

ROMAIN • COLLEGE OF Business

ENGAGEMENT IMPACT INNOVATION

Dean's Remarks

Dear Colleagues, Students, Alumni and Friends of the Romain College of Business,

It's hard to believe that the holidays are upon us. The Fall 2020 Semester is nearing its end, and at USI, we were able to stay open the entire planned amount of time. This was due to the exceptional determination of our faculty and staff, reliable contact tracing and support of the USI Dean of Students Office, and the continued adherence to social distancing protocols of our faculty and students, among so many other things.

While our planning efforts have been largely successful this semester, we are keenly aware the threat of COVID-19 is still rearing its ugly head. USI continues planning for the potential "twindemic" (where Covid and flu season collide) by reducing our employee/student campus density from Thanksgiving until February 8, 2021. Communication and instructional technologies allow us to continue to conduct business and classes online as students complete the Fall 2020 Semester and begin the Spring 2021 Semester. After a "soft" opening in January, with only a few predetermined courses meeting face-to-face and all other courses starting out online, the Spring 2021 Semester in the RCOB will look much like our Fall 2020 Semester—a mixture of traditional, hybrid and online classes, with masks and social distancing. We continue to maintain a positive outlook, smiling with our eyes and teaching from our hearts.

In this edition of our newsletter, we learn about two students who completed internships in Germany during the pandemic. You will see evidence that the RCOB has begun living its new Strategic Plan titled Creating Value Through Impact. We are focusing on areas of greatest and lasting impact in teaching, research and service. With regards to the curriculum, we highlight changes in our Business Administration Program through incorporating more data analytics, and we learn how the Marketing Program is transforming one of its courses to train students to help businesses reach lucrative markets through targeted social media campaigns. We see how an innovative app with ties back to our entrepreneurship minor program is drawing national attention. We read how a student secured a scholarship to improve her likelihood for successful achievement of professional certification, and we celebrate

the impact of a beloved instructor as he enters retirement. New to this edition are highlights from each discipline's research and engagement activities.



Decorations light the Quad for the holidays.

The faculty, staff and students of the Romain College of Business have been resilient this year, and as a dean, I couldn't be prouder of them. If you are an alum or friend of the College and have been involved with our students in some way, please continue to stay engaged with the faculty and students virtually. If you have not been involved, but would like to be, contact me, and we can discuss ways that you can still present to classes, mentor students, and/or contribute financially to advance the excellent work of the College to impact the lives of faculty, staff, students and the community for which we serve.

Best wishes for a safe and healthy holiday season.

Dr. Cathy Carey, Dean

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Quarantänisiert in Deutschland

USI's International Summer University at the University of Applied Sciences in Osnabrück, Germany, completed its eighth year in the summer of 2019. With the program's continuing success, and with the relationships built between USI and officials in both Evansville and its sister city in Germany, students were offered a longer-term experience that included both studies and an internship.

The Osnabrück Internship Semester in Spring 2020 came about as a result of the April 2019 Wunderbar Together: The Year of German-American Friendship event hosted at USI. "Our purpose was to share how the German model of dual education combines practical training with curriculum to prepare students for the job market," explains Dr. Daria Sevastianova, Associate Professor of Economics, Center for Economics Education Director and Study Abroad Coordinator. "We looked at how we can increase engagement with the business community to better prepare students and provide better job and internship possibilities."

Early in the Spring 2020 Semester, Katie Kuester '20, marketing, and Brice Miller '20, business administration, secured internships through the program. Kuester's internship was in the Marketing Department of Avermann, a German mechanical engineering company, while taking online classes at USI. Miller's internship was through the Osnabrück Chamber of Commerce. He credits the Wunderbar Together event where he had the opportunity to network with Chamber CEO Marco Graf and Professor Kay Hoffman, International Director of Osnabrück.

Just weeks after arriving, the two Romain College students watched as the pandemic caused universities to move classes online, businesses around the world to begin closing and travel restrictions to be implemented. They had to make some hard decisions—quickly.

After much discussion with family and friends, USI officials and each other—and no way of knowing what the world would look like in the coming weeks and months—they were highly encouraged to return to the United States. However, both chose to stay in Osnabrück and fulfill the once-in-a-lifetime opportunity they had earned. Miller knew it was his last semester to be part of the program, plus there was the financial investment to consider. Similarly, Kuester said, "I worked so hard to get into the program and to find my internship. I didn't want it to be over within a month of getting there, so I made the decision to stay."

Kuester spent her time bolstering Avermann's new Instagram account with creative social media posts. She also translated their marketing materials, data sheets and presentations into English. Of her time spent in quarantine, she said, "I had made a lot of friends there that made the quarantine not so bad. It was only for about a month, then I was able to get out and go to other cities in Germany."



Miller, second from left, and Kuester, second from right.

Miller worked in the Economics, Marketing and International Department at the Chamber during his regularly scheduled hours. He said he felt lucky to stay in the office the whole time. "Having a normal schedule kept me sane," he said adding a laugh. He described going to work pre-pandemic as "packed," but during the quarantine he saw few people. Miller's duties included answering questions and conducting extensive research to find resources for those wanting to do business in the United States. He takes pride that his compilation is still posted on their website as a resource tool. The Chamber's political affiliations helped keep him in the loop on what was happening with travel and other restrictions in Europe. "I also used this information to update fellow international students about changes to travel, mask and group size regulations," he said.

The International Summer University study abroad program will continue, and Miller "100%" encourages students to go. Both students say their study and work abroad experiences, along with the friendships they have made with people from all over the world, have shaped their plans for the future in ways they could not have imagined. "You can only experience it for yourself, and everyone can benefit," said Kuester. "Since being abroad I have changed my viewpoint on a lot of things."

Miller's long-term goal is "working and traveling for a business that has German-American ties, and to be the person who bridges that gap." Kuester, while finishing her last semester at USI, is brushing up on her German language skills so she can apply to German graduate schools.



Did you know?

Study abroad in Germany marked its 8th year in 2019!

Data Analytics: Turning Heaps of Data into Useful Information

The sheer volume of data being collected in today's digital world is staggering. "The total amount of data created, captured, copied and consumed in the world is forecast to increase rapidly, reaching 59 zettabytes in 2020" (Holst, n.d.). Just how large is a zettabyte? 1,000,000,000,000,000,000 bytes—21 zeros! Businesses, corporations and industries need analysts to manage the mountains of data and turn it into useful information for competitive and strategic decision making. This is no small feat. Enter the power of data analytics.

The Romain College of Business has approved adding a data analytics course to its Business Administration curriculum. The proposed course, Business Data Analytics, BAN 305, will provide an overview of methodologies enabling business students to enhance decision making in their chosen discipline by identifying business problems, determining which business analytics tools can solve them and applying them effectively. The College does not currently offer a course focused specifically on the use of data analytics to drive data-driven decision making, and this course will answer that need and give business students the foundation they need.

The data analytics course will support the College's strategic priority of preparing learners to make meaningful impacts in the workplace. Some course topics include data visualization, data modeling, regression analysis, using Excel in decision analysis and a brief introduction to Tableau. Learning objectives for students include addressing changes in the business environment, ensuring learners possess employer-desired professional skills, exposing learners to multiple relevant experiential activities and ensuring learners have strong analytic skills.

Dr. Jamie Seitz, Assistant Professor of Accounting, will be the first instructor to teach the new course.



Dr. Jamie Seitz, Assistant Professor of Accounting, will be the first instructor to teach BAN 305, Business Data Analytics.

She has completed courses and earned certifications from the Institute of Management Accountants (IMA).

"Including data analytics in our curriculum will allow our students to enter the workforce prepared to answer business questions using data," said Seitz. "These questions include: What goods and services should be produced? Which resources should we allocate to them? Who should we offer them to? Should we discount our

Dr. Cathy Carey, Dean of the Romain College of Business, believes business data analytics will also improve student performance. "The new Business Data Analytics course introduces business students to the world of data visualization and data driven decision making. The skills learned in this course will enhance the learning experience in other courses in the business curriculum. Students who are interested in learning more can pursue our Data Analytics Certificate. We are

"Including data analytics in our curriculum will allow our students to enter the workforce prepared to answer business questions using data."

--Dr. Jamie Seitz

prices to increase sales? We designed this class offering to be multi-discipline based; the student leaving this course will have a better understanding of how business decisions can be made while considering all aspects of the organization."

excited to make this an integral part of the Business Administration Program."

Holst, A. (n.d.). Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2024. Statista. Retrieved November 9, 2020, from <https://www.statista.com/statistics/871513/worldwide-data-created/>.

Digital Marketing: Accommodating a Changing Environment

by Dr. Sabinah Wanjugu, Assistant Professor of Marketing

The Romain College of Business prides itself on providing a dynamic, state-of-the-art curriculum to our students. In our Marketing Program, we continually adjust our curriculum to prepare students for successful careers in a field transformed by the growing importance of digital platforms. For example, companies increasingly redirect resources from traditional means of marketing through mass media to more targeted media enabled by advanced technology in digital marketing platforms. In turn, marketing has seen growth in career opportunities such as digital marketing manager, digital content creator, search engine optimization, web design and development, and data analytics.

Dr. Sabinah Wanjugu, who joined USI faculty in Summer 2020, specializes in digital marketing. She has re-designed the discipline's Interactive Marketing course with student success in mind. The course equips students with skills sought by almost every organization looking to hire within the marketing area, including valuable skills in search engine optimization (SEO), web design, email marketing, display advertising, google analytics, social media marketing and mobile marketing.

To enhance their learning experience, students work on a group project where they develop a digital marketing plan for a unique product or service. In this hands-on project, students develop a website following recommended web design frameworks learned in class. Students create relevant website content, design display ads, create email marketing content and conduct A/B testing to evaluate the effectiveness of these marketing decisions. Dr. Wanjugu aims to solicit opportunities for students to work with real clients from the Greater Evansville community to develop a digital marketing strategy. To inquire about your business participating in an experiential learning project, email Dr. Wanjugu.



Dr. Sabinah Wanjugu, Assistant Professor of Marketing, teaches Interactive Marketing.

Students also can participate in a competition run by Google, where marketing teams work with a non-profit firm with a \$10,000 budget for real-time advertising. The Google Marketing Challenge allows the students to develop a digital marketing strategy, implement it by running advertising campaigns via Google ads and on social media platforms, monitor performance using Google Analytics and adjust as deemed fit. Team projects provide students with an opportunity to promote concept attainment, allow for interaction between teams, and provide feedback that improves students' knowledge and skills.

To back skills learned in class, students are equipped with two certifications, Google Analytics and Google Ads, that

"Interactive Marketing has been one of my favorite classes, and I certainly recommend it to anyone interested in marketing or other business-related fields," said Hannah Rogers. "It delves into a variety of topics, including social media, online advertising and web design. The most enjoyable aspect of this course is getting to apply what we've learned through fun, hands-on activities throughout the semester."

"The course equips students with skills sought by almost every organization looking to hire within the marketing area..."

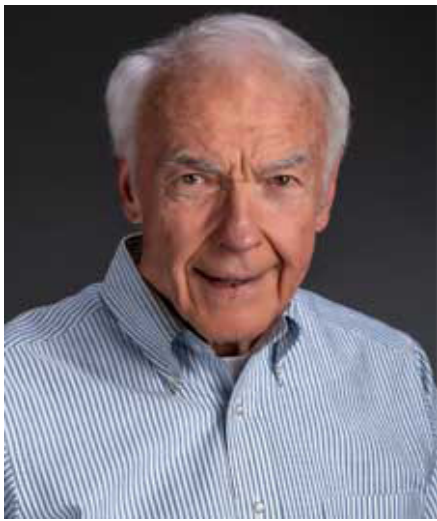
--Dr. Sabinah Wanjugu

can be added to their resume to help them stand out from competition as they kick start their career in digital marketing.

Retirement: Tim Mahoney

by John Michael O'Leary

In 1987, Tim Mahoney, Instructor Emeritus of Economics, was a California-based consultant helping struggling businesses turn around. Fresh off an assignment in Indianapolis, he learned of an opportunity at USI through Dr. Ed Jones, Director of Continuing Education. Dr. David L. Rice, USI's first president, was championing an effort, at the urging of Governor Robert Orr, to mend Evansville's negative image in labor-management relations. The work needed a key person, and Mahoney was right for the challenge to replace picket lines and walkouts with handshakes and investments. He joined the faculty with a dual role: Labor Management Education Forum Coordinator and Instructor of Economics.



"I started by listening to people all over the community," says Mahoney. "We created a labor-management education forum that fostered collaboration in 21 programs. We brought in people from labor and management at firms such as General Motors, Ford and Chrysler. They told how they had worked together and what they had achieved.

More than anything, I think hearing those real-life stories of cooperation is what helped "the light to come on" for people [at USI]."

Before he could take the first steps in his primary mission, Mahoney says a special opportunity surfaced. "We received a call from a representative of the Mont Pelerin Society, a distinguished group of thinkers, and they wanted to tour New Harmony, Indiana. I was charged with handling the arrangements. The day they visited, I hosted a lunch with Nobel Prize-winning economist Milton Friedman—what an honor!"

Like anyone who makes a major career move, Mahoney wondered if his decision to join USI would prove a good fit. He soon got his answer.

"I attended a gathering at the University Home to honor retiring faculty. I remember Dr. Rice showing me around, pointing out the wood paneling that was native to the region, the ceremonial mace used at commencement and several pieces that had been donated by friends of the University. Mrs. Betty Rice was scooping ice cream and, as I looked around the room, I saw among the guests individuals who worked in the University's housekeeping department. That told me USI was

inclusive. I knew I was in the right place."

Mahoney joined USI in the school's second year of independence (Indiana State University—Evansville until 1985). He says enrollment was 4,624. The map showed 14 southwest Indiana counties where state-supported higher education was not available, and Dr. Rice was determined to change that.

"Dr. Rice had a vision for creating opportunities," says Mahoney. "He got everyone on board. He made you feel like you had an important role to play." Mahoney's own role gave him a birds-eye view of developments, such as the construction of buildings to welcome an ever-increasing stream of new students and faculty to the University. "When I was out in the community, I would often hear people remark about how USI is growing. The community shared in that pride."

The addition of concrete, steel and glass on campus mirrored a boom in opportunities across the region, to which Mahoney often brought the University's thinking. He worked with Dr. Rice and visionary philanthropist Jane Blaffer Owen (1915-2010) in partnership to make the cultural richness of Historic New Harmony more accessible and appreciated. He joined Dr. Darryl Bigham, Professor Emeritus of History (deceased), in developing Historic Southern Indiana, spurring travel and tourism in the region.

Dr. Mohammed Khayum, Provost, characterizes Mahoney as an "epic problem solver" who has made amazing differences in the lives of USI students.

"Tim Mahoney holds a special place in the hearts of students," says Khayum. "He is patient, compassionate—would never give up on someone who wasn't making progress. I think it's because he wants to see people become stronger and more capable of fending for themselves."

These qualities are evident in Mahoney's academic legacy. He was an early and determined advocate of Fresh Start, a program that gives students who dropped out a path to complete their degrees. In 2000, he worked with American Financial Services Association Education Foundation in Washington, DC, to develop Finance 101 for USI's curriculum.

"The Money Skills course has helped more than 3,000 students better manage their personal finances," says Mahoney. "For some, it also provides a life raft for keeping full-time status and financial aid."

Feedback from students has led him to lay the groundwork for the next course, Finance 102 (Personal Investing). He has already written a course primer.

David Bower, Vice President for Development and President of the USI Foundation, has worked with Mahoney over the

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of the USI Foundation, has worked with Mahoney over the past 27 years on a variety of projects, including Campaign USI: Elevating Excellence. As a director of the foundation's board and a campaign cabinet member, Mahoney played an important part in raising \$57.1 million to benefit the school.

"Tim Mahoney is a consummate gentleman and true educator," says Bower. "He's probably best known on campus for advising students—he would go to great lengths to help them."

"When I came to Evansville in 2010 as provost," says President Ronald Rochon. "Tim welcomed and encouraged me in my new role." "As I became acquainted with the community and our alumni throughout the region, I heard countless stories about the blessings of USI. Nearly every conversation circled back to the goodness of 'Mr. Mahoney.'"

Bower says Mahoney is one of the faculty's most generous donors. He recalls a largesse in one particular instance that illustrates Mahoney's penchant for problem-solving.

"He noticed paved areas on campus were littered with gum and he wondered how they might be cleaned," says Bower. "I investigated with our groundskeeping folks and learned of a special machine for that purpose, but it was expensive and not in the budget. When I told Tim, he wrote a check."

President Rochon echoes Bower's observation of Mahoney's generous nature and adds a few more traits: brilliant, accessible, courageous, honest, encouraging and humble. "What I love most about Tim is his wonderful and never-ending smile. I am blessed to be a recipient of his mentorship, and I am honored to call him my friend."

This recounting of Mahoney's journey over the last 33 years is by no means exhaustive. Nor is it finished. He's still at work, advising local organizations such as the Small Business Development Council and Habitat for Humanity. And you'll still see him on campus, teaching

Finance 101 and chatting with students.

"I made a good decision in 1987," says Mahoney. "I appreciate the many opportunities the University has afforded me. It has been fulfilling to help improve the students' learning experience and to be part of this area's economic development. Recent [pandemic] events present real challenges, but USI's continuing tradition of leadership is strong. I am optimistic."

Giving



It goes without saying the University of Southern Indiana's Romain College of Business is one of the most respected institutions around. The College offers high-quality academic programs and has been a major platform for my own personal growth. Dedicated instructors also serve as mentors, encouraging every student to persevere in their goals. The Romain College of Business has allowed my knowledge and technical skills to grow while also enhancing my professional development. Now, these qualities—along with the help of faculty—are propelling me to my desired career path. It is my wish every USI student, current and future, will have the same opportunities and experiences.

Among other things, COVID-19 continually presents challenges in the higher education landscape. However, the resources of the Romain College of Business and its faculty have made

transitions to alternative learning much more feasible. Even though many adaptations have been implemented, time spent at college is still an integral phase of life for students. Those at USI understand this, and our resiliency during these tough times speaks volumes. Mentorship, the sharing of expertise, and preparing students to change our world have yet to stop and your generosity makes this ongoing effort possible.

Further, giving to the Romain College of Business often assists students in an even more direct way. As the cost of attending a university increases and students take on more debt, your contribution provides direct relief. Reducing or even outright eliminating the financial burden of a college education allows us to focus on what is most important—our studies and contributing to the community. Providing access to scholarships, extracurricular organizations, leadership programs and resources for research is what enriches a USI business education experience.

Your gift will make a tremendous difference; in fact, it has allowed me to attend USI in pursuit of my dreams. I invite you to continue investing in business students as it grants us the tools we need to reach our goals. Thank you for being a supporter and believing in student success at USI.

Best Regards,

Parker Collignon '22

Make a Gift

Donate online at
USI.edu/business

Accounting Student Awarded CMA Scholarship

Senior Ashlee Coffey '20, accounting, is a recipient of the CMA (Certified Management Accountant) Scholarship, awarded by the Institute of Management Accountants (IMA). The CMA scholarship covers the costs of the two-part exam, study materials and IMA membership while pursuing the certification.

Ashlee learned about the scholarship on LinkedIn, and was assisted by Dr. Mark McKnight, Associate Professor of Accounting, in pursuing the award. While at USI, she has been a resident assistant and desk assistant with Housing and Residence Life. She put her accounting skills to the test as a peer mentor in USI's Student Financial Success Center (SFSC). The newly established SFSC is dedicated to educating students on how to be financially successful and helping them understand the importance of responsible personal financial decisions.

Ashlee said she has especially enjoyed her accounting ethics and cost accounting classes, which will help prepare her for the CMA exam. After graduating in December, she would like to find work in cost accounting with a manufacturer in her hometown of Richmond, Indiana. She plans to juggle work, studying and taking the first part of the CMA in 2021, with an eye toward getting an MBA down the road.

"Ashlee is extremely deserving of the scholarship," said McKnight. "It will enable her to focus on attaining the CMA credential, which makes her much more competitive to prospective employers."

According to Strategic Finance, USI's pass rate of 92% on the CMA exam ranked among the top five—well above the overall pass rate of 58%.



Borsa Finance Featured on CNBC has USI Entrepreneurship Ties

Evansville native Hadi Yousef developed the Borsa Earnings Calls app, an aggregator he envisions as "the Spotify for earnings calls." With the app, potential investors, reporters, employees and analysts no longer need to search investor relations websites of public companies for upcoming earnings calls, which are used to learn more about the expectations a company has for the upcoming quarter. Instead, subscribers receive alerts when these public discussions will take place, thus streamlining research and investment decision making. The Borsa app is receiving considerable attention in the investment community. Yousef was recently interviewed on CNBC, during which he said his "goal was to make listening to earnings calls as easy as listening to a podcast."

USI is becoming a major player in the entrepreneurial community. While not a Screaming Eagle alumnus himself, Yousef's Borsa Finance startup received substantial support and insights from USI's Eagle Innovation Accelerator (EIA), a collaborative effort between USI's Romain College of Business, Outreach & Engagement, Growth Alliance for Greater Evansville (GAGE), Innovation Pointe and Crane Naval Surface Warfare Center (NWSC Crane) with funding from Lilly Endowment Inc. These strategic partnerships have created an ecosystem that encourages an entrepreneurial mindset, both at USI and in the community, and supports startup efforts with tools, resources and financing.

Yousef and his business partner's connections with TCA team members through Technology Commercialization Manager Josh McWilliams, now an Instructor of Computer Information Systems in the Romain College of Business, gave them insights into how best to build and monetize the app idea and garner the support and resources of the EIA.

The early days of the TCA initiative can be traced back to Mr. Bryan Bourdeau, Instructor in Business, and Dr. Kevin Celuch, Blair Chair of Business Science and Professor of Marketing, for their design and implementation of a unique accelerated commercialization process. Their inspiration for the Technology Commercialization Academy (TCA) was grounded primarily on their work in developing Romain College's Entrepreneurship minor, which is based on assumption identification and testing through immersive learning. Academy participants work full time to develop ideas and business strategies around commercialization of Crane patents.

TCA teams work at USI's facility in Innovation Pointe, a downtown Evansville business incubator and certified technology park. USI is the education partner of GAGE which manages Innovation Pointe. Yousef and his business partner, Sam Stevens of Newburgh, Indiana, worked at the Innovation Pointe co-workspace. In 2018, Yousef pitched his idea and placed first in two of EIA's startup

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TCA teams work at USI's facility in Innovation Pointe, a downtown Evansville business incubator and certified technology park. USI is the education partner of GAGE which manages Innovation Pointe. Yousef and his business partner, Sam Stevens of Newburgh, Indiana, worked at the Innovation Pointe co-workspace. In 2018, Yousef pitched his idea and placed first in two of EIA's startup contests: APPCOM, an application idea competition, and BIZCOM, a business idea competition. Both solicit the best ideas from the greater USI community and connect those ideas to teams, mentors and other resources. The seed money funded a contract with local software development talent, allowing Borsa to successfully launch.

"Throughout my startup journey there are a number of people and programs that I can specifically point to and say that without them our company would not be as far along as we are now," said Yousef. "EIA, with the APPCOM and BIZCOM programs, was one of those programs. Their programs were clearly designed with the entrepreneur in mind. I'm very grateful to the mentorship and help that EIA has provided for Borsa."

Stevens works locally as a developer. Yousef is based in New York where he is a product manager for Kustomer, a CRM platform, but he continues to leverage resources in Evansville to refine the Borsa product..



Yousef (on right) and Colin (student on his pitch team) winning BIZCOM.

MARKETS NOW

DOW INDUSTRIALS	27,689.10	+515.14	[+1.90%]
S&P 500	3,357.69	+59.23	[+1.80%]
NASDAQ COMPOSITE	11,097.18	+183.61	[+1.68%]

BORSA EARNINGS CALLS APP
EARNINGS SEASON MADE EASY

THE EXCHANGE

CNBC

Faculty Achievements and Engagement

In recognition of faculty who have had publications, presentations, community engagements and awards this semester, Romain College celebrates their continuing to conduct innovative and impactful basic and pedagogical research in alignment with our mission and engaging the community from local to national levels.

Accounting

Research Publications

Dr. Brett Bueltel

Ryle, P., Bueltel, B., Walker, A. K., Gabrini, C., & McKnight, M. (2020). The impact of the Facebook court order & CCPA 2020: Helping businesses and accountants meet the challenge of the new era of privacy compliance. *Journal of Accounting, Ethics and Public Policy*, 21(2), 247-262. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3615422.

Dr. Mark McKnight

Ryle, P., Bueltel, B., Walker, A. K., Gabrini, C., & McKnight, M. (2020). The impact of the Facebook court order & CCPA 2020: Helping businesses and accountants meet the challenge of the new era of privacy compliance. *Journal of Accounting, Ethics and Public Policy*, 21(2), 247-262. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3615422.

Industry Publications

Dr. Thomas Noland

Johnson, T. B., Rich, J., & Noland, T. G. (2020, November 1). Why risk assessment merits increased auditor focus. *Journal of Accountancy*. <https://www.journalofaccountancy.com/issues/2020/nov/risk-assessment-meritsincreased-auditor-focus.html>

Conferences and Other Presentations

Dr. Brett Bueltel

Presentation: Trump Tax Cuts: Does Name Recognition Impact Taxpayer Perceptions of the Tax Cuts and Jobs Act?

Conference: Marshall Business Research Conference.

Date: November 6, 2020.

Dr. Andrew Dill

Presentation: Trump Tax Cuts: Does

Name Recognition Impact Taxpayer Perceptions of the Tax Cuts and Jobs Act?

Conference: Marshall Business Research Conference.

Date: November 6, 2020.

Dr. Mark McKnight

Presentation: Earnings Management through Bad Debt: A Study of Bad Debt Expense in Chemical and Allied Products Manufacturers.

Conference: Marshall Business Research Conference.

Date: November 6, 2020.

Presentation: Trump Tax Cuts: Does Name Recognition Impact Taxpayer Perceptions of the Tax Cuts and Jobs Act?

Conference: Marshall Business Research Conference.

Date: November 6, 2020.

Certifications

Dr. Brett Bueltel

Accreditor: Quality Matters. Course: Accounting 304 Intermediate Accounting II.

Dr. Jamie Seitz

Earned a Certificate of Completion from Institute of Management Accountants for successfully completing "IMA Data Analytics & Visualization Fundamentals." September 22, 2020.

Earned a Certificate of Completion from Institute of Management Accountants and University of Illinois for successfully completing "Beyond the Basics: Data Analytics and Visualization for Accounting Professionals." November 13, 2020.

Business Administration

Research Publications

Dr. Cristina Gilstrap

Gilstrap, C. (2020). Organizational sensegiving in family-centered care: How NICU nurses help families make sense of the NICU experience. *Health Communication*. <https://doi.org/10.1080/10410236.2020.1785373>.

Conferences and Other Presentations

Dr. Gary Black

Presentation: Development of Ebook for DSCI 351.

Conference: Romain College of Business (RCOB) Summer 2020 Fellowships Presentations.

Date: November 10, 2020.

Dr. Cristina Gilstrap

Presentation: Facing Uncertainty While Paying It Forward: Uncertainties Experienced by Healthcare Executives as Formal Organizational Mentors.

Conference: Romain College of Business (RCOB) Summer 2020 Fellowships Presentations.

Date: November 12, 2020.

Dr. Curt Gilstrap

Presentation: Exploring Unsanctioned Chat Application Behavior Relative to Sanctioned Team Work.

Conference: Romain College of Business (RCOB) Summer 2020 Fellowships Presentations.

Date: November 12, 2020.

Computer Information Systems

Research Publications

Dr. Abbas Foroughi

Foroughi, A. (2020). Supply chain workforce training: Addressing the digital skills gap. *Higher Education, Skills and Work-Based Learning*. <https://doi.org/10.1108/HESWBL-07-2020-0159>.

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Computer Science

Research Publications

Dr. Srishti Srivastava
Sanders, W. S., Srivastava, S., &
Banicescu, I. (2020). Robustness analysis
of scaled resource allocation models
using the Imperial PEPA Compiler. 19th
International Symposium on Parallel
and Distributed Computing, 60-67.
10.1109/ISPDC51135.2020.00018.

Community Service

Mr. Scott Anderson
IndianaComputes! Summer 2020.
USI Computer Science Summer Camp.
Summer 2020.

Dr. Srishti Srivastava
USI Computer Science Summer Camp.
Summer 2020.

Ms. Wendy Wooldridge
USI Computer Science Summer Camp.
Summer 2020.

Conferences and Other Presentations

Mr. Scott Anderson
Presentation: Middle and High School
Summer Computer Science Camps.
Conference: Romain College of Business
(RCOB) Summer 2020 Fellowships
Presentations.
Date: November 10,, 2020.

Dr. Xue Han
Presentation: Reproducing Performance
Bug Reports in Server Applications: The
Researcher's Experiences.
Conference: 35th IEEE/ACM
International Conference on Automated
Software Engineering.
Date: September 23, 2020.

Presentation: A Configuration-Aware
Performance Profiling Tool.
Conference: Romain College of Business
(RCOB) Summer 2020 Fellowships
Presentations.
Date: November 12, 2020.

Economics

Research Publications

Dr. Curtis Price
Price, C. R. (2020). Do women shy away
from competition? Do men compete
too much?: A (failed) replication.
Economics Bulletin, 40(2), 1538-1547.
[http://www.accessecon.com/Pubs/
EB/2020/Volume40/EB-20-V40-I2-P132.
pdf.](http://www.accessecon.com/Pubs/EB/2020/Volume40/EB-20-V40-I2-P132.pdf)

Finance

Certifications

Dr. Manfen Chen
Accreditor: Quality Matters. Course:
Finance 325 Financial Modeling.

Retirement

Professor Emeritus of Finance Jong C.
Rhim.

Management

Conferences and Other Presentations

Mr. Bryan Bourdeau
Presentation: Analyzing Supply Chain
to Improve Efficiency and Effectiveness
for all Stakeholders Involved. Target:
Evansville, Indiana Food Insecurity
Ecosystem.
Conference: Romain College of Business
(RCOB) Summer 2020 Fellowships
Presentations.
Date: November 10, 2020.

Dr. Sima Fortsch
Presentation: Analyzing Supply Chain
to Improve Efficiency and Effectiveness
for all Stakeholders Involved. Target:
Evansville, Indiana Food Insecurity
Ecosystem.
Conference: Romain College of Business
(RCOB) Summer 2020 Fellowships
Presentations.
Date: November 10, 2020.

Awards

Dr. Ernest Hall
2020 Faculty Recognition Award from
the University of Southern Indiana
Alumni Association

Marketing

Research Publications

Dr. Sabinah Wanjugu
Mesak, H. I., Wanjugu, S., & Blackstock, R.
(2020). An examination of the diffusion
of prepaid mobile telephony in selected
emerging markets and developing
economies. Information & Management,
57. [https://doi.org/10.1016/j.
im.2020.103343.](https://doi.org/10.1016/j.im.2020.103343)

Retirement

Instructor Emerita in Marketing Virginia
Weiler.

A complete list of 2020 achievements is
available on our website.

*Only current Romain College faculty may be
listed as authors or presenters – additional co-
authors or co-presenters may exist.

New Faculty Welcome

Get to know the newest faculty members at the Romain College of Business, beginning Fall 2020.



Dr. Thomas Noland
Professor of Accounting
Chair of Accounting and Finance

A little bit about your background.

I grew up in a small town in Kentucky and lived in the same house until I left for undergraduate studies at the University of Kentucky. After UK, I was an active duty Army officer stationed in Hawaii but also served in Korea and Thailand. After leaving the active Army, I went to graduate school at Georgia Tech and later worked for the FDIC. I then pursued my PhD at the University of Mississippi. I have taught at several institutions with the last three all having AACSB Accounting Accreditation (only 190 institutions in the world have earned separate Accounting Accreditation with USI being one of them). I previously served as Chair at the University of South Alabama and as an Academic Fellow in the Office of Chief Accountant at the Securities and Exchange Commission.

What is your focus/area of interest and how did you become interested in it?

My primary area of interest is auditing. I used my practical experience and the theoretical knowledge gained in the PhD program to write my dissertation on Internal Controls in

Newly Chartered Banks. Over the years I have also written several articles that have a public policy focus which dovetails nicely with my public economics minor area of study.

Describe your teaching style.

Firm but fair. A former dean always told me to set the bar high and the students would rise to the challenge. In accounting we are preparing students to have success on national certification exams such as the CPA and CMA. As such, we are doing students a disservice if we don't expect a lot from them.

What are you most looking forward to at USI and at Romain College of Business?

I am excited to continue USI's tradition of working with the local business community to improve our accounting and business programs. I also look forward to enhancing our recruiting efforts to increase student enrollment.

What do you like to do in your free time?

I enjoy attending sporting events. My wife and I like to travel.

A "fun fact" about you.

I have lived in 10 different states the last 33 years.

Anything else you would like the USI community to know about you.

I have been married for 32 years and have two daughters. My oldest recently started her MBA here at USI. My youngest is in high school and has trained with both the Boston Ballet and the Pacific Northwest Ballet.

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Kasra Pourang
Instructor in Computer Information Systems

A little bit about your background.

I have an MBA, a master's degree in business analytics, and a master's degree in electrical engineering all from the University of Notre Dame. I have a few years of experience working as a project manager and a data scientist.

What is your focus/area of interest and how did you become interested in it?

My main specializations are AI and machine learning. I started to code when I was 12 years old and couldn't stop since then! The reason I became interested in AI and machine learning was to find an answer to this question: "Can robots wake up and revolt against humanity?"

Describe your teaching style.

My classes are full of discussions and activities. I think the most interesting part of my classes is the fact that all my quizzes and exams are open book and open laptop! The reason I hold open-book exams is to simulate a real workplace. In the real workplace you will use every resource to solve a business problem. I believe business school is the best place to practice that.

A "fun fact" about you.

I was scared of airplanes and high altitudes. A few years ago, I traveled to Puerto Rico and did skydiving, and that solved my problem! My advice to people is to face your fears.



Dr. Sabinah Wanjugu
Assistant Professor of Marketing

Dr. Sabinah Wanjugu is an Assistant Professor of Marketing at the Romain College of Business. She earned her doctorate in marketing and MBA degrees from Louisiana Tech University. Her research interests include consumer privacy, mainly understanding consumers' perceptions and behavioral responses to an organization's collection, use and dissemination of personal information. Her other research interests include developing and analyzing digital marketing models, diffusion of innovation models and cross-culture marketing research.

Dr. Wanjugu has presented her research at the Academy of Marketing Science Conference, the Society of Marketing Advances Conference, and the International Academy of Business and Public Administration Disciplines Conference. She has published her work in the Information and Management journal and in several conference proceedings.

Dr. Wanjugu is currently teaching digital marketing and promotional marketing. Her teaching style utilizes an experiential learning approach. This approach allows students to work with a real-life client to solve some marketing problems. However, due to challenges caused by COVID-19, Dr. Wanjugu has adjusted her approach to

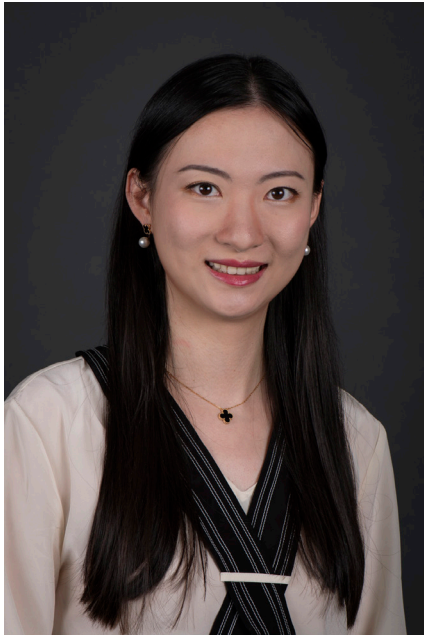
experiential learning by use of computer-assisted simulations in both of her classes this semester to provide her students with a simulated real-life learning opportunity. Simulations within both her digital and promotional marketing classes provide her students with an opportunity to promote concept attainment, demonstrate concepts, allow for interaction between teams and provide feedback that improves students' knowledge and skills.

Dr. Wanjugu is looking forward to learning more about the beautiful and welcoming USI community, interacting with students

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and being able to play her role as a member of the Screaming Eagles team in ensuring a smooth semester during these unprecedented times.

In her free time, Dr. Wanjugu enjoys cooking; being from Kenya, she is looking forward to the next International Food Expo to have an opportunity to make some Kenyan cuisine and try out some other cuisine from around the world.



Dr. Bohan Ye
Assistant Professor of Economics

What is your focus/area of interest and how did you become interested in it?

I have studied many subjects in different places. I studied finance at Tsinghua University in China, management science and psychology at UC Berkeley, econometrics at Tilburg University in the Netherlands and economics at the University of Arizona. I am interested in using experimental methods to study economic questions, especially social preferences like trust and altruism.

Describe your teaching style.

I use an interdisciplinary approach to teach. I've always believed that my priority is to assist students in enhancing their critical thinking and practical skills. I believe that all students, regardless of their background, race, ethnicity or socio-economic status, can learn and thrive in an environment where they are stimulated and challenged, and where they feel reaffirmed and supported. I endeavor to create a classroom that all of my students feel safe to participate and to enjoy challenges.

A "fun fact" about you.

I am also a Chinese opera singer! Chinese opera is a comprehensive stage art style that incorporates music, acrobatics, martial arts, performance art, etc. I regularly give performances worldwide. I look forward to an opportunity to perform at USI as well!

Connect with USI Romain College of Business

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