Data Camp** session examined concepts of data mining with a special focus on textual data.

APRIL

The Doherty Center for Creativity, Innovation and Entrepreneurship, BEI@Elon and the Center for Race, Ethnicity and Diversity Education, with additional support from NC IDEA, the Elon Black Alumni Network and the Black Student Union, presented **Black Innovation Matters**, a virtual event discussing "Black Wall Street" and how to honor the past

while amplifying the future. Speakers included **Xavier Bryant '20**, founder of cuXtom kiX; **Jay Jones**, entrepreneur, author and founder of the "Black Entrepreneur Blueprint" podcast; and **Shante Williams**, capital activist, impact investor, author and fintech founder.

5 | Senior **Business Fellows** traveled to Washington, D.C., to network with alumni and meet with professionals including **Dan Baum**, Obama Foundation; **Marlena Chertock**, World Resources Institute; **Anna Clarkson '18**, NPR; and **Jaclyn Porfilio**, Department of Commerce.

Beta Alpha Psi welcomed six new members during a virtual initiation ceremony hosted by the BAP national office.

Omicron Delta Epsilon inducted two dozen students. Associate Professor of Economics **Katy Rouse** delivered the keynote address, speaking on the benefits of economics and the wide range of opportunities available with a degree in the field.



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6 Doug Spencer '16

6 Ryan Vet '13

Ryan Byrnes '10, senior manager at Zoom, provided career insights for students during a Chandler Family Professional Sales Center **Sales Speaker Series** presentation.

6 | During the **Top 10 Under 10 Alumni Awards** ceremony, Love School of Business alumni **Ryan Vet '13**, entrepreneur, consultant, investor and instructor, and **Doug Spencer '16**, co-CEO of Bold Xchange, were among the award winners honored for their professional success, continuous work to better their communities and service as loyal alumni role models.

Sigma Iota Epsilon initiated 27 undergraduate students and 12 graduate candidates.

The Center for Financial Literacy hosted **John Hill '76**, retired CEO at Pinnacle Advisory Group and Elon trustee, who shared with students the most common financial mistakes he sees and how to build an effective financial foundation.

THE YEAR IN REVIEW



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7 | The Love School of Business celebrated the accomplishments and service of students, faculty and staff with the presentation of **Academic Achievement Awards** and **Dean's Awards** during the school's annual awards program.

Students learned the basics of Robotic Process Automation in the final **LSB Data Camp** session of the year.

MAY

8 | **Richard Bright '22**, **Patrick Brundidge Jr. '22** and **Austin Stillman '22** were commissioned as second lieutenants into the U.S. Army during a ceremony held in Holt Chapel.

Beta Gamma Sigma inducted 50 students and three faculty members and presented Lecturer **Chris Baker G'88** with the chapter's Professor of the Year award. Chapter honoree **Derek Steed**, senior vice president, secretary and general counsel at Glen Raven, spoke about responsible leadership in the keynote address.

The **Elon Sales Leadership Dinner** honored top professional sales students and presented **Jack St. Pierre '22** with the Earl D. Honeycutt Jr. Sales Leadership Award.

9 | The **International Business Dual Degree Class of 2022** received stoles in a ceremony recognizing students' achievements, including earning two degrees from two institutions in four years.

During the **Love School of Business Graduate Programs dinner** for the Class of 2022, **Rynita Julien G'22** received the Richard H. Behrman Award, **Dean Anzalone '21 G'22** received the Susan E. Anderson Award and **Maxwell Ferrari '21 G'22** was named MSBA Student of the Year.

10 | Graduates from the Elon MBA, M.S. in Accounting, M.S. in Business Analytics and M.S. in Management programs received their hoods and degrees in a **Commencement ceremony**. In her keynote address, **Carol Cunningham**, vice president of consumer insights and



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business strategy at BET, pressed the Class of 2022 to "lead with boldness."

11 | Members of the **Business Fellows Class of 2022** reflected on their time in the program during a medallion ceremony celebrating their achievements.

12 | In the 132nd undergraduate **Commencement ceremony**, author and speaker **Hilary Corna '07** urged graduates to forge their own paths instead of following in the footsteps of previous generations of college students who haven't endured the "most colossal shift in the last century."

SUPPORT TRANSFORMATIVE LEARNING THROUGH THE LSB ANNUAL FUND

Philanthropic support is essential to maintaining the unique student experience within the Love School of Business. Alumni, parents and friends who support the school and its designations enrich 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 comprehensive fundraising effort to support student scholarships, engagement opportunities, mentors who matter and Elon's iconic learning environment. To support the LSB, visit elon.edu/makeagift.

FACULTY & STAFF NEWS



Thibaut Morillon, assistant professor of finance, received a 2021 Emerald Literati Award for Outstanding Paper for "Do Mergers

and Acquisitions Affect Information Asymmetry in the Banking Sector?" His co-authored article, published in *Managerial Finance*, was selected by the journal's editorial team as the most impressive piece of work published by the journal in 2020.



Katy Rouse, associate professor of economics, received the 2021 Journal of Policy Analysis and Management's

Excellence in Refereeing award for her contribution in providing the journal with timely, constructive and insightful refereeing service over the past publication year.



Hani Tadros, associate professor of accounting, was appointed director of the International Business Dual Degree program. He succeeds Professor of Economics

Mark Kurt, who moved into the role of assistant dean of global education in the Isabella Cannon Global Education Center. Tadros oversees the program's curriculum and academic standards, serves as students' academic advisor, partners with campus centers to prepare students for success and leads community activities.



Alyssa Martina, director of the Doherty Center for Creativity, Innovation and Entrepreneurship, was named a Faculty Innovation Fellow after completing the two-year program managed by

the University Innovation Fellows program at Stanford University's Hasso Plattner Institute of Design (d.school).

RETIRING FACULTY



Since joining Elon in 1998, Senior Lecturer **Paula Weller** taught undergraduate and graduate accounting courses, spearheaded the Writing Excellence Initiative for the Department of Accounting, mentored the 2011 Institute of Management Accounting (IMA) Student Case Competition winning team and led department efforts to promote the Certified Management Accountant designation to students. She received the Martha and Spencer Love School of Business Dean's Award for Exemplary Service, won an IMA Educational Case Journal Ethics Case Competition, placed second in a Summer IMA Case Writing Competition and received a North Carolina Association of CPAs Outstanding Conference Speaker award. Her scholarship has been published in *IMA Educational Case Journal*, *Advances in Business Research*, and *International Business and Economic Research Journal*.

"Dr. Weller is pragmatic, encouraging and quick to laugh. As a student, I appreciated Dr. Weller's strong focus on writing for business and on management and cost accounting. I use the principles I learned from her in my job each day." — Christina Byrd Hanco '18

NEW FULL-TIME FACULTY & STAFF



Chris Baker G'88
Lecturer in Finance



Manoj Chari
Assistant Professor of Business Analytics and Director of the Center for Organizational Analytics



Beth McCain
Lecturer in Accounting



Smaraki Mohanty
Assistant Professor of Marketing



Kacey Gwynn
Program Assistant



Rick Hackworth
Lecturer in Management



Drew Peabody
Assistant Professor of Finance



Lakeisha Vance
Lecturer in Management

DEAN'S AWARDS

Excellence in Teaching



Brooks Depro
Assistant Professor of Economics



Long Xia
Assistant Professor of Management Information Systems

Exemplary Service — Faculty



Brittany Mercado
Assistant Professor of Management



Brandon Sheridan
Assistant Professor of Economics



George Talbert
Assistant Professor of Marketing

Excellence in Scholarship



Thibaut Morillon
Assistant Professor of Finance



Ifeoma Udeh
Associate Professor of Accounting

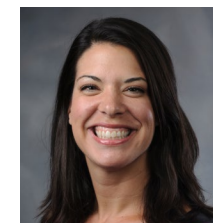
Exemplary Service — Staff



Alyssa Martina
Director of the Doherty Center for Creativity, Innovation & Entrepreneurship



Jenny Gonzalez
Interior Designer



Holly Hodge
Director of Interior Design

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Higher Education Works

Jason Cox
The Monroe Companies

Ashok Dinakaran
A&D Real Estate Holdings

Ed Doherty P'07
Doherty Enterprises

Joan Doherty P'07
Doherty Enterprises

Lou Anne Flanders-Stec
Launch Greensboro;
Greensboro Chamber of
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Zonkd Inc.

Elizabeth Greenberg '14
CharlesIT; EFG Marketing

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The Eighth Notch

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Paul Koonts
Oertel, Koonts & Oertel PLLC

Paige Mullis
Glen Raven

Robert Neff
Author, entrepreneur &
business executive

Eleanor Reid
Reid & Company, LLC

Christie Soper
Retired

Craig Stone '90
HireNetworks, Inc.

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

Ryan Vet '13
Leadership speaker and
consultant

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
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University

Jeff Schlossnagle '97
Omnicell

Economic Consulting Major

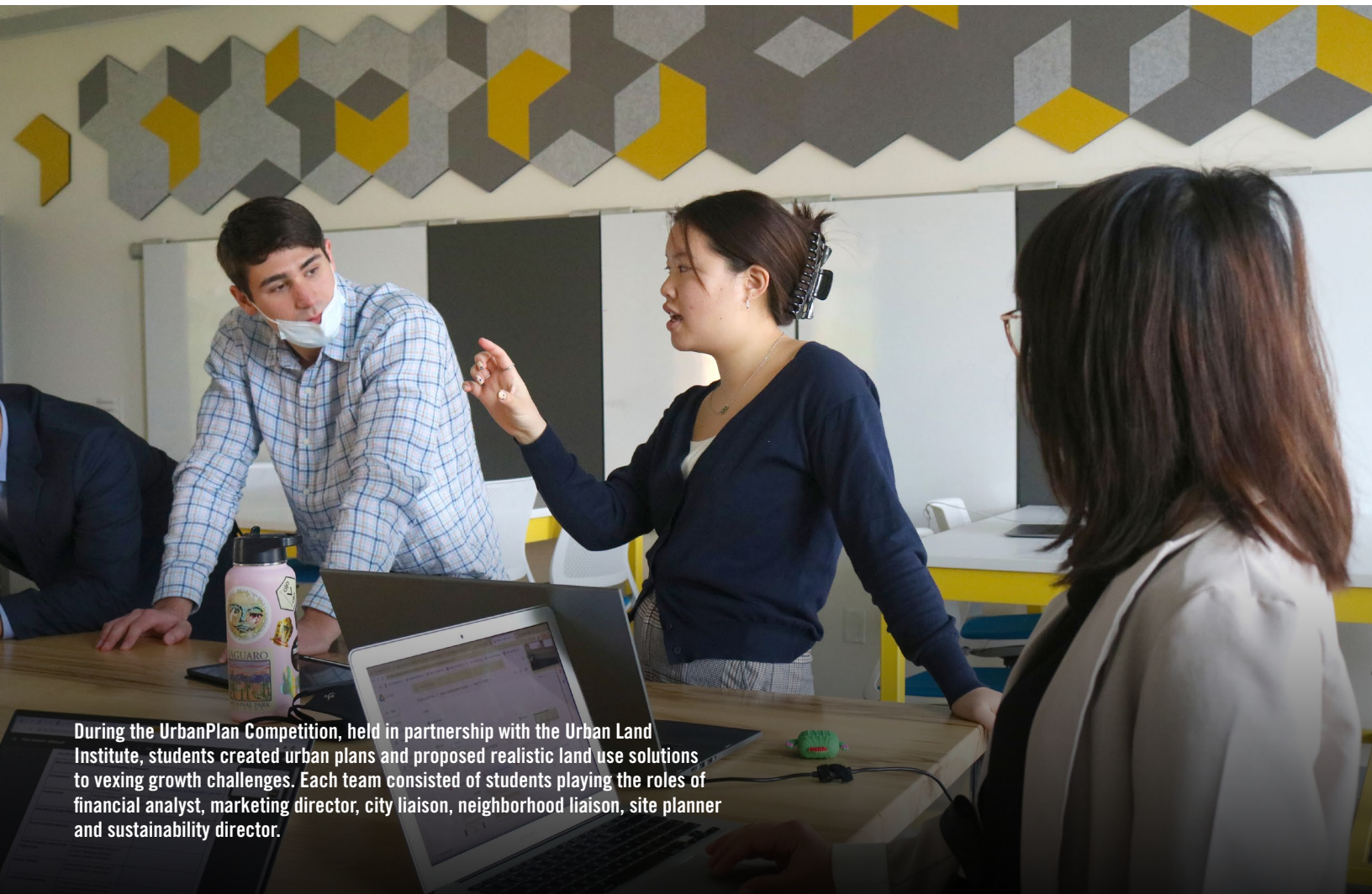
Omolola Amoussou
African Development Bank

Katie Ballard-Bloomfield
Meta

Holly Brueggman '17
NERA Economic Consulting

Mark Buckley
ECONorthwest

Adam Crouch '12
BHG Financial



During the UrbanPlan Competition, held in partnership with the Urban Land Institute, students created urban plans and proposed realistic land use solutions to vexing growth challenges. Each team consisted of students playing the roles of financial analyst, marketing director, city liaison, neighborhood liaison, site planner and sustainability director.