



ELON
UNIVERSITY

MARTHA AND SPENCER LOVE

School of
Business

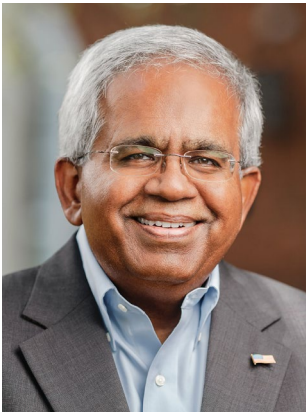
ANNUAL REPORT
2022-23



Making a Difference is Our Bottom Line



DEAN'S
MESSAGE



Dear Alumni and Friends,

You'll find it impossible to walk the halls of the Koury Business Center and Sankey Hall at Elon University and not sense the energy and ambitions of a business school community that embraces experiential learning and a commitment to service. Here, mentoring matters. Here, relationships matter. Here, ethics matter. And as we all know, there is no better way to teach than to lead by example.

It is with that in mind that I'm delighted to present the academic year 2022-2023 annual report from the Martha and Spencer Love School of Business. My pride is stronger than ever in all that our students, faculty, and staff accomplish, and this year's issue shares their stories. While we certainly focus day-to-day on teaching business, we also constantly remind students that their role in life is to make our world a better place.

In the pages ahead, you'll read how Dr. Casey DiRienzo builds awareness of human trafficking for our students by working with the advocacy group Saving Jane. Dr. Chris Harris and his students in the Center for Financial Literacy empower audiences and clients to take control of their personal finances. Dr. Elena Kennedy leads a course, Entrepreneurship for the Greater Good, that has worked with business owners and job creators across the region to build a more robust economy.

Finally, it would be a missed opportunity not to showcase the way in which our graduates carry these values into the world. You will read about Grace O'Hara Mcllvoy '18, whose Honors thesis while a student paved the way for her career in sustainable international development.

I hope you enjoy these profiles. And do come visit us! Meet our students, connect (or reconnect) with our faculty and staff, and feel for yourself the boundless energy that leads to so many noteworthy outcomes. Lunch is on me.

Sincerely,

Raghu Tadepalli
Dean and Professor of Marketing
Martha and Spencer Love School of Business

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◀ **Hello from The Big Apple**
Business Fellows with career interests in marketing and finance traveled to New York City in April 2023 for a series of company visits hosted by Elon University graduates building successful careers with those firms. The Fellows were joined by Lincoln Financial Professor Tina Das, Professor Raj Gupta, and Brooke Buffington, Elon University's assistant vice president for the Student Professional Development Center.

UNDERGRADUATE	
Accounting	122
Business Analytics	246
Economics	99
Economic Consulting	36
Entrepreneurship	140
Finance	538
Human Resource Management	23
International Business	169
Management	52
Marketing	421
Project Management	82
Supply Chain Management	20
TOTAL	1948

3+1 PROGRAMS	
Accounting	4
Business Analytics	15
TOTAL	19

PARTICIPATION IN HIGH IMPACT PRACTICES CLASS OF 2022		
	Elon University	Love School of Business
Study Abroad	44%	49%
Study USA	8%	4%
Service	81%	76%
Research	23%	12%
Leadership	59%	54%
Internship	82%	97%

CLASS OF 2022 PLACEMENT DATA 9 MONTHS AFTER GRADUATION			
	Employed	Both	Grad School
Love School of Business	86.5%	4.4%	6.2%
Accounting	86.8%	13.2%	0%
Business Analytics	100%	0%	0%
Economics	73.3%	3.3%	20%
Economic Consulting	70%	10%	10%
Entrepreneurship	77.5%	2.5%	10%
Finance	95.1%	2.1%	2.1%
Human Resource Management	100%	0%	0%
International Business	76.9%	7.7%	10.3%
Management	88.1%	5.1%	5.1%
Marketing	87.6%	2.5%	6.6%
Project Management	83.3%	0%	16.7%
Supply Chain Management	100%	0%	0%

97.1% employed and/or in graduate school

GRADUATE	
JD/MBA	10
MBA	45
MS Accounting	8
MS Business Analytics	17
TOTAL	80

INTERNATIONAL BUSINESS DUAL-DEGREE PROGRAM	
Elon Students Abroad at Partner Schools	8
Students from Partner Schools at Elon	14
Elon Students in Pipeline to Attend Partner School	17

FULL-TIME FACULTY 2022-23	
Assistant Professor	18
Associate Professor	24
Professor	9
Lecturer	18
TOTAL FULL-TIME	69

HIGHLIGHTS
FROM
2022-2023

Foundation honors Elon administrator with new award

Alyssa Martina, director of the Doherty Center for Creativity, Innovation and Entrepreneurship, was the inaugural recipient of the Algernon Sydney Sullivan Foundation's newly established Engaged Faculty & Staff Award, which "honors a faculty or staff member at a Sullivan partner school for their extraordinary engagement in Sullivan Foundation programming."

Martina has accompanied Elon students to foundation retreats and participated in faculty & staff workshops focused on best practices for teaching social entrepreneurship and innovation. The foundation partnered with Martina on the Elon Innovation Challenge in 2020, and Martina has attended and facilitated students at the foundation's study abroad program in France. "The expertise, collegiality, and engagement that Alyssa offers when working with the Foundation sets a high standard of excellence for other partner-scholars," said Jody Holland, the Sullivan Foundation's faculty engagement specialist.



Alyssa Martina

Adam Aiken named Wesley R. Elingburg Professor of Finance



Associate Professor Adam Aiken has been named the Wesley R. Elingburg Professor of Finance, succeeding Professor Wonhi Synn, who had held the professorship since 2016. Aiken's research interests include asset management, financial institutions, and performance measurement with a particular focus on hedge funds with research featured by The Economist, The Financial Times, Alpha, and Reuters, among other media outlets. Business education news outlet Poets&Quants named Aiken to its 2020 list of the top undergraduate business professors. He received the Martha and Spencer Love School of Business Dean's Award for Excellence in Scholarship in 2019 and 2020.

From left: Dean Raghu Tadepalli, Adam Aiken, and Elon University President Connie Ledoux Book

Praise for the Elon MBA

The Princeton Review ranked the Martha and Spencer Love School of Business as one of the best business schools in the country for 2023 based upon the quality of its on-campus MBA program. The annual guide of top graduate business programs draws 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. From the guide: "Elon University's Martha and Spencer Love School of Business has a 'great reputation' as 'a specialized MBA for full-time working professionals.' Students praise Elon's 'leadership philosophy,' 'learning culture,' and 'great program flexibility.'"



“

Conviction rates are low. It's a high-profit, low-risk crime. One of the primary reasons it's growing is that people are largely unaware it happens.”

—Professor Casey DiRienzo

THE EDUCATOR

Casey DiRienzo wants business students to recognize signs of human trafficking, know where it is found in supply chains, and what to do if they encounter victims. Her colleagues are happy to help.

Among the fastest growing international crimes is one that might be staring you in the face: human trafficking.

Victims can be factory workers or nail salon stylists. They can be found in hotels and restaurants and landscaping crews and massage parlors. They can be nannies who walk children to school. And they can be exploited for commercial sex.

Traffickers prey upon the marginalized who are promised a good job and a better life before force, fraud, or coercion lead to work for little to no pay in deplorable conditions. Seventy percent of trafficked individuals are women and children in what the U.S. Department of Homeland Security estimates is an industry with \$150 billion in profits each year, making it the world's second-largest illicit criminal enterprise.

Over the past year, Professor Casey DiRienzo and the Love School of Business have partnered with Saving Jane, a national nonprofit with the mission of empowering survivors of human trafficking, to help educate students about the problem. Her colleagues have been more than supportive.

“The crime is out in the open!” DiRienzo says. “Conviction rates are low. It's a high-profit, low-risk crime. One of the primary reasons it's growing is that people are largely unaware it happens. Social media campaigns portray victims as white girls being held in chains behind locked doors, which is very, very rarely the case.”

Teaching business students involves the use of a gaming app created by DiRienzo in coordination with 1Huddle, a software developer focused on game-based coaching and training programs. The game quizzes Elon students on an overview of the crime, how human trafficking relates to business and supply chains, and how trafficking might exist on a college campus.

Answer questions in a timely fashion to score points. Score points to advance to the next level. Gamification is what keeps students engaged.

DiRienzo piloted the app in the 2022 fall semester, then worked with colleagues in the Department of Management and Entrepreneurship to incorporate lessons into the curriculum for a half dozen sections of “Principles of Management” during the 2023 spring semester, reaching upward of 250 students.

Raising awareness of human trafficking isn't new in higher education. What may be unique, however, is the level of cooperation within the Love School of Business. Professors at other universities have expressed surprise when DiRienzo shares how her faculty colleagues readily agreed to incorporate human trafficking lessons into their syllabi.

DiRienzo's interest in human trafficking evolved from earlier research into the effects of corruption on economic and business outcomes. She quickly discovered that corruption is “the currency of human trafficking.”

The plan now is to use the game in 2023-2024 and grow the number of Elon students who learn the signs of human trafficking. That will eventually help future employers be on guard for problems with forced labor or child labor in their supply chains at a time when social justice is a priority for many members of Generation Z.

DiRienzo, a member of the Love School of Business Faculty since 2002, was moved by lots of feedback she received in reviews of the app and her students' reflections in her human trafficking curriculum. One reflection stands out: “I didn't realize that having a mom and dad who loved me is a privilege.”

Possible Indicators of Human Trafficking (Source: Department of Homeland Security)

- Does the person appear disconnected from family, friends, community organizations, or houses of worship?
- Has a child stopped attending school?
- Has the person had a sudden or dramatic change in behavior?
- Is a juvenile engaged in commercial sex acts?
- Is the person disoriented or confused, or showing signs of mental or physical abuse?
- Does the person have bruises in various stages of healing?
- Is the person fearful, timid, or submissive?
- Does the person show signs of having been denied food, water, sleep, or medical care?
- Is the person often in the company of someone to whom he or she defers? Or someone who seems to be in control of the situation, e.g., where they go or who they talk to?
- Does the person appear to be coached on what to say?
- Is the person living in unsuitable conditions?
- Does the person lack personal possessions and appear not to have a stable living situation?
- Does the person have freedom of movement? Can the person freely leave where they live? Are there unreasonable security measures?

To Report Human Trafficking to Federal Law Enforcement: 866.347.2423

Get Help from the National Human Trafficking Hotline 888.373.7888

THE ADVISOR

Chris Harris and students who work under his direction in the Center for Financial Literacy help people better understand personal budgets and financial planning. The benefits of their work extend far beyond bank ledgers and retirement savings.

Why is it that more than four out of five Americans who responded to a recent NerdWallet survey say they overspend? And why did only a quarter of Americans in that same survey feel the need to follow a monthly budget?

Chris Harris has a theory.

"Most people imagine that they'll retire one day and live life the way they want," says the associate professor of finance and director of the Elon University Center for Financial Literacy. "When you talk to students, a majority say they'd like to one day have a family, to buy a house. They know where they are. They know where they want to go. They just don't know what it takes to get there."

Since its establishment in 2020, the Center for Financial Literacy has helped hundreds of people grow confidence in controlling their own financial futures. Harris works each semester with interns to organize and lead workshops across campus and throughout the community with partner agencies like Junior Achievement, the Rotary Club, and Jack and Jill on topics that play a role in protecting wealth: budgeting, investing, health insurance, and home buying, to name a few. The center also supports students interested in exploring wealth management and financial planning careers.

The center's mission is arguably more important than ever before. From the rise of meme stocks and investment apps like Robinhood and Betterment, to the changing market forces that are shifting consumer behavior with medical choices and home purchases, effectively managing personal finances can make all the difference in achieving life goals.

Growing up in Tennessee, Harris once aspired to coach football and teach high school social studies. It wasn't until a college course on finance explained how the value of money changes over time - something that "seemed so clear to me" - that he found his professional passion. What he teaches is inspired by his own experiences and, yes, his own mistakes.

Trust is what Harris aims to establish. "It's hard for people to find someone who will talk openly and directly about these topics and not say, 'and here's how I'll sell you the answer,'" he says. "Once people see you're trying to help, the anxiety eases."

Harris joined the Elon University faculty in 2013 and quickly embedded himself in the hands-on learning culture of the Martha and Spencer Love School of Business. He was soon consulting with The Arbor Day Foundation as a part of a study abroad course to Peru that focused on sustainable agricultural practices and the creation of a new microfinance program, and he now serves as chair of the Department of Finance.

At his core, service is what drives his work. Harris is quick to note that the leading cause of stress is personal finances. He'll point to finances as the leading cause of marital troubles. And the leading cause of substance abuse? Finances. Empowering others with knowledge to secure their financial futures leads to stronger families and communities.

"This knowledge doesn't just matter for building wealth," he says. "It matters for improving mental health and physical health and overall quality of life. It improves their overall experience of being human. Can't we simply help people to feel happier?"

“

It's hard for people to find someone who will talk openly and directly about these topics and not say, 'and here's how I'll sell you the answer.' Once people see you're trying to help, the anxiety eases.”

— Associate Professor Chris Harris



THE BUILDER

In all that she does with teaching students, Elena Kennedy's approach is simple: "A lot of what drives my work is around creating meaningful employment and economic development in rural communities."

It's tough to get a new business off the ground. It can be even tougher when you're part of historically excluded groups.

That's where Associate Professor Elena Kennedy focuses her energy at Elon University: connecting students with small business owners, often from underrepresented communities, looking to build a brighter future through the success of their fledgling enterprises.

Kennedy and two dozen students in her "Entrepreneurship for the Greater Good" course worked with the Black Entrepreneurs Collaborative in North Carolina's Alamance County during the 2023 spring semester to identify gaps in resources and knowledge that aimed to, in the words of the collaborative's mission statement, "break down barriers and empower the future of Black entrepreneurship."

In short order the students:

- Proposed a website redesign and created a fresh online presence for the organization
- Designed a marketing plan and social media guide
- Organized a budgeting tool kit
- Identified materials to assist with business succession planning

Their aim? Provide resources for all Black business owners to use when establishing new economic ventures, which in turn leads to healthier and more vibrant communities.

It's not the first time Kennedy has partnered with budding businesses and nonprofits. For the past six years, "Entrepreneurship for the Greater Good" has assisted artists, authors, bakers, brewers, homeless shelters, leadership consultants, quasi-governmental agencies, and a regional nonprofit that aids victims of domestic violence, to name just a few examples.

While Kennedy's parents encouraged her to study business in college, it wasn't until she joined Teach for America following graduation from the College of Charleston - Kennedy wasn't quite sure yet how she wanted to use her business degree - that the North Carolina native found her calling. In the Mississippi Delta, several of her middle school students saw no point in struggling through math. Why? There were few good jobs in the region and pursuing higher education would mean leaving permanently.

"For many 13-year-olds, it felt a lot easier to just stop trying in subjects that were hard if they didn't want to leave home," she recalls. "That's part of what sent me back to school. How can we create meaningful employment in communities like the one where I lived?"

A decade and a doctorate later, Kennedy's approach to "Entrepreneurship for the Greater Good" has captured national attention. In 2020, the U.S. Association for Small Business and Entrepreneurship awarded her its Social Entrepreneurship SIG Award for Excellence in Teaching. The award recognizes the work of a lecturer, professor or educator who teaches a full course in social entrepreneurship.

The USASBE's Social Entrepreneurship Social Interest Group praised Kennedy for providing students with an inside view of how entrepreneurial thinking can be applied in many environments including sustainability, social ventures, nonprofits, social change, and the founding of new ventures.

Kennedy's goal for everyone who studies entrepreneurship: develop a "bias toward action" and be driven by purpose.

"I want to help our students recognize the privileges that they have, and the opportunities they have," Kennedy said. "For a lot of us, we take for granted what we see around us. My goal is for students to understand, as they're making decisions in organizations, that not everybody has the same access and resources."

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— Associate Professor Elena Kennedy





“

Once I started my research, I thought, ‘man, the walk matches the talk,’ and I’m seeing people whose lives are being transformed.”

— Grace O’Hara McIlvoy ’18

THE INSPIRATION

The fruits of Grace O’Hara McIlvoy’s work are borne half a world away from home. As the grants and marketing manager for Seed Effect, a faith-based nonprofit headquartered in Texas, McIlvoy helps build partnerships with philanthropic foundations whose values complement her organization’s mission: educate impoverished communities on the power of microfinance to break the grip of extreme poverty.

Those partnerships allow Seed Effect to make a difference every day for South Sudanese families living in refugee settlements across northern Uganda. Since inception, Seed Effect has helped 75,000 individuals save a collective \$8 million while starting and growing businesses.

“Poverty is much more than just a lack of finance,” McIlvoy said. “It’s not just material poverty. It’s relational poverty. We’re dealing with people who had to leave their homes because of a civil war started by tribal conflict.”

A 2018 graduate of Elon University who majored in international business and minored in human service studies, McIlvoy’s path to international development traces its roots to her youth in Florida where family health scares and other losses only deepened her faith.

She learned of the “triple bottom line” – people, planet, prosperity – in a first-year Honors course. McIlvoy was then steered toward Professor Steve DeLoach in the Department of Economics where early failures in the search for an Honors thesis project eventually led her to discover Seed Effect.

What McIlvoy soon understood was the fast-changing nature of international development. Seed Effect initially worked in South Sudan using traditional microfinance programs. A civil war in 2016 forced its move to Uganda and a change to a savings & loan model, which meant McIlvoy’s thesis – by this point funded through a Lumen Prize, Elon University’s top award for undergraduate research – was a case study rather than an economic impact analysis.

No matter. “Once I started my research, I thought, ‘man, the walk matches the talk,’ and I’m seeing people whose lives are being transformed,” she said. “I knew I wanted to be a part of it.” The executive director of Seed Effect was so moved by McIlvoy’s dedication that a part-time job was offered shortly after graduation – a role that has since evolved into a series of full-time positions with increasing levels of responsibility and import.

“I know I wouldn’t be doing what I’m doing without Elon,” McIlvoy said. “The professor, and the opportunities, and the way Elon is structured with Honors and the business school, it’s been absolutely transformative to my life.”

Elon University’s connection to Seed Effect remains strong. Since 2018, DeLoach has worked with undergraduates who conduct research on the impact of microfinance using data from Seed Effect. At the same time, McIlvoy has shared Seed Effect information used by student competitors in the economics department’s annual Elon Microfinance Challenge.

DeLoach’s own consulting work for Seed Effect helped the organization secure a \$1 million grant to expand its reach in Uganda. And it all traces back to an undergraduate Honors thesis. “Wanting to do good is clearly the most important thing to Grace,” DeLoach said. “It’s unusual when a project has an effect like this on multiple generations of students.”

What started as an Honors thesis is now a career in international development for Grace O’Hara McIlvoy ’18 and a continuing line of research for a faculty mentor and Love School of Business students who have followed in her footsteps.



Jay Reno '10 honored with Elon University Medal for Entrepreneurial Leadership

“
This could not
be a prouder
moment for our
university.”

— President Connie Ledoux Book

An Elon graduate who founded a furniture subscription service that offers a flexible and sustainable alternative to ownership has been recognized with Elon's top award for entrepreneurship.

Jay Reno '10 received the 2023 Elon University Medal for Entrepreneurial Leadership in an April ceremony hosted by the Doherty Center for Creativity, Innovation and Entrepreneurship.

The Doherty Center has bestowed its award a dozen times since 2009 to an entrepreneur who is a leader in his or her industry and exemplifies the university's values — integrity, innovation, creativity, lifelong learning and building dynamic communities.

Reno's company, Feather, started in 2017 with eight orders that he managed out of his Brooklyn apartment. He soon took Feather through Y Combinator — the world's leading startup accelerator program based in Silicon Valley that backed the founders of companies like Airbnb, DoorDash, Coinbase, Stripe, and Instacart when they were just an idea.

The Elon alum went on to raise \$76 million of venture capital from some of the world's top investors, including Kleiner Perkins, Bain Capital Ventures, Spark Capital, Cobalt, NEA and others. He scaled Feather to over 150 employees and tens of millions of dollars in revenue before the company's acquisition in 2022.

Reno, who studied business administration at Elon, is now an angel investor and venture capitalist for start-ups. As a venture partner on 645 Ventures' investment and research team, he brings his operational experience to investing, focusing on product-obsessed founders building consumer, climate tech and AI businesses.

"This could not be a prouder moment for our university," Elon President Connie Ledoux Book said when presenting the medal.

National praise from Poets&Quants



Savannah Josey '23

Two of the highest achieving students in the Love School of Business were honored in the latest edition of a graduation feature published by a popular business education news source. Savannah Josey '23 and

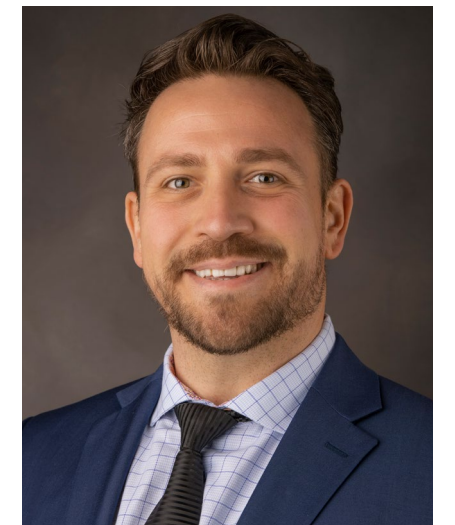
Ava Rosen '23 appear in Poets&Quants' recent "100 Best & Brightest Undergraduate Business Majors Of 2023" online showcase. The Best & Brightest list recognizes graduating seniors "who set the bar for their business school classmates."

The list features graduating seniors from Poets&Quants' Top 50 undergraduate business



Ava Rosen '23

schools. Elon's Love School of Business was ranked No. 39 in the "Best Undergraduate Business Schools of 2023" list. "Ava and Savannah stand out because not only have they strong academic credentials, but they have also made full use of the many opportunities Elon offers students to develop their leadership skills," said Dean Raghu Tadepalli. "They represent what Elon University does so very well. They are articulate, hardworking, humble, and above all ethical leaders. Both leave a rich legacy for students that follow them."



Elon professor wins international AI competition

Is it possible to use artificial intelligence to identify job candidates with leadership skills simply by reading their email responses to fictional situations in the workplace?

Such was the challenge for Assistant Professor Mustafa Akben, who developed an AI model over the winter that was more accurate than two dozen other entries in an international contest hosted by the Society for Industrial and Organizational Psychology.

The SIOP 2023 Machine Learning Competition centered on natural language processing, a subfield of artificial intelligence focused on enabling computers to understand, interpret, and generate human language most recently in headlines because of its use in ChatGPT.

Akben researches the way artificial intelligence impacts human productivity and creativity. "This achievement strengthens my dedication to excellence within the academic community at Elon," Akben said. "It's a great example for our students, illustrating the value of lifelong learning and the pursuit of success in their areas of interest."



Health analytics focus of 2023 conference

Researchers and industry experts encouraged students with an interest in business analytics to learn about data analytics applications and consider careers in health care during an annual conference hosted by Elon University's Center for Organizational Analytics.

Elon Health Analytics Day on March 31, 2023, featured insights from four speakers who discussed their work with improving hospital operations, identifying more effective medical recommendations based on human behaviors tracked with data, and researching the impact of

emerging approaches to medicine and to pandemic responses. Students from the School of Health Sciences also made poster presentations.

"All of us are thinking about health because of what happened in the past few years with the pandemic," said Assistant Professor Manoj Chari, the center's director. "I was hoping to inspire some students to work in health care, and I wanted to inform them about how much expertise on data analytics is needed to increase efficiency and to reduce costs and, more importantly, to improve patient outcomes."

A Fond Farewell to a Longtime Mentor

Linda Poulson has been the face of the Department of Accounting in the Martha and Spencer Love School of Business for much of the past quarter century. Professor. Advisor. Mentor. Department chair. Colleague. Friend. You'd be hard pressed to find a role she hasn't embraced with the passion and energy of a longtime educator who "absolutely loved students." There's now a new title she carries with pride: retiree.

"I always wanted to work somewhere for 25 years," said Poulson, who notes that technology is quickly changing the way students learn. Artificial intelligence... R... Microsoft Power BI. The list is growing fast. "When you've been in a position long enough," she added, "you really see the change."

That's part of what made the conclusion of the 2022-2023 academic year the right time to step back and welcome a new generation of educators to her beloved department.

Poulson joined the Elon University faculty in 1998 when the Love School of Business occupied Long Building, a much smaller space

than the Koury Business Center (and later Sankey Hall) that is today home to the school. She recalls fondly the four days spent around campus during her interview, including a meeting with then-Elon President Fred Young and the warmth with which she was immediately received by her future colleagues.

Serving as the chair of the Department of Accounting and helping establish the Beta Alpha Psi accounting honor society chapter at Elon are two of the highlights of her tenure. Accolades include:

- The North Carolina Association of Certified Public Accountants (NCACPA) Outstanding Educator of the Year (2015)
- Recipient of the Love School of Business Dean's Awards for Excellence in Teaching (2012) and Service (2006)
- Beta Gamma Sigma Professor of the Year (2012)
- The Student Government Association's Dr. Gerald Francis Outstanding Faculty Member of the Year (2007)

“
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Prior to Elon, Poulson taught at Regis University in Colorado, and she worked as a tax manager at Arthur Young & Co. and as a staff accountant at Coopers & Lybrand. As she transitions into retirement, her next order of business is to spend time with her husband and continue her involvement in personal finance through speaking engagements and coaching.

But she'll never be too far from campus: "Elon will still be my home after I retire."

NEW FULL-TIME FACULTY AND STAFF MEMBERS



Zahra Akbari
Lecturer in
Economics



Mustafa Akben
Assistant Professor
of Management



Devon Hawkins
Lecturer
in Economics



Scott Oakes
Lecturer
in Management



Cora Wigger
Assistant Professor
of Economics



Caroline Sprecher
Assistant Professor
of Accounting



Vaishali Shah
Lecturer
in Finance



Lana Waschka
Assistant Professor
of Marketing

PROMOTIONS AND TENURE

The Elon University Board of Trustees announced in February the promotions, tenure and continuance of Love School of Business faculty members:



Scott Hayward
Tenure and
Promotion to
Associate
Professor



Margarita Kaprielyan
Tenure and
Promotion to
Associate
Professor



Brittany Mercado-Martinez
Tenure and
Promotion to
Associate Professor



Katy Rouse
Promotion to
Professor



George Talbert, Jr.,
Continuance in a
Continuing-track
Appointment

RETIRING FACULTY



Chris Baker
Lecturer in Finance
Chris Baker started work at Elon in Fall 2008 as an executive-in-residence in the Department of Finance. Two years later, she began

teaching as an adjunct in finance and accounting. As she concluded her time at Elon as a lecturer in finance, Baker said she will miss the faculty and staff in the Love School of Business and the outstanding students she's taught. "I have learned so much while I have been at Elon, and I have a glimpse of what the future may look like," Baker said. Living in Burlington near her daughter and her daughter's family, she hopes to spend more time with her grandchildren, reading for pleasure, traveling, and learning to garden. "Although I know I will miss working," Baker said, "I am looking forward to not setting an alarm for 8 a.m. classes."



Mark Courtright
Lecturer in Management

Mark Courtright spent much of his career in the corporate world and very much wanted to finish in an educational setting. When he saw a posting in 2010 for an adjunct instructor in business communications at Elon, Courtright had no hesitation to apply. Holding many titles at Elon, from adjunct instructor to instructor and finally, lecturer, Courtright has one memory that rises to the top from his 13 years on campus. On the last day of one of his classes, a student turned to a classmate beside her and said, "Can you believe how much we've learned this semester?" "That's what it is all about for me," Courtright said. Courtright's wife, Cheri, is also retiring as a physical therapist and they plan to spend more time with their four granddaughters. His work with budding entrepreneurs isn't ending, however, as Courtright will continue to assist the Greensboro Chamber of Commerce's LaunchLab program.

School Awards

During an annual awards celebration in May, Dean Raghu Tadepalli acknowledged the outstanding contributions of several faculty and staff members.


EXCELLENCE IN TEACHING



David Jiang
Assistant Professor of Management




Sean McMahon
Associate Professor of Entrepreneurship



Beth McCain
Lecturer in Accounting

EXEMPLARY SERVICE - STAFF




Kacey Gwynn
Program Assistant

EXCELLENCE IN SCHOLARSHIP



Xin Liu
Assistant Professor of Marketing




Drew Peabody
Assistant Professor of Finance



Long Xia
Assistant Professor of Management Information Systems

EXEMPLARY SERVICE - EXTERNAL




Eric Townsend
Assistant Vice President for Academic Communications

EXEMPLARY SERVICE - FACULTY



Tina Das
Lincoln Financial
Professor and Professor of Economics



Tonmoy Islam
Associate Professor of Economics



Kate Upton
Associate Professor of Finance and Director of the William Garrard Reed Finance Center

Philanthropy in Action

A look at how donors supported the Martha and Spencer Love School of Business during the 2022-23 fiscal year.

TOTAL DOLLARS RAISED	OVERALL	ANNUAL	ENDOWED	CAPITAL
	\$1,096,940	\$385,298	\$487,642	\$224,000

A BREAKDOWN OF DONORS

- Undergraduate Alumni – 534

Graduate Alumni – 22

Undergraduate Students – 15

Parents— 230

Grandparents – 9
- Faculty/Staff – 54

Friends – 14

Non-Graduate Alumni – 2

Corporation/Foundation

Gifts – 9

TOTAL
889

Advisory Boards

Martha and Spencer Love School of Business

- Emma Battle P'17**
MarketVigor
Chair, Board of Advisors

Stephen Bebis P'22
CEO Coaching International

Tim Buckley '06
Google

David Campbell '13
EY

Mike Cotoia P'23, P'25
TechTarget

William B. Courtney, Jr. '86 P'21
CWT (Retired)

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Catawba College
- Michael DeStefano P'21**
Ernst & Young

Laurence D. Forte P'15
Wells Fargo Capital Finance

April Frazer '03
Wells Fargo & Company

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Love School of Business, Elon University

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Guggenheim Partners

Robert Graybill P'21
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Frank Hood
Kingsdown, Inc.

Center for Organizational Analytics

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- Tim Buckley '06**
Google
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- Chris DiRienzo**
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- Ethan Lane**
Glen Raven
- Ben Martin**
Hanesbrands Inc.
- Eric Maxon**
Carolina Biological Supply Company
- Art Meadows**
Panhandle Farmers Mutual Insurance
- Polly Mitchell- Guthrie**
Kinaxis

Chandler Family Professional Sales Center

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Calm
- Bob Chandler**
Chandler Concrete
- Billy Chenault '85**
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- Katie Chung G'14**
Southland Electric Supply
- Megan Farabow '11**
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Omnicell

Department of Accounting

- Alison Upton '06**
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- Wes Brewer '16**
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- Dana Van Wie '09**
PwC
- Shannon Weinstein '08**
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- Paula Weller**
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Economic Consulting

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African Development Bank
- Katie Ballard-Bloomfield**
Meta
- Holly Brueggman '17**
NERA Economic Consulting
- Mark Buckley**
ECONorthwest
- Adam Crouch '12**
BHG Financial
- Brooks Depro**
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- Peyton Pesavento '23**
Student Representative

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Roper Technologies (Retired)

Brenna Humphries '13
Accenture

John McCombe P'16
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Sam Morreale P'20
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Amanda Parrish G'21
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Megan Peden '15
Deloitte Consulting LLC

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- Jack Ryan, Jr. P'18**
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Synteract, a Syneos Health Company

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Glen Raven, Inc.

Susan Traver P'22
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Grace Ueng
Savvy Growth

Graduate Advisor
April Dudash G'24
Duke Regional Hospital

Undergraduate Advisor
Ava Rosen '23

Supply Chain Management

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- Jacob Cunningham**
PwC
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- Fred McClintock**
Bridgestone Americas
- Josh Quade**
GXO Logistics
- Cynthia Stanton**
BASF
- Radhika Tawade '23**
Dow
- Britt Tolar '08**
Johnson Controls
- Craig Tumbo**
Syngenta Professional Solutions
- Ying Zhou**
Oxco Inc.

Doherty Center for Creativity, Innovation and Entrepreneurship

- Ian Baltutis '08**
Vibration Services, LLC
- Emma Battle P'17**
MarketVigor, LLC
- Jason Cox**
Aedos Group
- Ashhok Dinakaran**
A&D Real Estate Holdings
- Ed Doherty P'07**
Doherty Enterprises
Founder, Doherty Center
- Joan Doherty P'07**
Doherty Enterprises
Founder, Doherty Center
- Lou Anne Flanders-Stec**
Launch Greensboro, Greensboro Chamber of Commerce
- John Flynn**
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Tactical Business and Management Leadership Executive
- Elizabeth Greenberg '14**
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- Lenny Jordan**
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Oertel, Koonts & Oertel PLLC
- Paige Mullis**
Glen Raven
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- Eleanor Reid**
Reid & Company, LLC
- Christie Soper**
Retired
- Craig Stone '90**
HireNetworks, Inc.
- Kevin Trapani P'07 P'23 P'24**
The Redwoods Group
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Anutra Medical, Entrepreneur & Speaker

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