



2019 - 2020

# Annual Report



**USFMuma**

**College of Business**

**UNIVERSITY of SOUTH FLORIDA**

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\*This report is for July 1, 2019 to June 30, 2020 and only reflects the Tampa campus.  
Future reports will reflect a consolidated USF.

# A Message From Dean Limayem

## Dear Friends of the Muma College of Business:

In spite of the challenges presented in the 2019-20 academic year, the USF Muma College of Business thrived. We viewed major challenges as opportunities to strengthen our resolve to fulfill our mission, to ensure that each and every student here achieves success in the classroom and after graduation.

We climbed higher in national and international rankings. Faculty achieved global prominence with cutting-edge research, innovation and insight. Our business partners recognized the importance of the college's role as a valuable resource and our generous donors have shown pride in the ways we have invested their contributions.

In short, the 2019-20 academic year showed that the Muma College of Business is an established leader in the business of business education and research. Through consolidation and COVID-19, we remained. We persevered. We embraced the promise that we will emerge on the other side of these challenges stronger.

With that, it is my privilege to present to you this 2019-20 annual report.

The narratives we offer here spotlight the successes we achieved over the year and how our efforts have led to success in the lives of our faculty, students and business partners. We tell these stories to simply let the world know what our mission is and how we are accomplishing the vision within it.

Our stories include some important numbers:

- *Online MBA Report* earlier this year ranked the Muma College of Business' online MBA program No. 25 on a list of the 50 best online MBA programs in the United States. *The Best Schools'* ranking of the 50 best online MBA programs in the nation put the online MBA program at No. 29.
- The USF Vinik Sport & Entertainment Management Program ranked No. 4 in the world by *SportBusiness International*, which sifted through 1,000 survey responses from alumni and course leaders of programs to rank the top 40 institutions. The program, ranked No. 3 among programs in North America, has enjoyed a job placement rate of nearly 100 percent since its 2012 inception.
- The part-time MBA program made the top 100 of public and private universities in a 2019 ranking compiled by *U.S. News and World Report*. Among public universities, the program ranked No. 64. In addition, according to *CEO Magazine*, the Executive MBA program ranked No. 44 globally. The Online MBA program ranked No. 24 by The Princeton Review.
- *U.S. News and World Report* in 2019 placed the MS in Business Analytics and Information Systems at No. 47 and the MS in Marketing at No. 51. Additionally, *QS World's 2020* ranking of business analytics programs placed the MS in Business Analytics and Information Systems program No. 47 worldwide, No. 27 in the United States and No. 1 in Florida.



- The USF Center for Entrepreneurship was named to the Top 20 list of best programs in the nation by *CEOWorld Magazine* in its July 2019 issue. The ranking puts the center at No. 18 the only Florida program on the list. The center's graduate program ranked No. 8 nationally by *Entrepreneur* magazine and *The Princeton Review* in 2020. The graduate program has been in the magazine's national rankings for more than a decade.

## **Our Students**

More of our students are staying in school and graduating on time, thanks to an innovative student success system our academic advisors started a few years ago. A big part of that success belongs to the Corporate Mentor Program, which pairs first-generation-in-college students with business professionals who act as mentors. We paired 193 mentors with students. Five years ago, fewer than 125 students were enrolled in the program.

Our scholarship programs have proven to be as valuable to the profile of the Muma College of Business as to the students who earn them. This academic year, more than \$600,000 in scholarship money was awarded to more than 300 students.

From incoming freshmen to the seasoned leaders in our Doctor of Business Administration program, all our students are amazing. This year's DBA cohort truly is remarkable. In a program that, year after year, assembles proven business, government and military leaders from all walks of life, this year's class includes 12 women. Six of the students are from out of state and two are from outside the United States. That example of diversity and inclusion stretches across all aspects of the college. This academic year, 17 DBA dissertations were defended and 17 degrees were awarded.

## **Our Partners**

Who we choose as partners says a lot about who we are. Our business partners are among the best a college could have.

Jabil, for example, is a company that has long partnered with the Muma College of Business. Jabil stepped up this year with a \$1 million gift that will establish the USF Jabil Innovation Institute to benefit business and engineering students. The institute will bring about new collaborative efforts in innovative research, community engagement for our students and talent development. It also will enhance student success by providing new experiential learning opportunities and skills needed to remain competitive in the job market.

ReliaQuest and similar partners contributed to the success of our students, bringing financial and staff resources to

help train students in real-time, using industry software, in the area of cybersecurity, and many of the students who have received such training have already landed jobs at these international companies. Our partners are helping us ensure students enter the workforce better prepared, more marketable for well-paying jobs and ready to step into the real world with a solid understanding of their responsibilities.

## **Our Faculty**

Our faculty are dedicated, recognized educators and researchers. Ten of our current faculty members are Fulbright scholars.

Three new important administrative hires were made this past academic year. Doug Hughes was named chair of the Marketing Department; Mark Taylor was brought in to be director of the Lynn Pippenger School of Accountancy; and Elaine Singleton is the new director of the Monica Wooden Center for Supply Chain Management & Sustainability. Hughes is from Michigan State University, where he chaired the Marketing Department since 2016. Taylor began last summer, coming from Case Western Reserve University where he served as the Accounting Department chair. Singleton is from California where she was vice president of Technicolor Global Logistics. All three are proven leaders who stand ready to usher their respective teams into the future.

Additionally, Gert-Jan de Vreede took on an associate dean role, taking over from Kaushal Chari, who accepted a position as dean at the University of Wisconsin - Milwaukee.

Our faculty stepped up during the COVID-19 crisis in many ways. They pivoted from face-to-face classes to 100 percent online and later, to hybrid courses. They made themselves available to inform an uncertain public about how the pandemic affects business and commerce in a series of news stories that appeared in outside media and on our website and newsletters. They also created a "Post-Crisis Certificate" program – offered free of charge – in which more than 8,000 people registered.

## **Our Innovation**

Innovation invites partnerships and we constantly recruit companies to provide course-credit internships and other immersive learning experiences. And students are taking full advantage of these opportunities, finding that there are actual jobs waiting for them upon graduation. In fact, of the 222 students who graduated after the fall 2019 semester with full-time jobs awaiting, 205 had been involved in an internship program or outside work experience. That's 92.3 percent.

Through these approaches, we are creating generations

of critically thinking – and polished – business leaders by constantly challenging them while they are still in the classroom. The result: students who enter the workforce confident that what they have learned here is on the cutting edge of their respective fields. That confidence translates into satisfying salaries and meaningful, rewarding lives.

In the background of all these innovations, and everything else here, is the approaching inevitability of consolidation. Come July 1, COVID-19 notwithstanding, the three campuses of USF – Tampa, St. Petersburg and Sarasota-Manatee – will become one university. The Muma College of Business has forged a leadership role in the process. The deans of the business colleges have met numerous times, hammered out a chain of command and settled on a centralized curriculum so that when the switch is flipped in July, the change should have minimal impact. Other colleges on campus have looked to the Muma College of Business to find ways to smooth their consolidation transitions.

## **Our Research**

Our researchers are making impactful discoveries in all fields of business. They are changing the way the world looks at commerce and beyond. Acquainting our students with this concept is paramount to their – and our – success. To that end, the college now requires all students, regardless of their major, to be certified as Citizen Data Scientists. From accounting to finance to marketing, our researchers have broken new ground and added new insights into the complex workings of global commerce.

The Center for Analytics and Creativity is ingrained in the outside business world, offering impactful and relevant research into big data analytics. It has helped the bottom lines of businesses for years and continues its work, even after a pandemic has struck. The center has staged the Florida Business Analytics Forum over the past few years, though it is uncertain if it will take place this spring. Typically, it draws expert speakers on the cutting edge of research into artificial intelligence, machine learning and cybersecurity.

Its researchers are working with many community organizations to help predict COVID-19 spikes as it impacts hospital beds, the economy, and, well, pretty much everything we do.

## **Our Generous Donors**

I would be remiss if I didn't mention some of the donors who gave so much to the Muma College of Business this year.

KnowBe4, a prominent cybersecurity training company, donated \$1.75 million in cash and software to the USF Foundation to teach and train Muma College of Business students to serve on the front lines in the growing battle with cyber threats.

To honor its retiring CEO and member of the college's Executive Advisory Council, Bob Fisher, Grow Financial Credit Union created a substantial scholarship in his name. ConnectWise co-founder Arnie Bellini and his wife, Lauren, made a large gift to support research into cybersecurity. And Nick Vojnovic, president of Little Greek Fresh Grill, made a donation that named the lounge area near the dean's boardroom. Vojnovic, an Executive MBA alumnus in 2012 and member of the college's Executive Advisory Council, also stepped up during the COVID-19 crisis to donate meals to the Feed-A-Bull Pantry.

Florida Blue gave a substantial amount to help support salaries for researchers conducting health care analytics research, and Strategic Property Partners, a company founded by Jeff Vinik, owner of the Tampa Bay Lightning, made available funding that will go toward broadening the scope of residential and commercial real estate education within the Finance Department.

Executive Bulls make annual unrestricted gifts of \$10,000 or more to the college to support strategic priorities. This year, more than \$165,000 was donated, helping to fund scholarships for our study-abroad programs and research. We, ourselves, also gave. I am honored to tell you that the Muma College of Business faculty and staff were among leaders in donations, totaling about \$86,000.

We at the Muma College of Business could not be more grateful to these generous philanthropists for helping us achieve our goal of student success.

So, as you read through this report, you will see proof that that success is our No. 1 priority, achieved through the dedication of our faculty, the expertise of our staff, the largesse of our donors and the commitment of our business partners. Keeping students involved in their classwork and focused on their future careers is – and always has been – a dream we all share.



Moez Limayem  
Lynn Pippenger Dean, USF Muma College of Business

# *A Comprehensive Student Experience*

To a person, our faculty, staff and business partners agree the main reason we are here is our students. From the student organizations to case competitions against the best business schools in the world to career preparation programs, the USF Muma College of Business provides students with the resources needed to thrive as future business and community leaders. Students have excelled in their studies, brought home national honors as they competed against the best business schools in the world, and shown promise in positions of leadership across campus. And it isn't simply for selfish gain. Their willingness to give back to the community amazes us all.

One way to recognize them is through our 25 Under 25 program, which puts a spotlight on these high-achieving business majors under the age of 25. Each year, the number of applications grows. For the past few years, independent judges have sifted annually through well over 150 applications to settle on the top 25. This year was no different. Each honoree has achieved remarkable academic accomplishments and has exhibited leadership skills that are exemplary. They truly are the leaders of the future.



10

Undergraduate Programs



12

Graduate Programs



2

Doctoral Programs

76%



Six-Year Graduation Rate



89%

Bachelor's Degrees Earned

Without Excess Credit Hours

## Corporate Mentor Program

The **Corporate Mentor Program** pairs students who are the first person in their family to attend college with a mentor from the business community. Scholarship opportunities and special professional development trainings are part of the program.

**Events**  
**18** Professional Development  
**2** Networking Practice

**7**  
 Corporate Tours  
 from Fall 2019  
 to Spring 2020

**193**  
 total mentors

**65**  
 firms represented

**62**  
 mentors from

**26**  
 mentors from

**12**  
 mentors from



RAYMOND JAMES®



## Living Learning Communities

The **Bulls Business Community** is one of the oldest and best living-learning communities at USF. Since its 2007 inception, more than 900 students have been part of the BBC, including 110 who lived in the community this year, the first year that the BBC was located in Endeavor Hall. This program has proven to be a “sway factor” for USF, swaying high-achieving first-year students away from other prestigious universities in the state and across the nation.

**Average HS GPA** 3.96  
**Average SAT** 1230  
**Average ACT** 27

The **Zimmerman Advertising Program** also has a living-learning community. ZAP residents participate in many BBC programs. This year, they also enjoyed extra tours of agencies such as 22 Squared and met with the marketing team at Tech Data. All of the students make a trip to Ft. Lauderdale to meet with the Zimmerman Advertising team and they are encouraged to apply for internships there.

**Average HS GPA** 4.01  
**Average SAT** 1304  
**Average ACT** 27

## Business Honors Program

The **USF Business Honors Program** blends rigorous coursework and research activities with special housing, service, study-abroad opportunities and applied learning experiences inside and outside of the classroom. Its distinct features include smaller classes, leadership training and study abroad experiences.

**Average SAT**  
**1321**

**Average ACT**  
**29**

**20**  
 Incoming Students



## Bulls to Business Program

This summer was the second cohort of the **Bulls to Business Summer Program** for top targeted summer-admitted students. A four-week alternative calendar option, the program gives students more time for their summer holiday and when they arrive on campus, they take a special topics mathematics course in lieu of College Algebra along with a professional development course and mandatory company tours. Students were given an assessment at the beginning of the math course for the instructor to teach based on the areas needing improvement to prepare students for Business Calculus in the fall. All 27 took Business Calculus in the fall and 85 percent passed on the first attempt. Students typically move into the BBC following their summer experience.

**2<sup>nd</sup> yr**

**Initiative**

**85%**  
Business Calculus Pass Rate

**27**  
Targets Top Summer Admits

## BizComm Center

The **Business Communications Center** held hundreds of free writing consultations for business students. BizComm writing consultants didn't miss a beat as the college responded to the COVID-19 crisis by shifting to fully online resources for students. BizComm's writing coaches helped students draft and polish résumés and cover letters for the job hunt, as well as compose essays for graduate schools and university awards programs. Staff assessed the writing quality of the college's seven first-year PhD students. BizComm's in-class workshops supplement many classes' materials; in response to the shift to online course delivery, BizComm created and distributed three narrated PowerPoints for use in class workshops.

**850**

one-on-one appointments and walk-in meetings with students

**333**

detailed writing assessments for students in MAcc and undergraduate accounting classes

**208**

scholarship recipients had individualized training in the art of writing gracious thank-you letters

**14**

faculty manuscript reviews

**20**

in-class workshops

**850**

resume and cover letter packets distributed (+ e-versions shared with classes)

## Student Advising

Students who have strong relationships with an **academic advisor** often report having more satisfaction with their overall college experience. And when that relationship spans school-related issues, career options, college policies, academic deadlines, and study skills and tips, the more likely students are to succeed. The Undergraduate Advising team responded to COVID-19 by launching a new Archivum appointment scheduling system which allows students to sign in and meet with an advisor virtually through Microsoft Teams. At the graduate level, advising spans several areas but they, too, swiftly moved to virtual advising.

**12**  
Undergrad Advisors – held – **13,132** appointments through 6/30/20

**Graduate Advisors**  
– served – **1,700** students through 6/30/20

# MUMA COLLEGE

## Employer Relations

Attendance at

**292**

Info Sessions

Employer Info

**19**

Sessions

Office Visits

**246**

Career Advising

Career Clinic

**82**

attendees

Corporate Connections

**233**

attendees

Internship Showcase

**103**

attendees

Career Boot Camp

**51**

(Fall 2019 Only)

Employer Meet & Greet

**432**

attendees

Starting in May, internships were moved to a virtual format. The Office of Employer Relations held four virtual advising events during that period. Those events drew 149 students.



### Student Managed Investment Fund

The **Student Managed Investment Fund** offers motivated, well-prepared students an opportunity to participate in simulated financial management strategies and decisions as well as a chance to manage real money. Students pitch stocks before an advisory board comprised of industry professionals. The business leaders share expertise and interact with students during their presentations and then vote on whether to add the student-recommended stocks to the fund.



**\$653,252.47**  
as of 6/30/2020

Student Managed Investment  
Fund value

**31.2%**

The amount returned by the fund in 2019, outperforming the S&P 500, DJIA, Russell 1000, Russell 2000, and Russell 3000, excluding dividends.

**12**

Participants

**50%**

of participants had full-time job offers prior to graduation.

**75%**

of participants held an internship during the program.

## Historical Performance Annualized

as of 6/30/2020

	1 Year	3 Year	5 Year	10 Year
<b>USF - SMIF Fund</b>	<b>-2.33%</b>	<b>9.57%</b>	<b>10.35%</b>	<b>13.09%</b>

## Student Competitions/Honors

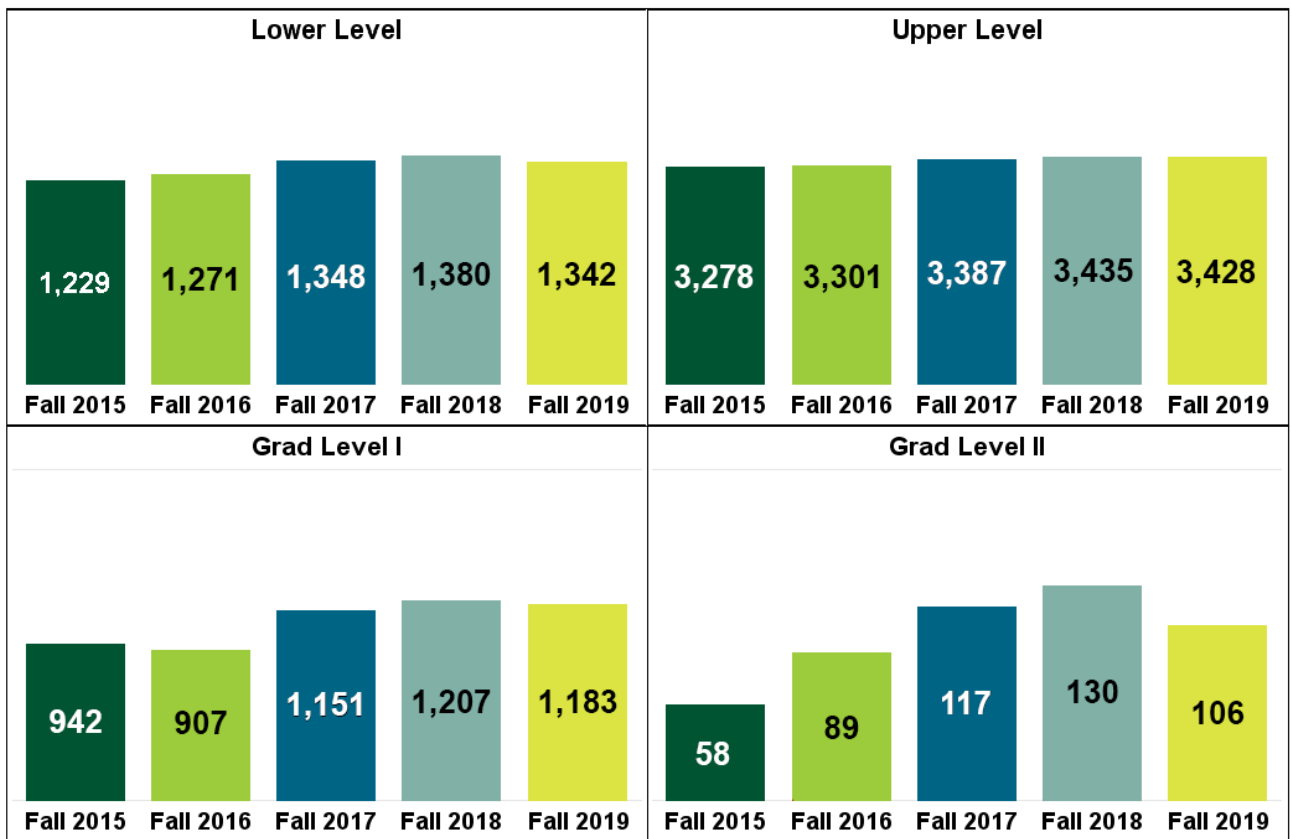
- Beta Alpha Psi once again received a Gold Challenge Award and Superior at the Beta Alpha Psi Annual Meeting. USF's chapter is the only chapter among more than 250 chapters worldwide) to have continuously received the Gold Challenge Award since it was instituted in 2009. Further, USF has been designated as Superior longer than any other chapter worldwide —now for 42 consecutive years.
- USF's chapter of the American Marketing Association was ranked among the top 20 collegiate chapters out of more than 320 chapters in the United States, Puerto Rico and Canada.
- The USF CSCMP Student Roundtable was acknowledged by its global leadership to be one of the top student chapters in the country. Members assisted Toy Makers, providing manufacturing assistance to a charity producing small toys for hospital-bound children.
- Delta Sigma Pi Professional Business Fraternity - Theta Phi Chapter received the Southern Province R. Nelson Mitchell Outstanding Collegiate Chapter, Outstanding Financial Operations, and Outstanding Scholastic Development awards.
- USF's American Marketing Association chapter took third place in the Case Competition at the 41st annual American Marketing Association International Collegiate Conference.
- A team of undergraduate supply chain management students won third place at the 11th Annual Intermodal Association of North America Case Competition. This was USF's second time competing. Schools competing each year include Auburn, the University of Arkansas, Michigan State University and the University of Maryland, among others.
- Sales students placed No. 16 out of 80 participating universities at the 2019 International Collegiate Sales Competition.
- Students in the business analytics program won almost \$7,000 worth of prizes at the fifth-annual 24-hour Hertz Hackathon, besting teams from the University of Florida, the University of Central Florida and several other schools. Experts from Amazon, IBM, Salesforce and Hertz worked with all the teams throughout the 24-hour event, helping students with technical issues and API usage.
- Two undergraduate finance students won the annual Real Estate Society Case Competition this year, for a prize of \$5,000. Sponsored by Strategic Property Partners and overseen by finance instructor Greg Smersh, the competition involved an analysis of the optimal tenant mix for Sparkman Wharf, a mixed-use development in downtown Tampa.
- USF students who participated in the Applied Securities Analysis/Student Managed Investment Fund won the 2019 CFA Society Tampa Bay Ethics Invitational, a competition designed to help them understand the ethical challenges that they will face in the workplace. Students are given an ethics case to study and evaluate. Teams from several universities then presented analyses and recommendations to a panel of judges, facing an intense Q&A session as the competition wrapped up.
- USF Sales Competition, April 2020 — 30 students participated in the USF in-house sales competition. Competition included networking, prospecting, and live sales interaction.



### 1.1.a Headcount By Level

Student Level		Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	%1-Year Change (Fall 2018) - (Fall 2019)
Undergraduate	Lower Level	1,229	1,271	1,348	1,380	1,342	-3%
	Upper Level	3,278	3,301	3,387	3,435	3,428	0%
Graduate	Grad Level I	942	907	1,151	1,207	1,183	-2%
	Grad Level II	58	89	117	130	106	-18%
Total Undergraduate		4,507	4,572	4,735	4,815	4,770	-1%
% Undergraduate		82%	82%	79%	78%	79%	-
Total Graduate		1,000	996	1,268	1,337	1,289	0%
% Graduate		18%	18%	21%	22%	21%	-
Overall		5,507	5,568	6,003	6,152	6,059	-1.5%

Source: ODS Internal USF Student Information System, Final Benchmark

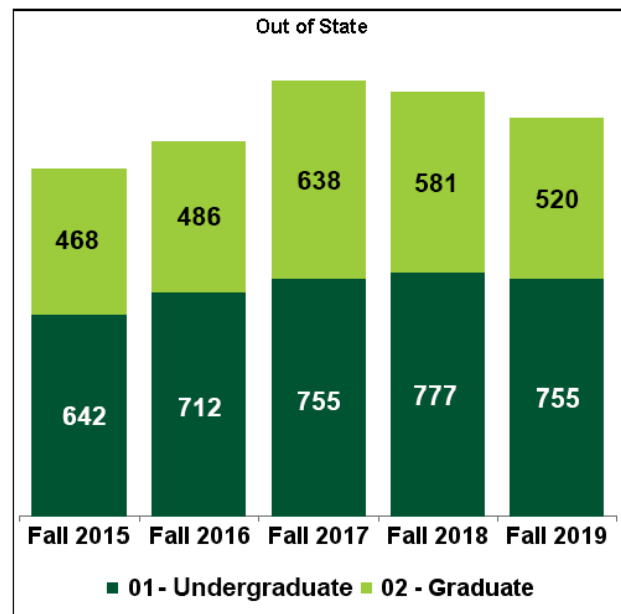
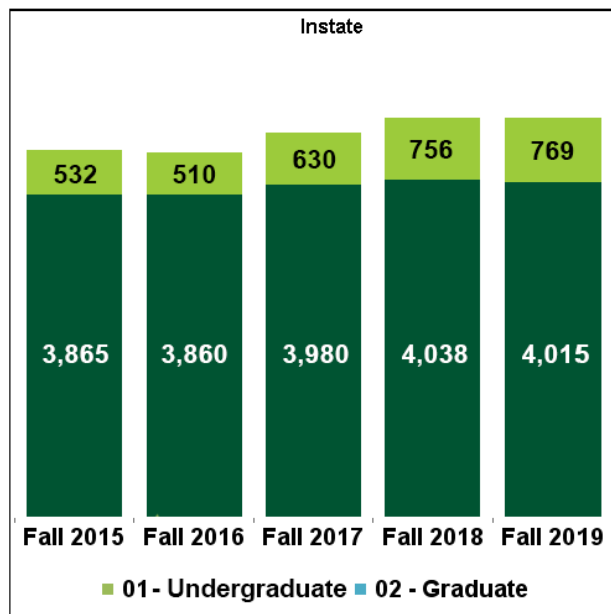


Source: ODS Internal Student Information System, Final Benchmark | Spring 2020 Annual Review USF System Office of Decision Support 4/14/2020

### 1.1.b Headcount by Residency

Residency Status		Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	% 1-Year Change (Fall 2018 - Fall 2019)
Undergraduate	Instate	3,865	3,860	3,980	4,038	4,015	-1%
	Out of State	642	712	755	777	755	-3%
Graduate	Instate	532	510	630	756	769	2%
	Out of State	468	486	638	581	520	-10%
Total	Instate	4,397	4,370	4,610	4,794	4,784	0%
	% Instate	80%	78%	77%	78%	79%	-
	Out of State	1,110	1,198	1,393	1,358	1,275	-6%
	% Out of State	20%	22%	23%	22%	21%	-
Overall		5,507	5,568	6,003	6,152	6,059	-1.5%

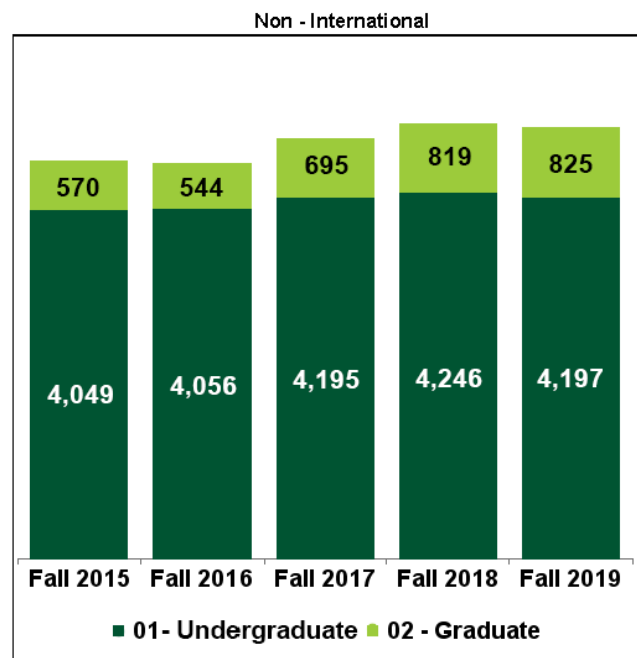
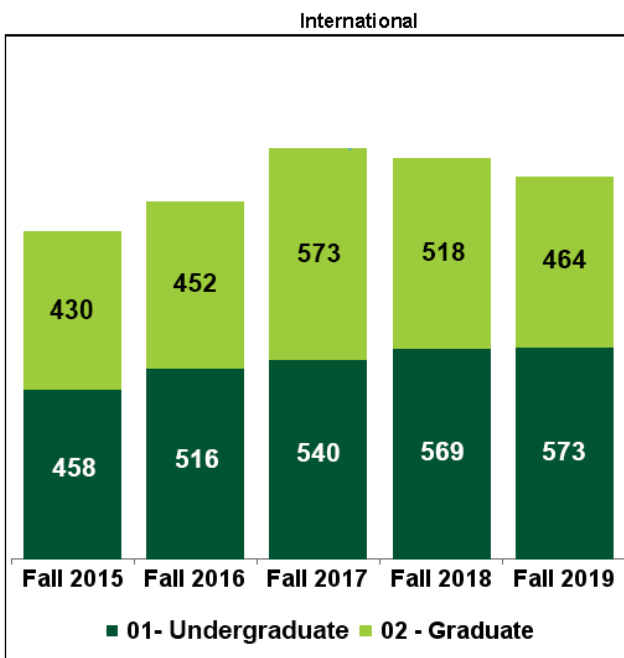
Source: ODS Internal USF Student Information System, Final Benchmark



### 1.1.c Headcount International

International Status		Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	% 1-Year Change (Fall 2018 - Fall 2019)
Undergraduate	International	458	516	540	569	573	1%
	Non International	4,049	4,056	4,195	4,246	4,197	-1%
Graduate	International	430	452	573	518	464	-10%
	Non International	570	544	695	819	825	1%
Total	International	888	968	1,113	1,087	1,037	-5%
	% International	16%	17%	19%	18%	17%	-
	Non-International	4,619	4,600	4,890	5,065	5,022	-1%
	% Non-International	84%	83%	81%	82%	83%	-
Overall		5,507	5,568	6,003	6,152	6,059	-1.5%

Source: ODS Internal USF Student Information System, Final Benchmark





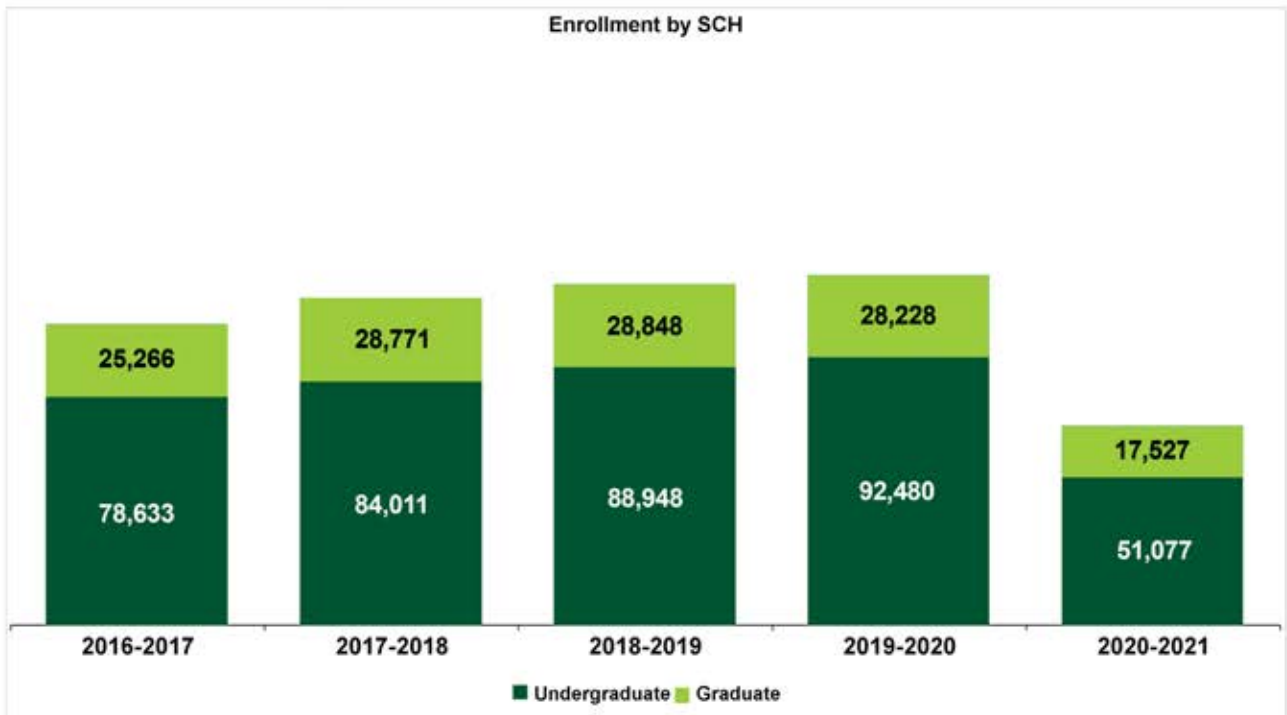
### Enrollment by Level by Academic Year (SCH)

Student Level		2016-2017	2017-2018	2018-2019	2019-2020	2020-2021 *	% 1-Year Change (2018-2019 - 2019-2020)
Undergraduate	Lower Level	13,555	13,760	13,777	13,511	7,475	-1.9%
	Upper Level	65,078	70,251	75,171	78,969	43,602	5.1%
Graduate	Grad I	22,975	26,025	26,224	25,810	16,209	-1.6%
	Grad II	2,291	2,746	2,624	2,418	1,318	-7.9%
Total	Undergraduate	78,633	84,011	88,948	92,480	51,077	4.0%
	% Undergraduate	76%	74%	76%	77%	74%	-
	Graduate	25,266	28,771	28,848	28,228	17,527	-2.1%
	% Graduate	24%	26%	24%	23%	26%	-
Overall		103,899	112,782	117,796	120,708	68,604	2.5%

NOTE- \* indicates incomplete year

Source: ODS Internal USF Student Information System

\* Fall 2020 Preliminary BenchMark



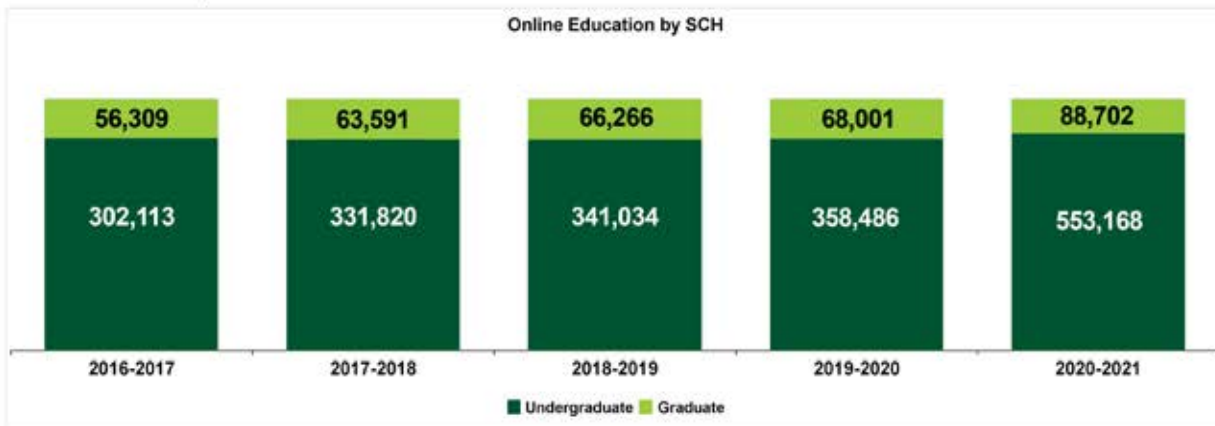
## Online Education by Level (SCH)

Student Level		2016-2017	% Total SCH	2017-2018	% Total SCH	2018-2019	% Total SCH	2019-2020	% Total SCH	2020-2021 *	% Total SCH	% 1-Year Change (2018-2019 - 2019-2020)
Undergraduate	Lower Level	89,822	21%	101,350	24%	103,997	25%	108,864	26%	230,431	89%	4.7%
	Upper Level	212,291	35%	230,470	37%	237,037	38%	249,622	39%	322,737	85%	5.3%
Graduate	Grad I	52,154	34%	57,684	37%	59,244	39%	60,653	40%	69,637	75%	2.4%
	Grad II	4,155	8%	5,907	10%	7,022	12%	7,348	13%	19,065	54%	4.6%
	Grad III	0	0%	0	0%	0	0%	0	0%	0	####	0.0%
Total	Undergraduate	302,113	29%	331,820	32%	341,034	33%	358,486	34%	553,168	87%	5.1%
	% Undergraduate	84%	-	84%	-	84%	-	84%	-	86%	-	-
	Graduate	56,309	27%	63,591	30%	66,266	31%	68,001	32%	88,702	69%	2.6%
	% Graduate	16%	-	16%	-	16%	-	16%	-	14%	-	-
<b>Overall</b>		<b>358,422</b>	<b>29%</b>	<b>395,411</b>	<b>31%</b>	<b>407,300</b>	<b>32%</b>	<b>426,487</b>	<b>34%</b>	<b>641,870</b>	<b>84%</b>	<b>4.7%</b>

NOTE: \* indicates incomplete year

Source: ODS Internal USF Student Information System

\* Fall 2020 Preliminary Benchmark



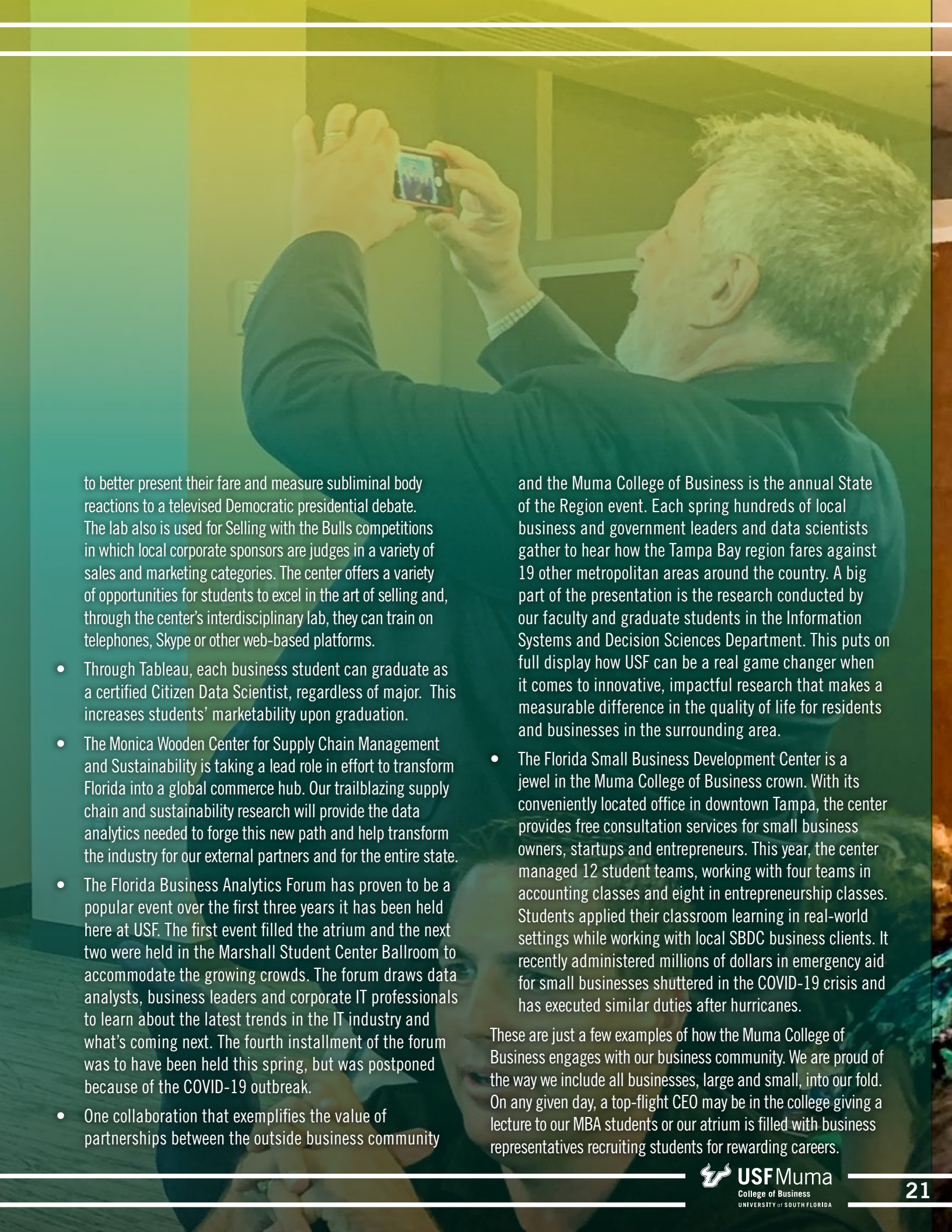


# Business Engagement And Distinctive Identity

The business community is heavily invested in the Muma College of Business, ensuring both our success and their own. Our success relies on the support of these friends, who offer internship opportunities, guest lecturers, mentors and, of course, financial support. They make our college rich in the value of everything they offer, and being plugged into the college yields benefits for them as well. They spot emerging trends in business as well as talent among our students, affording them the opportunity to groom the future leaders of their companies.

A few examples of how we brought the business community to the college — and the college to the business community — are noted below.

- The atrium was filled with a mix of gamers, business leaders, students and entrepreneurs at the inaugural USF Esports Summit, which presented all aspects of this growing movement that already is making millions of dollars a year. The inaugural event, staged by the Vinik Sport & Entertainment Management Program, sold out.
- The Vinik Sport & Entertainment Management Program also spearheads an annual two-day event focusing on analytics in the sporting and family entertainment industries. While postponed due to COVID-19, nearly a dozen industry executives had agreed to share their expertise with students and alumni from the program.
- Companies signing on to work with the ISDS Practice Center leverage faculty expertise to collaborate and engage in cutting-edge, applied research student projects. Students and faculty worked together on projects for companies such as Grow Financial Credit Union and Bank of America.
- PASS SQL Saturday is a free training event for professionals who use the Microsoft data platform. These community events offer content across data management, cloud and hybrid architecture, analytics, business intelligence, AI and more. It was attended by over 400 participants from the community and USF.
- Our Conversation with a CEO series continued to rise this year, with a slate of impressive guests drawn from some of the most successful and admired corporations around. This past academic year, we have hosted such business luminaries as David Deno, CEO of Bloomin' Brands, which runs nearly 1,500 restaurants in 48 states and two dozen other countries; Pam Iorio, former mayor of the city of Tampa and, at the time, CEO of Big Brothers Big Sisters of America; Rich Hume, CEO of Tech Data, one of Florida's largest publicly traded companies and one of the largest employers in Tampa Bay; and Steve Presley, a USF alumnus and CEO of Nestlé USA, which counts annual revenue of about \$10 billion.
- The college hosted NASA and the International Space Station in the fall with representatives offering talks, informative discussions and interactive sessions for students, faculty, alumni and the general public. The two-day Destination Space Station event drew hundreds from within and outside USF, showcasing the college and its programs and moderating discussions about the opening up of new business opportunities in the increasingly privatized space program.
- Area businesses are invited to make use of our Center for Sales and Marketing Innovation's lab. This year it has been used to track eye movements over a menu that can help restaurants

A man with grey hair and a beard, wearing a dark suit, is shown from the side, holding a smartphone up to take a photo. The background is a blurred indoor setting with a window. The entire image has a greenish-yellow tint.

to better present their fare and measure subliminal body reactions to a televised Democratic presidential debate. The lab also is used for Selling with the Bulls competitions in which local corporate sponsors are judges in a variety of sales and marketing categories. The center offers a variety of opportunities for students to excel in the art of selling and, through the center's interdisciplinary lab, they can train on telephones, Skype or other web-based platforms.

- Through Tableau, each business student can graduate as a certified Citizen Data Scientist, regardless of major. This increases students' marketability upon graduation.
- The Monica Wooden Center for Supply Chain Management and Sustainability is taking a lead role in effort to transform Florida into a global commerce hub. Our trailblazing supply chain and sustainability research will provide the data analytics needed to forge this new path and help transform the industry for our external partners and for the entire state.
- The Florida Business Analytics Forum has proven to be a popular event over the first three years it has been held here at USF. The first event filled the atrium and the next two were held in the Marshall Student Center Ballroom to accommodate the growing crowds. The forum draws data analysts, business leaders and corporate IT professionals to learn about the latest trends in the IT industry and what's coming next. The fourth installment of the forum was to have been held this spring, but was postponed because of the COVID-19 outbreak.
- One collaboration that exemplifies the value of partnerships between the outside business community

and the Muma College of Business is the annual State of the Region event. Each spring hundreds of local business and government leaders and data scientists gather to hear how the Tampa Bay region fares against 19 other metropolitan areas around the country. A big part of the presentation is the research conducted by our faculty and graduate students in the Information Systems and Decision Sciences Department. This puts on full display how USF can be a real game changer when it comes to innovative, impactful research that makes a measurable difference in the quality of life for residents and businesses in the surrounding area.

- The Florida Small Business Development Center is a jewel in the Muma College of Business crown. With its conveniently located office in downtown Tampa, the center provides free consultation services for small business owners, startups and entrepreneurs. This year, the center managed 12 student teams, working with four teams in accounting classes and eight in entrepreneurship classes. Students applied their classroom learning in real-world settings while working with local SBDC business clients. It recently administered millions of dollars in emergency aid for small businesses shuttered in the COVID-19 crisis and has executed similar duties after hurricanes.

These are just a few examples of how the Muma College of Business engages with our business community. We are proud of the way we include all businesses, large and small, into our fold. On any given day, a top-flight CEO may be in the college giving a lecture to our MBA students or our atrium is filled with business representatives recruiting students for rewarding careers.

# *Prioritizing a Global Viewpoint*

USF business students don't just learn about what's happening here at home. They are encouraged to explore the world and to see, first-hand, how business environments, structures, and culture impact commerce. The college offers full semester study abroad exchanges as well as six-week overseas summer sessions that include classes with USF faculty. There are also shorter winter break study abroad opportunities that combine online learning before and after the trip.

Such opportunities are not limited to undergraduate students. Executive MBA students travel as a cohort and visit a dozen companies while studying in Asia. Students in the Vinik Sport & Entertainment Management Program travel as a cohort, too, beginning with a domestic trip to sporting arenas and family entertainment venues before heading to England for a cross-cultural educational program. MAcc students participate in programs alongside undergraduate accounting majors.

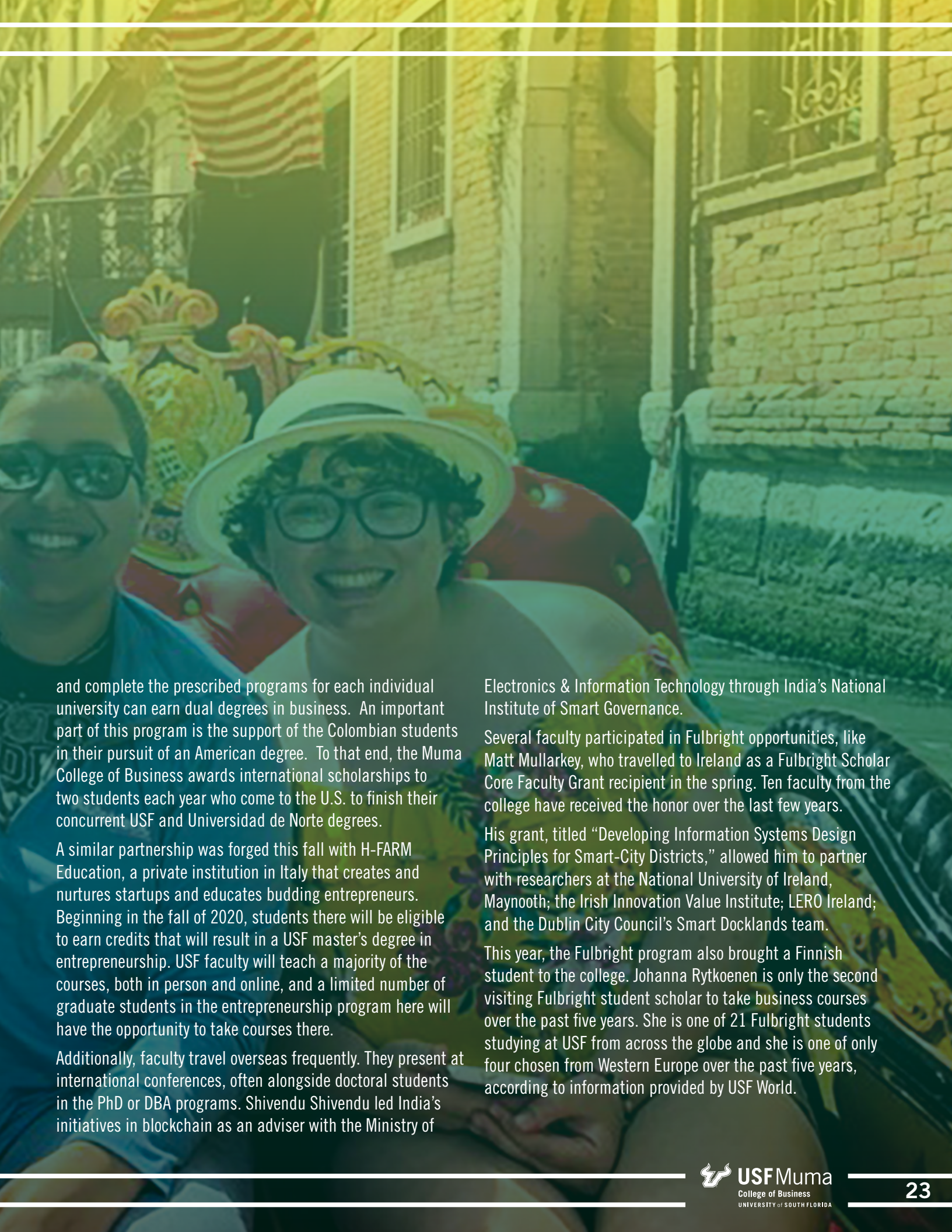
Twenty-five accounting students and 21 advertising students participated in winter trips to London. While COVID-19 cut all of the summer programs short, 145 business students still attended information sessions or fairs promoting study

abroad programs. Another 94 visited the office to inquire about opportunities. More than 130 students -- representing every major -- were committed to summer programs in Italy, England, Ireland, Vietnam and Prague.

International students head to Tampa, of course, as part of our global emphasis. Nine percent of USF students are international students, coming from 140 different countries, according to USF World. It's no surprise that many of them study business. Thanks for a joint venture with INTO University Partnerships, 1,540 students from Brazil, Vietnam, India, Colombia, China and Taiwan, among others, attend USF. Of those students, 465 are business majors.

Beyond the study abroad options, the college has a long-standing partnership with Universidad San Ignacio de Loyola in Lima, Peru, sending USF faculty to Lima to provide face-to-face courses. Most of these Peruvian students come to USF during their final semester, completing their program by earning a USF business degree as well as a degree from USIL.

USF has a very strong partnership with Universidad del Norte in Baranquilla, Colombia. Colombian students who study



and complete the prescribed programs for each individual university can earn dual degrees in business. An important part of this program is the support of the Colombian students in their pursuit of an American degree. To that end, the Muma College of Business awards international scholarships to two students each year who come to the U.S. to finish their concurrent USF and Universidad de Norte degrees.

A similar partnership was forged this fall with H-FARM Education, a private institution in Italy that creates and nurtures startups and educates budding entrepreneurs. Beginning in the fall of 2020, students there will be eligible to earn credits that will result in a USF master's degree in entrepreneurship. USF faculty will teach a majority of the courses, both in person and online, and a limited number of graduate students in the entrepreneurship program here will have the opportunity to take courses there.

Additionally, faculty travel overseas frequently. They present at international conferences, often alongside doctoral students in the PhD or DBA programs. Shivendu Shivendu led India's initiatives in blockchain as an adviser with the Ministry of

Electronics & Information Technology through India's National Institute of Smart Governance.


Several faculty participated in Fulbright opportunities, like Matt Mullarkey, who travelled to Ireland as a Fulbright Scholar Core Faculty Grant recipient in the spring. Ten faculty from the college have received the honor over the last few years.

His grant, titled "Developing Information Systems Design Principles for Smart-City Districts," allowed him to partner with researchers at the National University of Ireland, Maynooth; the Irish Innovation Value Institute; LERO Ireland; and the Dublin City Council's Smart Docklands team.

This year, the Fulbright program also brought a Finnish student to the college. Johanna Rytkoenen is only the second visiting Fulbright student scholar to take business courses over the past five years. She is one of 21 Fulbright students studying at USF from across the globe and she is one of only four chosen from Western Europe over the past five years, according to information provided by USF World.



# *Moving Forward,*

A group of four people, two men and two women, are smiling and looking towards the camera. They are dressed in professional business attire, including suits and blouses. In the background, a banner for the USF Muma College of Business is partially visible. The image has a teal overlay.

**A gift to the USF Muma College of Business makes a transformational impact: on its students, for its alumni, through its research, and in the business community. USF business alumni, donors, and friends help to make those transformations possible. Thanks to their involvement, gifts and advocacy, the college is growing stronger and spreading its impact further than ever. We are proud to have raised more than \$18 million to support our programs. These gifts come in a variety of sizes and support myriad initiatives. A few highlights are noted on the following pages.**



# Together



369.41%

\$5,000,000

Academic  
**Year  
Goal**

\$18,470,524

**Total  
Raised**

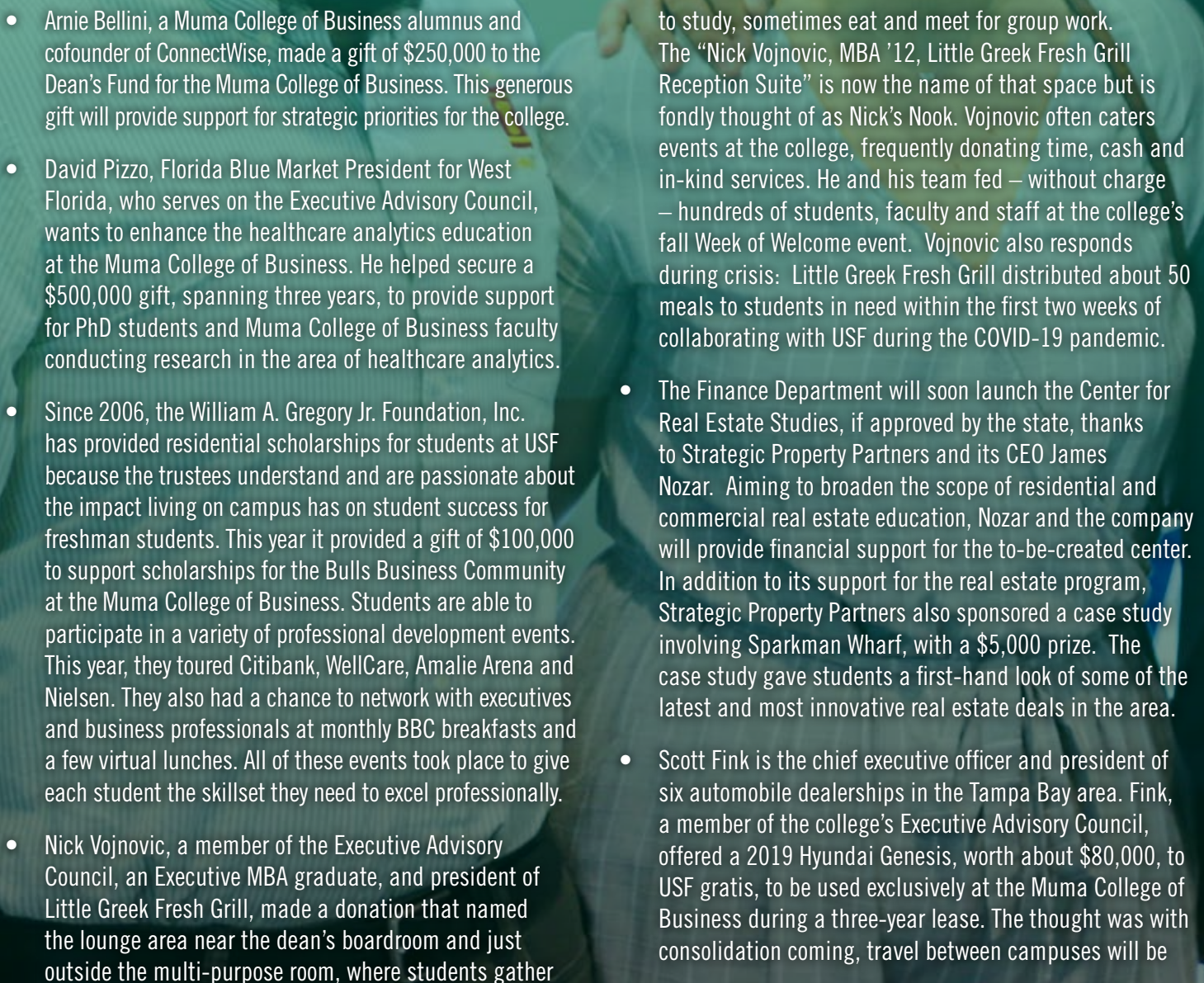
as of  
**6/30/2020**

USF Muma College of Business  
**Faculty & Staff Gave**

**\$86,050**

80 percent participation  
as of 6/30/2020



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- Arnie Bellini, a Muma College of Business alumnus and cofounder of ConnectWise, made a gift of \$250,000 to the Dean’s Fund for the Muma College of Business. This generous gift will provide support for strategic priorities for the college.
  - David Pizzo, Florida Blue Market President for West Florida, who serves on the Executive Advisory Council, wants to enhance the healthcare analytics education at the Muma College of Business. He helped secure a \$500,000 gift, spanning three years, to provide support for PhD students and Muma College of Business faculty conducting research in the area of healthcare analytics.
  - Since 2006, the William A. Gregory Jr. Foundation, Inc. has provided residential scholarships for students at USF because the trustees understand and are passionate about the impact living on campus has on student success for freshman students. This year it provided a gift of \$100,000 to support scholarships for the Bulls Business Community at the Muma College of Business. Students are able to participate in a variety of professional development events. This year, they toured Citibank, WellCare, Amalie Arena and Nielsen. They also had a chance to network with executives and business professionals at monthly BBC breakfasts and a few virtual lunches. All of these events took place to give each student the skillset they need to excel professionally.
  - Nick Vojnovic, a member of the Executive Advisory Council, an Executive MBA graduate, and president of Little Greek Fresh Grill, made a donation that named the lounge area near the dean’s boardroom and just outside the multi-purpose room, where students gather to study, sometimes eat and meet for group work. The “Nick Vojnovic, MBA ’12, Little Greek Fresh Grill Reception Suite” is now the name of that space but is fondly thought of as Nick’s Nook. Vojnovic often caters events at the college, frequently donating time, cash and in-kind services. He and his team fed – without charge – hundreds of students, faculty and staff at the college’s fall Week of Welcome event. Vojnovic also responds during crisis: Little Greek Fresh Grill distributed about 50 meals to students in need within the first two weeks of collaborating with USF during the COVID-19 pandemic.
  - The Finance Department will soon launch the Center for Real Estate Studies, if approved by the state, thanks to Strategic Property Partners and its CEO James Nozar. Aiming to broaden the scope of residential and commercial real estate education, Nozar and the company will provide financial support for the to-be-created center. In addition to its support for the real estate program, Strategic Property Partners also sponsored a case study involving Sparkman Wharf, with a \$5,000 prize. The case study gave students a first-hand look of some of the latest and most innovative real estate deals in the area.
  - Scott Fink is the chief executive officer and president of six automobile dealerships in the Tampa Bay area. Fink, a member of the college’s Executive Advisory Council, offered a 2019 Hyundai Genesis, worth about \$80,000, to USF gratis, to be used exclusively at the Muma College of Business during a three-year lease. The thought was with consolidation coming, travel between campuses will be



extensive and a new vehicle will be needed to reach the St. Petersburg and Sarasota-Manatee branch campuses.

- Grow Financial has been a long-time supporter of the college. In December, long-time CEO Robert Fisher retired. He not only served Grow Financial for many years, but also served as a member of the college's Executive Advisory Council. Grow Financial leadership renamed its existing endowed scholarship to be called "Robert L. Fisher Endowed Scholarship in Accounting." In addition, the credit union made an additional gift of \$100,000, increasing the value of the endowment to \$225,000. The scholarship fund will produce approximately \$9,000 in scholarship funds annually.
- USF, as a whole, serves a large population of students who are the first person in their family to attend college. This population has one of the greatest needs for financial support. In fact, more than 40% of the USF student population is Pell Grant-eligible. To help offset costs for these students and to encourage those who can to give back, the State of Florida offers a two-to-one match for any contributions made to a first-generation scholarship program. Last year, the Muma College of Business was proud to award more than \$273,000 in aid to our students who need it the most.
- The USF Federal Credit Union has continued to support our college year-after-year. For the past several years, it has sponsored the annual scholarship luncheon with a gift of \$5,000. But as our scholarship program continues to grow, thanks to our amazing donors, so does the need for such resources. This year, USFFCU made a \$60,000 commitment to support this event for the next three years.

Executive Bulls provide unrestricted gifts to the college that allow the dean to address strategic priorities, take advantage of emerging opportunities or address unexpected challenges. These donors provided nearly \$200,000 in support this academic year:

- CBIZ MHM, LLC
- Jeff and Brandy Fishman
- Judy Genshaft and Steve Greenbaum
- M. James & Sarah C. Gunberg Family
- Dan and Tina Johnson
- Moez and Alya Limayem
- Kenneth and Cece Lane
- Fred and Kay Meyer
- Pam and Les Muma
- Lynn Pippenger
- Riley Education Foundation
- Ron and Libby Sanders
- Geoff Simon and Andrea Graham
- Adam and Tracey Stern
- Nicholas and Rene Vojnovic
- One anonymous donor

The college received a \$5 million gift from USF alumna and longtime donor, Lynn Pippenger to create an endowed deanship in the USF Muma College of Business, which will support the dean's strategic direction for the college.

The Lynn Pippenger Endowed Deanship sends a powerful signal to the academic community that the Muma College of Business recognizes and respects the accomplishments of our faculty.

Moez Limayem is the first holder of the deanship, which goes beyond supporting his vision for the college. It provides a means to invest in the college's future strategic priorities, particularly those related to student success and community engagement. Equally important is the fact that this will ensure that, for many years in the future, USF will be able to recruit forward-thinking, quality-focused candidates when it comes time to hire a new dean.

The earnings from this endowment will support the academic activities of the college's dean, including faculty support and salaries, graduate fellowships and assistantships, faculty research awards, professional development support,

conferences, publications, visiting lectures, speaker series, and other academic, research and public service programs that promote the core mission of the college.

Pippenger is a long-time champion of business education, supporting scholarships for students and providing a naming gift for USF's accountancy school that allowed USF to offer more programs to prepare students for credentials such as the CPA -- and beyond. She deepened her commitment to business education with a gift that created Lynn Pippenger Hall, housing business classrooms on the university's St. Petersburg campus.

Pippenger has been a major supporter of the University of South Florida for some time. In 2015, she donated \$10 million to name the Lynn Pippenger School of Accountancy. One year later, Pippenger donated \$5 million to name Lynn Pippenger Hall, which houses the Kate Tiedemann School of Business and Finance on the USF St. Petersburg campus. A USF alumna, Pippenger attended USF at the St. Petersburg campus in the 1980s and later graduated with honors from USF's Executive MBA program.



# An Unprecedented Challenge

The onset of COVID-19 to the campuses of USF in March altered the core of higher education and the Muma College of Business made immediate and profound changes in the way it delivers its product – a well-rounded education in business – to its students. Online-only courses took the place of face-to-face classroom sessions for the 9,500 students enrolled in Tampa, St. Petersburg and Sarasota-Manatee.

This method went a long way in stemming the spread of the pandemic on the campuses, with a minimum of disruption to the ongoing education of undergraduate and graduate programs. The college also drew on its esteemed faculty to deliver much-needed information to the public.

For nearly two months after the campus shut down, business professors each day contributed to news cycles on the college's website and in outside media about how COVID-19 affected various fields, like working from home (Triparna de Vreede), real estate (Greg Smersh), retailers helping people (Carol Osborne) and cybersecurity (Moez Limayem). Business experts from the college also discussed retail changes that may become permanent (Rob Hammond), supply chain issues (Elaine Singleton), retirement funds (Rob Tiller), tax issues (Luke

Richardson) and COVID-19's impact on sports (Michelle Harrolle). Here are other examples of how the college proved to be a valuable resource for the community:

- Research by the Muma College of Business Center for Analytics and Creativity and Tampa General Hospital predicted peaks of COVID-19 cases, assisting local hospitals in preparing for surges in the spring and summer.
- Recognizing that the college's business partners are struggling during the COVID-19 pandemic, the faculty created a free certificate program in post-crisis leadership for professionals who wanted to learn how best to emerge from the current health and economic crisis. The fully online offering drew more than 8,000 registrants.
- The first-ever virtual offering of the Accounting Circle CPE Conference proved to be a huge success, as nearly 500 professionals "tuned in" to attend the annual conference, the proceeds of which help students and programs of the Lynn Pippenger School of Accountancy.
- Despite the ever-growing challenges that the COVID-19 pandemic presents to higher education, the Vinik Sport

& Entertainment Management Program continued to innovate, kicking off a new podcast partnership with “Life in the Front Office.”

- Restaurants are among the hardest hit by COVID-19. Whether they recover depends on their efforts to innovate during and the pandemic. Business and mass communications researchers, led by Mark Bender, with the School of Marketing and Innovation, are researching the resilience of eateries.
- The intricacies of the payroll deferral plan was examined by Luke Richardson, federal tax expert with the Muma College of Business’ Lynn Pippenger School of Accountancy, and the changing workplace was discussed by Russell Clayton, an instructor with the School of Marketing and Innovation.
- Keeping the college’s faculty updated on technology, Grandon Gill, director of the DBA program, and Doreen MacAulay, instructor in the School of Information Systems and Management, implemented a faculty mentoring team to ease teaching transitions during the COVID-19 outbreak. For their efforts, the two were named Faculty Champions by the USF Office of the Provost.

- Real estate and finance faculty educated the public about the advantages and disadvantages of refinancing homes during the pandemic, saying that in some circumstances the economic downturn provided some opportunities for those facing adversity in the home-ownership department.
- A team of USF researchers that includes Matt Mullarkey, instructor in the Information Decision Sciences Department, has been working to create a sensor system that would act as an “electronic nose” to sniff out biochemicals created by the virus that causes COVID-19. The team is a semi-finalist in the XPRIZE Rapid COVID Testing competition.

Uncertainty was the unfortunate theme this year for the Muma College of Business, its students, stakeholders and business partners, but the college made all the right moves to strengthen those partnerships and provide the leadership and assurances that every measure was – and continues to be – taken to emerge from this crisis stronger than ever.



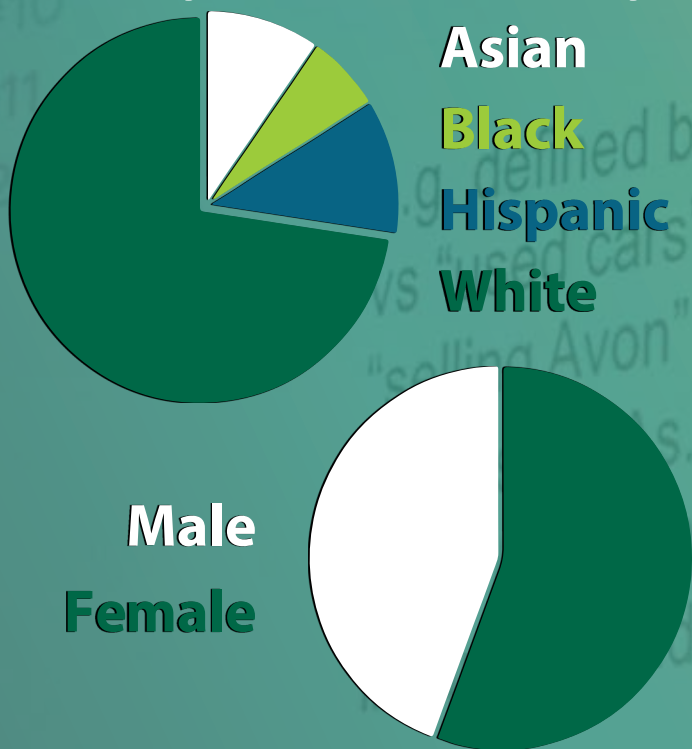
# Our Faculty & Staff

The people of the Muma College of Business, ranging from advisors to career counselors to development professionals, are the steam in the engine of the college. They play an integral part in what makes this college vibrant and essential. They believe in the mission and vision of the college and they focus on the strategic priorities that move the college forward. A few accolades our people received this year include the following:

- Anol Bhattacharjee, a professor in the ISDS Department, was awarded the Operational Research Society's Stafford Beer Medal 2019 for the best paper published in the *European Journal of Information Systems*.
- Don Berndt was invited to contribute a chapter to a book celebrating 50 years of Simulation Research, "Summer of Simulation: 50 Years of Seminal Computer Simulation Research."
- Jennifer Cainas won the American Institute of CPAs 2019 Teaching Innovation Awards honorable mention, recognizing her efforts on a team of educators who taught students how to collect and interpret data and to make informed decisions for business management. Cainas also won the Spring 2020 Faculty Teaching Award. Additionally, Cainas received an Honorable Mention for the Bea Sanders Award in 2019, recognizing her efforts on a team of educators who taught students how to collect and interpret data and to make informed decisions for business management.
- Russell Clayton won the "2020 Mid-Career Distinguished Educator Award" by the Management & Organizational Behavior Teaching Society.
- Clinton Daniels received an Outstanding Teaching Award. He is part of the Information Systems Decision Sciences Department.
- Kaushik Dutta, chair of the ISDS Department, received the Outstanding Global Student Success Award 2019 from the USF System.
- Gigi Hawn received the Joel Momberg Values Award given by the USF Foundation last August. It recognizes those who demonstrate the USF Foundation's Momberg Values on a sustained basis and who consistently perform their job duties at a high level.
- Tim Heath, professor in the Marketing Department, was the recipient of the USF Outstanding Faculty Award from the USF Provost's Office and was recognized as "Outstanding Reviewer" for the *Journal of Consumer Psychology*.
- Diana Hechavarria, an associate professor with the USF Center for Entrepreneurship, was honored at the Women in Leadership & Philanthropy's 2020 Faculty Excellence Reception, receiving the organization's Dr. Kathleen Moore Faculty Excellence Award. She also won the USF Internal Award's Creative Scholarship Grant, the 2019 Muma Community Service Award, and was the Faculty Externship recipient for Spring 2019 @Tampa Bay Wave to complete an ethnography of the organization.
- Melony Herron received the university-wide Outstanding Staff Member award in April. It recognizes staff who exemplify "above and beyond" performance excellence through their daily commitment to USF.
- Alan Hevner, a Distinguished University Professor and Eminent Scholar in the ISDS Department, was selected as a fellow of the Institute of Electrical and Electronic Engineers, a designation that less than .1 percent achieve each year.
- Delroy Hunter served as an associate editor for the *Journal of Financial Stability* and the *Quarterly Journal of Finance & Accounting*.
- Marv Karlins was nominated by Author's Guild and accepted as a member of the International Federation of Journalists. He coauthored a book, "Paying it Backward" that was published March and detailed the philanthropic work of Tony March and his impact on the Tampa Bay area. During the week it was published, March was a featured guest on the CBS Today show and the book was highlighted in the Barnes & Noble flagship store in New York City.



## Faculty & Staff Diversity



### Retirements

We said goodbye to several long-serving faculty and staff this year:

Bill Sutton **8 years**

Roberto Chavarry **8 years**

Michael Fountain **15 years**

Jill Solomon **20 years**

Barb Bushnell **25 years**

Walt Nord **30 years**

Rick Will **31 years**

Alan Balfour **39 years**

Jerry Koehler **42 years**



# Our Faculty & Staff

- Rick Kelso, instructor in the Marketing Department, was the recipient of the USF Outstanding Undergraduate Teaching Award and the Muma College of Business Outstanding Community Engagement Award.
- Tony Kong won the *Leadership Quarterly* 2019 Editorial Board Award for Timeliness and Productivity.
- Sunil Mithas, a World Class Scholar and professor in the ISDS Department, was the recipient of the USF Faculty Outstanding Research Achievement Award, which recognizes exceptional research productivity. He was also a finalist for the Best Practitioner Presentation award at Frontiers in Service. Mithas is one of top two scholars in the world based on publications in *MISQ* and *ISR* in the last three years (2017 to 2019) according to AIS Research Rankings. He is listed on the *MIS Quarterly's* "Most Prolific Authors List."
- Matt Mullarkey, instructor with the ISDS Department, won a 2019-20 USF Outstanding Faculty Award. He was also re-appointed as an Extraordinary Research Scientist, Workwell: Research Unit for Economic & Management Sciences, North West University, Potchefstroom, South Africa 2019-2021.
- Jackie Nelson, who serves as senior director of undergraduate affairs, was recognized by the university for outstanding contributions to the student success movement at USF. The university-wide award was presented in April.
- Carol Osborne, a marketing instructor, was selected to be a judge on the B2 Awards jury for the Association of National Advertisers Awards, which recognizes business-to-business marketers.
- Seckin Ozkul, instructor in the Marketing Department, won the National Academies of Sciences Transportation Research Board's Urban Freight Transportation Committee Service Recognition Award.
- Jong Chool Park was awarded the Fall 2019 Lynn Pippenger School of Accountancy Teaching Award. Only students can nominate instructors and the winner is decided by a small panel of students, the previous award winner and director.
- The regional office of the SBDC presented several awards to Florida SBDC at USF clients as part of its Performance Awards series. These include Regional Outstanding Resource Partner of the Year – City of Lake Wales, Regional Student Project of the Year – Frostbite Ice Cream, Florida Game Changer Award Nominee – Cynthia Johnson, Regional Performance Excellence of the Year Award – Brad Owens. SBDC client Sencommunications, Inc. received the



Small Business Association Woman-Owned Business of the Year Award for the South Florida District.

- Shivendu Shivendu, a professor in the ISDS Department, is leading India's initiatives in blockchain as an adviser with the Ministry of Electronics & Information Technology through India's National Institute of Smart Governance.
- Thomas Smith won the 2019 Best Paper Award from *Journal of Information Systems*. He also won Best Research Paper Award at the American Accounting Association's Accounting Information Systems Midyear Meeting.
- James Stock, co-director of the Monica Wooden Center for Supply Chain Management & Sustainability, received the Outstanding Global Vision Award, and Kaushik Dutta, chair of the ISDS Department, received the Outstanding Student Success Award. The recognition is for educators who are instrumental in expanding USF's global footprint.
- Jared Williams was a finalist for the best paper prize in the 2019 issue of *Review of Finance*.
- Several faculty members were nominated for the Outstanding Academic Excellence awards. The ceremonies for these awards were postponed due to

COVID-19. Nominees from the business school include Doreen MacAulay, Kerry Myers, Greg Smersh, Victoria Panzer and Dennis Walpole.

- At the joint meeting of the Accounting Information Systems (AIS) and Strategic & Emerging Technologies sections of the American Accounting Association last year, two "best paper awards" were given, one for the AIS section research papers presented and one for the SET section research papers presented. Both awards went to co-author teams of USF faculty, present and former PhD students. The AIS section best paper award was presented to Stephanie Walton, Patrick Wheeler, and Yiyang Zhang. The SET section best paper award was given to Julia Higgs, Robert Pinsker, Thomas Smith, and Neal Snow.
- The team from the Vinik Sport & Entertainment Management Program was awarded the 2019 Provost Student Success Award.
- The Muma College of Business Communications & Marketing team, comprised of Lorie Briggs, Samantha Fitzmaurice, Laura Kneski, Keith Morelli and Jason Zipperer, received the university-wide Outstanding Team Award in April.



# Intellectual Contributions and Impact

## Faculty Research

Our researchers are making impactful discoveries and changing the way the world looks at commerce and beyond. With more than 100 papers published in the 2019-2020 academic year, our scholar-educators are industry experts who examine contemporary issues and produce relevant research that helps solve problems – while helping students grow into leaders.

They are living the mantra of the college – to use analytics as a means to solve problems and to think creatively about how data might reveal answers. Acquainting our students with this concept is paramount to their—and our—success. To that end, the college now offers an opportunity for all students to, regardless of their major, to be certified as Citizen Data Scientists.

A few faculty publications are highlighted below.

- **Beauty Is in the Eye of the Beholder: Toward a Contextual Understanding of Compensation of Information Technology Professionals Within and Across Geographies**

How do multinational corporations and domestic firms compensate technical and managerial skills of knowledge workers within and across geographies? Scholars examined archival data on more than 20,000 IT professionals and found that for IT professionals in India, the marginal effect

of firm-specific IT experience on compensation is greater for developed economy multinational corporations than for emerging economy firms. Their findings provide important insights on compensation of IT professionals within and across geographies based on a firm's national origin. These contributions are important to understand the broader context of compensation of IT professionals across firm national origin and geographies.

WHITAKER, JONATHAN, SUNIL MITHAS, & LUI CHEWEI. 2019 Sept. Beauty is in the eye of the beholder: Toward a contextual understanding of compensation of information technology professionals within and across geographies. *Information Systems Research* 30(3): 892-911.

- **Audit Policies Under the Sentinel Effect: Deterrence-Driven Algorithms**

Fraud, waste, and abuse are significant problems in major industries such as healthcare, particularly when third-party payers such as Medicare are involved. Auditors looking for fraudulent activities use scoring models to select practitioners or claims that are likely to be fraudulent. In addition to the direct benefits of the audit effect, which evokes a response by auditing fraudulent individuals, the sentinel effect provides second-order benefits. Yet current auditing algorithms do not take the sentinel effect into account. In this paper, scholars present an algorithm that supports a deterrence-driven audit approach in the presence

of audit and sentinel effects. The results indicate that a significant reduction in healthcare excess costs can be achieved, while maintaining fairness, when auditing policies take sentinel effects into account.

BOUAYAD, LINA, BALAJI PADMANABHAN, & KAUSHAL CHARI. 2019 June. Audit policies under the sentinel effect: Deterrence-driven algorithms. *Information Systems Research* 30(2): 466-485.

- **Uncertainty Avoidance Moderates the Relationship between Transformational Leadership and Innovation: A Meta-Analysis**

Transformational leadership is commonly assumed to facilitate employee innovation in all cultures. Drawing upon field studies from 17 countries, this meta-analysis revealed that supervisor transformational leadership is positively related to individual- and team-level innovation regardless of national boundaries. The researchers found that the relationship is somewhat stronger in countries with higher levels of uncertainty avoidance. These findings suggest that employee innovation in most countries can be enhanced by investing in supervisor transformational leadership, but organizations operating in countries with higher levels of uncertainty avoidance may benefit from this strategy more.

WATTS, LOGAN, LOGAN STEELE, & DEANNE DEN HARTOG. 2019 May. Uncertainty avoidance moderates the relationship between transformational leadership and innovation: A meta-analysis. *Journal of International Business Studies* 51: 138-145.

- **Patient Heal Thyselves: Reducing Hospital Readmissions with Technology-Enabled Continuity of Care and Patient Activation**

Patients' skills, knowledge, and motivation to actively engage in their health care are assessed with the patient activation measure. Researchers modeled and tested the patient-health care provider feedback loop and learning through error corrections to explore the relations between continuity of care, patient activation measure and patient readmissions. Their findings show a direct effect of technology-enabled continuity of care, together with its interaction with patient activation measures, reduces readmissions over the base case without technology enabled continuity of care. They also discuss how a machine learning algorithm can potentially furnish healthcare providers with useful information during the process of supporting their patients.

QUEENAN, CARRIE, KELLAS ROSS CAMERON, & NITIN JOGLEKAR. 2019 Aug. Patient heal thyselves: Reducing hospital readmissions with technology-enabled continuity of care and patient activation. *Production and Operations Management* 28(11): 2841-2853.

- **Can Joy Buy You Money? The Impact of the Strength, Duration, and Phases of an Entrepreneur's Peak Displayed Joy on Funding Performance**

When entrepreneurs pitch their ideas to attract funding, they are often advised to display positive emotions: joy and enthusiasm for example. Scholars took a dynamic approach to examine the "peak" moments – the intensity and duration – of emotional displays during the different phases of their pitches. Not only did the findings shed light on the importance of emotion temporal dynamics during pitches, but they also unveiled the unique research opportunities of facial expression analyses in terms of marketing and management. Their findings reveal that although displays of stronger joy can elevate the receptivity of the audience, displaying strong joy for too much of the time or at inopportune times may dampen the receptivity.

JIANG, LIN, DEZHI YIN, & DONG LIU. 2019 Dec. Can joy buy you money? The impact of the strength, duration and phases of an entrepreneur's peak displayed joy on funding performance. *Academy of Management Journal* 62(6): 1848-1871.

- **Habitat Traps in Mobile Platform Ecosystems**

Even with the rapid proliferation of apps running on smart handheld devices, achieving success in mobile platform ecosystems is challenging for developers because of the heavily crowded marketplaces and easy substitutability of apps. Researchers examined the sustainability of newly launched apps in the Apple and Google mobile platform ecosystems. Their analysis showed that while frequent app updates are beneficial, engaging in price promotions and diversification-oriented activities indeed have the risks of turning into traps for developers. The empirical results draw attention to the heterogeneity of traps in mobile platform ecosystems and shed light on the need to develop strategies for overcoming the traps.

PERVIN, NARGIS, RAMASUBBU NARAYAN, & KAUSHIK DUTTA. 2019 Oct. Habitat traps in mobile platform ecosystems. *Production and Operations Management* 28(10): 2594-2608.

- **The Boss Knows Best: Directors of Research and Subordinate Analysts**

Subordinate analysts working for higher-quality directors of research provide superior earnings forecasts that elicit stronger market reactions, provide better investment recommendations, and have better career outcomes. For the broker, higher-quality directors drive more trading commissions. There is an economic impact as well. Researchers identified a unique channel whereby the industry-specific and general human capital of top management filters through to individual subordinates and consequently improves organizational performance.

BRADLEY, DANIEL, SINAN GOKKAYA, & XI LIU. 2019 June. The boss knows best: Directors of research and subordinate analysts. *Journal of Financial and Quantitative Analysis* 54(3): 1403-1146.

- **The Cost of Financing Education: Can Student Debt Hinder Entrepreneurship?**

Researchers found that entrepreneurs with more student debt are more likely to fall behind on their student debt payments, and this relation is mitigated when their ventures are successful. Their findings indicate that student debt inhibits

entrepreneurship by exacerbating the effect of negative business outcomes on the individual.

KRISHNAN, KARTHIK, & PINSHUO WANG. 2019 Oct. The cost of financing education: Can student debt hinder entrepreneurship? *Management Science*. DOI: 10.1287/mnsc.2017.2995

- **Asymmetric Learning from Prices and Post-Earnings-Announcement Drift**

Scholars noted that people assume that investors learn from the price of an asset in an asymmetric manner—they learn from the price if they observe good (bad) private information and the price is worse (better) than what is justified based on public information alone. Their findings show that asymmetric learning from an asset's price leads to post-earnings-announcement drift, and that it generates arbitrage opportunities that are less attractive than alternative explanations of post-earnings-announcement drift. Their model predicts that post-earnings-announcement drift will be concentrated in earnings surprises that are not dominated by accruals, and it also predicts that earnings response coefficients will decline in the magnitude of the earnings surprises.

CHOI, JAEWON, LINH LE, & JARED WILLIAMS. 2019 Sept.

Asymmetric learning from prices and post-earnings-announcement drift. *Contemporary Accounting Research* 36(3): 1724-1750.

- **Mapping Time: How the Spatial Representation of Time Influences Intertemporal Choices**

Cognitive linguistic studies have found that people perceive time to be intertwined with space. Western consumers, in particular, visualize time on a horizontal spatial axis, with past events on the left and future events on the right. Underexplored, however, is whether and how space-time associations influence future time-related judgments and decisions. In this research, the authors propose and demonstrate that horizontal (vs. vertical) temporal displays enhance the amount of attention devoted to considering the time delay and lead consumers to overestimate how long it will take to receive benefits. This research has important implications for consumers wanting to forgo immediate gratification and for firms managing consumers' time perceptions.

ROMERO, MARISABEL, ADAM CRAIG, & ANAND KUMAR. 2019 Aug. Mapping time: How the spatial representation of time influences intertemporal choices. *Journal of Marketing Research* 56(4): 620-636.

- **Extending the Boundaries of Sensory Marketing and Examining the Sixth Sensory System: Effects of Vestibular Sensations for Sitting versus Standing Postures on Food Taste**

Scholars extended the boundaries of sensory marketing by examining the effects of the vestibular system, often referred to as the "sixth sensory system," which is responsible for balance and posture. Researchers conducted six experiments related to posture and taste perceptions. The findings: standing postures induce greater physical stress on the body, which in turn decreases sensory sensitivity. As a result, when eating in a standing posture, consumers rated the taste of pleasant-tasting foods and beverages as less favorable and the temperature as less intense and they consume smaller amounts.

BISWAS, DIPAYAN, COURTNEY SZOCS, & ANNIKA ABELL. 2019 May. Extending the boundaries of sensory marketing and examining the sixth sensory system: Effects of vestibular sensations for sitting versus standing postures on food taste perception. *The Journal of Consumer Research* 46(4): 708-724

• **Do Auditors Price Breach Risk in Their Audit Fees?**

Data security breaches have been shown to negatively affect firm operations. Auditors serve as an important, external governance mechanism with respect to a firm’s overall risk management protocol. Researchers examined whether auditors price breach risk into their fees and if a firm’s internal governance can mitigate the potential increases in audit fees. Evidence suggests the presence of board-level risk committees and more active audit committees may help mitigate the breach risk audit fee premium. Additional evidence suggests that both past breach disclosures as well as future disclosures are associated with audit fees.

SMITH, THOMAS, JULIA HIGGS, & ROBERT PINSKER. 2019 Sept. Do auditors price breach risk in the audit fees? *Journal of Information Systems* 33(2): 177-204.

• **Designed to S(m)ell: When Scented Advertising Induces Proximity and Enhances Appeal**

The use of scent in advertising has shown that scent can enhance the memorability of and engagement with an ad. But when and why should firms use scented ads? Through six studies, the researchers find that scented ads enhance consumers’ sense of proximity to the advertised product and consequently increase product appeal. This holds even for unpleasant scents but is contingent on the scent’s ability to represent the advertised product. The effect is weakened when the product is physically close.

RUZEVICIUTE, RUTA, KAMLEITNER, BERNADETTE, & BISWAS, DIPAYAN. 2020. Designed to S(m)ell: When Scented Advertising Induces Proximity and Enhances Appeal. *Journal of Marketing Research*, 57(2), 315–331.

**USF Muma College of Business PhD Program Graduate Placements**



Our DBA students, even those in their first semester, created an impressive record of academic accomplishments this past year. Nine students were published in the proceedings of several international conferences. In addition, two papers and two books were published by DBA students. Another recent graduate has a patent pending on a cutting-edge productivity program. A current student received a \$15,000 grant at the Florida Blue Innovation Challenge. Conference Best Case awards were won by three students and another was awarded Outstanding Paper.

The college’s doctoral program prepares its graduates for careers as professors, government researchers and industry personnel. Students work closely with faculty in seminars, research projects, and other assignments that develop research and teaching skills. The curriculum offers breadth of understanding as well as depth of field specialization sufficient for the student to make meaningful contributions to the discipline. Concentrations are offered in accounting, finance, information systems, and marketing.

**Grants**

Dipayan Biswas received the ACR-TCR (Association for Consumer Research/Transformative Consumer Research) grant for \$2,000. He also received the AMA-CBSIG (American Marketing Association – Consumer Behavior SIG) grant for \$12,000.

Center for Marketing & Sales Innovation received a \$75,000 portion of the Florida Department of Health: Evaluating Anti-tobacco Public Service Announcements. \$250,000 awarded to USF College of Public Health and Center for Marketing and Sales

Innovation. The center also received a portion of the USF COVID Rapid Response Grant. \$25,000 was awarded to the Zimmerman School of Advertising & Mass Communications, USF College of Public Health and the center to evaluate messaging to support return to health care.

Clinton Daniel received ISDS Practice Center Projects from the Tampa Bay Partnership and Bentcross Group, totaling \$27,691.

Kaushik Dutta received ISDS Practice Center Projects from PSCU, Inc. and Suncoast Credit Union, totaling \$27,800.



Lisa Gaynor received a grant from the American Institute of Certified Public Accountants, Assurance Research Advisory Group. It provides access to professional participants and \$2,950.

Robert Hooker and Seckin Ozkul received a \$75,000 grant from Southeast Partnership for Advanced Renewables from Carinata (SPARC) for the 2020 First Mile-Last Mile Analysis. They also received \$267,000 from the Florida Department of Transportation Land Use Analysis to Enhance Successful Logistics Activity Center Development in Florida.

Tony Kong won the University of South Florida Women and Leadership Initiative Research Grant Award 2020.

Matthew Mullarkey and Triparna de Vreede received a grant from Tampa General Hospital for the HPDI Design Practice Center Projects for \$150,000.

Sagar Samtani was awarded National Science Foundation funding for his proposal on Identifying Emerging Threats in the Online Hacker Community for Proactive Cyber Threat Intelligence, \$89,417

Shivendu Shivendu received additional funding on his grant from CareerSource Tampa Bay for \$159,847.

#### Small Business Development Center

- 2020 Small Business Development Center. Sponsor: University of West Florida. Award: \$1,111,000 for one year. Provide business consulting and training to business owners for a 10-county region.
- 2020 State Performance Funding. Sponsor: University of West Florida. Awarded \$684,748 for one year. Provide training and consulting to small businesses within a 10-county network.
- 2020 Procurement Technical Assistance Center. Sponsor: University of West Florida. Award: \$144,000 for one year. Provide training and consulting to small businesses with the emphasis on government procurement.
- 2020 Supplemental Funding from the Cares Act: \$1.3 million. Assist small businesses impacted by COVID-19.
- 2020 South Florida State College. Sponsor: South Florida State College. Award: \$19,755 for one year. Provide consulting and training to small business owners in Highland, Hardee and Desoto counties.
- 2020 Greater Hernando County Chamber of Commerce. Sponsor: Greater Hernando County Chamber of Commerce. Award: \$15,450 for one year. Provide consulting and facilitate educational services to small businesses in Hernando County.
- 2020 Highlands County Board of County Commissioners. Sponsor: Highlands County Economic Development

Received a Total of

**39 Grant Awards**

Adding up to

**\$3,452,498**

Commissioners. Award: \$11,330 for one year. Provide consulting/ training to small businesses in Highlands County.

- 2020 DeSoto County Board of County Commissioners. Sponsor: DeSoto County Board of Commissioners. Award: \$3,605 for one year. Provide consulting and training to small business owners in DeSoto County.
- 2020 Hardee County Economic Development Council. Sponsor: Hardee County Economic Development Council. Award: \$3,605 for one year. Provide consulting and training to small business owners in Hardee County.
- The Small Business Development Center partners with various financial institutions each year to provide small business owners with financial intelligence training and also provide general entrepreneurial training to those wanting to start a business. A total of \$79,500 in financial institution grants has been awarded this year. Those are: BankUnited: \$27,000; Fifth Third: \$5,000; SunTrust: \$25,000; TD Bank: \$7,500; and Wells Fargo: \$15,000.

Logan Steele was awarded \$3,000 by Psi Chi to study Metaperceptions of Role Incongruity in Male-Dominated Organizations.

Janelle Wells received a grant from the Lightning High School League for \$31,250.



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# 2019 - 2020 Annual Report



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