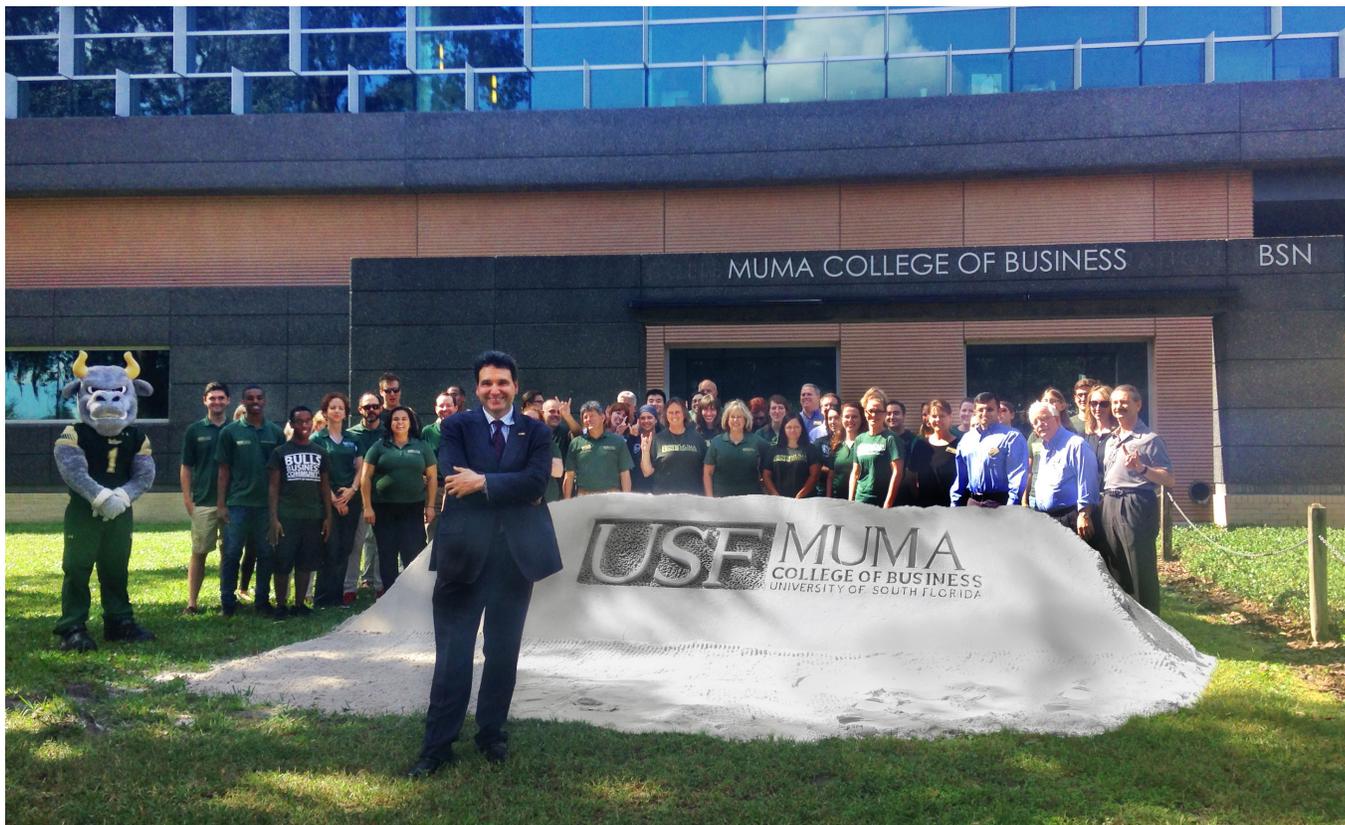


Annual Report
2015-2016



DEAN'S MESSAGE



I am pleased to present the 2015-2016 Annual Report. The stories and points of pride noted on the following pages are testaments to the hard work and dedication of our students, faculty, staff, alumni, donors, and corporate partners. It is our pleasure to share short stories about the people who make us a rising star when it comes to business education.

You have heard it before: we do more than simply teach business. We create business thinkers. We challenge students and we provide meaningful learning opportunities. We deliver relevant knowledge to our students and help them see how it connects with their lives. As we do so, our students win as they are trained by faculty who are developing new knowledge – which helps students land jobs in the field in which they are trained. And with a meaningful salary.

Our reputation for building a community of scholars who publish in top journals is growing. We have applied for more research grants than ever before and our faculty are garnering international attention for their scholarly contributions. This year, professors Jim Stock, Jerry Koehler and Grandon Gill were recipients of Fulbright awards. Jim also received a Lifetime Achievement award. Similarly, Alan Hevner was recognized as a 2016 Fellow by the Association of Information Systems, recognizing his outstanding contributions to the information systems discipline in terms of research, teaching and service. Michael Fountain was recognized as a Justin G. Longenecker Fellow, which recognizes the achievements of men and women whose passion for small business and entrepreneurship is reflected in their teaching, writing, research, training and public service.

Guest speakers, hands-on learning projects, and internship opportunities are often the first ways companies interact with faculty. When businesses – and the executives who lead them – discover how strong our pipeline of talent is, they connect with us in other ways, too. They hire our students, support our events, serve as judges in competitions, and sponsor special initiatives. We all win.

As you skim this report, you'll find that our emphasis on student success is more than a catchphrase. We've looked carefully at our metrics to identify areas where we can do more to help students graduate on time and find jobs. We've seen a significant increase in the number of first-time-in-college students who graduate in a timely fashion – a nine percent increase in our four- and six-year graduation rates. This represents a five-year change of 24 percent for our four-year graduates and a 20 percent increase for six-year graduates.

Part of the reason for this increase can be attributed to our academic advisors. We have hired three new advisors as a result of last year's TEAm grants. We have hired a recruiter – in partnership with the College of Arts & Sciences – to bring in and help advise students in the Zimmerman Advertising Program. Advisors have participated in advanced training that will allow them to better guide students on career options. And we have increased the staffing for the Corporate Mentor Program so that more first-gener-

ation students can take advantage of the opportunities that come from mentorship.

This emphasis on student success resonated with one of our long-time scholarship donors, Barron Collier, who, along with his wife, Dana, kicked off the academic year by making \$10.85 million gift to bring all of these programs together under one umbrella: the Collier Student Success Center. You can read more about the generous Collier family and their gift on the pages that follow.

One of the newest programs launched by the Collier Student Success Center is the Muma Leadership Program. Along with Pam and Les Muma, I am excited about this two-year professional development program that will encourage students to take charge of their career development from their first days as business majors. We started the program with a small group of students this first year. It is our vision to expand this college-wide within the next two years.

Our mantra for these and all of our students: you need the technical education that can be learned in the classroom but you also need the external learning that comes from internships. We recruited more companies to provide course-credit internships and other immersion learning experiences. We are reaching out to students, too, to educate them on the importance of this kind of learning.

At the graduate level, we have provided more learning opportunities for students in the areas of analytics. The certificate programs now offered in anti-money laundering and business analytics have caught the attention of many employers, too. Companies such as Citi and DTCC indicate that they can't hire our grads with strong analytical skills fast enough!

We are offering more courses online or in a hybrid online/face-to-face fashion. We are working to offer existing graduate programs in new ways and in new locations, too. We have signed MOUs with institutions in Morocco, Tunisia, and India! There are also a number of proposals for new opportunities in process.

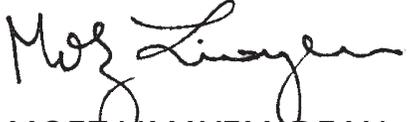
At the doctoral level, the Doctor of Business Administration program has surpassed our initial enrollment expectations. The 25 students in the inaugural class reached the halfway point in the program in April. The 36 students in the second cohort began classes in January.

We have strengthened relationships with alumni through targeted events such as Conversations with a CEO, Breakfast with a CIO, and the Homecoming Speaker Series and Parade Watch Party. We revived the Celebration of Free Enterprise, honoring business leader Jeff Vinik and raising \$80,000 for scholarships and other student-focused programs.

The Free Enterprise event brought together many older alumni and reminded them of the great educational programs offered at USF, but we don't want to forget about our newer alumni. We are creating a new board of recent alumni advisors - most of whom graduated between 2006-2014.

We envision that this will serve as a pipeline for other advisory boards at the department level and, eventually for the Executive Advisory Council. The latter group has also grown this year and now, for the first time, ten of the council members have made personal contributions at the \$10,000 or above Executive Bull level. Their support provides much-needed unrestricted funds that allow us to focus on our strategic priorities.

When we focus on these strategic priorities, we all win.



MOEZ LIMAYEM, DEAN

OUR MISSION

We emphasize creativity and analytics to promote student success, produce scholarship with impact, and engage with all stakeholders in a diverse global environment.

OUR STRATEGIC VISION

TRANSFORMING MINDS: TRANSFORMING BUSINESS

We aspire to be internationally recognized for developing business professionals who provide analytical and creative solutions in a global environment.

OUR STRATEGIC PRIORITIES

- Student Success
- Research with Impact
- Distinctive Identity: Creativity and Analytics
- People
- Business Engagement
- Global Literacy and Impact

A GIFT EMPHASIZING STUDENT SUCCESS

In August, the USF Muma College of Business celebrated a \$10.85 million gift from Barron Gift Collier III and his wife, Dana Collier, to support student success and career preparedness initiatives. In honor of that gift, the college created the Collier Student Success Center, bringing several undergraduate programs together under one banner.

The Colliers have been longtime supporters of USF's business school, particularly to student scholarships and its Corporate Mentor Program. A separate gift of \$180,000 expanded the program so that more students could benefit from its services offered and professional development coursework.

Dana Collier graduated from the Central Ohio Technical College, an affiliate of The Ohio State University, and chose to devote her time to raising their four children. Barron Collier is a 1980 USF business graduate and chair of the Barron Collier Partnership, which is dedicated to the responsible development, management, and stewardship of the partnership's extensive land holdings and agriculture, real estate, and mineral management assets.

"We are grateful to Barry and Dana Collier for a gift that will have an enormous, positive impact on USF business students. Our university's most important mission is preparing students for success in life, and this extraordinary gift will ensure that our students – particularly those who are the first in their families to attend college - have the skills, mentoring and preparation they need to be successful," said USF System President Judy Genshaft.

USF Muma College of Business Dean Moez Limayem called the Colliers' gift a dream-maker.

"We believe every student should have a meaningful job upon graduation, in their field, with a good salary. Students' backgrounds or financial concerns should not prevent them from achieving their degrees and their dreams, and with this gift, USF can help them overcome those obstacles. This gift, more than ever before, will help us achieve this dream," said Limayem.

The Colliers' gift focuses on USF business programs that emphasize communication skills, sales skills, leadership, ethics, public speaking, networking, and other training that goes beyond what students can learn in textbooks.

We think that's what all colleges and universities should be shooting for," Collier said. "These students, their hopes and their dreams, are being fulfilled."



The Collier family has a history of philanthropy and success in Florida. Collier County is named after Collier's grandfather, Barron Gift Collier Sr. An entrepreneur in streetcar advertising, Barron Collier Sr. was responsible for purchasing and developing much of Southwest Florida, eventually acquiring 1.3 million acres. He brought the area into the 20th century, introducing telephone service, railroad, newspapers, and a bus company. He has a lasting legacy in Florida's transportation system: He constructed part of the Tamiami Trail, connecting the southern coasts of Florida.

"Giving philosophy has been infused throughout the family," Collier said. "You've got to figure out what areas speak to your heart and move in that direction."

Collier has attended the Muma College of Business scholarship luncheon every year since 2011. Each time, he has met with students in the Corporate Mentor Program who receive the scholarship he sponsors. He said he continues to be inspired and touched by their stories of perseverance.

"We hear about the American Dream being lost, and here is a program that's doing exactly the opposite," Collier said. "When you get to talk to the students, you see their passion and their desire and drive to get a good education, and to be able to get out there and make a difference in the world. They certainly inspire you to believe it."

At the announcement recognizing the Colliers' gift, two dozen current and former Collier scholarship recipients returned to campus to thank the couple. Here are excerpts from a Tampa Bay Times story about three of those alumni.



Jacri Stubbs

When Jacri Stubbs was 7, his father was sentenced to 10 years in prison for dealing drugs.

By middle school, Stubbs was on the same path. His neighborhood was violent. He was robbed blocks from home and, he said, wrongfully arrested.

"I had no faith in my community's authoritative figures, and ended up not having much faith in myself," Stubbs said.

When he got to Miramar High School, he knew he had to turn it around — and help his four siblings do the same.

He graduated from high school, but the idea of college came with challenges, too. And after his acceptance to USF came more work. He worked to understand every resource available to him, got a job, joined the Corporate Mentor Program — and got the Collier Scholarship.

Stubbs is in New York City now. He has been promoted twice in his 3½ years in advertising and now he's an advertising account executive at Havas Health. He realizes how lucky he is.

"When I visit home, I see this constant cycle of not graduating high school and having babies and going to jail," he said. "I always didn't see myself in that light."

Every day, he wakes up and thinks of all the "had nots."

Had I not defied stereotypes.

Had I not invested in myself.

Had others not invested in me, too.

Stubbs once heard that 80 percent of kids with an incarcerated parent also end up in prison.

"I can't imagine what kind of life I would be leading had no one invested in me," he said.

"I am not the 80 percent."



Shari-Ann Myers

Shari-Ann Myers was 14 when her family moved to the United States from Jamaica.

Her parents both had held good jobs. But their certifications didn't translate and they didn't land the better-paying jobs they had imagined. Both worked hourly jobs while attending trade schools, but her father became disabled after an accident.

Myers began working several part-time jobs her first year at USF. She refereed basketball games and put in hours at Sam's Club. She was a teaching assistant for business calculus and tutored her peers.

In her freshman year, she paid her family's phone bill. In her sophomore year, she picked up even more of their expenses.

She's thankful for that work. It helped her land six internships in her field throughout college, including this summer with PricewaterhouseCoopers, where she'll return as a full-time tax associate after completing her master's degree in May.

"It's definitely a dream job," she said. "For as long as I can remember, I always wanted to be a tax accountant."

The Collier Scholarship came at a critical time. It made possible her study-abroad program in Spain. There, she learned different European accounting methods she wouldn't have had in class in the United States. That helped her land an internship with a company with overseas clients.

"I definitely think the American dream is difficult to achieve, but there are people out there striving for it," Myers said.

She remembers when they first came to the United States and were never allowed to eat out. Now, she says, they can treat themselves.

They were even able to go out for Thanksgiving.



Kelli Immel

Heading to college, Kelli Immel had love and emotional support from family, but lacked financial support.

At the Muma College of Business, she intended to pursue a career in finance.

But it wasn't in her heart.

"I met Jesus and he gave me a new dream, and from that place I wanted to find an avenue in which I could serve," Immel said.

And for three years in college she did serve, through college ministry, with the Underground Network, a Tampa nonprofit that serves as a resource for smaller Christian nonprofits in the Tampa Bay area.

The Collier Scholarship allowed Immel to graduate with degrees in marketing and psychology without debt, and begin working full time at the nonprofit.

"Truth is, I quite literally could not do what I currently do if I had graduated with student debt," she wrote to Barry Collier in a letter.

For no cost, the Underground Network provides financial services, training, coaching, event planning and other resources to startup ministries "so that they can care for those in our city that are most hurting and disadvantaged," she wrote. "I believe so deeply in the work that I do that I have no trouble getting paid what many consider to be a very small wage.

"Your generosity has allowed me to help hundreds of people as they care for those that many have turned away from," she said. "Men coming out of addictions. Women rescued from the sex industry. Children with special needs."

"Your gift was not just a gift that allowed me to avoid paying back loans, it was a gift that freed me to do what I feel like God has asked me to do, hopefully while helping those in our city that need it the most."

DEVELOPMENT REPORT

The generous support of many of our alumni and friends has helped us continue our upward trajectory. Building upon the 2014 naming gifts from Les and Pam Muma and Lynn Pippenger (who also supported USF St. Petersburg with a gift to name Lynn Pippenger Hall in the USFSP Kate Tiedemann College of Business, we started this academic year by announcing a transformational gift. A new center, bringing together a number of undergraduate student programs under one umbrella, was created thanks to a gift from Barron and Dana Collier (the center and gift are described on the previous pages). While space prevents us from sharing every donor's story, we have highlighted a few of those donors here.

Annual Fundraising Goal: \$15 million Achieved: \$16.3 million

- ▶ We began the year by awarding nearly \$450,000 in scholarships to 175 of our best and brightest business students. We closed out the year by awarding an additional \$120,000 to students studying in the summer.
- ▶ Our faculty and staff support the college through an annual giving campaign. This year, 98 percent of all USF Muma College of Business employees contributed to the campaign.
- ▶ We launched the Executive Bulls Leadership Giving Program last year and membership has more than doubled since then. Executive Bulls make annual unrestricted gifts of \$10,000 or more to the Muma College of Business, supporting the dean's strategic priorities for the college. These include the launch of the Center for Analytics and Creativity as well as several student-focused initiatives: scholarships for study abroad, case competitions, support for undergraduate and graduate student research, and a research colloquium. The 2015-2016 Executive Bulls are below:



Brad and Suzette Bernstein*
 Marc and Karen Blumenthal
 Scott and Kathleen Fink
 Ron and Nancy Floto*
 Sarah and M. James Gunberg*
 Ali and Sawsan Hasbini*
 Ken and Cece Lane

Moez and Alya Limayem*
 Fred and Kay Meyer
 George and Jane Morgan
 Pam and Les Muma*
 Steve and Teresa Oscher
 Lynn Pippenger*
 Susie and Mitchell Rice

Ron and Libby Sanders
 John and Julie Townsend
 Nick and Rene Vojnovic*
 One Anonymous Donor*
 * Founding Members

A GIFT FOR ENTREPRENEURSHIP EDUCATION



Naples entrepreneurs Frank and Ellen Daveler donated \$2.9 million to the USF Muma College of Business to spearhead a state-wide effort to educate entrepreneurs.

The estate and cash gift establishes the Frank & Ellen Daveler Entrepreneurship Program at USF with a mission to help undergraduate students across Florida who aspire to launch prosperous and sustaining businesses. The estate gift will also fund up to \$50,000 annually in scholarships for USF business students who are the first in their families to attend college.

The Davelers, accomplished entrepreneurs in the aerospace, engineering, and scientific instrument manufacturing arenas, chose to make the gift to USF because of its proven history of graduating successful students and entrepreneurs. They know from experience that young entrepreneurs need help the most when they're starting their careers.

"That's the critical time," Frank Daveler said. "We observed over the years that 50 percent of these companies fail, many for a lack of preparation and for not understanding the importance of having the right product and the right people working with you. An educational program that can help students better understand these things could make a big difference for fledgling companies' survival and success."

A NAMING GIFT FOR DOCTORAL PROGRAM SUITE



Ali Hasbini credits USF for giving him the knowledge and skills needed to succeed - so much so that he returned to the Muma College of Business to earn a third degree, more than 35 years after completing the first one.

Hasbini earned a bachelor's degree in accounting in 1979 and went on to earn an MBA two years later with a concentration in finance. He worked as an instructor on USF's accounting faculty for a few years before moving into the private sector. Today, he is a member of the inaugural class in the Doctor of Business Administration program, which gives seasoned executives the skills to conduct research and bridge the gap between academia and business.

"USF basically came up with a fantastic program for people like me, who are still working and doing everything else," he said. "It's unique that I could combine my experience and my knowledge with the academic world in that sense."

The successes Hasbini has achieved in the business world are numerous. He runs a portfolio of multiple real estate and industrial development businesses, including home building company Sunrise Homes; his companies have received numerous awards from the Tampa Bay Builders Association. He received the USF Alumni Association's "Entrepreneur of the Year Award" in 1995.

Hasbini's desire to recognize the business school for its role in his success moved him to donate a naming gift for the suite that houses the doctoral program. The offices will be known as The Mohamad Ali Hasbini Doctor of Business Administration Suite. His generosity to USF extends beyond this program: he has funded scholarships for students to study abroad and established the Robert M. Keith Endowed Teaching Professorship in the USF Lynn Pippenger School of Accountancy. Hasbini and his wife Sawsan are members of the Executive Bulls, too.

KPMG FACULTY FELLOWSHIP

As one of the Big Four accounting firms, KPMG has long been a company where the brightest and most competitive students want to work and intern. But less widely known are KPMG's contributions to scholarship at USF through faculty fellowships.

Since 2008, KPMG has supported a fellowship at the Lynn Pippenger School of Accountancy. The company recently renewed its support of its \$75,000 fellowship at USF, again naming Professor Dahlia Robinson a KPMG Faculty Fellow (pictured at right with KPMG's Lori Nissen).



Todd Webster, KPMG's audit managing director, said the gift supports active scholars who need research funding for summer inquiries. Robinson credits the fellowship, payable over three years, as a significant factor in the success of her research: she is in the top 10 nationwide in terms of frequency of research publications among all faculty nationwide who, like Robinson, earned a doctorate in 2000.

FLORIDA BLUE SUPPORTS PITCH COMPETITION

In April, college students from eight Florida universities headed to USF to share their ideas for revolutionizing the quality and delivery of healthcare at the fifth annual State of Florida Healthcare Innovation Pitch Competition — a pitch competition that comes with cash prizes of \$10,000 for first place, \$5,000 for second, and \$2,500 for third. Students shared their ideas for innovations in healthcare and presented working prototypes, final products or services currently in place to judges from sponsor Florida Blue, which partnered with the USF Center for Entrepreneurship to encourage early-stage healthcare innovation and entrepreneurship in the state of Florida.



In the pursuit of health

"Florida Blue is committed to being a leading innovator in enabling healthy communities. It is part of our framework and guides every aspect of our business," Florida Blue Market President David Pizzo said. "The students competing in the Florida Healthcare Competition are the future of health care, and their ideas can help transform how people and communities receive and experience health care in the future. We're proud to support this competition and eager to hear how these innovative minds are re-imagining health."

GOAL 1: STUDENT SUCCESS

USF Strategic Goal 1: USF will produce well educated, highly skilled, global citizens through its continuing commitment to student success.

BULLS BUSINESS COMMUNITY

The Bulls Business Community is a partnership with USF Housing and Residential Education. It is a thriving living-learning community and one of the strongest on campus. Since its inception in 2007, 512 students have been part of the BBC, many of them calling the program pivotal as they transitioned from high schooler to college student. This year, many BBC events were held in collaboration with the Zimmerman Advertising Program's living-learning community of students pursuing undergraduate business advertising degrees.



In the BBC, students take classes together and are provided with professional development opportunities designed to help them be job-ready upon graduation. Etiquette dinners, company tours, résumé and interview preparedness presentations and access to high profile alumni and business professionals in the Tampa Bay area are just a few of the benefits of this incredible community. For the 2015-16 academic year, students toured FIS Global, the Oxford Exchange, Nielsen, and Northwestern Mutual, getting a glimpse into the business operations for these companies - and getting a better understanding of which careers require which degrees.

It is no surprise that these students are among the best at USF. The BBC includes Provost Scholars, USF Ambassadors, USF Orientation Leaders, and Green and Gold Guides. Summer 2015 Outstanding Graduate Mary Babcock, the USF 2016 Golden Bull Award winner Bianca Echtler, and 2016 Miss USF Jiaxin Zhang are former residents. Nearly a dozen current 25 Under 25 honorees began their USF story in the BBC.

UNDERGRADUATE ADVISING

The Muma College of Business Undergraduate Advising Office is one of the busiest places on campus. Advisors help first-time students navigate registration and assist returning students with everything from permit requests to graduation checks. Advisors have conversations about majors and careers with students who were unsure of their degree options and guide those who would be better suited for a different degree program to a new home. The 13 advisors in the USF Muma College of Business have handled 12,660 individual advising appointments during the academic year (as of April 25, 2016).

The college's emphasis on job preparedness and career goals means that undergraduate advisors must go beyond checking to make sure students have successfully completed the courses they need to fulfill requirements. Ten of USF's business advisors recently completed a specialized Career Development Facilitator Certificate from the Center for Credentialing & Education. This 120-hour training, which was fully funded by Barron and Dana Collier, helps advisors become better able to aid students as they make career decisions as well as collegiate coursework decisions. Specific topics included, among others, working with diverse students, ethical and legal issues related to career development, career assessments and career development models and theories.

CORPORATE MENTOR PROGRAM



The Corporate Mentor Program prepares first-generation college students for success at USF and beyond. The program matches students who are the first in their families to attend college – many of whom are working at least part-time to support their education – with a mentor from the business world. The following statistics point to its impact:

123 Students completed the year with the program.

65 The Corporate Mentor Program hosted 65 professional development and training events.

\$84,000 Thirty Corporate Mentor Program participants received \$84,000 in scholarships.

100% Every participant who graduated during the fall semester had a job offer at graduation.

7 Of the students selected for the 25 Under 25 program, seven were Corporate Mentor Program participants.

BIZCOMM CENTER

The Business Communications Center, known to students as BizComm, held more than 900 free one-on-one consultations last year, helping undergraduate and graduate students improve their written communication skills, in papers for business courses ranging from accounting and marketing to ethics and securities analysis. BizComm also does a brisk trade helping students polish their résumés and cover letters for the job hunt as well as essays for graduate school and university award programs.

Much of what happens in BizComm is behind the scenes: our scholarship recipients get individualized training in the art of writing gracious thank-you letters, and Muma College of Business faculty can get free help editing research drafts for scholarly publications; an intensive summer workshop helps PhD students learn the fine points of writing readable research articles as they work toward becoming faculty themselves.



The 25 Under 25 program recognizes students who have demonstrated success in at least two of four areas: academics, leadership, professional development and service. Their stories illustrate the caliber of students that USF attracts and the impact of our student success initiatives listed on these pages.



Graduating in only three years, Honors College student Zoe Knapke has already accepted a position as a commercial banking analyst with JPMorgan. She will travel to Chicago this summer to begin training for her two-year job commitment.

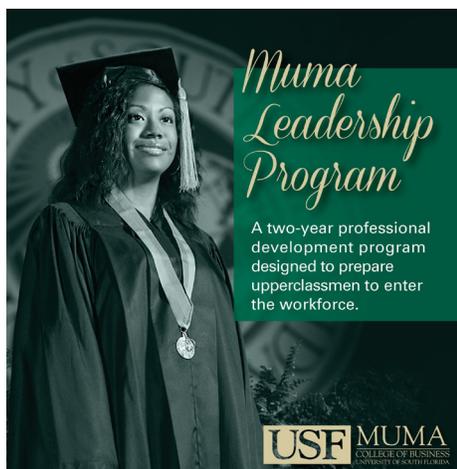
Knapke served as a research analyst for the Student Managed Investment Fund, where students manage a portfolio of equities in excess of \$400,000. The students present proposed portfolio purchases and sales to an advisory board comprised of investment professionals.

Last summer, the Naples native interned at Jabil Circuit with the financial planning and analysis team. Knapke handled data source streamlining, automated routine Excel reporting, and assisted the project manager with analytics.

NATIONAL HONORS

Accounting graduate Bei Ye won the Elijah Watts Sells award for top performance on the CPA exam. This award is given to students who score 95.5% or higher on all four parts of the CPA exam. Ye is accepted a job with PwC in Phoenix, Ariz.

MUMA LEADERSHIP PROGRAM



In the fall semester, we began to roll out the Muma Leadership Program. Invitations for this two-year professional development program were extended first to a small population. It is our vision that this program will be expanded college-wide within the next two years.

For juniors, the program focuses on approximately 40 hours of professional development training that will prepare them for the workforce. Students will participate in activities such as business ethics seminars, presentation and personal selling modules, and writing fundamental sessions. They will also have competency certification from Toastmasters International. Juniors completing these two semesters will receive a Muma Professional Development Certificate. Additionally, they will be placed on an exclusive list that companies and the college will use to identify students for internship and job opportunities. The second phase of the program, for seniors, culminates in the Muma Leadership Certificate. Students must attend

a number of career and professional development programs, complete an internship, and complete a business ethics project during their senior year.

BUSINESS HONORS PROGRAM

The USF Business Honors Program – the only one in Florida – blends rigorous coursework and research activities with special housing, service, study abroad, and applied learning opportunities found inside and outside of the classroom. It brings together distinct features which include smaller classes, leadership training, and study abroad experiences. Students also get help finding summer internships, and have opportunities to learn how to apply computational methods in business research. Those selected for this invitation-only program have SAT and ACT scores that far exceed general USF admission requirements.

These students do more than simply study. They have created a student organization, the Business Honors Service Association, and used it as a vehicle to raise funds for local charities. Business Honors Program participants volunteer countless hours in their community. They also presented their research at the Muma College of Business Student Research Symposium and the Undergraduate Research Colloquium.

Business Honors Program students are national scholarship awardees and serve as USF ambassadors in the United States and abroad. They participate in team- and leadership-building programs such as the Muma Leadership Program and use these skills as mentors and role models at the university and college levels. Participants routinely represent the college at special events and ceremonies. This year, the Summer 2015 Outstanding Graduate, Miss USF, seven of the 25 Under 25 honorees, and a 2016 Golden Bull winner came from the Business Honors Program.

1220 The average high school grade point average for incoming Business Honors Program students was 4.04. Test scores are impressive, too: the average ACT score was 27.5, and the average SAT score was 1220.

100% All Business Honors Program students have a study abroad experience.

100% All graduates of the Business Honors Program held internships and more than half had two or more internships.

100% For the last three years, every Business Honors Program student has had a job or acceptance to a graduate program at graduation.

USF STUDENT MANAGED INVESTMENT FUND

The Student Managed Investment Fund offers motivated, well-prepared students the opportunity to participate in financial investment strategies to manage real money in real time.

One of the things that makes this experience so special: its advisory board. Comprised of seasoned practitioners, these advisors hold the students accountable for their work and motivate them to perform at a professional level well beyond that of the typical undergraduate. These industry professionals also share expertise and interact with the young scholars when analysts pitch their ideas for stock purchases. Leveraging this experience, students are able to land competitive internships and, later, job offers at top firms nationwide.

The trailing three-year return on the fund (ended March 31, 2016) is 15.75 percent annually (vs. 14.72 on the Wilshire 5000, 15.13 on the S&P 500, 11.65 on the Russell 2000, and 14.74 on the Russell 3000 indexes). The current value of the student managed investment fund is \$400,000 — \$228,500 from donors and \$171,500 in investment returns net of commissions/fees.



REAL MONEY
REAL DECISIONS
REAL RESULTS

MORE THAN
60 PROFESSIONALS
& **40 FIRMS**
ARE REGULARLY ENGAGED
IN THE PROGRAM

NEARLY 100% PLACEMENT IN A JOB OR
IN GRADUATE SCHOOL
UPON GRADUATION

GRADUATES ARE ACCEPTING
JOBS WITH SALARIES THAT
ARE MORE THAN
50% HIGHER
THAN SALARIES OF OTHER
USF FINANCE GRADUATES

GLOBAL ENGAGEMENT

- ▶ Thus far this academic year, 161 business majors participated in study abroad programs. For the coming year, every department in the college has been tasked with developing one or more study abroad courses that can be offered over the summer or during intersessions. Our intent is to increase the number of students studying abroad by 20 percent next year.
- ▶ Together, the USF Muma College of Business and the Lynn Pippenger School of Accountancy awarded \$101,250 in study abroad scholarships from private contributions. Some of the business-specific programs where these business majors studied included:
 - ▶ *USF in London*
 - ▶ *USF in Exeter*
 - ▶ *USF Florence in Business*
 - ▶ *ISM in India*
 - ▶ *ESAC in Prague*
 - ▶ *UK Accounting*
 - ▶ *Executive MBA in China*
- ▶ The study abroad program in London was heavily focused on business engagement and interaction with leading marketing and advertising executives in London. Marketing Instructor Carol Osborne and business students met the managing partners and key executives at most of London's leading advertising agencies, including JWT, Saatchi & Saatchi, Mother London, Crispin Porter + Bogusky, and SapientNitro. They went beyond touring these firms. They interacted with executives and gained insight into how research plays a key role in advertising campaigns. For example, FCB Inferno executives showed students its Sport England campaign (which had just won at Cannes) and discussed how insights gleaned from marketing research led to its highly successful advertising campaign for BMW.
- ▶ In May, Executive MBA students travelled to Kuala Lumpur, Penang, and Singapore. The trip included a visit to the United States Embassy in Kuala Lumpur with a briefing about Malaysian economic landscape from a U.S. commercial services officer. Multi-national firms such as Jabil, Johnson and Johnson, PwC, Nielsen, Citi and Heeraj Enterprise hosted students and discussed international business practices and challenges. The students also enjoyed several cultural explorations, including a trip to the Batu Caves, a firefly experience, a Singapore City tour, and lunch with a USF alumnus who owns a restaurant in Singapore.
- ▶ The college launched a Principles of Management Project during the 2015-2016 academic year. The course took place in both Panama and the United States. USF students began the experience in Panama, spending a week visiting different industry leaders to experience first-hand how organizations are managed in Panama. The students returned to Tampa



to complete the remaining three weeks of the course online. Through this hybrid class structure, students observed similarities and differences in how management is understood and executed between America and Panama.

- ▶ The Sport & Entertainment Management program put together several international partnerships. In October, it hosted 15 international students from the University of Northampton in England. An exchange program with Bologna, Italy, is being formed for the upcoming year. Finally, in early 2017, a coalition of several United Kingdom universities is expected to visit Tampa.
- ▶ Twelve students from the Mediterranean School of Business in Tunis, Tunisia, joined us in the fall semester for a week-long Executive MBA exchange. They joined our EMBA courses and toured Syniverse and Tribridge, where the dean and area business leaders led lessons on customer relationship management.
- ▶ The USF Muma College of Business signed a Memorandum of Understanding with four international institutions, adding to the three institutions partnering with us from the prior year. Course articulation MOUs were signed with Manipal International University Malaysia and the Mediterranean School of Business in Tunisia. An MOU was also signed with ENITE to offer USF business bachelor's degrees in partnership with the American University of Africa in Casablanca, Morocco. A third MOU was signed with Narsee Monjee Institute of Management Studies to offer a graduate certificate in business analytics in Mumbai, India.
- ▶ The agreement with Universidad San Ignacio De Loyola S.A. to offer USF business bachelor's degrees in Lima, Peru, was renewed. Students at the Universidad San Ignacio de Loyola in Lima, Peru, are able to earn a general business degree with concentrations in marketing and international business from USF without leaving Peru. Many of them, however, travel to USF for their final semester. The average cohort is 17 students and the sixth cohort began in the spring. Since 2013, 72 Peruvian students have earned USF degrees through this partnership.
- ▶ Business continues to be one of the top majors for international students entering USF via INTO USF. INTO USF students are enrolled in a variety of academic "pathways" and English language programs designed and delivered by USF faculty to prepare them for a successful transition to a degree program at the university.
- ▶ Three business students, Jermaine Lewis, Beatriz Daquioag, and Sindy Sankar, were awarded the prestigious Gilman Scholarship, funding study abroad trips to, respectively, Japan, Argentina, and South Korea. The Gilman Scholarship Program is sponsored by the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau of Educational and Cultural Affairs fosters mutual understanding between Americans and people of other countries to promote friendly, sympathetic, and peaceful relations.



INTERNSHIPS AND CAREER PREPAREDNESS

We must do more than provide the technical knowledge expected of a degree program. An important part of our job is to prepare students for careers and jobs that might not yet exist. We must be the pipeline where employers seek talent.

- ▶ Every department now offers an internship course, modeled after the highly successful Marketing Practicum. This year, 365 students participated in experiential learning programs such as co-ops or internships, of which nearly 200 were enrolled in degree-applicable internship courses.
- ▶ Many students pursue internships without seeking degree credit. Given that research shows an 18-20 percent salary advantage for students who complete internships, we have increased our emphasis this area, reaching out directly to students to educate them on this and other benefits of internships. This includes promotion of employer information sessions and the services that both the Collier Student Success Center and USF Career Services have to offer (i.e. résumé building, networking skills, interview techniques). Classroom presentations on how to search for an internship using the Employ-A-Bull system are also part of the marketing campaign for the students. Finally, internship videos that include student testimonials about the impact of internships have been quite helpful in getting this message out to the student body. Thus far, videos have been posted for the Marketing and Finance Departments; we plan to have a specific video for each Muma College of Business department.
- ▶ As more students seek out internships, it is vital to reach out to new companies and employers for internship opportunities. Over the last year, we connected with more than 275 companies to launch or restart dormant internship programs. We have presented three different opportunities to employers:
 1. Traditional Internship – paid, no academic credit
 2. Academic Internship (Course/Practicum) – paid, academic credit
 3. ISDS Practice Center – company grant for faculty supervision of interns, project-based
- ▶ We have aligned efforts with USF Career Services to capture the attention of more companies. We are developing long-term partnerships with companies for sponsorship of student events, competitions, and on-site experiential learning, while encouraging permanent job placement for the business interns.
- ▶ Beyond internships, our Office of Employer Relations works to ensure that students are well prepared for the business career environment. It provides one-on-one career advising sessions that include assessment tests, résumé reviews tailored to specific job descriptions, academic major-potential career matching, interview preparation and connecting students directly with local and national employers. It also hosts employer information sessions and professional development workshops to help employers connect with potential new hires.

A FEW RECENT PARTNERS



EMPLOYERS HOSTING INFO SESSIONS AT THE COLLEGE

Amazon
Arthur Gallagher
Citi
City Furniture
CVS
Disney
FIS
Ford

Goldman Sachs
GTE Financial
Humana
JPMorgan Chase
Levin
Lockheed
Matrix-Enzac
Nielsen

Northwestern Mutual
Starbucks
Tech Data
TQL
Tribridge
Wells Fargo

EMPLOYERS AT CORPORATE CONNECTIONS AND CAREER CLINIC EVENTS

22 Squared
Bloomin' Brands
Bristol Myers Squibb
Cott
Coca-Cola
DISYS

Enterprise
FedEx
GEICO
Johnson & Johnson
Mondelez
Nielsen

PLS Logistics
T. Rowe Price
Target
Tampa Bay Lightning
Verizon

365 Students participated in experiential learning opportunities ranging from internships to co-ops to practice center projects.

275 The number of companies (new or previously engaged with the college) that the internship director has connected with to launch or re-start internship programs.

93% In the fall semester, 93 percent of the students with jobs at graduation (44 percent of the class) had prior internships/work experience; in the spring, 92 percent of the graduates with jobs at graduation (38 percent of the class) had this kind of experience.

15 The ISDS Practice Center projects are grant-funded project-based opportunities for students and faculty to work on real-world experiential learning projects. This year, students worked on 15 projects for nine companies.

843 Students attended one of the 28 employer information sessions held during the year. The average attendance at each session was 34 students.

189 Students attended the Career Clinic and Career Boot Camp events. Another 142 students attended the Corporate Connections event.

534 Walk-in career advising sessions were completed during the academic year.

111 Students participated in the Elevator Competition career development workshops; 27 made it to the final competition downtown.

GOAL 2: RESEARCH

USF Strategic Goal 2: USF will generate new knowledge and solve problems through high-quality research and innovation to change lives, improve health, and foster positive societal change.

RESEARCH GRANTS

- ▶ Dipayan Biswas worked with the Cornell Center for Behavioral Economics in its child nutrition programs, receiving a two-year award issued by Cornell University for \$16,812.
- ▶ Donna Davis: PI, “Food Supply Chain Audit: Pasco County School District.” Funded by Pasco County School District, \$10,000.
- ▶ Donna Davis: Co-PI, “Land Use Analysis to Enhance Successful Logistics Activity Center Development,” District 7 Florida Department of Transportation, \$123,601.
- ▶ Donna Davis: Co-PI, “Evaluation of Florida’s Inbound and Outbound Freight Imbalance,” in collaboration with USF Center for Urban Transportation Research, \$199,660 awarded by the Florida Department of Transportation.
- ▶ Michael Fountain: NSF I-Corp Site Grant: \$300,000; Hillsborough County Entrepreneurship Support: \$40,000.
- ▶ Lisa Gaynor, Robert Keith Professor in the Lynn Pippenger School of Accountancy, received a \$10,000 PwC INQUIRES grant.
- ▶ Grandon Gill: Faculty Fulbright Scholar (2015-2017); three summer flex core grants to work with South African universities to help them learn to develop local case studies in the area of eReadiness.
- ▶ Grandon Gill: National Science Foundation (2014-2016). PI on \$300,000 project to develop case studies for the MS in Cybersecurity program.
- ▶ Diana Hechavarría: Kauffman Foundation, Entrepreneurial Ecosystems, \$150,000. 2015 PI Rebecca White, Co-PIs Diana Hechavarría, Zoltan Acs, David Audertsch, and Siri Terjesen.
- ▶ Alan Hevner: U-CARE Scientific Advisory Board, U-CARE is a strategic research program funded by the Swedish government to promote psychosocial health among patients struck by somatic disease. Uppsala University, Sweden, 2011–2015. The award totaled \$30,188.
- ▶ Rick Kelso received a \$3,500 Office of Community Engagement and Partnerships Service Learning Development Grant.
- ▶ Matthew Mullarkey: NSF I-Corps Grant: MyReviewers, \$50,000, PI: Joseph Moxley, Professor, CAS, USF.
- ▶ ISDS Practice Center funding sources totaled \$1,443,447.

Balaji Padmanabhan served as PI on two ISDS Practice Center Projects: Social Media Analytics with Bank of America, \$30,000, and Predictive Analytics in Lending with Grow Financial, \$20,000.

Clinton Daniel supervised the development of a web scraping application used to collect human resources data to support the recruitment of medical professionals with Leap Doctor. He also supervised the development of a C# application that supports the management of VA Research Grants for the U.S. Department of Veterans Affairs and supervised the development of a mobile application used to manage the daily workflow of a Raymond James financial advisor. Daniel also received an award from Strategic App Solutions to develop a mobile app that manages data exchange between privately-owned legal practice firms and their clients.

Joni Jones worked with Jagged Peak on a project that involved migrating all existing business intelligence objects to a new environment, including an inventory of more than 43,000 objects such as source files, source tables, queries, stored procedures, views, etc.

Manish Agrawal, Kaushik Dutta, and Clinton Daniel’s projects include information technology assignments for Verizon, who sponsors their projects. The projects involved improving legacy systems; next generation optical network activation; data mining and scripting; geospatial engineering and analytics; predictive learning model; visualizing various metrics; service management dashboard; and consolidation of a network operation center.

- ▶ Christos Pantzalis received a USF Muma College of Business Summer Research Grant and Wolfgang Jank received a Muma College of Business Research and Scholarship Award.
- ▶ Jung Chul Park: Faculty Summer Research Award, Muma College of Business Center for Analytics & Creativity, University of South Florida, 2016 (Note: The grant will be distributed in 2016 Summer.)

- ▶ Eileen Rodriguez served as PI on the following grants totaling \$1,875,589:
 - “Workforce Alliance.” Funded by CareerSource Tampa Bay. Total award was \$293,172, which was dispersed in four years. During 2015, \$75,000 were dispersed.
 - “Greater Hernando Chamber Agreement.” Funded by Greater Hernando Chamber of Commerce, \$21,000.
 - “South Florida State College.” Funded by South Florida State College, \$37,180.
 - “Small Business Development Center.” Funded by University of West Florida, \$1,041,926.
 - “2015 PTAC.” Funded by University of West Florida, \$33,424.
 - “2014 Statement Performance Funding.” Funded by University of West Florida, \$606,379.
 - “St. Leo University.” Funded by Saint Leo University, \$13,500.
 - “2015 Sarasota CEO Program.” Funded by CareerSource Suncoast, \$10,000.
 - “DeSoto County.” Funded by DeSoto County Board of County Commissioners, \$3,500.
 - “Hardee County Economic Development Council.” Funded by Hardee County Economic Development Council, \$3,500.
 - “Highlands County Economic Development Commission.” Highlands County Economic Development Commission, \$11,000.
 - “South Florida State College.” Funded by South Florida State College, \$19,180.
- ▶ Shivendu Shivendu: Interdisciplinary Research Development Grant award of \$50,000 as a PI from the Patel College of Global Sustainability, USF, for the research project, “Impact of Water, Sanitation and Hygiene (WASH) on Stunting in Children under 2 Years of Age.”
- ▶ Shivendu Shivendu, PI; Matthew Mullarkey, Co-PI; and He Zhang, Co-PI: Our Florida Promise, \$75,000 “Reimbursement Methodology for Long Term Care in Florida,” Sept. 2015 - July 2016
- ▶ Janelle Wells and Michelle Harrolle received an award from Positive Coaching Alliance to conduct a case study on developing better athletes and better people via youth sports. The award totaled \$67,269 for four years.
- ▶ He Zhang; PI, “Detecting Medication Side Effects using Anomaly Patterns in Electronic Medical Records Data: Correlation of Parkinson’s Disease with the Use of Lipophilic Beta-Blockers,” Healthaxis, \$64,000
- ▶ The schools of accountancy at USF, the University of Central Florida, and Florida International University all continued to receive money from the TEAm grant – the Targeted Educational Attainment program, supporting Florida’s universities to educate students in high-demand employment areas – with the accounting portion totaling \$3.64 million. USF was named the lead on the grant that began last year (USF received \$1.1 million).

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RESEARCH AWARDS

- ▶ A new patent was filed and assigned to USF: “Thermally Responsive Rectifying Antenna Complexes” by Gabriel Saffold and Michael Fountain.
- ▶ Center for Entrepreneurship Director Michael Fountain joined the USF Institute for Advanced Discovery and Innovation, a distinguished group of USF researchers and scholars.
- ▶ T. Grandon Gill, Matt Mullarkey, Joseph Mohr, and Moez Limayem received InSITE’s 2016 Conference Best Paper in Teaching of Information Technology award for “Building an Informing Business School: A Case Study of USF’s Muma College of Business.”
- ▶ Diana Hechavarria had three best paper awards: Best Empirical Paper Award Americas, International Council for Small Business; Best Empirical Paper Award Runner-Up, Diana International Research Conference; and Best Empirical Paper Award, United States Association of Small Business and Entrepreneurship.
- ▶ David Ortinau was recognized as a top editor twice this year. He was named one of the “2015 Exceptional Associate Editors in Marketing” for the *Journal of Business Research* and recognized as one of the “2015 Outstanding Editorial Reviewers” for the *Journal of the Academy of Marketing Science*. Ortinau serves as associate editor of the *Journal of Marketing* and was elected to the Academy of Marketing Science’s Board of Governors.
- ▶ G.J. de Vreede’s paper, “Study of Emergent Norm Formation in Online Crowds,” was named the Best Emergent Research Forum Paper at the Americas Conference on Information Systems (August 13-15, 2015). According to the conference program, there were 167 Emergent Research Forum papers in total.
- ▶ Matt Mullarkey and Grandon Gill received InSITE’s 2015 Conference Best Paper in Teaching of Information Technology award for “Taking a Capstone Course Online.”
- ▶ Kaushik Dutta received an “Excellence in Research” Journal Award from IGI Global for one of his papers in the *Journal of Database Management*.
- ▶ Al Hevner received the Hermann Zimlicka Award for a paper in the NeuroIS conference.

ADDITIONAL RESEARCH NEWS

- ▶ A unit research director was hired to increase grant submissions and awards. Total grant submissions increased from 18 to 41. Additionally, funded grants have increased from 26 last year to 38.
- ▶ Faculty member Grandon Gill established the Muma Case Review and the Muma Business Review, two forthcoming publications that will allow the college to establish its brand in the area of case development and research with business impact. The Muma Case Review has more than 30 cases ready for publication, allowing for a pipeline that will sustain on-going publication. The first issue will be published in the summer. The Muma Business Review will launch in the fall.
- ▶ Business students engaged in a number of case competitions. Teams of undergraduate students participate in competitions every semester. Teams of graduate students from the Sport & Entertainment Management program competed at the national level. And the college hosted the annual Florida Intercollegiate Case Competition, bringing teams from across Florida to Tampa to participate in a case competition for Ashley HomeStore.
- ▶ The college hosted its first symposium of Business Student Research.
- ▶ Innovative business partnerships will allow us to launch a data science certificate program with Jabil that may allow resources to fund a post-doc.
- ▶ The summer launch of the Muma Externship Program will place a faculty member in a local business for a semester, allowing the faculty and the business to learn from each other. Sport & Entertainment Management Professor Mike Mondello will be the first faculty extern.
- ▶ In an article in the *Journal of Information Systems*, Jacqueline Reck and Uday Murthy were ranked No. 4 and 6 (respectively) nationally in terms of the number of citations to their articles on the accounting information systems topic.



GOAL 3: ECONOMIC IMPACT

USF Strategic Goal 3: USF will provide a first-class higher education institution that drives the economic engine of Tampa Bay.

BUSINESS ENGAGEMENT

We will partner with businesses worldwide to seek and provide ideas, solutions, and intellectual capital. With strong business relationships, everyone wins: students, business, and faculty.

Business leaders are in the USF's business classrooms. A Management Speaker Series brought executives in management and human resources roles to speak to students at the undergraduate level. For graduate students, business leaders participate in the Executive MBA Distinguished Speaker Series and in numerous courses, guest speakers help bring to life the lessons taught using knowledge about how concepts are implemented. Logos of some of our most frequent partners are pictured on the adjacent page (*this is not an exhaustive list*).

- ▶ Hundreds of students, faculty and friends attended the second annual Sport & Entertainment Lecture Series. The series brought together top industry professionals to discuss global sport and entertainment industry topics. Donna Orender, the former president of the WNBA and the founder and CEO of the Jacksonville women's leadership conference Generation W, and Scott O'Neil, CEO of the Philadelphia 76ers NBA team, the New Jersey Devils NHL team, and the Prudential Center arena, discussed ways to create a competitive advantage; John "Papa John" Schnatter, the founder and CEO of Papa John's Pizza, shared his personal story of success and discussed sports marketing.
- ▶ Similarly, the ISDS Department brought business leaders into the classroom with its "My Stories" speaker series. Here, entrepreneurs share their personal stories – successes and challenges alike – to inspire students.
- ▶ Fifteen students from USF, Rollins, UF, and FIU presented their innovations to change healthcare as part of the annual Healthcare Innovation Competition, sponsored by Florida Blue and hosted by the Center for Entrepreneurship.
- ▶ Nearly 600 accountants and accounting industry leaders attended USF's Accounting Circle Conference. Accounting professionals are provided the opportunity to keep up-to-date on industry trends and receive continuing professional education credits, a requirement for the certified public accountant designation. The conference also raises funds for scholarships and special programs for faculty, staff and students.
- ▶ Fintech sponsored the annual Fintech Business Plan Competition, which offers students campus-wide a chance to launch businesses with \$15,000 in venture capital. Judges for the competition include regional business executives as well as USF leaders. This is the eighth time that Fintech has sponsored the competition.
- ▶ A newly renovated and completely student-run branch of the USF Federal Credit Union opened for business in the USF Marshall Center, offering business students a chance to completely run the first-of-its-kind branch. Six students joined the USF Federal Credit Union as part-time employees in the new program. This three-year paid internship allows students to earn course credit for their work and learning experiences. While financial oversight for all branch locations remains the responsibility of the Credit Union Board of Directors, the branch will be led by these students, who will have accounting, finance, marketing, and operations responsibilities. While students are not guaranteed a job after graduation, this executive internship will help them become sought-after hires at credit unions or financial institutions worldwide.
- ▶ The Small Business Development Center hosted its annual Government Small Business Conference. The event aims to increase contracting by government agencies and major corporations to small businesses in Tampa Bay. Beyond this event, the SBDC offers hundreds of training and educational opportunities with local business leaders at start-ups and established companies alike.
- ▶ The Center for Supply Chain Management and Sustainability partnered with more than 20 companies that represent some of the best practices in the supply chain industry. Partners such as MercuryGate International, Inc., Bristol-Myers Squibb,

Stellar Partners, Datex International, Ravago Americas, Saddle Creek Logistics, Marten Transport, Johnson & Johnson, Target and C.H. Robinson provided financial and in-kind support, participated in classroom discussions, engaged with students and faculty in networking events and collaborated on numerous projects.

- ▶ The Lynn Pippenger School of Accountancy, the Information Systems Decision Sciences Department, and the Zimmerman Advertising Program all have advisory boards comprised of industry professionals. These executives share insight on curricula and changing industry trends, support internship and service learning opportunities, and connect the college with other business leaders. Many also provide financial or in-kind financial support.



GOAL 4: SOUND MANAGEMENT

USF Strategic Goal 4: USF will ensure sound financial management to establish a strong and sustainable economic base in support of USF's continued academic advancements.

- ▶ We have successfully converted the Doctor of Business Administration to a market-rate program and increased enrollment in the second cohort by 15 students.
- ▶ We are working with department chairs and staff at varying levels to prepare for the new Responsibility Center Management budgeting model that will be implemented by the university in the coming year.
- ▶ A new shared services model will centralize five administrative functions: human resources, purchasing, P-cards, travel, and USF Foundation check requests. This will allow support personnel opportunities to become experts in a particular area and provide relief for office managers and move the college toward a more customer-centric support model. It is expected to be in place by August 1, 2016. As the new model is implemented an appointed improvement team will evaluate the success of the transition and make recommendations for continuous improvement in terms of efficiency, effectiveness, and staff morale.

A STRONG WORKPLACE CULTURE

We will reach our full potential only if our people are motivated, committed, and engaged. We strive to create and sustain a healthy work environment that values passion, accountability, personal development, openness, and collaboration.

We are a large, forward-thinking organization dedicated to providing excellent services and resources to our varied constituencies. The following awards are a few of the honors that our faculty and staff received during the 2015-2016 academic year.

- ▶ Wayne Brass, certified business consultant with the Small Business Development Center, received a 2015 Tibbetts Award from the U.S. Small Business Administration and was formally honored in June at a White House ceremony.
- ▶ Michael Fountain was recognized as a Justin G. Longenecker Fellow, which recognizes people whose passion for small business and entrepreneurship is reflected in their teaching, writing, research, training and public service.
- ▶ Grandon Gill received the USF World-Fulbright Medal in November in recognition of his Core Fulbright U.S. Scholar grant that will allow him to help universities in Africa teach students how to use technology in their business and personal lives. Gill also received the USF Outstanding Faculty Award.
- ▶ Alan Hevner was recognized as a 2016 Fellow by the Association of Information Systems. The AIS Fellow Award recognizes those who have made outstanding contributions to the information systems discipline in terms of research, teaching and service.
- ▶ Jerry Koehler was selected for a Fulbright award to Belarus. He will spend four months at Belarus State University in Minsk, where he will teach executives in the MBA program.
- ▶ Jack Lynch received USF's Outstanding Undergraduate Advising Award.
- ▶ Natalie Matches was named Regional Employee of the Year by the USF Small Business Development Center.
- ▶ Carlin Nguyen, a marketing doctoral student who teaches Professional Selling and Sales Management, won the university-wide Provost's Award for outstanding teaching.
- ▶ Jacqueline Reck was appointed to serve on the Governmental Accounting Standards Board's Financial Reporting Model Task Force. Reck, who has been involved with its advisory council since 2012, is the only accounting professor appointed to the task force charged with making improvements to financial reporting models in order to enhance the ability to assess a government's accounting and address certain application issues.
- ▶ Jill Solomon was named Educator of the Year by Tampa Bay American Marketing Association.
- ▶ James Stock received the Lifetime Achievement Award from Reverse Logistics Association. This recognizes those who have led or inspired the advancement of reverse logistics and, in particular, recognized Stock's role in setting the standard for excellence in reverse logistics, for providing the most effective and innovative solutions and tools for supporting reverse execution, and for his leadership in sustainable reverse logistics operations.
- ▶ James Stock was awarded the prestigious Fulbright-Hanken Distinguished Chair in Business and Economics at the Hanken School of Economics in Helsinki, Finland. He will teach in Finland for the fall semester in 2016 and again in the fall semester in 2017. He will also conduct research looking at supply chain sustainability in manufacturing and retail organizations in Finland.
- ▶ The Muma College of Business IT team received a Quiet Quality award from the USF Staff Senate.

97	Faculty
11	Adjuncts
82	Staff/Admin
11	OPS Professional Employees
27	OPS Student Employees
5	Federal Work-Study Student Employees
18	PhD Students
38	Graduate Assistants
9	Courtesy Appointments

Points of Pride



USF's part-time MBA program was ranked

No. 32 in the nation.
Bloomberg Businessweek

The publication also ranked USF's Muma College of Business

No. 25 nationally

for the information systems specialty.

Bloomberg BusinessWeek ranked USF

No. 129 nationally

in its 2013 list of the best undergraduate business schools in the nation.

In addition to the specialty ranking, USF's information systems researchers were ranked

No. 24 in the world

in terms of frequency of publications in the industry's top academic journals.

In 2015, *The Princeton Review* and *Entrepreneur Magazine* ranked the graduate entrepreneurship program

No. 11 nationwide, the best in the southeast.



▶ Every student paired in the Corporate Mentor Program in the last year had a job in their area of interest within weeks of graduation.

▶ Similarly, the MBA/MS in Sport & Entertainment Management program has exceptionally high placements results - nearing 100 percent for the third year in a row as of April 25, 2016, earning a mention by U.S. News in its annual rankings of full-time MBA programs.

USF was ranked **No. 26** on Military Times "Best for Vets: Business Schools 2015."

▶ Hailed as a model living-learning community, the Bulls Business Community helps high-achieving incoming freshmen develop as professionals from their first moments on campus. Since its 2007 launch, BBC students have consistently earned higher GPAs and carried heavier courseloads than their peers.



USF is one of 13,670 business schools **worldwide** that is accredited by AACSB International and is one of just 177 that is dually accredited in **business** and **accounting**.

▶ Students research, analyze, pitch, and invest funds to build a portfolio as part of the Student Managed Investment Fund, launched in 2010. Students in this invitation-only program for top finance majors frequently pitch their stocks to top executives in firms such as Merrill Lynch, Morgan Stanley, and UBS Financial.

▶ USF has the only Business Honors Program in Florida. The program is designed for high-achieving incoming freshmen to participate in faculty-led research, enjoy study abroad programs, live in the Bulls Business Community, and take advantage of mentoring and internship opportunities.

With roughly
5,800 students,
the USF Muma
College of
Business has

**8 Undergraduate
Programs**

**9 Graduate
Programs**

**2 Doctoral
Programs**

- ▶ USF continues to build relationships with high-profile employers seeking to hire business graduates. Students have been selected for highly competitive internships at companies such as Goldman Sachs, PricewaterhouseCoopers, duPont Registry, JPMorgan Chase, Raymond James, and T. Rowe Price. In addition, new graduates have received job offers from prestigious national firms such as Microsoft, Goldman Sachs, The Nielsen Company, Deloitte, Amazon, and SeaWorld Parks & Entertainment.
- ▶ USF offers a business advertising degree program in partnership with Zimmerman Advertising. USF is the only institution in the nation to offer students a choice between business or mass communication advertising tracks for students pursuing an advertising degree – no other U.S. university offers two complementary pathways for students to study advertising.
- ▶ The USF chapter of Beta Alpha Psi has been named a KPMG Gold chapter every year since the award's inception. It is one of only two chapters in the world to do so. The organization has also maintained “superior” chapter status by the global society for 39 consecutive years.
- ▶ Four business students in five years have received the prestigious Fulbright student scholarship. The award is one of the most selective scholarships worldwide, and is the only bilateral, transatlantic scholarship program. It offers awards and programs for study or research in any field at any accredited U.S. or U.K. University.
- ▶ Since opening its doors in 1980, USF's Small Business Development Center has assisted more than 160,000 small businesses and entrepreneurs in its 10-county service area. It is the only Florida SBDC with NASBITE International Certified Global Business Professionals.



Student Headcount by Level

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	% 1-year Change (Fall 2014- Fall 2015)
Total Undergraduate	4,650	4,671	4,639	4,588	4,507	-2%
Total Graduate	733	765	877	923	1,000	8%
Overall	5,383	5,436	5,516	5,511	5,507	-0.1%

Source: ODS Internal USF Student Information Systems

Enrollment by Level by Academic Year (SCH)*

	2013-2014	2014-2015	2015-2016*	% 1-year Change (2013/14 - 2014-15)
Undergraduate	74,886	73,639	75,349	-1.7%
Graduate	17,374	18,697	20,547	7.6%
Overall	92,260	92,336	95,896	0.1%

* Student Credit Hours

** Spring 2016 is Preliminary Benchmark, rest of all terms are Final Benchmark

Source: ODS Internal USF Student Information Systems

Online Education by Level (SCH)*

	2012-2013	2013-2014	2014-2015
Overall	1,731	3,513	11,313

* Student Credit Hours

Source: ODS Internal USF Student Information Systems

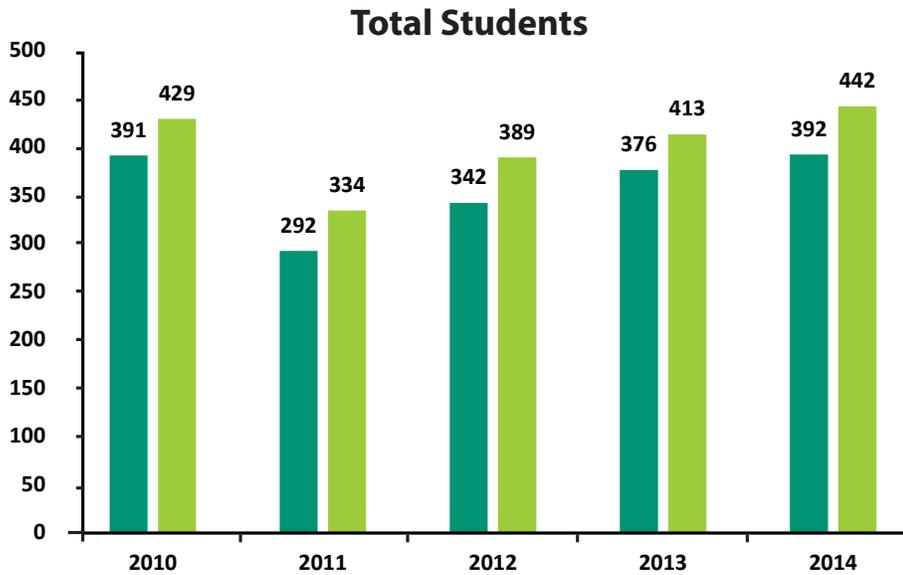
Study Abroad Headcount

	2012-2013	2013-2014	2014-2015
Undergraduate	144	181	163
Graduate	14	8	20
Total	158	189	183

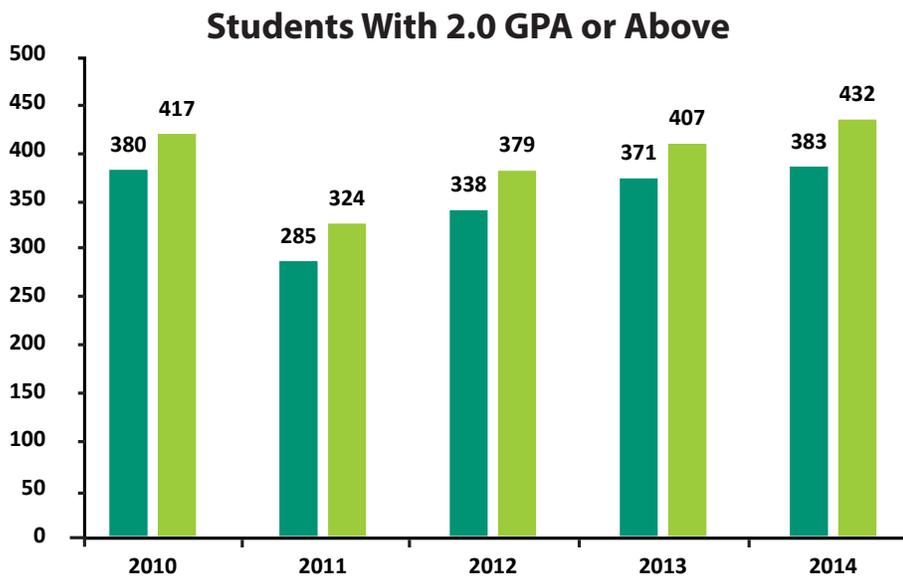
Source: USF World

Second Year Retention Rate (Full-time, First Time in College Students)

■ Started in Business, Stayed in Business ■ Started as Business, Changed Majors



Source: ODS Internal USF Student Information System, Preliminary Benchmark

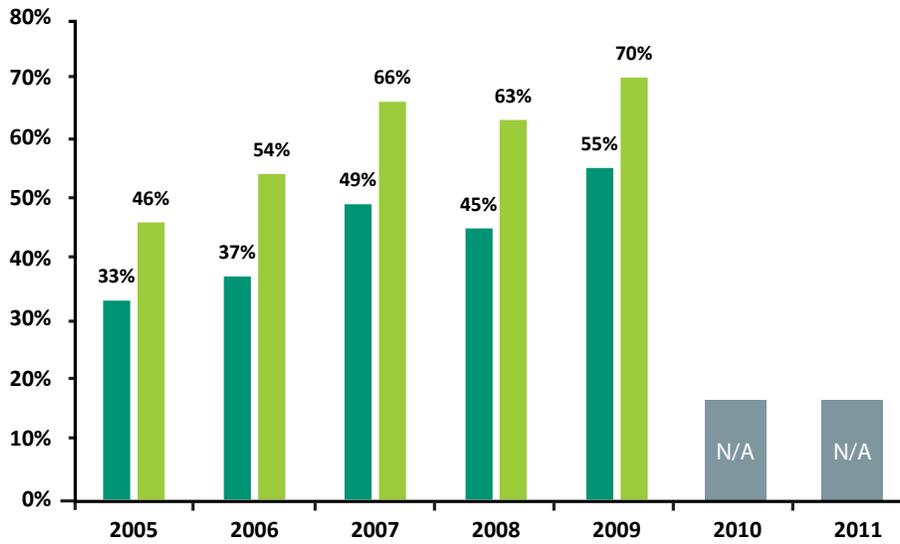


Source: ODS Internal USF Student Information System, Preliminary Benchmark

First Time in College 6-year Graduation Rates

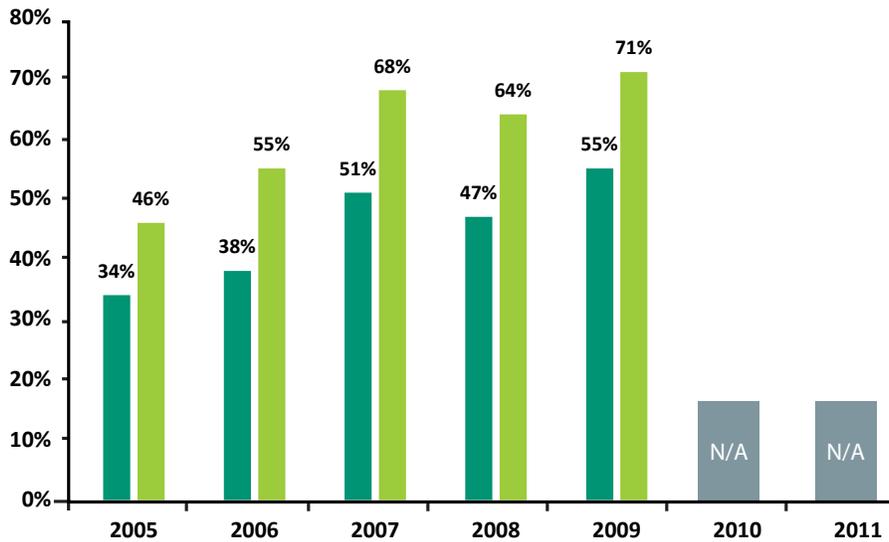
■ Started in Business, Stayed in Business ■ Started as Business, Changed Majors

Full-Time and Part-Time Students



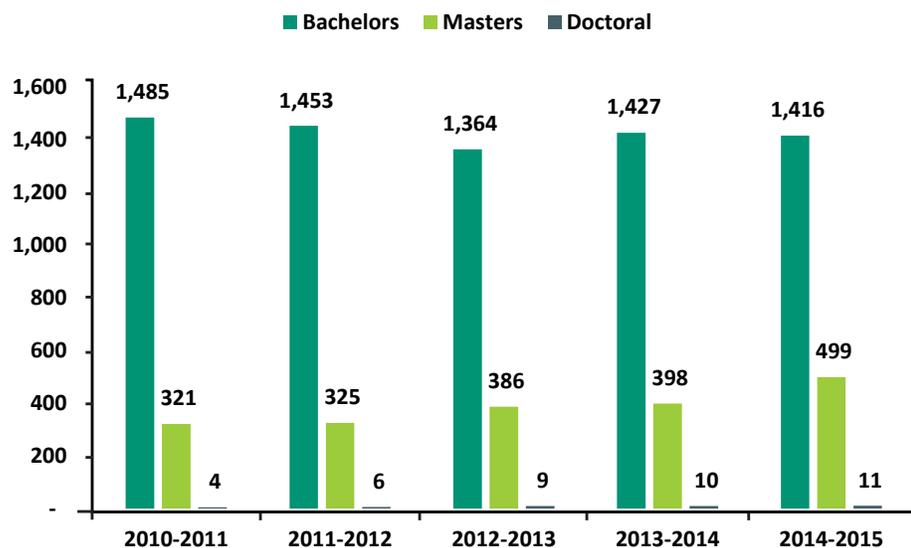
Source: ODS Internal USF Student Information System, Preliminary Benchmark

Part-Time Students Only



Source: ODS Internal USF Student Information System, Preliminary Benchmark

Degrees Awarded Trends by Level



Source: ODS Internal USF Student Information System, Preliminary Benchmark

Annual Fundraising

	Fiscal Year 2014	Fiscal Year 2015
Annual Goal	\$0	\$31,200,000
% Goal Reached	0%	122.47%
Donor Count	1,578	1,379
Total Commitment	\$1,547,606	\$38,210,936
Outright Gifts	\$807,579	\$1,984,276
Pledges	\$174,975	\$5,566,624
Planned Gifts	\$512,312	\$30,619,551
State March Pledges	\$52,740	\$40,485
Private Research	\$0	\$0

Source: ODS Internal USF Student Information System, Preliminary Benchmark

