

San Francisco State University
COLLEGE OF BUSINESS
2017-18 ANNUAL REPORT





College of Business Annual Report 2017-2018

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College Launches Innovation Initiative

The initiative's aim is to foster a culture of innovation not just in the tech field, but in every industry.

MUFG Union Bank, N.A. has provided a grant of \$37,500 to kick-start the Entrepreneurship and Innovation Fellows Program as part of our Innovation Initiative. It will offer coaching and mentoring to aspiring entrepreneurs, with a concentration on College of Business students, to immerse them in an entrepreneurial mindset, become investor-ready, connect with industry leaders and participate in a pitch competition where venture capitalists may fund their idea. The Fellows Program kicked off with its first cohort of students in the fall of 2018.

Management Professor Tom Thomas, Katerina Villanueva (MUFG Union Bank, N.A.), Lisa Corpuz (MUFG Union Bank, N.A.), Former Dean of the College of Business Linda Oubré, and Daniel Meals (MUFG Union Bank, N.A.)

Letter from the Interim Dean

At the College of Business at San Francisco State University, innovation is an integral element of our mission. We innovate in several ways.

Our faculty members always maintain a curriculum that is current. The latest developments in business are regularly incorporated into our classes or developed as new courses. Some of our classes have integrated a pitch competition, full-scale digital marketing platform development, IT professional certification, and more. We have also re-designed our MBA curriculum and developed a new bio-tech cohort in the MBA program. A re-configured executive version is also underway! Additionally, our new MS in Business Analytics and a blended undergraduate and graduate program in accounting will be launched in 2018-2019.



All of these exciting changes and developments are fueled by faculty enthusiasm.

On the community engagement front, the college hosted the first annual Entrepreneurship Symposium, held a pitch competition, launched a new Commercial Real Estate Fellows program, and supported other student-initiated events. These are all aimed at establishing new learning spaces and platforms for students to actualize their ideas, improve self-confidence, and prepare for professional success.

As we enter 2018-2019, a commitment to social justice, diversity, inclusiveness, and equity remains undiminished at San Francisco State University. The College of Business is well equipped to put them into practice in innovative ways. With support from alumni, friends, staff, faculty, and the business community at large, we will continue to graduate innovative and career-ready students.

Management professors attend the Aspen Institute Business & Society's Undergraduate Consortium in Copenhagen, Denmark. See story on Page 24.



WE ARE SAN FRANCISCO'S PUBLIC BUSINESS SCHOOL. We embrace the area's rich diversity and provide

Our Mission

access to higher education. Our mission is to prepare students for professional success through high-quality teaching, innovative and relevant courses, discipline-based and pedagogical scholarship, and engagement with the academic and business communities.

WE ASPIRE TO BE ONE OF THE BEST PUBLIC URBAN BUSINESS SCHOOLS

by applying sustainability and ethical perspectives to our understanding of business practice, global leadership, innovation, the economy and society.

Our Vision

Strategic Initiatives

We continue to invest in the quality of our faculty, our students and the visibility of our brand. Cultivating strong industry connections and advancing our friend-raising and fundraising efforts keeps us active and relevant in the business community and allows us to provide transformative learning opportunities for our students.

INVEST IN FACULTY AND ACADEMIC EXCELLENCE

At the College of Business, we pride ourselves on our world-renowned faculty and invest in their scholarly work. We uphold academic excellence and commend each of our faculty members for their contributions to the college and the impact they have on our students.

INVEST IN OUR STUDENTS THROUGH SCHOLARSHIPS AND CAREERS

The College of Business guides students as they grow as leaders and contributors in the Bay Area and beyond. We acknowledge students' academic and personal achievements and encourage continuous progress toward learning and career opportunities.

INVEST IN AND LEVERAGE OUR BRAND TO SUSTAIN COMPETITIVE ADVANTAGES

The College of Business consistently invests in its brand to sustain a competitive advantage in the dynamic market. Brand visibility is key to growing new revenue from graduate enrollment, corporate partnerships and executive education.

BUILD CORPORATE CONNECTIONS

The College of Business reaches out to the corporate community in order to build a cohesive connection between industry and academia. The College of Business Enterprises (COBE) is the platform that allows our partners to connect with the college, faculty and our students.

CULTIVATE FRIEND-RAISING AND FUNDRAISING

The College of Business cultivates relationships with alumni and friends, and values their enthusiasm to connect students to industry. These unique partnerships allow the college to make philanthropic investments that drive fundraising initiatives.

Congratulations to Our Innovation Pitch Competition Winners!

On April 5, 2018, the college held a pitch competition during our first Entrepreneurship Symposium, part of our Innovation Initiative. Over 20 students and alumni entrepreneurs submitted a pitch. Learn about the three prize winners:

Eddie Godshalk First Place

MBA Alum
Founder and CEO,
Growth Maps

Eddie Godshalk is best known for his unstoppable passion to fix certain fundamental problems in real estate investment. He started from nothing and gained millions in real estate investing. After losing everything, Eddie became driven to find a way to help home-buyers and real estate investors avoid financial losses from unforeseen real-estate market corrections and economic declines. This experience and his understanding of the importance of data led him to invest over \$500,000 of his own capital, and years of testing and development, to create Growth Maps.

Growth Maps—a powerful visualization technology—is a SaaS-based app that combines deep data sources to deliver the most current local analytics and highly detailed heatmaps of future growth opportunities for real estate investors and professionals.



Andoeni Ruezga Second Place

Undergraduate Senior
Founder of
Women to Women

Andoeni Ruezga, a senior, was born and raised in San Diego. She pitched her non-profit “Women to Women,” aimed at providing menstrual cups to homeless women in San Francisco. Andoeni hopes to one day spread this service across not only California but the nation. Providing reusable menstrual cups to women in need prevents infections and helps women feel comfortable during their menstruation period while also reducing environmental waste from disposable pads and tampons.

Jenna Hertz Third Place

Undergraduate Sophomore
Founder, Trenty

Jenna Hertz has always wanted to start her own business. As a kid, she was taught to reduce, reuse and recycle. This philosophy is behind her new app, Trenty—an online marketplace where individuals can trade, rent and buy clothing and other items user-to-user. Jenna came up with this idea after attending a music festival and noticing she spent a small fortune on a new outfit she only wore once. In today’s sharing economy, Jenna realized students could make some money by letting others rent their items or save money by borrowing from another student. Jenna will be launching Trenty in the Apple app store soon.

San Francisco State University’s 2018 Panetta Institute Congressional Intern



Daniel Richardson, a junior majoring in economics and business, with a concentration in decision sciences, was raised in Napa, California by a working-class family who fostered the values of honest work and personal ingenuity. His family background, along with his travel experiences in Southeast Asia, motivated him to pursue a second major in economics to help him understand public and labor economics.

Daniel’s intellectual interests include researching the economic effects of decentralized technologies, artificial intelligence, and peer-to-peer business models. As San Francisco State’s Panetta Institute Congressional Intern, Daniel seeks to gain insight into the public economic sector and policymaking

to discover how these innovative technologies may be governed to serve the public interest.

The Congressional Internship Program at the Panetta Institute for Public Policy gives selected students the opportunity to work and learn about public policy while interning with a California Congressional delegation on Capitol Hill. Interns are nominated by each California State

University campus president and approved by the CSU Chancellor’s Office and the Panetta Institute.

Daniel plans to graduate fall 2019 and hopes to pursue opportunities with the United Nations, the American Institute of Economic Research, or the Federal Reserve Bank, where he would like to employ the technologies of tomorrow to help reduce poverty around the world.



Second place winners in the GE Digital CSU Challenge: Prakash Singh Punia, Abhilash Shrivastava, Soumithri Chilakamarri and Trent Liu.

Commuter App Takes Prize in CSU Digital Challenge

Drive or take public transit? That’s a question San Francisco State students ask themselves daily. But what if there’s an app to compare driving conditions and available parking spots on and around campus with public transit travel times? Four students, including **Prakash Punia (MBA ’18)**, developed an app called Gator Trans that does just that. The app could help shave time off commutes to campus and took home second prize at the GE Digital CSU Challenge. These students competed against students from eight other California State University campuses.

San Francisco State University College of Business students Seth Abrahamson (Marketing), Simone Ozzello (MBA, Information Systems), and Michael Wu (Information Systems)

Students Showcase Their Talents

Sugar Network Expo 2018

Business students **Seth Abrahamson**, **Simone Ozzello** and **Michael Wu** received funding from the University of Science and Technology of China (USTC) to collaborate with their students before co-presenting their Robotics and Internet of Things (IoT) projects at Sugar Network Expo 2018.* Sugar is a global network that brings together multidisciplinary students from different universities and challenges them to solve real-world product development challenges posed by multinational corporate sponsors. Student teams collaborate with another team from a foreign university, adding to the diversity of the project teams and allowing students to gain experience in global collaboration—a skill required in our highly integrated world.

Our team's work started in August 2017, when SAP Shanghai became our corporate partner and challenged our students to leverage smart technology to improve the quality of life. Students from both universities attended the Sugar Network Global Kickoff event in Silicon Valley on November 5–14, 2017. This face-to-face interaction facilitated the design thinking process to ideate, design and prototype their innovations.

Impressed with our students' talents, USTC decided to sponsor three San Francisco State students to visit their campus. The University of Science and Technology of China is a top engineering university and receives direct support and funding from the Chinese Academy of Sciences.

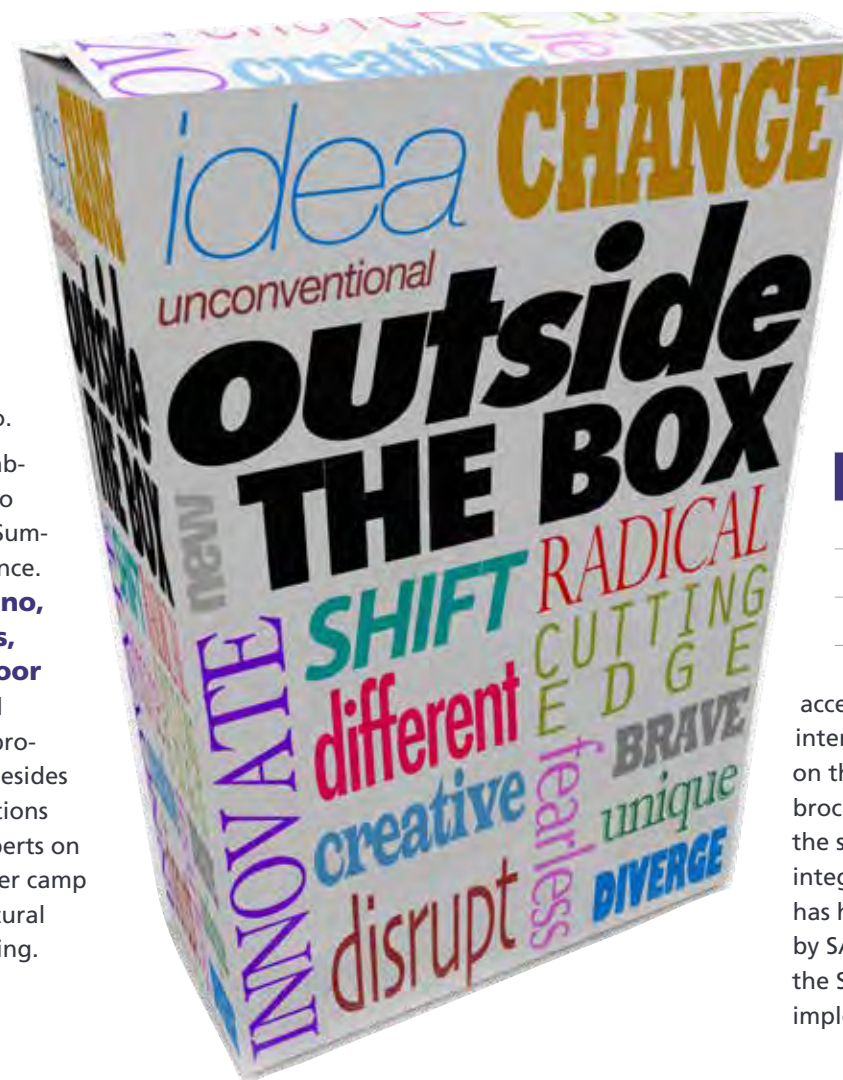
From May 28 to June 1, 2018, our students worked intensively with Chinese students to finalize two projects related to robotics and IoT: *The BIBO—Smart Pet Robot at Home* and *My Tita—a Smart Running Mate Device*. On June 1, the students presented their projects to SAP Shanghai design-thinking experts, who advised them on how to improve their prototypes, including how to build an effective business model to attract investors. Our students also visited the Hangzhou headquarters of Alibaba, the global ecommerce giant.

* San Francisco State and Stanford are currently the only two universities from the U.S. included in the Sugar Network community.



From June 5–8, nine students—**Emily Holtz** (MBA), **Simone Ozzello** (MBA), **Prakash Punia** (MBA), **Jeffrey Sinclair** (MBA), **Shikha Lodha** (MBA), **Seth Abrahamson** (Marketing), **Michale Wu** (Information Systems), **Mychal Matzek** (Information Systems), and **Karrie Liang** (Information Systems)—attended Sugar Network Expo 2018 in San Francisco.

Besides the Sugar Network collaboration, USTC invited students to attend their First International Summer Camp on Artificial Intelligence. Five students—**Misael Medrano**, **Khanyisile Gumede-Moses**, **Franci Chen**, **Sushant Kapoor** and **Ulises Cruz**—participated in this fully-funded, two-week program and visit to USTC in July. Besides keynote speeches and presentations from academic and industry experts on artificial intelligence, the summer camp featured hands-on projects, cultural activities and historical sightseeing.



Mobile Appathon Challenge

Co-sponsored by PG&E and the College of Business, the Mobile Appathon Challenge asks students to explore innovative ideas for shaping tomorrow's business, environmental, civic and social landscapes through mobile technology.

Evaluated by industry experts, the 2018 Mobile Appathon Challenge first-place prize was awarded to **Emily Holtz**, **Simone Ozzello**, **Shikha Lodha** and **Apoorva Singh**. As members of the Reduce Team, their project addressed the excessive use of plastic packing materials and encouraged more eco-friendly alternatives. Emily and her team were invited to present their work at conferences in San Francisco and Shanghai. Dana Longmire, the director of business technology from PG&E, presented the winners with a \$400 gift card and an award certificate at the Information Management Systems Association (iMSA) graduation celebration.

PG&E Sponsorship of SAP Recognition Award Program

In spring 2012, the Information Systems (IS) department began a partnership with SAP America University Alliance Program (SAP UAP) to issue the SAP Recognition Award certificate. Both undergraduate and graduate business students earn the certificate by completing at least three SAP integrated courses. Since fall 2012, over 220 students have received this certificate, including 40 MBA students.

Among those students who have acknowledged their appreciation for our SAP program after graduation, more than 30 were offered internships, as well as full-time employment, at companies such as PG&E, SAP, Google, Accenture, GoPro, Workday, PayPal, Genentech and Cohesion Inc.

Additionally, companies frequently contact the faculty with other internship opportunities for these students. The faculty experience is overwhelmingly positive and rewarding. Similarly, student response to these courses and the overall experience is very positive. Over the past two years, there has been a significant increase in the number of students who choose Information Systems as their major. The following table shows this increase:

SEMESTER	STUDENTS
Spring 2014	176
Spring 2015	295
Spring 2016	439

The SAP Recognition Award program requires financial support to cover licensing fees for software use, plus instructors' training costs. Gold-level sponsorship is based on a donation of at least \$12,000. Gold-level sponsors receive

access to the top certificate recipients throughout the year to hire for internship opportunities. Additionally, Gold-level sponsors are listed on the College of Business and IS department websites and in program brochures. In addition to financial support, IT or SAP experts from the sponsor's firm are encouraged to serve as guest lecturers in SAP-integrated courses to share their expertise with students. Their tutelage has helped students win competitive international awards organized by SAP. Moreover, Gold sponsors are invited to serve as members of the SAP Advisory Board, providing valuable input in the design and implementation of SAP-related curriculum. Visit erp.sfsu.edu to learn more.



Marketing Students Develop Campaign for Robot Startup

San Francisco State student **Robert Zhang** films the Zorabot in the campus bookstore for his Digital Marketing class project.

Students in Assistant Professor of Marketing **Nga Ho-Dac's** Digital Marketing class worked all semester to develop an integrated digital marketing platform for ZoraBots, which creates user-friendly software for hospitality and companion robots. When the semester ended, the finished product included a website that's search-engine optimized, digital ads, articles, social media and email marketing campaigns, as well as promotional videos targeting sectors where the robots will be used, such as retail, education or healthcare.

Ho-Dac says he likes having students working on these types of projects because nothing replaces actual experience. "Students are building a website from scratch and they then use that as a platform to do marketing," Ho-Dac said.

"They're also using Google Analytics to measure the website's performance and to test the performance of different landing pages and website features."

Jonah Kaufman, a senior majoring in marketing, said the class is invaluable because students are getting professional experience. His group was in charge of promoting the robot's software and user interface, and members wrote articles and created promotional videos hosted on the website. "You're not just reading from a book, you're doing it for a website. Rather than hypotheticals, you're actually doing it, so you learn a lot faster," he said.

"Students aren't just picking up technical skills, they're also learning to understand the needs of their customers. For example, a client may think they need advertising,

but students may find that's not actually what the customer needs," Ho-Dac adds. "The students learn to give the customers what they really want by asking the clients about the objectives of the campaign," he said.

Benjamin Le Cam, U.S. vice president of business development for ZoraBots, worked closely with students to execute the company's vision. "We're a startup so we don't have a budget for marketing, so this is a perfect relationship because students are creating a product for a real company," he said. "Students have a creativity we don't have. I give them guidelines, but of course they can come to me with their ideas." The completed project, he says, will be a wonderful way for students to boost their resumes; some may even get an internship with the company following the class.



The Quest for Equality

Born in Mumbai, India, **Rianna White** spent the first few years of her life living in Dubai and various parts of the United States before settling in Southern California. During senior year of high school, Rianna's stepfather passed away, making her college selection process extremely difficult. Attending a college that supports diversity while being close to her mother in Southern California was a priority, and San Francisco State's core values and location proved to be a perfect fit.

During Rianna's sophomore year at San Francisco State, she took a "Women and Work" class that inspired her to major in Labor and Employment Studies. Despite declaring an Anthropology major and Human Sexuality Studies minor, and working at the same time, Rianna decided to also pursue a bachelor's in labor and employment studies on top of her already heavy workload. This past spring, Rianna graduated

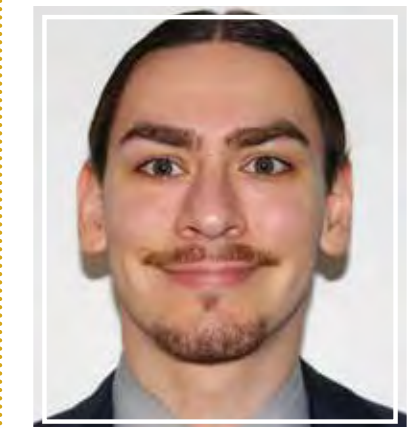
from SF State with two degrees—one in Anthropology and the other in Labor and Employment Studies, as well as a minor in Human Sexuality Studies.

After graduation, Rianna turned her part-time position at Earthjustice, the U.S.' largest nonprofit environmental law organization, into a full-time HR position. Her motivation to continue working with this nonprofit is due to their dedication to diversity, equality, and inclusion in the workplace.

In the next two years, Rianna plans to obtain her Professional in Human Resources certification to help advance her career in human resources and to empower herself to promote equality in the workplace. "I'd like to take that knowledge and my own experiences as a woman of color, [an] immigrant, and [a] member of the LGBT+ community to uplift others," stated Rianna.

Alumna Jennifer Chan Named 2017 Elijah Watt Sells Award Winner

Jennifer Chan (B.S. '18, Accounting), received the highly selective Elijah Watt Sells award. The award is bestowed upon 58 CPA candidates who have obtained a cumulative average score above 95.50 across all four sections of the CPA examination, passed all four sections on their first attempt, and completed testing in 2017. There were nearly 96,000 exam takers in 2017. Founded in 1923, the Elijah Watt Sells Award program annually recognizes those with top CPA exam scores. Sells was one of the first CPAs in the U.S. and was also key to the founding of the AICPA, as well as education programs within the profession. Jennifer is currently employed with RSM US LLP in San Francisco.



Estevan Lopez (M.A. '18, Economics) was selected as a recipient of the *Student Award for Excellence in Service Learning* from the Institute for Civic and Community Engagement (ICCE) during its annual event held April 12, 2018.



In November 2017, the Management Organization for Business Students (MOBS) held a fundraiser for those affected by the natural disasters occurring that semester, including Puerto Ricans devastated by Hurricane Irma and Mexicans affected by several earthquakes. MOBS originally organized La Gente Unida, or The People United, fundraising event as an outdoor fiesta that would feature Puerto Rican cuisine for sale and a live reggaeton musical performance by local artist, XAV. Unfortunately, due to inclement weather, the event was moved indoors to the Business building. But that didn't put a damper on their sales—MOBS was able to raise over 700 dollars in just four hours to help disaster victims. The event was planned, marketed and managed by **Jesus Chaves, Carlos Torres, Clayton Liddicoat, Eddie Frye, Wynne Zhang, Joshua Cruz, Natasha Bolton, Tim Chan, and Jordan Keel.**

Christine Johnson was selected for this year's David Hysinger Award, which recognizes an exemplary student in commercial real estate. The BOMA SF Foundation awards \$2,000 to a student in honor of David Hysinger, who was instrumental in the development of the Commercial Real Estate Program at San Francisco State.



Hotel and Restaurant Foundation Scholarship Recipients
Evelyn Cruz, Gigi Huie, Mona Oussou, Sandra Lara, Luis Torres, Megan Tarrant and Haley Hudson



Labor and Employment Studies Students Put What They Learn Into Practice

Labor Studies senior **Alisa Pokrovsky** (top) is doing just that, having been awarded a paid internship with the Office of Labor Standards Enforcement, City of San Francisco, where she assists with evaluation and reporting on minimum wage enforcement, including evaluating the impact of OLSE's community outreach program.

Rocsanne Barerra (bottom), 2017 Labor Studies graduate and recipient of the Ernest Dillard Scholarship in Labor Studies, is now working full time for the Service Employees International Union in the United Service Workers West External Security Department.



Business Graduate Lands Veteran of the Year Honor

San Francisco State University student **Iana K. Lim** was honored by Assembly member Phil Ting during the California State Assembly's 11th Annual Veteran's Recognition Luncheon, June 20, 2018, which recognized veterans from across California who have had a distinguished military career and have significantly contributed to the community.

Iana is a United States Navy veteran who served as a machinist mate second class (MM2) servicing steam-powered ships. After her honorable discharge from active duty, she enrolled at San Francisco State, where she graduated this year, earning her bachelor of science in business administration, with a concentration in international business and a minor in marketing.

While at SF State, she served the veteran community as a supervisor for Veterans Administration Work Study, the president of the Veterans at San Francisco State (V.E.T.S.@SFSU) student organization, and the chair of the committee on Veterans Issues for Women. During her



tenure as president of V.E.T.S.@SFSU, active membership increased by more than 800 percent, and educational seminars included personal finance, converting military experience to civilian language, coding in the python and SQL languages—veterans from Salesforce and Apple were represented at this event—and veteran advocacy through a partnership with LinkedIn.

SF State provides services to more than 1,300 veterans and dependents of veterans and active duty members each semester.

Lim chose SF State in part because its Veterans Center is directed by a certified veteran, rather than a civilian, who was able to relate to her and provide her with the support she needed. Iana now plans to pursue a master's in business administration, saying her ultimate goal is to do something that positively impacts people around her and affects change in the world.

"The diversity of opinions at SFSU really impressed me, as well," says Lim. "The professors value learning from their students and make us feel open to discuss our opinions, which helped me to build my identity."

Iana Lim with Assembly Member Phil Ting during the California State Assembly's 11th Annual Veteran's Recognition Luncheon.

The Class of 2018

More than 5,000 students walked the line at San Francisco State University's 117th Commencement ceremony, held Thursday, May 24, 2018, at AT&T Park. Twelve of these graduates were chosen to represent the class of 2018.



In a longstanding tradition, each of the University's six academic colleges select two students—one graduate and one undergraduate—for the honor of representing their fellow students as academic hoods. This year, the College of Business Graduate Hood Recipient was Emily Holtz and the college's Undergraduate Hood Recipient was Megan Larkin, both of whom were recognized at Commencement.

These students received special recognition from the University during Commencement week:

Graduate Honorees

- ▶ Emily Holtz (Graduate Hood Recipient) M.B.A., Emphasis in Information Systems
- ▶ Dana Daigle, M.B.A., Emphasis in Decision Sciences
- ▶ Kimberley Fabris, M.B.A.
- ▶ Ko-Shuang "Amy" Lin, Master of Science in Accountancy
- ▶ Estevan Lopez, Master of Arts in Economics

- ▶ Volha Pipko, M.B.A., Emphasis in Accounting
- ▶ Prakash Punia, M.B.A., Emphasis in Information Systems

Undergraduate Honorees

- ▶ Megan Larkin, Accounting (Undergraduate Hood Recipient)
- ▶ Hoa Nguyen, Decision Sciences
- ▶ Mage Cyrus, Economics
- ▶ Haiyin Huang, Finance

- ▶ Jinghua Mai, Hospitality & Tourism Management
- ▶ Nadim Ebadi, Information Systems
- ▶ Kona Kawai, International Business
- ▶ Alisa Pokrovsky, Labor & Employment Studies
- ▶ Jefferson Van Vorhis, Management
- ▶ Chelsea Yiun Sze Teng, Marketing

The Business Stars of Tomorrow



Emily Holtz
2018 Graduate Business Hood Recipient
Master of Business Administration, Emphasis in Information Systems

Emily Holtz completed her bachelor's degree in business administration at San Francisco State University and continued her studies in the MBA program, where she focused on how organizations can leverage technology and data to improve outcomes for all types of stakeholders. Emily worked with Professor of Management Denise Kleinrichert (currently interim associate dean) in partnership with the college's Center for Ethical and Sustainable Business. She created an independent research study to explore the intersection of her two greatest interests—sustainability and information technology. In addition to identifying critical

issues associated with the widespread adoption of information technologies, her work highlighted how information technologies are enabling innovative solutions to some of the world's most pressing social, environmental and economic challenges. For a course in the Information Systems Department, Emily led a team in designing and prototyping an iOS mobile application aimed at reducing packaging waste. Read more about the team's Mobile Appathon Challenge entry on Page 7.

In January 2018, Emily started working with Gartner, a global IT research and advisory firm, as a consultant to public sector organizations.

Megan Larkin is a lifelong San Franciscan who has always had a passion for working with numbers. When applying for college, she chose to pursue accounting as a way to apply her skills to help companies operate in a financially sustainable way. During her freshmen year, Megan joined the Volunteer Income Tax Assistance (VITA) program, a nationally recognized IRS program that provides free tax-return preparation to low-income, elderly, limited English proficient, and disabled individuals. During her sophomore year, she became the youngest supervisor in the VITA program. Megan explained tax concepts and implications

so her clients could better plan for their future. Following her junior year, Megan interned with PricewaterhouseCoopers on their Industry Tax Practice team, where she filed tax returns for both corporations and individuals, and performed research to determine the best practices for clients. She was offered a full-time position at the end of her internship and will begin her new job with the company in January, following completion of her CPA exam. Not letting any opportunities pass her by, Megan spent her summer working in a Labor Capital Strategies Internship with KPS through the Kalmanovitz Institute at Georgetown.



Megan Larkin
2018 College of Business Undergraduate Hood Recipient
Bachelor of Science in Business Administration, Concentration in Accounting

Measuring Success

The Student Success Team

Top Row: *Chris Kingston, Mason Perez, Kevin Connor, Jeff Chun (Assistant Dean)*

Middle Row: *Marc Corra, Denise Kleinrichert (Interim Associate Dean), Lupe Ramos*

Bottom Row: *Javier Garcia, Albert Koo, Yim-Yu Wong (Interim Dean), Hanh Tran, Heidi Yu*

The College of Business continually invests in operational and academic improvements that support student success.

One key measure of the effectiveness of these efforts is the student graduation rate. The charts on the next page show the positive impact of operational and academic improvements we implemented. For example, the four-year graduation rate for first-time freshmen increased from 12.2 percent for the 2005 student cohort to 22.2 percent for the 2013 cohort, an increase of 10 percentage points.



Graduation Rates

In summer 2016, the California State University system set student graduation goals for each of the campuses. The San Francisco State campus asked each college to establish its own goals.

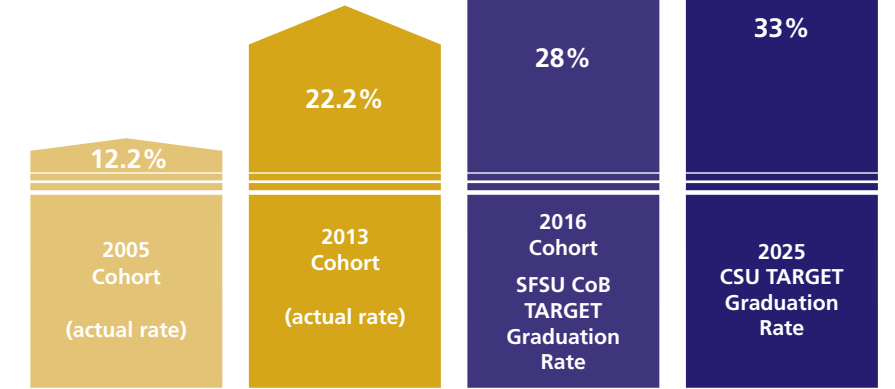
To help us reach this target, the college submitted a proposal in fall 2017 to fund our Student Success and Graduation Initiative. Part of our proposal was funded, and we were able to implement items such as tutoring services and small grants for course redesign.

Closing the Equity Gap

The college is committed to the success of all students. Closing the equity gap for under-represented minority (URM) students has been a University priority for several years. In the 2011 first-time freshman cohort, the college narrowed the six-year graduation gap between URM students and their non-URM peers to 7.3 percentage points, compared to a 15.1 percentage point gap for the 2008 cohort.

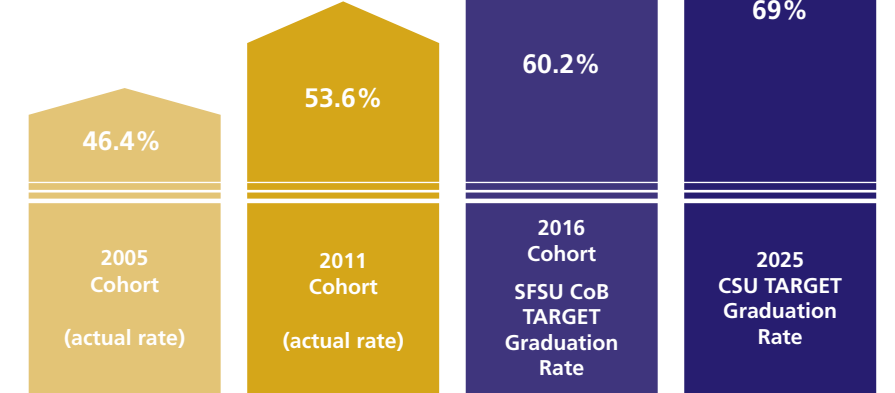
FOUR-YEAR GRADUATION RATES & TARGETS

First-Time Freshman

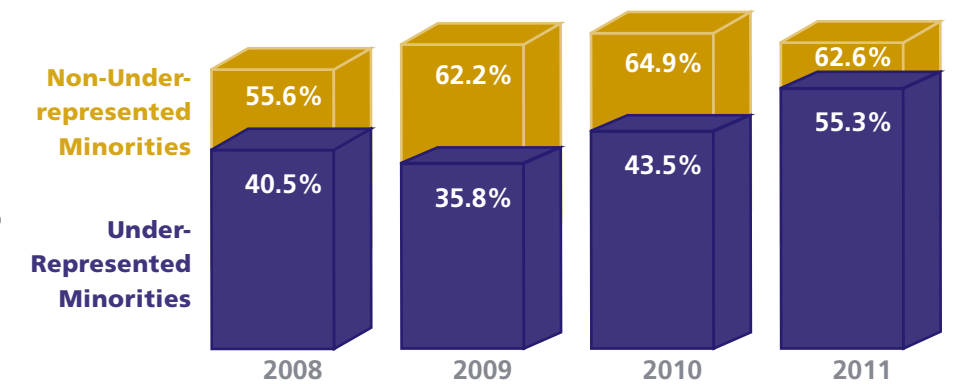


SIX-YEAR GRADUATION RATES & TARGETS

First-Time Freshman



SIX-YEAR GRADUATION GAP



Success by the Numbers

The College Success Team (CST) has increased communication and outreach with current students regarding important dates, deadlines and services. They have also started proactive advising to ensure students are receiving the support they need to make progress towards graduation in a timely manner.

Class Visits Promoting Advising and Student Success Services

In spring 2018, Student Success Center staff visited multiple classrooms representing a cross-section of academic courses to promote our student success services to students. Over 1,500 students were informed through these efforts.

BUS 300	14 sections	350 students
DS 412	10 sections	376 students
FIN 350	13 sections	524 students
ISYS 363	6 sections	245 students
ACCT 301*	2 sections	50 students
DS 411*	1 section	20 students

*requested by the faculty



Pre-Graduation Workshops

The CST delivered eight pre-graduation workshops in spring 2018 and experimented with placing registration holds for a subset of our high-unit student population to help increase attendance. This pilot project proved to be very successful. 68.38 percent of the students with a registration hold attended a pre-graduation workshop compared to only 3.6 percent in the group without a hold. A total of 124 students attended a pre-graduation workshop where they received early advising pertaining to graduation, as well as learning about career services and graduate school opportunities.

Grad App Express

To help students navigate the complexity of applying for graduation, the Student Success Center provided eight hands-on Grad App Express workshops in spring 2018. Advisers were in the room to directly guide students through the various components of the graduation application. As a result, 188 attendees left the session with their graduation application successfully completed.

Student Success Center Newsletter

A newsletter was created and sent out to over 5,800 undergraduate students in fall 2017 and spring 2018

containing well-organized, consolidated and timely information students need to know. This included critical dates and deadlines, as well as student success services such as tutoring, retention/graduation workshops, academic advising support, student organizations, and career services.

Online Change of Major

(undergraduate students with less than 96 units)

The college agreed to help pilot the online change of major feature in Campus Solutions, which enabled students with less than 96 units to declare a major offered by the College of Business. This greatly improved the speed and accuracy of the change of major process for our undergraduate business students.

During the Fall 2017 semester, a total of 262 students benefited from the online change of major feature. In the Spring 2018 semester, a total of 252 students benefited from this streamlined process.

Improved Graduation Rates

All these student success services have resulted in a continued increase to the graduation rates for first-time freshman, as shown in the tables on Page 15.



Career Services AND Professional Development

Engaged Commercial Real Estate Fellows during a session at the SFSU Downtown Campus.

Employers who hired students for jobs or internships:

- Able Services
- Adobe
- Anki
- Banana Republic
- Berkadia
- Boston Properties
- BPM LLC
- Brothers International Holding
- Capital Building Maintenance
- CBRE
- Citiscape Property Management
- City and County of San Francisco
- Community Bridges
- Cushman & Wakefield
- FinancialForce
- Gartner Consulting
- Genentech
- GSH Inc.
- HFF
- Jones Lang LaSalle (JLL)
- JP Morgan Chase
- Kaiser Permanente
- Lingrove LLC
- Marcus & Millichap
- Microsoft
- Mimosa Networks
- Newmark Realty Capital
- Nikon Precision
- Patreon
- Pivoton Capital
- Port of San Francisco

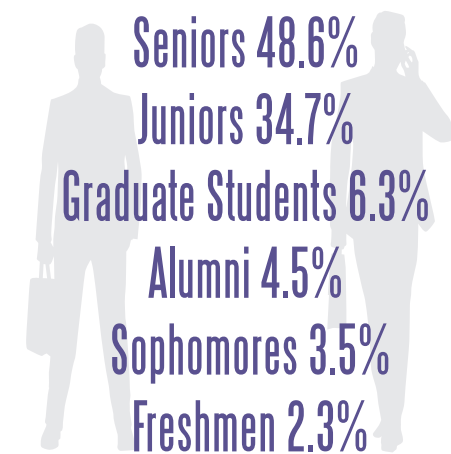
- ProTech Security
- PwC
- Reprise Media
- Ritz-Carlton Half Moon Bay
- RiverRock Real Estate Group
- San Francisco Girls Chorus
- Skywalker Properties
- Slack
- Sportique
- Tishman Speyer
- University of California, San Francisco
- Universal Music Group
- Wells Fargo

Industries where students were offered jobs or internships:

- Accounting
- Banking
- Biotechnology
- Commercial Real Estate
- Consumer Electronics
- E-commerce
- Financial Services
- Government
- Healthcare
- Hospitality
- Music
- Nonprofit
- Research and Advisory
- Retail
- Software Applications
- Technology



Student contact-hours include drop-in hours, in-person, phone, video appointments, workshops and events.



Academic classification of students who used the Career Services' resources.



Commercial Real Estate

Commercial Real Estate Alliance for Tomorrow's Employees (CREATE) is a collaborative effort between leading commercial real estate companies and service firms to address the industry's growing workforce challenges throughout the San Francisco Bay Area.

Commercial Real Estate Fellows Program

Career Services and Professional Development collaborated with CREATE to launch the Commercial Real Estate (CRE) Fellows Program to develop the industry's future leaders.

The CRE Fellows Program is a one-year program that teaches students key commercial real estate management concepts and practices, including property management, asset management, and construction and project management. The first cohort of 22 Fellows, who were selected after an application and interview process, started the program in September 2017. The Fellows networked with commercial real estate industry professionals and were able to see concepts they learned during sessions come to life through building tours.

The program opened career doors for students. Some Fellows were selected for enriching internship and job opportunities

in the commercial real estate industry. The second cohort of the CRE Fellows Program was recruited during summer 2018 and started in September 2018.

CREATE Internship Program

Through a collaboration with CREATE, the college established the CREATE Internship Program to enable students to gain hands-on experience in the commercial real estate industry. Interns participated in the CREATE Internship Kickoff Meeting on June 5, 2018, at the Jones Lang LaSalle office in downtown San Francisco. At this meeting, interns gained advice from commercial real estate professionals on how to make the most of their internship experience. Since 2014, 55 students have participated in commercial real estate internships through this program.

On May 9, 2018, the final Commercial Real Estate Fellows Session was held at Salesforce East, 350 Mission Street, in San Francisco.



Tiyana Cruz Smallegan

Institute of Real Estate Management Student of the Year 2018

"The CRE Fellows Program has been and continues to be an incredible experience. When I think about the program as a whole, the word that comes to mind is "invaluable."

I have gained a greater inside knowledge of the commercial real estate industry. If this industry sparks your interest, please join! You won't regret it."

Career Events

Career Services held 49 career workshops and events throughout the academic year, including career information sessions, employer and alumni-led workshops, and skill-building workshops. The wide array of events and workshops were made possible by collaborative partnerships on and off campus, including employers and alumni who provided essential professional development and job search information and resources to College of Business students.

Employers and alumni from the following companies and industry organizations made valuable contributions to Career Services programming:

- Accounting Principals
- Aerotek
- Ajilon
- AXA Advisors
- Building Owners and Managers Association (BOMA) San Francisco
- Commercial Real Estate Alliance for Tomorrow's Employees (CREATE)
- COOP
- Dolby
- Gartner
- Google
- Insomniac
- Kaiser Permanente
- Marcus & Millichap
- Merritt Group
- New Relic
- Nikon Precision
- Oracle
- Pixar
- Propeller Consulting
- Society for Marketing Professionals San Francisco
- Tesla
- Yelp

- ▶ **HR Systems and Technology Presentation** On October 17, 2017, Edwin Fabian, a College of Business alum who now works at Pixar, shared his insights about HR Systems and Technology.
- ▶ **Dolby Information Session** On September 13, 2017, Jillian Hom, a College of Business alum, presented information about Dolby and job opportunities.
- ▶ **Alumni Career Panel** On February 20, 2018, students received valuable advice on how to navigate the transition from college life to their career. Panelists included Anthony Cessario (Oracle), Edwin Fabian (Pixar), Samantha Hoyle (Columbia Property Trust), Nick Lee (Yelp), David Nelson (Marcus & Millichap), and Anna Thoma (Tesla).

Hospitality and Tourism Management

HTM Students Active On and Off Campus



Smith Travel Research Student Competitors

Congratulations to **Mary-Helen Galleno, Mackenzie Irland, Karla Lopez, Lauryn Sloan, and Sarah Milner**, our five finalists in the Smith Travel Research Competition. They were in the top 10 among 30 universities to advance to New York City and present to judges at the Hotel Experience Event.

Fifth Annual Hospitality & Tourism Management Career Expo

Over 50 companies participated in the Hospitality & Tourism Management Career Expo this year. Students from San Francisco State, as well as other CSUs, attended the Expo seeking information on internships, work-experience opportunities, and full-time employment.

Job and Internship Testimonials

Testimonials

Emily Holtz, MBA



WHEN THE COLLEGE OF BUSINESS Career Services hosted an on-campus event for MBA students to meet industry professionals from Gartner, a worldwide research and advisory firm, I was eager to attend and to learn more about the company's IT and business consulting services. With the help of resources provided by Career Services, I was able to prepare thoroughly for interviews and ultimately received a great offer to join Gartner's consulting practice. I am grateful to Career Services for facilitating that connection, and I highly recommend that all College of Business students get involved with Career Services as part of their academic experience!

Lou-Matthew A. San Jose, FINANCE

I FOUND OUT ABOUT MY JOB at New York Life when it was advertised in one my classes. It was for a three-year associate program in commercial real estate with New York Life, giving me experience in asset management, acquisitions and debt. What I like best about my job is the corporate environment and professionalism. I have worked retail/server jobs my whole life until this point, and this experience is a big upgrade. I have an opportunity to use everything I learned in school and enhance those skills in my day-to-day, which includes financial statement analysis, acquisition, and debt underwriting. The College of Business Career Services helped me by keeping me up-to-date with any offerings from internships to job openings. They help you get in front of those who are hiring by letting you know about the many events and meet-and-greets.



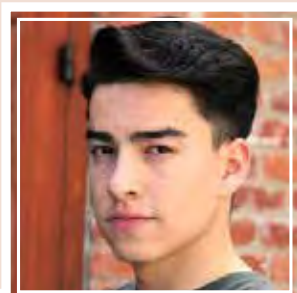
Alexia Barba, ACCOUNTING



THROUGH MY INTERNSHIP, I immersed myself in the collaborative culture that PwC created in its workplace. My days were spent shadowing different engagement teams and learning about the software PwC accountants use. I was able to do a rotation between their tax and assurance lines of services to better understand what each job entails and what I want to do in the future. The best part about my internship was the bonds I created with the people I worked with and the knowledge they shared with me. My recruiter, supervisors, fellow interns, and everyone I met taught me something new and valuable. Because of these lessons and fun experiences, I developed both professionally and personally. The people I worked with are the reason this internship is so memorable.

Jorge A. Peraza-Vasquez, MARKETING

THE COLLEGE OF BUSINESS CAREER SERVICES gave me the confidence to interview at top companies by allowing me the opportunity to practice and learn skills through a mock interview with the director of Career Services. What amazed me the most was the amount of care and preparation the Career Services team has in regards to researching the places where students like myself are interviewing. As a result of scheduling a mock interview, I landed an internship at FinancialForce as their market research intern! Each day, I look forward to going to work and learning from notable people. I couldn't have done it without the Career Services program in the College of Business.



Scholarships

Thirty-four of the University's strategic partners sponsored prestigious scholarships in support of the exceptional and diverse population of undergraduate and graduate students at the College of Business.

- Aaron Anderson Memorial Scholarship: *Samantha Bologna*
- Agid Family Scholarship Endowment: *Zachary Wagner*
- Bear Family Endowed Scholarship: *Sandeep Gurung*
- BOMA SF Foundation Scholarship: *Christine Johnson*
- Chevron Scholarship Fund
- CIO Scholarship Fund
- Dale McKeen Memorial Scholarship
- Don Mar Scholarship: newly endowed
- Don Scoble Endowment Scholarship: *Aditi Grossman*
- Ernest C. Dillard Sr. Endowed Scholarship for Labor Studies
- Hong Kong Association of Northern California Scholarship: *JunJian Liang, ZhiYing Wu, Guiting Xu*
- Janet Sim Scholarship Endowment: newly endowed
- Janice & John Gumas Endowed Marketing Scholarship: *Jordan Brown, Juana Medel*
- Jeff Clavin Memorial Scholarship by InterContinental Hotels Group: *Samantha Perez*
- Kaiser Permanente Business Certificate in Ethics & Compliance Scholarship: *Lindsey Zaiger, Natalee Gunn, Laura Pruden*
- Kawaguchi Family Scholarship Endowment: newly endowed
- Legal Marketing Association Erick Vargas Scholarship: *Erica Zatarain*
- Leona Bridges Scholarship: *Charize Divina*
- Linda & Nathaniel Oubré Leadership Scholarship: *Brisheena Bassel, Abraham Nelson, Jordan Davis*
- Manny Mashouf Endowed Scholarship: *Juana Medel*
- Martinelli Family Scholarship Endowment: *Kimberly Chiong*
- Michael Jon Alton Scholarship Endowment: *Ying Liufu*
- Mitsuko Duerr Endowed Scholarship
- Nancy Lee Mar Vista Room Scholarship: *Wenfeng Ma*
- Nikon Precision College of Business Scholarship: *Randy Casanas*
- Ramona K. First Award Scholarship: *Dysson Vielmann-Conley*
- Ramsey Family Scholarship Endowment: newly endowed
- SF State College of Business Scholarship: *Dysson Vielmann-Conley*
- SKAL International Scholarship: *Olivia Holmes*
- The George Feliz Memorial Scholarship: *Jack Friedman, Bozhidar Chakalov*
- Valerie Hashimoto Scholarship: newly endowed
- Wallace Fund for Diversity Scholarship: *Kimberly Zabala, Randy Casanas, Omar Zoghayyer, Dysson Vielmann-Conley, Hue Vo*
- Yetta K. Zetooney Scholarship
- Yumi Satow Vista Room Scholarship: *Johnson Pham*



Faculty

Meet Our New Faculty

Left to right, top to bottom

Guido Krickx, Associate Professor, Management

Robert Bonner, Assistant Professor, Management Research Interests: Micro-foundations of Strategy, Upper Echelon Theory, Strategic Human Resource Management, Management Education

Tai-Yin Chi, Assistant Professor, Information Systems Research Interests: Applying quantitative analytical techniques in studying the effectiveness of online learning

Guillaume Faddoul, Assistant Professor, Information Systems Research Interests: Health care area using technology to improve diabetic treatment, Data Science and Analytics, User Experience and Human-Computer Interaction

Chenghao (Matt) Hu, Assistant Professor, Economics Research Interests: Study of globalization, with focus on international trade and financial interactions between countries; specifically, the linkages between international trade and financial/banking sectors of trading partners

Wei Huang, Assistant Professor, Accounting Research Interests: Effects of regulatory changes on corporate financial reporting; voluntary disclosure; earnings management; insider trading

Yao-Tien Lee, Assistant Professor, Accounting Research Interests: Intersection of accounting and information technology, and particular focus on the economic consequences of cybersecurity breach disclosure

Joanne Sopt, Assistant Professor, Accounting Research Interests: Social construction of fraud, corruption, and accountability

Veronica Sovero, Assistant Professor, Economics Research Interests: Education, Development, Labor and Demographic Economics

Dayna Walker, Assistant Professor, Management Research Interests: Organizational Behavior, Organizational Design and Change

Brian Yang, Assistant Professor, Finance Research Interests: Financial Institutions, Empirical Asset Pricing, Investments



Congratulations to Our Promoted Faculty

Promotion from Associate Professor to Full Professor

Mehmet Ergul
Hospitality & Tourism Management

Denise Kleinrichert
Management

Eric Lamm
Management

Lihua Wang
International Business

Yikuan Lee
International Business



Tenure and promotion from Assistant Professor to Associate Professor

Susan Roe
Hospitality & Tourism Management

Shengle Lin
Finance



Faculty in the News

Read more about these news stories and research studies.
Visit cob.sfsu.edu/news.



Brian Aday, Assistant Professor of Hospitality & Tourism Management, along with co-authors Kelly Virginia Phelan from The University of Queensland and Swathi Ravichandran from Kent State University, authored a paper accepted for publication in the Journal of Foodservice Business Research. The study examined the motivation behind restaurant operators' decisionmaking when

choosing whether or not to utilize the promotional mediums of flash-sale sites, such as Groupon or LivingSocial. The study identified that restaurants that employed flash sales were weary of any actual success and felt as though the deals brought in already established customers. Restaurants that did not utilize daily deals indicated a major hesitation toward using flash sales specifically related to low profit margins per item in their operation and to the percentage split of the sale price between the firm and flash-sale provider. The findings of this study provide some of the first academically published data regarding flash sales related to the hospitality and tourism industries.



Assistant Professor of Management Veronica Rabelo was accepted into ELEVATE, a faculty training program hosted by The Penn Center for Minority Serving Institutions.

Marketing Professor Subodh Bhat conducted a survey to gauge reaction to ads featuring mixed-race couples. An ad tweeted by Old Navy in 2016 sparked online outrage and use of the hashtag #BoycottOldNavy. What was it that stirred people's ire? June 25, 2018

Assistant Professor of Management Veronica Rabelo examines how an archaic theory that perpetuates victim blaming wound up being adopted by those who study workplace conflict. Cortina, L., Rabelo, V., & Holland, K. (2017). "Beyond Blaming the Victim: Toward a More Progressive Understanding of Workplace Mistreatment." *Industrial and Organizational Psychology*, 1-20. doi:10.1017/iop.2017.54

SF State Assistant Professor of Economics Venoo Kakar, Economics Lecturer Joel Voelz and graduate students conducted a study to see if profile information, such as race, sexual orientation and gender, had any impact on the price of San Francisco Airbnb listings.

In an op-ed, Professor of Labor and Employment Studies John Logan wrote about the 5-4 Supreme Court decision in *Janus v. AFSCME*, which prohibits public-sector unions from collecting "fair-share fees" covering the cost of representing non-union members, as one of its most partisan decisions of the past half-century. June 28, 2018

The Dow Jones industrial average plunged 1,175 points on February 5, 2018, which was its biggest-ever daily point plunge. San Francisco State University College of Business Assistant Professor of Economics Venoo Kakar was interviewed by the local news station KRON4. "We've been expecting this. It causes worry among the people and investors. But it's not driven by economic fundamentals and recession is unlikely," says Venoo Kakar.

Professor of Management Sally Baack was interviewed live on KCBS NewsRadio on October 7, 2017, to discuss the workplace ethics implications of the Harvey Weinstein sexual harassment scandal.



Professor Tom Thomas, chair of the Management Department, along with Assistant Professors Ian Dunham and Oscar Stewart, attended the Aspen Institute Business & Society's Undergraduate Consortium held June 2018, in Copenhagen, Denmark. The Aspen Undergraduate Consortium brings together some of the world's leading expert business faculty and deans to share ideas and teaching practices, inspiring them to innovate in the classroom.

Faculty Awards and Research

SABBATICAL LEAVE

Bo Ferns, Hospitality & Tourism Management

Robert Salesman, Decision Sciences

DIFFERENCE IN PAY

Ping Hsiao, Finance

Brenda Mak, Information Systems

PRESIDENTIAL AWARD FOR PROBATIONARY FACULTY

Sybil Yang, Hospitality & Tourism Management

Yabing Zhao, Decision Sciences

James Aday, Hospitality & Tourism Management

RESEARCH GRANT AWARDEES

Support across all proposals: \$9,800

Pedagogical Research

- Sybil Yang, Hospitality & Tourism Management. Proposed case study topics: China Coast: The Olive Garden of Chinese Food Fyre—The Luxury Music Festival or Yosemite National Park v. Delaware North Corporation

- Venoo Kakar, Economics. Proposed topic: High frequency innovative data sets in Time Series Econometrics and Forecasting

- Leyla Ozsen, Julia Miyaoka, Yabing Zhao, Susan Cholette, Decision Sciences. Proposed topic: Experiential Learning of Quality Control in an Operations Management Course

Inter-departmental Research

- Sepideh Modrek, Economics. Proposed topic: Optimization of linkage algorithms to link historical census data to two cohort studies

- Ian Sinapuelas, Marketing, and Leyla Ozsen, Decision Sciences. Proposed topic: Optimizing a retailer's merchandise mix: The roles of private labels and national brands

Discipline-based Research

- Deanna Wang, Marketing. Proposed topic: Disruption or Destruction? The Amazon Effect on Store-based Retailers

- Bing Luo, Accounting. Proposed topic: Effects of Auditor-Provided Tax Services on Book-Tax Differences and Investors

- Nasser Shahrasbi, Information Systems. Proposed topic: Developing an Online Decision Support Prototype for Teaching "Startup Readiness"

EXEMPLARY RESEARCH AWARDS

Funding amount across the two awards: \$2,000

Exemplary Award; \$1000

- Ronald E. Purser, Management. Ronald E. Purser, Bruno Dyck. "Faith, Theoria and OMT: A Christian and a Buddhist Walk Into a Business School." *Academy of Management Perspectives*. Accepted for publication, March 6, 2018.

- Yi Zhou, Finance. Bing Han, Lei Lu, Yi Zhou. "Two Trees with Heterogeneous Beliefs: Spillover Effect of Disagreement." *Journal of Financial and Quantitative Analysis*. Accepted for publication, March 26, 2018.

RESEARCH PRODUCTIVITY AWARD (\$300/ARTICLE)

Funding amount across all research articles: \$3,300

- Lutfus Sayeed, Information Systems. Simeon, R., Sayeed, L., Onetti, A., Talaia, M. "Analysing the online wine tourism strategies of American and Italian wineries." *International Journal of Management and Enterprise Development*. Accepted for publication, February 6, 2017.

- Lihua Wang, International Business. Lihua Wang, Xiaoya Liang. "The Effect of Historical Government Affiliations on Resource Acquisition and Organizing Capability: Evidence from Chinese Private Firms." *Journal of Asia Business Studies*. Accepted for publication, April 21, 2017.

- Theresa Hammond, Accounting. T. Hammond, C. Cooper, C. Van Staden. "Anglo American Corporation and the South African State: A contextual analysis of annual reports 1917-1975." *Accounting Auditing and Accountability*. Accepted for publication, April 23, 2017.

- Foo Nin Ho, Marketing.
 1. Foo Nin Ho, Glen Brodowsky, Seonsu Lee. "How Much More (or Less) is a Brand Worth When Made in a Low Labor-Cost Country? It depends upon Who and Where You Ask." *Journal of Promotion Management*. Accepted for publication, April 11, 2017.

2. Yikuan Lee, Foo Nin Ho, Ming-chuan Wu. "How Do Form and Functional Newness Affect Adoption Preference? The Moderating Role of Consumer Need for Uniqueness." *Journal of Consumer Marketing*. Accepted for publication, July 23, 2017.

- Venoo Kakar, Economics. Venoo Kakar, Joel Voelz, Julia Wu, Julisa Franco. "The Visible Host: Does race guide Airbnb rental rates in San Francisco?" *Journal of Housing Economics*, Elsevier publishing. Accepted for publication, August 14, 2017.

- Susan Roe, Hospitality and Tourism Management. Repetti, T., Roe, S.J. "Minimum wage change effects on restaurant pricing and employment." *International Journal of Contemporary Hospitality Management*. Accepted for publication, September 16, 2017.

RESEARCH PRODUCTIVITY AWARD *(continued)*

- Lutfus Sayeed, Information Systems. Sayeed, L., Onetti, A. "The relationship between organizational resources and Green IT/S adoption: A RBV approach." *Journal of International Technology and Information Management*. Accepted for publication, November 1, 2017.
- Susan Cholette, Decision Sciences. Mauricio Varas, Sergio Maturana, Susan Cholette, Alejandro MacCawley, Franco Basso. "Assessing the benefits of labelling postponement in an export-focused winery." *International Journal of Production Research*. Accepted for publication, January 15, 2018.
- Brian Aday, Hospitality and Tourism Management. J. B. Aday, K. V. Phelan, S. Ravichandran. "Examining restaurant operators' motives when choosing whether to offer a flash sale." *Journal of Foodservice Business Research*. Accepted for publication, February 28, 2018.
- Venoo Kakar, Economics. Gerald Eric Daniels Jr., Venoo Kakar. "Normalized CES supply side system approach: how to replicate Klump, McAdam, and Willman (Review of Economics and Statistics, 2007)." *Economics: The Open-Access, Open-Assessment E-Journal* 12 (2018-19): 1–13.

RESEARCH SEMINAR TALKS

- 9/29/2017, "Surviving M&A," Mitchell Lee Marks, Philip H. Mirvis, and Ron Ashkenas. *Harvard Business Review*. Mitchell Lee Marks, Management.
- 9/29/2017, "Social, Psychological, And Physical Aspects of the Work Environment Could Contribute to Hypertension Prevalence," David H. Rehkopf, Sepideh Modrek, Linda Cantley, and Mark R. Cullen. *Health Affairs*. Sepideh Modrek, Economics.
- 2/16/2018, "Yes, but this one looks better/works better: When might consumers choose superior sustainability despite a trade-off with other valued product attributes?" M. Luchs, M. Kumar. *Journal of Business Ethics*. Minu Kumar, Marketing.
- 2/16/2018, "Measuring Reliability of Transportation Networks Using Snapshots of Movements in the Network – An Analytical and Empirical Study," D. Gillen., H. Hashemina. *Transportation Research part B: Methodological*. Hamed Hashemina, Decision Sciences.
- 2/16/2018, "The term structure of credit spreads, firm fundamentals, and expected stock returns," Bing Han, Avaniidhar Subrahmanyam, Yi Zhou. *Journal of Financial Economics*. Yi Zhou, Finance.
- 4/13/2018, "Gender gap in health status of children in the context of one-child policy in China: is it sibling rivalry or son preference?" M. Kubo, A. Chaudhuri. *Journal of Family and Economic Issues*. Anoshua Chaudhuri, Economics.
- 4/13/2018, "Mobile Technology Dependence and Mobile Technostress," B. L. Mak, R. Nickerson, J. Sim. *Journal of Innovation and Technology Management*. Brenda Mak, Information Systems.
- 4/13/2018, "Profit or Legitimacy? What Drives Firms to Prioritize Social Stakeholders over Economic Stakeholders?" L. Wang, X. Liang. *Asian Journal of Business Ethics*. Lihua Wang, International Business.

Tenured & Tenure-Track Faculty, Fall 2018**ACCOUNTING**

- Shih-Chu Chou, University of Texas at Austin, McCombs School
- Amy Chun-Chia Chang, University of Houston
- Min Chen, Kent State University
- Frederick Choo, University of New South Wales
- George Frankel, New York University
- Theresa Hammond, University of Wisconsin
- Katherine Hetherington, University of Florida
- Su-Jane Hsieh, Purdue University
- Wei Huang, Florida International University
- Jai Kang, Texas A&M University
- Jung Hoon Kim, University of California, Berkeley
- Yao-Tien Lee, McMaster University
- Yifan Li, University of California, Irvine
- Bing Luo, University of North Texas
- John O'Shaughnessy, Golden Gate University
- Lufei Ruan, Carnegie Mellon University
- Joanne Sopt, Rutgers University

DECISION SCIENCES

- Ramesh Bollapragada, Carnegie Mellon University
- Rex Cheung, University of California, Davis
- Susan Cholette, Stanford University
- Jamie Eng, Harvard University
- Hamed Hashemina, University of British Columbia
- Stewart Lui, University of California, Berkeley
- Julia Miyaoka, Stanford University
- Leyla Ozsen Intrevado, Northwestern University
- Theresa Roeder, University of California, Berkeley
- Robert Saltzman, Stanford University
- Sada Soorapanth, University of Michigan
- Vaidyanathan Udayabhanu, Carnegie Mellon University
- Yabing Zhao, University at Buffalo—The State University of New York

ECONOMICS

- Michael Bar, University of Minnesota
- Sudip Chattopadhyay, University of Illinois, Champaign-Urbana
- Anoshua Chaudhuri, University of Washington
- Kirill Chernomaz, Ohio State University
- Chenghao "Matt" Hu, University of California, Davis
- Zuzana Janko, University of California, Riverside
- Venoo Kakar, University of California, Riverside

- Philip King, Cornell University
- Sepideh Modrek, University of California, Berkeley
- Michael Potepan, University of California, Davis
- Veronica T. Sovero, University of California, Los Angeles
- Lisa Takeyama, Stanford University

FINANCE

- Todd Feldman, University of California, Santa Cruz
- Xi Han, University of Washington
- Xue (Snow) Han, University of Georgia
- Ping Hsiao, University of Southern California
- Alan Jung, University of California, Berkeley
- Donglin Li, University of California, Berkeley
- Gang Li, University of California, Berkeley
- Ming Li, University of California, Los Angeles
- Shengle Lin, George Mason University
- Shuming Liu, University of Texas at Austin
- Yuli Su, University of Wisconsin, Milwaukee
- Brian Yang, University of California, Irvine
- Yi Zhou, University of California, Los Angeles
- Chris Yost-Bremm, Texas A&M University

HOSPITALITY AND TOURISM MANAGEMENT

- James Brian Aday, Texas Tech University
- Mehmet Ergul, Texas Tech University
- Bo Ferns, Purdue University
- Colin Johnson, Fribourg University
- Susan Roe, University of Nevada, Las Vegas
- Ryan Smith, The Hong Kong Polytechnic University
- Andrew Walls, University of Central Florida
- Sybil Yang, Cornell University

INFORMATION SYSTEMS

- Paul Beckman, Purdue University
- David Chao, University of Washington
- Tai-Yin Chi, Claremont Graduate University
- Guillame Faddoul, Claremont Graduate University
- Lei Jin, Georgia State University
- Brenda Mak, Northwestern University
- Lutfus Sayeed, Georgia State University
- Nasser Shahrabi, HEC Montréal
- Sameer Verma, Georgia State University
- Au Vo, Claremont Graduate University

INTERNATIONAL BUSINESS

- Bruce Heiman, University of California, Berkeley
- Sergey Lebedev, University of Texas—Dallas
- Yi-Kuan Lee, Rensselaer Polytechnic Institute
- Joel Nicholson, Florida State University
- Roblyn Simeon, University of California, Berkeley
- Gerardo Ungson, Pennsylvania State University

- Lihua Wang, Northwestern University
- Yim-Yu Wong, University of Nebraska—Lincoln
- Nini Yang, University at Buffalo—The State University of New York

LABOR & EMPLOYMENT STUDIES

- John Logan, London School of Economics and Political Science

MANAGEMENT

- Michael Albert, Georgia State University
- Sally Baack, University of Southern California
- Robert Bonner, University of Texas at San Antonio
- Geoffrey Desa, University of Washington
- Ian M. Dunham, Temple University
- Connie Marie Gaglio, University of Chicago
- Nara Jeong, Washington State University
- Priyanka Joshi, University of Southern California, Marshall School of Business
- Denise Kleinrichert, University of South Florida
- Guido Krickx, University of California, Los Angeles
- Eric Lamm, Boston College
- Chenwei Li, University of Alabama
- Mitchell Marks, University of Michigan
- Antoaneta Petkova, University of Maryland
- Ronald Purser, Case Western Reserve University
- Veronica Rabelo, University of Michigan
- Manely Sharifian, University of Alberta
- Oscar Stewart, University of North Carolina at Charlotte
- John Sullivan, University of Florida
- Tom Thomas, University of California, Berkeley
- Smita Trivedi, George Washington University
- Dayna Walker, Claremont Graduate University

MARKETING

- Subodh Bhat, University of Georgia
- Sina Damangir, University of Houston
- Foo-Nin Ho, University of Mississippi
- Nga Ho-Dac, University of Utah
- Mahmood Hussain, University of Colorado at Boulder
- Minu Kumar, University of Mississippi
- Kathy O'Donnell, Kent State University
- Veronika Papyrina, University of Western Ontario
- Bruce Robertson, University of Cincinnati
- Sanjit Sengupta, University of California, Berkeley
- Ian Clark Sinapuelas, Purdue University
- Judi Strebel, University of California, Berkeley
- Gulnur Tumbat, University of Utah
- Hui-Ming Wang, Purdue University

Billboard advertising to promote the MBA for Biotech Professionals ran along Highway 101 near South San Francisco

Graduate Business Programs Highlights



Two new graduate programs launched this fall—a master of science in business analytics (MSBA) and an MBA in South San Francisco targeting professionals in the biotech, pharmaceutical and life science industries.

Master of Science in Business Analytics

The Master of Science in Business Analytics is an innovative new program spearheaded by an interdisciplinary team of faculty from Decision Sciences, Information Systems and Marketing. The program went through a rigorous development and approval process. The 10-course, 30-unit curriculum consists of courses in data management, applied multivariate methods, programming, and machine learning, and will prepare graduates for careers in big data analysis or data sciences. We are seeking to increase our partnerships with Bay Area businesses interested in working with us on customized student course projects, internships and full-time job placement.

Contact Leyla Ozsen, Program Director, at lozsen@sfsu.edu to discuss partnership opportunities.

Biotech MBA

In partnership with the City of South San Francisco and the California Life Sciences Association, we launched a version of our MBA program designed to serve busy professionals working in one of the world's leading biotech hubs. Classes are conveniently held two nights a week in South San Francisco, and the entire 16-course, 48-unit program can be completed in 32 months. Courses include topical cases, team projects and informative guest speakers from life science industries. Advanced courses may include demand forecasting, negotiations, leadership, entrepreneurship (fundraising, drug development and regulatory approval, marketing and distribution) and more. Join us in spreading the word about this exciting new program.

Contact Sanjit Sengupta, Director of Graduate Business Programs, at sengupta@sfsu.edu to discuss partnership opportunities.

Biotech MBA Advisory Council Members

- ▶ **Phillip E. Benson**, Partner, Biostrategies Group
- ▶ **Edward T. Cox**, Head of Partnering Quality, Global Supply Chain & Affiliate Quality, Genentech, Inc.
- ▶ **Alex Greenwood**, Director, City of South San Francisco, Economic & Community Development Department
- ▶ **Minu Kumar**, Associate Professor of Marketing, San Francisco State University
- ▶ **Lori Lindburg**, President & CEO, California Life Sciences Institute (CLSI)
- ▶ **Constance McKee**, President & CEO, Manzanita Pharmaceuticals, Inc.
- ▶ **Barmak Modrek**, formerly Director of Infomatics and Co-founder, Vineti
- ▶ **William J. Newell**, Chief Executive Officer, Sutro Biopharma

Executive Education Program Highlights

execed.sfsu.edu

Women's Emerging Leadership Forum

November 2 & 3, 2017

This popular event brought together top women executives and aspiring leaders to share knowledge and experiences regarding equity in the workplace and career advancement challenges to help participants enhance their leadership skills, learn how to take advantage of opportunities for career and personal growth, and expand their professional network.

Entrepreneurship Symposium

April 5, 2018
Designed with budding entrepreneurs in mind, this program provided attendees with actionable tips and valuable insights from successful entrepreneurs to strengthen their entrepreneurial skills. Topic highlights included how to create a business strategy, how to bootstrap a business and manage limited resources, ways to improve executive-level communication skills, and techniques to improve your pitch to investors. A Pitch Competition, funded by a partnership with MUFU Union Bank, N.A., was part of the Symposium. Innovative and inspiring business ideas from six founders out of over 20 submissions were selected to compete for cash prizes and potential funding. Read the story of the three winning founders and their innovative business ideas on Page 4.

Other Noteworthy Programs

- Investments 101** April 21, 2018
Attendees learned important aspects of investment and finance to help them manage their money more wisely.
- Finance for Non-Financial Professionals** April 28, 2018
Participants learned the fundamentals of a company's financial structure, best practices of financial management, and common pitfalls and mistakes to avoid. They gained effective finance and accounting skills to help them become valuable contributors in their workplace.
- Ethics & Compliance Roundtable** May 4, 2018
This workshop focused on cyber security and ethics, and was organized in collaboration with the college's Center for Ethical and Sustainable Business. Technology best practices, tech privacy and security, insider threats to business, cryptocurrencies and blockchain were a few of the topics discussed by expert speakers.

Women's Emerging Leadership Forum

September 21, 2018
The fifth annual Women's Emerging Leadership Forum featured Keynote Speaker Caretha Coleman, a director on the board of Dignity Health. This popular event provided women leaders the opportunity to expand their network and learn meaningful ways to enhance their leadership skills by sharing knowledge, tips and professional experiences.

How to Do Business in the Pacific Rim October 12, 2018
International trade professionals learned how to do business in the Asian Pacific Rim, by gaining insights on utilizing e-commerce, social media and other marketing tools to attract consumers overseas, and by networking with international business professionals. *This event was co-hosted by the College of Business and California Asian Pacific Chamber of Commerce.*




Jennifer Cabalquinto, CFO, Golden State Warriors, with Nana Seo and Linda Oubré, former dean of the College of Business, at the 2017 Women's Emerging Leadership Forum.



Participants at the Entrepreneurship Symposium, April 5, 2018, held at the SFSU Downtown Campus, 835 Market Street, 6 Fl., in San Francisco.

Get involved!

Ten ways you can get involved with San Francisco State University.

#1  **Serve as a Guest Speaker**

Share your story with current students who want to hear about your educational experience and learn about your job. Volunteer by speaking in class (as part of a speaker series) or on a career panel.

#2  **Career or Internship Opportunities**

Provide an opportunity for a current student to work in your office. Promote your job posting with us!

#3  **Host or Assist with an Alumni Event**

If you are interested in helping plan an alumni event or have suggestions for events, we'd love to hear from you.

#4  **Return to Campus**

Come back to visit your favorite faculty and friends. We want to hear your stories and keep in touch.

#5  **Connect with Us on Social Media**

Facebook – SFStateCoB, sanfranciscostate, sfstatalumni1899
Twitter – @SFStateCoB, @SFSU, @gatorsconnect

LinkedIn – Follow San Francisco State University, College of Business; San Francisco State University; SF State Alumni; SF State College of Business Alumni. And, don't forget to identify SF State as your alma mater on your profiles and bios.

#6  **Support SF State**

Make an annual gift. Every gift makes a difference, no matter the size! Choose where you want to donate! 100% tax-deductible.

#7  **Shop & Smile for SF State at Amazon.com**

AmazonSmile is an online shopping site, part of Amazon.com, which donates 0.5% of the price of eligible purchases to charitable organizations, including the SF State Foundation.

#8  **Join the Alumni Advisory Council**

Selected from a wide spectrum of class years and fields of study, Alumni Advisory Council members represent the voices of nearly 250,000 University alumni. They are engaged and proven leaders in the San Francisco Bay Area.

#9  **Advocate for SF State**

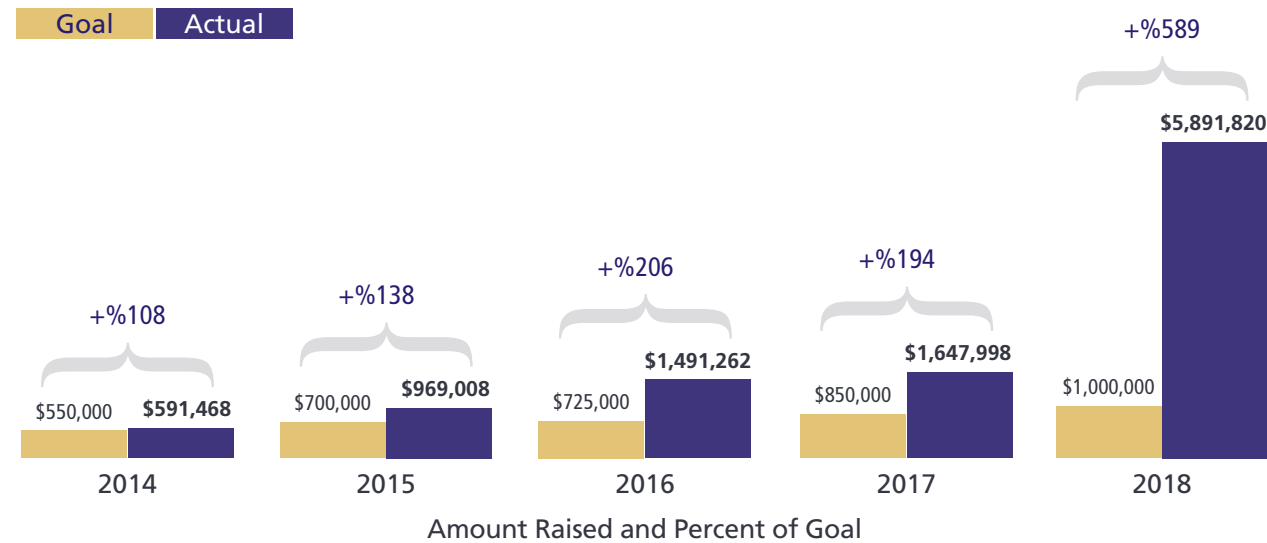
Keep yourself informed about the University's news and updates. Spread the word by telling family, friends and coworkers about SF State's growth and progress.

#10  **Attend an Event and Show your Gator Pride**

SF State offers many diverse opportunities for entertainment, including plays, concerts, and speakers. Mark your calendars and attend events throughout the year. You can also cheer on fellow Gators at your favorite sporting event! View the Event Calendar on the University website.

Friend-Raising, Fundraising

College of Business Fundraising



Ways to Give

Make a world of difference through your support of our students' academic journey, as they prepare to become agents of change and thoughtful leaders.

- ▶ Make your gift online at cob.sfsu.edu/alumni-relations
- ▶ Donate stock and securities
- ▶ Leave a legacy by naming the College of Business in your will or living trust
- ▶ Send a check by mail:

Make check payable to University Corporation, San Francisco State University

Mailing Address:
Office of University Development
San Francisco State University
1600 Holloway Avenue, ADM 153
San Francisco, CA 94132

For Information on Ways to Give

COLLEGE OF BUSINESS

Manny Nungaray
Senior Director of Development
415.405.2655, manny@sfsu.edu

Timothy Anderson
Executive Director of Development & Operations; 415.338.6599, timothy@sfsu.edu

Or to Get Involved, Contact:

ALUMNI RELATIONS

415.338.2217
alumni@sfsu.edu

Resources AND Investments

The College of Business receives the majority of its funding in the form of state support and student fees, but this covers only a portion of the full cost of delivering a high-quality education. In addition to campus and college reserves, the College is also funded by non-state sources, such as graduate student professional fees, non-degree programs, and philanthropy. State funding has declined or remained flat over the last six years. As this trend continues, the College of Business is implementing new initiatives that focus on expanding non-state revenue sources.

Fiscal Year	2017-18	2016-17	2015-16	2014-15
Sources of Funds	19,991,705	18,533,366	16,703,005	15,916,427
General Fund	16,761,319	15,874,719	14,828,864	14,136,098
CSU MBA/MSA Professional/DTC Rent Fees	1,080,525	757,195	715,198	958,000
Extended Education	446,500	483,203	412,843	446,879
Executive Education/COBE	0	0	0	3,768
Donations/Fundraising - Current use	1,703,361	1,418,249	746,100	371,682

Fiscal Year	2017-18	2016-17	2015-16	2014-15
Uses of Funds	19,991,705	18,533,366	16,703,005	15,916,427
Salaries and Benefits	18,240,662	14,910,570	14,954,452	14,448,900
Marketing and Advertising	162,459	229,679	368,097	295,621
Research and Development	120,983	230,938	190,631	156,491
Travel	66,453	78,288	101,492	72,058
Rent	882,272	792,988	808,844	694,966
Computers and Equipment	17,385	102,610	204,182	36,441
Scholarships	77,625	61,042	67,350	72,500
Other	423,883	2,127,251	7,957	139,450



Denise Kleinrichert



Manny Nungaray



Bonnie Li-Victorino, Jeff Chun, Sandra Henao, Timothy Anderson, Yim-Yu Wong, Sanjit Sengupta

Leadership

Yim-Yu Wong, Interim Dean (University of Nebraska, Lincoln)

Denise Kleinrichert, Interim Associate Dean (University of South Florida)

Jeff Chun, Assistant Dean (University of Michigan-Ann Arbor)

Sandra Henao, Executive Director of Business Development and Marketing (Thunderbird School of Global Management)

Sanjit Sengupta, Faculty Director, Graduate Business Programs (University of California, Berkeley)

Bonnie Li-Victorino, Director of Finance and Operations (San Francisco State University)

Timothy Anderson, Executive Director, Development and Operations (Harvard Business School)

Manny Nungaray, Senior Director of Development (Notre Dame de Namur University)

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EXECUTIVE EDITOR
Sandra Henao

ART DIRECTOR
AND DESIGNER
Tod Arnoldy

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SAN FRANCISCO
STATE UNIVERSITY

COLLEGE OF BUSINESS

San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132

San Francisco State University
Downtown Campus
835 Market Street, 6th Fl.
San Francisco, CA 94103

cob.sfsu.edu

San Francisco State University College of Business is a leading institution of business education in the San Francisco Bay Area, preparing students to succeed in a global economy. Our commitment to sustainable business, diversity, social justice, and global partnerships echoes our core philosophy of responsible leadership.



On February 1, 2018, College of Business students toured the Google campus in Mountain View, California. During the visit, students connected with professionals, including a College of Business alum, who shared insights about the different roles that contribute to the organization.