

Annual Report 2021-2022



UNIVERSITY of
SOUTH FLORIDA
Muma College of Business



2022 Annual Letter

Dear Alumni, Students, Faculty, Staff, and Friends of the Muma College of Business:

The past year has certainly been memorable as our college dealt with the effects of COVID-19 on people – our students, faculty, and staff – as well as operations and the budget challenges that we faced as we move toward a post-pandemic era.

The pace of the past year has been incredible. We have dealt with challenges but I have been inspired nonetheless. As you read this letter, I think you will see why.

The purpose of this message is to share some of our accomplishments over the past year and while dean's letters are typically short, this one is, admittedly, long. That is because the USF Muma College of Business is comprised of a remarkable community of talented, passionate and compassionate people, and our collective efforts to provide meaningful business education has changed lives.

This report covers the year beginning on July 1, 2021, which marks the one-year anniversary of our consolidation into one business college with six schools across three campuses. While that was a challenging task, it also ushered in a tremendous amount of opportunity. As you will see in this report, those opportunities for growth are starting to bear fruit.

We continued to climb higher in national and international rankings.

Our faculty continued to conduct meaningful scholarly inquiries, publish articles and create knowledge.

Our business partners recognized the importance of the college's role as an irreplaceable resource. Our generous donors have shown pride in the ways we have invested their contributions.

In short, the 2021-22 academic year put a spotlight on the Muma College of Business as it continues to be an established leader in the business of business education and research.

Rankings

I will start this report by noting some impressive rankings:

- The USF Vinik Sport & Entertainment Management Program, which began less than 10 years ago, was ranked No. 3 in the world, No. 3 in the United States, and No. 1 in Florida by *SportBusiness International*. This program has enjoyed a near 100% job placement rate since its 2012 inception.



- The online MBA program continues to be one of the best in the nation, placing among the top 20 on two separate national rankings. The *Princeton Review* put the program at No. 20 of the top 50 programs in the United States and *Fortune* ranked the online offering at No. 12. *U.S. News and World Report* put the online program at No. 31.
- For 2022, the USF Center for Entrepreneurship's graduate program ranked No. 19 nationwide, No. 9 among public universities, and No. 2 in the southeast, according to *Entrepreneur* magazine and *The Princeton Review*. The graduate program has been in the magazine's national rankings for more than a decade.
- The part-time MBA program ranked No. 75 among public and private universities in the *U.S. News and*

World Report's Best Business Schools Rankings for 2023. Also, the part-time MBA program ranked No. 41 in the country and No. 25 among public universities, according to *Fortune* magazine's inaugural ranking for 2022.

- *CEO Magazine* ranked the Executive MBA program No. 64 globally (2022 rankings).
- *QS' World University Rankings* of Global MBA and Business Master's Programs ranked the master's program in business analytics in the Top 80, the master's program in finance in the Top 50, the master's program in management in the Top 140, and the master's program in marketing in the Top 100.

Our Students

In spite of the pandemic-created challenges such as remote classes and internships, our amazing students have shown heart and determination in their educational pursuits.

Our programs serve more than 7,500 students across three campuses and, despite the pandemic, this is a growth of 1.2% over the past year. We are retaining students, with 89% of our students continuing their USF studies and 82 percent of them continuing the pursuit of a business degree. Some additional points about our students:

- Our four-year graduation rate has improved from 48% (2011 cohort) to 63% (2017 cohort) in the last seven years. The six-year graduation rate has risen as well, going from 55% (2011 cohort) to 66% (2015 cohort).
- If we look solely at our students who are eligible for Pell Grants, which is an indicator of financial need, the improvements are even stronger, with the four-year graduation rate improving from 55% (2011 cohort) to 74% (2017 cohort). They are also graduating at a higher rate – by three percentage points – than students who are not eligible for these grants! The six-year graduation rate for this group of students improved from 49% (2011 cohort) to 61% (2015 cohort).

You can find these and another metrics in the data provided by the Office of Decision Support at the end of this report.

While the statistics mentioned reflect student progression, we must also look at other aspects of student success when considering our achievements this year. For example, students continued to place among the top in state and national competitions:

- A team of USF students, comprised of three Muma College of Business graduate students in the entrepreneurship program, won first place at the inaugural Patentthon competition. The team took a NASA-patented technology and turned it into a new business idea that addresses a global sustainable development goal.
- In December, three Muma College of Business students won awards at the annual Frank and Ellen Daveler Entrepreneurship Program pitch competition. Nina Sajdak, Abbigale Gensing, and Emma Rebman were named Daveler Fellows and each won \$2,000 in award money. The competition drew a talented pool of competitors from nine other universities and colleges in Florida.
- Aishwarya Kulkarni and Raunak Ghosh, both graduate students in the business analytics and information systems program, took first place in the Amgen Strategy Competition. The winning pitch aimed at keeping a company's workforce diverse beat out competing proposals from dozens of other universities across the country, including teams from the University of Southern California.
- The Ethics and Debate Team, a student organization sponsored by USF's Bishop Center for Ethical Leadership, competed in the national finals of the Intercollegiate Ethics Bowl.
 - From our DBA cohorts, three students won awards at the ICMC International Case Management Conference. Jason Cherubini won the Bimtech Dr. G.D. Sardana Young Scholar Award. Matthew Grace won first place in The Case Centre Best Cases Award. And Vince Hafeli took second place in The Case Centre Best Cases Award.
 - Our Beta Alpha Psi and American Marketing Association chapters received national awards for excellence – again.

To mention all our students who have shown initiative, won awards, and did amazing things would take up this



entire report. We could not be prouder of our students who represent us to the outside business world in internships and in our communities on and off-campus.

Our Partners

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

Our partnerships with Jabil, Tampa General Hospital, Tampa Bay Wave, McKibbon Hospitality, ReliaQuest, and the Tampa Bay Lightning, are but a few examples of collaborations that provide the Muma College of Business with continued sponsorships, guest lecturers, and internship opportunities. Our benefits are too many to enumerate. For our partners, we offer access to a steady stream of young, vibrant talent and the innovative ideas they bring with them when they enter the job market.

Some of our collaborative efforts this year include:

- The college teamed up with McKibbon Hospitality, a hotel powerhouse that runs some of the world's

largest hotel brands, to fill the pipeline of hospitality industry workers. The partnership with McKibbon Hospitality creates learning labs for students in the School of Hospitality and Tourism Management. This innovative hospitality teaching lab program gives students a unique chance to gain hands-on experience in a wide variety of hotel brand concepts and a competitive advantage in the workforce.

- Our collaboration with the Tampa Bay Partnership to present the State of the Region event — a data-driven big-picture look at how the Tampa Bay Region measures up against similar metropolitan areas — showcases how the college can be a reliable resource for research that is relevant for the entire Tampa Bay region and beyond. The event was held on April 13 and drew about 250 people. The Tampa Bay E-Insights Report includes groundbreaking research by professors and graduate students in the college's Center for Analytics and Creativity. Together, they compiled real-time, big data to present a real-time window into how the region compares with 19 other municipalities of similar size and demographics. Our



research presents important data for community and government leaders to improve the quality of life in West Central Florida.

- On March 31, we hosted our third Thought Leader Series which featured Adidas CEO Kasper Rorsted. He spoke to about 450 people about his priorities in leading one of the largest and oldest athletic wear companies in the world. The in-person event was Rorsted's first trip to the U.S. since the pandemic and drew a packed crowd. He was not the only CEO connecting with our students. We continued our popular Conversation with a CEO series, which included Hillsborough Area Regional Transit CEO Adelee LeGrand, Moffitt Cancer Center CEO Dr. Patrick Hwu and Habitat for Humanity CEO Mike Sutton. Additionally, a half-dozen C-suite executives participated in our Distinguished Speaker Series for Executive MBA students and alumni.
- As we continued to recover from the pandemic, a number of our important state wide conferences and returned to in-person gatherings. The Florida Supply Chain Summit returned in full force in March 2022. The summit drew public and private stakeholders from around the state to discuss the pressing challenges the state faces in the supply chain management industry. That summit could not have taken place without the financial support of sponsors such as OneRail, Datex, Port Tampa Bay, and Project 44. The summit drew experts from Enterprise Florida, the Florida Trucking Association, Walmart, FloridaMakes, Port Miami, and many others, who helped make the summit a great success.
- We continued to reap the rewards of our amazing partnership with the Tampa Bay Lightning and Jabil, resulting in the launch an incredibly popular certificate program on "Diversity, Equity, and Inclusion in the Workplace," which has garnered national accolades. In April 2022, the certificate program drew recognition from the Innovations that Inspire initiative of the AACSB, which listed the



Muma College of Business with 23 other business schools worldwide for championing innovation. Locally, the USF Office of Diversity, Equity, and Inclusion recognized the certificate program with the Impact Award during its Inclusive Excellence Awards ceremony.

- We entered into an innovative multi-year partnership with Tampa Bay Wave and launched the FinTechIX Accelerator. The accelerator is designed to assist high-potential, high-growth tech startups in the fintech industry through mentoring, pitch coaching, and investment training. The partnership announced its first cohort of 16 startups in April 2022.

Our Faculty

The faculty at the Muma College of Business is a force for innovation and excellence. Each educator and researcher here is dedicated, recognized, and has commanded the respect of peers everywhere. Our faculty members publish impactful research, present at conferences, and are earning grants.

On the personnel front, Jacqueline Reck, associate dean of financial management and academic affairs and the James E. Rooks and C. Ellis Rooks Distinguished Professor of Accounting, was appointed to the Governmental Accounting Standards Board. She will join the accounting standard-setter for state and local governments on July 1, 2022, and serve a five-year term.

Also, Gary Patterson was appointed interim dean of the Kate Tiedemann School of Business and Finance and St. Petersburg interim campus dean. Cihan Cobanoglu was named interim dean of the School of Hospitality and Tourism Management.

This past year, our faculty have done a yeoman's job in continuing the stellar work in the classroom and in the research arena across multiple disciplines. Here are some examples of how our faculty have raised the profile of the college:

- Dezhi Yin, an associate professor in the School of Information Systems and Management, won the INFORMS Information Society's Sandra A. Slaughter Early Career Award. The prestigious national award is given to faculty who are on a path toward making outstanding intellectual contributions to the discipline.
- Sunil Mithas, World Class Scholar and professor of information systems and management, was one of 22 USF professors recognized recently with Outstanding Research Achievement Awards.
- Six professors from the Muma College of Business — Thomas Becker, Paul Spector, Alan Hevner, Anol Bhattacharjee, Erwin Danneels, and GJ de Vreede — were included in a list of the top 2% of scientists worldwide. Another five faculty members were recognized for making a single-year impact based on research citation metrics and other factors.
- Irwin J. Katz, an instructor in the Lynn Pippenger School of Accountancy on the St. Petersburg campus, received the Outstanding Paper Award from the American Accounting Association for his paper titled, “Instilling Subpart F with Horizontal Equity as Applicable to Individual U.S. Shareholders,” in the *Journal of Legal Tax Research*.
- Tony Kong, an associate professor in the School of Information Systems and Management, was invited to join the editorial review board of *Organizational Behavior and Human Decision Processes* (a Financial Times 50 journal). He also received the Most Influential Article (2013–2016) Runner-up Award from the Academy of Management’s Conflict Management Division.
- Faizan Ali, an associate professor in the School of Hospitality and Tourism Management, was the invited keynote speaker to a delegation from Pakistan for the U.S. Department of State’s International Visitor Leadership Program.
- Faculty across the college (including the Florida SBDC) had 12 awarded research grants total \$2,808,522 and there were 11 internal awards totaling \$223,821.



Our Innovation

What sets the Muma College of Business apart is the innovation we implement within our programs, classrooms, internships, and wherever else we can improve ourselves.

Innovation fosters partnerships and we are always looking to recruit companies to provide course-credit internships and other immersive learning experiences. And students are taking full advantage of these opportunities – even during a pandemic – finding that there are actual jobs waiting for them upon graduation. Our data shows that a vast majority of the students who participate in internships, for example, end up landing a job upon graduation and we are working on a plan to get more students internships with outside business partners.

Here are some examples of our continued innovation.

- The Lynn Pippenger School of Accountancy holds several signature events each year for its prospective students, current students, alumni, and professional partners. The largest is the Accounting Circle CPE Conference, which brings more than 400 CPAs and other accounting professionals together for a professional education conference that qualifies for 16 CPE credits. Fully underwritten by sponsors, the conference proceeds support programs at the school. Alumni and industry leaders who serve on the school's Accounting Circle help plan and staff this event.

- Innovation touches all of our programs. Our USF-Jabil Innovation Institute partnership netted some concrete, industry-applicable results. A joint project between the USF Supply Chain Innovation Lab and Jabil examined some of the industry's biggest challenges, such as the value of an "end-to-end supply chain visibility" system. The one-year study found that an overwhelming percentage of the company's international network of customers and suppliers support a more visible supply chain network. The project "Forging the Pathway for Jabil's Digital Supply Chain Transformation" gave graduate students a chance to gain real-world experience by contributing to the study. The project also allowed the college to partner with the Florida High Tech Corridor, an economic initiative that supported the research with a grant.

- We are attuned to emerging trends and respond to our partners' needs. One example is the billion-dollar industry of esports. Esports' net worth is estimated at \$3 billion by 2022. In February 2022, the Vinik Sport & Entertainment Management program hosted the third annual USF Esports Summit featuring panel discussions by experts in the field, lectures, and a keynote address from gamer and content creator Jeremiah Woodward. The summit concluded with a first: a live collegiate esports tournament at USF. In the classroom, Greg Greenhalgh teaches the business of esports and continued to gamify his course by designing the class to run like a choose-your-own-adventure video game. For the first time, the class was opened to non-business majors. At the end of the course, students organized an esports tournament.

- The Lynn Pippenger School of Accountancy redesigned the MAcc program to require data mining, analytics, and project management to meet the increasing needs of the industry and align with AACSB.
- The School of Information Systems and Management proposed a new graduate program in Information Assurance and Cybersecurity Management, which has the support of the USF Provost's office. In addition, the school is in the process of moving its undergraduate Business Analytics and Information Systems degree program to a STEM CIP code. It has been pre-approved by the college and is currently going through university approval before advancing to the Florida Board of Governors.

These are a few examples of how the Muma College of Business is using innovation to ensure student success.





Our Research

Researchers at the Muma College of Business 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 leads to their – and our – success.

Business faculty submitted more than \$6.6 million in research grant proposals, while many of those proposals have not yet been awarded. Two patents were awarded to business faculty and 16 faculty were honored with awards thus far this year, ranging from the James M Comer Award for the Best Contribution to Selling and Sales Management Theory honor presented to Anand Kumar to the Fulbright U.S. Scholar Award presented to Delroy Hunter. A number of faculty and doctoral students received best paper awards in their disciplines.

Our Generous Donors

I would be remiss if I didn't acknowledge some of our donors whose generosity has put us on a pathway to success this year.

The economy began to rebound as the pandemic eased. Our donors stuck with us, believed in our vision, and invested in us. We have received \$22.5 million in philanthropic gifts as of June 30, 2022, well above our goal of \$8 million for the academic year. While every dollar matters, some of our larger gifts this year include:

- Philanthropists Arnold F. “Arnie” and Lauren Bellini, both USF alumni, donated \$10.6 million to create the Bellini Center for Talent Development, an innovative career-development program housed in a “business hub” that brings together business leaders and students for a three-year-plus credentialing program that creates a “talent pipeline” for employers and increases job placement for students.
- Pinellas County philanthropists Kate Tiedemann and Ellen Cotton donated \$14 million to enhance the finance program by creating the Fintech Center at the Kate Tiedemann School of Business and Finance. Some of their gifts were made during the last academic year, but not announced until this year; collectively they support fintech education. Their generosity will help support the college's vision to become a “hub of excellence” in



fintech. In addition to embedding fintech modules into core curricula and attracting world-class faculty to conduct scholarly inquiries in the emerging field.

- Kerkering, Barberio & Co. established a five-year gift to the Muma College of Business that includes multiple components in the Lynn Pippenger School of Accountancy, including student scholarships and faculty fellowships. The three accounting faculty members named Kerkering Barberio Fellows were Patricia Gaukel, Luke Richardson, and Ildiko Toth.
- The Bank of Tampa generously made a \$50,000 scholarship gift. The Bank of Tampa Scholarship will be awarded over a five-year period to finance majors or students in the applied securities and analysis program.

To conclude, this letter highlights the big takeaways from this tremendous year. Weaved throughout this document is one common theme — student success. Without it, the

commitment of our faculty, the dedication of our staff, the philanthropic spirit of our donors, and the steadfastness of our business partners would be meaningless. Keeping students at the center of what we do, day in and day out has always been our North Star.

Moez Limayem

Lynn Pippenger Dean
USF Muma College of Business

Note: This report covers the 2021-22 academic year; Dean Limayem's service at USF concluded on July 31, 2022. GJ de Vreede began serving as interim dean on Aug. 1, 2022.

School of Risk Management and Insurance

The School of Risk Management and Insurance began implementing a bold plan to support growth for the School of Risk Management and Insurance during the academic year. The plan is designed to support student success and meet the talent needs of the risk management and insurance industry.

Demand for talent in the industry is driven by its size, its growth, an evolving risk landscape, technology disruptions, and an aged, retiring workforce. The industry employs over 2.8 million people in the U.S., yet the scarcity of risk management and insurance degree programs has created a decades-long, structural imbalance between the supply and demand for talent. There are approximately 45 programs in the U.S. offering undergraduate degrees in risk management and insurance, but very few (i.e., roughly 10) are large enough to graduate 50 or more students each year. Thus, the industry's 'talent gap' persists as one of its biggest challenges. We view this challenge as an opportunity to create a partnership with industry focused on serving our students with scholarships, internships, and jobs.

Given the wide variety, volume, and quality of career paths within the industry, valuable opportunities exist not only for students who specialize in risk management and insurance, but also for the broader population of business students who have skillsets the industry demands. The industry's talent needs include accounting, finance, marketing/sales, data analytics, information systems, cyber, and more. Thus, the minor in risk management and insurance presents a valuable complement for students studying other business disciplines.

The school launched a risk management and insurance 'discovery course' to help students explore and understand the variety of career path opportunities. The course is designed to encourage students to create innovative risk management and insurance solutions to increase community resilience to natural disasters. The course has also been approved to meet USF's Enhanced General Education requirements as a creative thinking course. As part of its bold plan for growth, the school will seek faculty approval for this course to be required for all students in the Muma College of Business.

It has also founded a local chapter of the international risk management, insurance, and actuarial science student organization, Gamma Iota Sigma. The student club will become a focal point for engagement with industry and special experiences for students. The vision is to create one of the most engaged student organizations on campus and in the

country. The club will initiate and support a variety of co-curricular engagement, networking, and learning opportunities. Similar Gamma Iota Sigma chapters offer students an array of engagement opportunities such as an executive speaker series, community service in partnership with local employers, regional and international case competitions, a mentoring program, and study tours to the London or Bermuda insurance markets.

Publications

- McCarthy, D. G., & Wang, P. L. (2021). Pooling mortality risk in Eurozone state pension liabilities: An application of a Bayesian coherent multi-population cohort-based mortality model. *Insurance: Mathematics and Economics*, 99, 459-485.
- Miller, S. M., Moussawi, R., Wang, B., & Yang, T. (2021). Institutional investors and bank governance: An international analysis of bank earnings management. *Journal of Corporate Finance*, 70, 102055.

NOTE: While this report covers the July 1, 2021 - June 30, 2022 academic year, a watershed announcement made after the close of the year will impact the school's operations for many years to come. Thanks to a \$5.26 million gift by Baldwin Risk Partners, effective August 24, 2022, the new name of the school is the Baldwin Risk Partners School of Risk Management and Insurance.



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School of Risk Management and Insurance

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Lynn Pippenger School of Accountancy

The Lynn Pippenger School of Accountancy finished the 2021-2022 academic year in good shape with what appeared to be a near complete return to a normal educational setting and summer classes have been in full swing.

A highlight at the end of the academic year was the 2022 Accounting Circle Continuing Professional Education Conference, which was supplemented by the 2022 Ethics Conference. Attendees earned high-quality CPE and the net proceeds supported scholarships and faculty development. This is the school's most important professional outreach and the Accounting Circle Liaison Katie Davis led the conference planning committee that pulled off another outstanding event with more 500 paid registrants.

Another highlight of the academic year was the Beta Alpha Psi Scholarship Banquets. Held at the end of each of the fall and spring semesters, it was wonderful to be back in person again. Both events were held at the Tampa Palms Country Club. Between the two events, the school awarded over 100 scholarships during with a value of over \$180,000.

Internship activity, a strength for which the school is known, continued to be strong despite the changing business environment as Big Four firms and small businesses alike defined a "new normal." More than 150 students fulfilled internships during the year, with 46 during summer of 2021, 23 in fall of 2021 and 84 in spring of 22. A majority of student internships lead to full-time employment and to illustrate the variety of these opportunities,

here are a few examples of students who fulfilled internships with the respective employers: Angel Anaya, True Partners Consulting; Lauren Jotch, CBIZ; Cole Young, EY; Dawne Jones, Oscher Consulting; Abraham Villa, PwC; Meghana Nelluri, Deloitte; Jean Paul Jimenez Prida, Huida & Perez, P.A.; Sara Afrasiabi, Lockheed Martin, Brittany Stephenson, General Dynamics Ordnance. These and other employers provide incredible opportunities for students to gain real-world experiences that enrich their education.

Faculty enjoyed success on the publication front with a number of publications in academic and professional journals. These include *Accounting, Organizations and Society*; *Asian Review of Accounting*; *Florida CPA Today*; *Journal of Accounting*; *Auditing & Finance*; *Journal of Accounting Education*; *Journal of Financial Crime*; *International Journal of Accounting Information Systems*; and two textbooks.

Also, a number of the faculty earned prestigious recognitions. Jackie Reck was appointed to the Governmental Accounting Standards Board. Jennifer Cainas was honored with the USF Undergraduate Teaching Award. Debra Sinclair was elected to serve as president of the Forensic Accounting Section of the American Accounting Association, and Mark Taylor was elected to serve as president of the American Accounting Association (service as president-elect commencing August 1, 2022).

USF's Tampa Delta Gamma chapter of Beta Alpha Psi earned, for the 44th year in a row, Superior Chapter Status. That's a record that surpasses all other Beta Alpha Psi chapters

in the world! The chapter also won the Gold Award for the 13th straight year—the chapter is the only chapter in the world to have won that award every year since it was launched. The St. Pete Mu Gamma chapter also earned Superior Chapter status.

The school continued its strategic planning journey, forming task forces to address the challenges of declining enrollments (a nationwide trend), integrating data analytics across the curriculum, and addressing the need to have a larger number of our publications be published in the top journals.

The Lynn Pippenger School of Accountancy is the first among the college's six schools to receive a multi-campus donation post-consolidation. The school, in partnership with Tampa Bay professional accountancy services firm Kerkering, Barberio & Co., inaugurated the Kerkering Barberio Fellows program in 2022 thanks to a generous five-year gift announced early this year. The gift encompasses multiple components in the school, including scholarships to students and a faculty fellows program recognizing faculty who have a history of excellence in delivering classroom instruction, proficiency in their field, as well as extensive engagement with the professional community. Patricia Gaukel (St. Petersburg), Luke Richardson (Tampa), and Ildiko Toth (Sarasota-Manatee) were named the inaugural fellows. Finally, as always, the school is extremely grateful to its many other supporters, chief among them, benefactor Lynn Pippenger.

Publications

- **Cainas, J.**, C. Jozsi and K. R. Pope. (2022) *Managerial Accounting*, 1st ed. Pearson.
- Cohen, J., **L.M. Gaynor**, G. Krishnamoorthy and A. M. Wright. (2022) The effects of audit committee ties and industry expertise on investor judgments—Extending Source Credibility Theory. *Accounting, Organizations and Society*. 1101352
- **Domino, M.**, Schrag, M., Webinger, and C. Troy. (December 2021) “Linking data analytics to real-world business issues: The power of the pivot table” *Journal of Accounting Education*, 57.
- **Jiménez-Angueira, C.E.**, E. Nwaze and S.J. Park. (November 2021) “The Effect of Conservative Financial Reporting on the Market Valuation of UTBs.” *Asian Review of Accounting*, 29(2): pp.150-172.
- Huston, G.R., J. Huston, M. Mellon and **T. Smith**. (December 2021) “What does an executive stock sale tell the market? Evidence from sale transactions following stock option exercises.” *Journal of Accounting, Auditing & Finance* 36(3): 613-642.
- **Reck, J. L.**, Lowensohn S.L., and Neely, D. G. (2022) *Accounting for Governmental and Nonprofit Entities*, 19th edition. Chicago: McGrawHill/Irwin.
- Schmidt, M., **N.F. Stowell**, **C.J. Pacini** and G. Patterson (November 2021) “Senior Financial Exploitation Through Wills, Trusts and Guardianships: Basics, Red Flags, and Prevention Methods,” *Journal of Financial Crime*, ahead of print: 1350790.
- **Smith, T.**, A. Tadesse and N. Vincent (December 2021) “The impact of CIO characteristics on data breaches” *International Journal of Accounting Information Systems* 43: 100532
- Wadlinger, N. and **C.A Vance**. (Winter 2021). “ARE YOU NOT ENTERTAINED? The Fight for Clarity on the Tax Deductibility of Meals and Entertainment” (Cover Article) *Florida CPA Today* 37(1): pp.10-13

Faculty and Staff Honors

- **Jackie Reck** was named to the Governmental Accounting Standards Board.
- **Jennifer Cainas** was honored with the USF Undergraduate Teaching Award.
- **Debra Sinclair** was elected to serve as president of the Forensic Accounting Section of the American Accounting Association.
- **Mark Taylor** was elected to serve as president of the American Accounting Association.
- **Luke Richardson**, **Ildi Toth**, and **Patricia Gaukel** were named Kerkering Barberio Fellows.
- **Jong Park** received the outstanding paper award at the 2022 American Accounting Association International Accounting Section Midyear meeting in January 2022.
- **Dahlia Robinson**, **Mike Sinclair**, and **Heather Lively** received Outstanding Teaching Awards from the Lynn Pippenger School of Accountancy Advisory Council.



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School of Hospitality and Tourism Management

The University of South Florida Muma College of Business is in the process of adapting its School of Hospitality and Tourism Management to create a talent pipeline and keep pace with pandemic-era trends that have changed the industry. School leaders worked with college and university leaders to expand the major to all campuses and faculty have taken on student recruitment roles, appearing alongside students at events on all campuses.

Aside from the classroom experiences that students enjoy, the School of Hospitality and Tourism Management regularly invites the community to experience the creative excellence of faculty, staff and students. In November 2021, the school of Hospitality and Tourism Management announced a new partnership with McKibbon Hospitality, which manages 98 hotels and 20 premier brands, including Marriott and Hilton. The next generation of hotel managers can now shadow hotel industry professionals and gain real-world experience in hotel operations, executive-level leadership and real estate and hotel development.

In the spring, the school announced two additional partnerships

modeled after the McKibbon initiative. The new joint partnerships, with Aramark, the on-campus food service and catering stalwart, and Mainsail Lodging and Development, a specialist in the tourism lodging sector that provides as many as 130 student fellows with funded on-the-job training over the course of eight years, have a combined value of \$3.6 million.

Publications

- **Ali, F., Cobanoglu, C.,** Liu, S., Akhtar, N. & Ryu, K. (2022) Cruise Traveler's Experience: Development and Validation of a Scale. *Tourism: An International Interdisciplinary Journal*, 70(3), 395-410. <https://doi.org/10.37741/t.70.3.5>
- Arica, R., Polat, I., **Cobanoglu, C.,** Çorbacı, A., Chen, P.-J. & Hsu, M.-J. (2022) Value co-destruction and negative e-WOM behavior: the mediating role of tourist citizenship. *Tourism Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/TR-05-2021-0219>
- Del Gesso, C., Lodhi, R.N. & **Cobanoglu, C.** (2022) Local government's role in promoting city hospitality: a meta-ethnography with a public management perspective. *International Journal of Contemporary Hospitality*

Management, Vol. ahead-of-print No. ahead-of-print.
<https://doi.org/10.1108/IJCHM-09-2021-1092>

- Guden, N., Akyildiz, A., & **Cobanoglu, C.** (2022) Can Advanced Apprenticeship Programs in Higher Education Be the Key for Developing Skills in the Tourism Sector? Evidence from North Cyprus. *Journal of Hospitality & Tourism Education*, <https://doi.org/10.1080/10963758.2022.2056473>
- Liu, S., Wei, C., Kalgotra, P., & **Cobanoglu, C.** (2022) Seeing is believing? Data mining to create a choice-based conjoint approach for restaurant mobile marketing. *International Journal of Hospitality Management*.
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- **Cobanoglu, C.**, Nanu, L., Ciftci, O., Berezina, K., Cavusoglu, M., and Ali, F. (2022). "Embedded Questions in Online Survey Email Invitations: The Impact on Response Rate and Quality" In Okumus, F., Rasoolimanesh, S.M., and Jahani, S. ed. Contemporary Research Methods in Hospitality and Tourism, Emerald Publishing Limited.
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Grants Received

- **Adam Carmer** - USF Microbiome Institute-Ignite Program; Wine and its Influence on Oral Microbiome; \$5,000 Awarded April 2022
- **Adam Carmer** - USF Microbiome Institute-Research Program; Food Insecure population's decreased microbiome diversity and the effect with increased inflammation, leakiness in their gut and decreased cognitive function; \$25,000 Awarded March 2022
- **Adam Carmer** – USF Faculty Summer Research Award for: NSF REU. Sensory Perception and Evaluation of Beverages; \$20,000 awarded June 2022
- **Faizan Ali** (as well as Brooke Hansen, Laura Harrison and **Cihan Cobanoglu**) - USF Research & Innovation; CSG: Using Augmented Reality to Bringing the Sustainable Heritage Tourism at Egmont Key to Life; \$10,000 Awarded May 2022
- **Faizan Ali** - USF Sarasota-Interdisciplinary Grant; Age-Friendly Travel: A Mixed Method Study of Older Adults Aged 50+; (Co-PI) Cihan Cobanoglu, \$20,000 Awarded May 2022.

WELLNESS
CULTURE





Kate Tiedemann School of Business and Finance

Gary Patterson was named interim dean of the Kate Tiedemann School of Business and Finance, a role he had served before in 2009 and 2014-2016. His appointment followed the departure of Sri Sundaram, who would become the College of Business and Economics dean at California State University Fullerton.

A new Fintech Center at the Kate Tiedemann School of Business and Finance was established this year and endeavors to be a leading university-based fintech center and entrepreneurial ecosystem, with a strategic focus on helping students, faculty, the business community, and fintech entrepreneurs lead with success and positive impact in the rapidly emerging and increasingly prominent fintech driven market sectors. Michael Wiemer, hired to serve as its inaugural director, has been busy increasing our visibility, establishing relationships with leaders in the fintech space, and expanding the school's network of collaborators and community partners.

On April 18, the school celebrated the announcement of Kate Tiedemann and Ellen Cotton's truly transformational gift of \$14M to support fintech education. The gifts, made through the USF Foundation, supports the college's four-pillar vision for fintech, which includes hiring world-class faculty to conduct scholarly inquiries into emerging opportunities, as well as assessing fintech risks and threats and how to mitigate them. The second pillar of the plan, to embed fintech modules into core curricula, will ensure all USF business students, regardless of major, have meaningful exposure to the topic. The gift also

supports community outreach and corporate education efforts that will begin in the coming year, including a planned fintech certificate program open to the general community. Their generosity will no doubt make a significant impact for many years to come.

This spring, the Kate Tiedemann School of Business and Finance hosted Tampa Bay Wave's FintechIX Accelerator program on the St. Petersburg campus, which included a cohort of 16 startup companies from six countries! A three-year partnership between the Tampa Bay Wave accelerator program and USF, the program will be back here in Fall 2023.

Thanks to its generous donors, \$96,000 in scholarships were given away this past year. Once again, Franklin Templeton covered the costs for SIE exam prep materials and exam fees for 10 USF students. Muma College of Business students also enjoy free digital access to Barron's in Education courtesy of Ray Ferrara. The board also granted two \$2,500 Leadership Awards to Jack Luba and Alex Smith this spring.

The Kate Tiedemann School of Business and Finance is strategically focused on providing meaningful experiential learning opportunities. Students in the Business Bulls Honors program on the St. Pete campus enjoyed a site visit at Dynasty Financial Partners, Northwestern Mutual and Kemco Systems. They also enjoyed improv classes and career conversations with Jonathan Decker of Merrill Lynch. Some students

have landed some impressive internships: Xiomara Montes Gill will be in NYC at JPMorgan Chase, Jack Luba will be an intern at the Raymond James office in Chicago. Beta Alpha Pi hosted “Meet the Firms” night in October.

Leo Chen, Director of the Student Managed Investment Fund, led a Goldman Sachs Career Day in Miami, where 10 Student Managed Investment Fund participants had the opportunity for a site visit and “soft” interviews. Recent grads of the Student Managed Investment Fund/Applied Securities Analysis program report job placements at HSBC, Goldman Sachs, Raymond James, and Fisher Investments, among others.

These are only a few of the beyond-the-books opportunities the school is providing to help students land the jobs that they want a dream of careers.

Notable events this year included the CFA Ethics Invitational, co-sponsored by the CFA Society of Tampa Bay; the \$14M Fintech Gift Announcement, FintechIX Welcome Reception, Demo Day, and Pitch Night, and the DESRIST International Conference.

The finance faculty have published in FT50 *Journal of Finance* and the *Journal of Financial and Quantitative Analysis* this year. Our faculty have been quoted in the media 16 times this year by news outlets including the *Tampa Bay Times*, *Miami Herald*, *The Guardian*, Credit Monkey, WFLA, Fox 13 Tampa, 10 Tampa Bay, and ABC Action News.

Publications:

- **Park, JC**, Kim, Y., “Presidential Power and Stock Return,” *Financial Management*, July 2021
- **Chang, K**, Yi, H., “Informed equity ownership and bank loan contracting,” *Journal of Business Finance & Accounting*, Aug 2021
- **Sutton, N.**, Pandey, V., Steigner, T. “Learning in Serial Mergers: Evidence from a Global Sample,” *Journal of Business Finance & Accounting*, June 2021
- Schmidt, M., Stowell, N., **Pacini, C.**, **Patterson, G.**, “Senior Financial Exploitation Through Wills, Trusts, and Guardianship: Basics, Red Flags and Prevention Measures,” *Journal of Financial Crime*, Nov 2021
- **Wang, P.**, Kwoka, J., “Raising Rivals Costs by Customer Diversion: Evidence from Airline Bag Fees,” *International Journal of the Economics of Business*, 12/2021 Won Best Paper Award!

- **Yang, T.**, Miller, S., Moussawi, R. Wang, B., “Institutional Investors and Bank Governance: An International Analysis of Bank Earnings Management,” *Journal of Corporate Finance*, July 2021
- **Sutton, N.**, Steigner, T., Thompson, R., Matanova, N., “The Influence of Private Equity on the Performance of Newly-Public Firms,” *North American Journal of Economics and Finance*, Jan 2022
- **Yang, T.**, Li, T., Zhu, J., “Directors’ and officers’ liability insurance: Evidence from independent directors’ voting,” *Journal of Banking and Finance*, May 2022
- **Smersh, G.**, Dumm, R., Nyce, C., Sirmans, G., “Pricing Moral Hazard in Residential Properties: The Impact of Sinkhole Claims on House Prices,” *Journal of Real Estate Finance and Economics*, Feb 2022
- **Bradley, D.**, Williams, J., Jame, R., “Non-Deal Roadshows, Informed Trading, and Analyst Conflicts of Interest,” *Journal of Finance*, Feb 2022
- **Patterson, G.**, Guan, W., Dong, H., “Ethical Fund Volatility and Inconsistency of Investor Sentiment,” *Journal of Business and Management*, Mar 2022
- **Pantzalis, C.**, Meng, Y., “Foreign-Born Resident Networks and Stock Comovement: When Local Bias Meets Home (Country) Bias,” *Journal of Financial and Quantitative Analysis*, 2022



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School of Marketing and Innovation

The School of Marketing and Innovation creates value for organizations, customers, and society through impactful research and by producing graduates who combine digital analytics and other technologies with strong critical and creative thinking skills to contribute to the success of their employers and the fulfillment of their own career goals. It emphasizes applied learning both inside and outside of the classroom, focused on developing a deep understanding of customer needs and the subsequent design of a superior customer experience, while leveraging the strategic advantage of business relationships and location in the dynamic and vibrant metropolitan area served by USF's three campuses.

The school's award-winning faculty advanced the state of the science by producing 32 research articles in well-regarded academic journals during the year, including six in Financial Times 50 journals considered business' most elite. Faculty research also received significant national media attention, being cited 85 times in the popular press.

Several School of Marketing and Innovation faculty received various research, teaching, and/or service awards. Dip Biswas received the Outstanding Mentorship Award from the American Marketing Association's Retailing and Pricing SIG. He also received the Outstanding Reviewer Award from the Journal of Public Policy in Marketing. Russell Clayton was voted the 2021-2022 Professor of the Year by the Executive MBA cohorts. Loran Jarrett was honored with the Hugh G. Wales

Faculty Advisor Award. Seckin Ozkul was awarded a Certificate of Commendation from the National Academies of Sciences Transportation Research Board Urban Freight Transportation Committee.

Faculty are serving the scholarly community, too. Biswas was invited to serve as associate editor of the Journal of Marketing, and he, Erwin Danneels, and Tim Heath serve on editorial review boards of four of the field's most esteemed journals.

The school continued to grow its undergraduate enrollment, offering degrees in marketing (with concentrations in digital marketing, sales, entrepreneurship, and sport and entertainment management), global business, supply chain management, and business advertising. Student participation in organizations like the American Marketing Association, Professional Sales Club, and Council of Supply Chain Management Professionals were instrumental in providing students with co-curricular learning and networking opportunities with the business community. More than 20 students represented USF well in a combined five intercollegiate Sales competitions. The student AMA chapter grew by 255% and ranked No. 14 in the nation among 320 collegiate chapters, while being awarded first place in the website and T-shirt design competitions and honorable mentions in the case study and marketing week competitions. It also received the Social Impact Community Service Grant and raised a record \$22,500 in its annual golf tournament, enabling the organization to fund numerous dues sponsorships and

travel for students to the national convention.

Faculty advisor Loran Jarrett, in conjunction with the AMA chapter, helped the school launch Consult-a-BULL, a student-run marketing agency. The pilot included work with three clients.

The Master of Science in Marketing's growing reputation domestically has enabled it to offset the loss of international students caused by pandemic visa restrictions. The program enrolled 38 U.S. students for a total enrollment of 53 students (same as pre-pandemic with a stronger footing in the local market). Applications and admissions for fall are encouraging. The program curriculum was updated to add a variable credit marketing internship course. The marketing analytics pathway was strengthened with the addition of two business analytics courses as electives for this pathway. In the area of continuing education, the school expanded its digital marketing online certificate program to additional markets and launched an online certificate program in customer experience management.

Doctoral student Hao Wang published in a Financial Times 50 journal, doctoral student Khalia Jenkins received two national awards (the McKnight Fellowship and AMA Valuing Diversity PhD Scholarship), and doctoral student Yeseul Kim earned the 2022 Provost's Award for Outstanding Teaching by a Graduate Teaching Assistant.

Zimmerman Advertising Program

Part of the School of Marketing and Innovation, the Zimmerman Advertising Program is a unique business advertising program with a living-learning community option. ZAP welcomed its seventh cohort who began the year with team-building on the USF ropes course, classes in improvisation, and immersive creative thinking besides their full course loads. Several students finished the academic year taking advertising and marketing courses in Florence and the Czech Republic for their degree requirement to study abroad. The number of available internships for advertising and marketing students surged this year after the COVID pandemic waned. Students interned in advertising, media, marketing, and e-commerce at agencies, national brands like Not Your Mother's haircare and regional firms, such as Publix. Sixty percent of its graduates from the most recent cohorts enrolled in master's degree programs, including USF's Master of Science in Marketing and 40% of its graduates accepted positions in advertising account management, brand management, corporate marketing, marketing research and analysis, media planning, and digital marketing at national firms and ad agencies.

Vinik Sport & Entertainment Management

The Vinik Sport and Entertainment Management program is part of the School of Marketing and Innovation, too. It continued to increase its global rankings. In 2021, it was ranked No. 1 in Florida, No. 3 in the USA and No. 3 in the world for Sport Management Programs by the *SportBusiness International Journal*. Nearly 100% of graduating students were employed or had been offered at least one job at the date of graduation.

The program hosted several impactful events during the academic year:

- The third annual USF Esports Summit in February attracted 200 attendees and included a power-packed program featuring keynote presentations and discussions with top esports industry leaders and experts from such companies as Game on Nation, Tribe Gaming, Vinik Sports Group, High Point Gamer, Illuzion, Gamer Advantage, Advances Gaming Supplements, and GamiFi.
- This was immediately followed by the USF Esports Tournament, held online and at the Marshall Center Oval Theatre in partnership with USF Recreation Department. Collegiate teams from across Florida participated with over 350 people in attendance.
- The Sport Entertainment Analytics Conference, held in March, attracted 150 people and featured guest speakers from around the country on the cutting edge of data collection and analysis focused on improving customer/client/fan experiences. This conference provided a platform for students and industry professionals to discuss the important role of analytics in the global sport and entertainment industries. Speakers included professionals from Disney, Tampa Bay Lightning, Miami Heat, Aspire Group, the PGA Tour, Draft Kings, and Seminole Hard Rock Casino.

Other initiatives during the year included an Esports camp, virtual Recruitment Day event, and faculty and student participation in consumer research at the Valspar Championship.

The School of Marketing and Innovation is home to three centers: the Center for Marketing and Sales Innovation, the Monica Wooden Center for Supply Chain Management and Sustainability, and the Center for Entrepreneurship. These centers link research, teaching, and practice. Highlights for each may be found in the center reports later in this report.

Publications:

- Biswas, D., Labrecque, L, and Lehmann, D. (2021),

- “Effects of Sequential Sensory Cues on Food Taste Perception: Cross-Modal Interplay Between Visual and Olfactory Stimuli,” *Journal of Consumer Psychology*, 31(4), 746-764.
- Stratton, M., **Clayton, R.W.**, Schaffer, B., and Julien, M. (2022), “Mutiny in the Band of Brothers: A Juxtaposition of Two Leaders,” *Management Teaching Review*, 7, 180-192.
 - Ruble, M. J., Cole, J.D., Weiss, S.S., **Clayton, R.W.**, and Weiss, L. (2002), “The Relationship Between Pharmacist Emotional Intelligence, Occupational Stress, Job Performance, and Psychological Affective Well-Being,” *Journal of the American Pharmacists Association*, 62, 120-124.
 - **Cowart, K.** and Wagner, P. (2021), “An Investigation of Androgyny and Sexual Orientation in Advertising” *Journal of Administrative Science Quarterly*, 61(3), 276-288.
 - Lefebvre, S. and **Cowart, K.** (2022), “An Investigation of Influencer Body Enhancement and Brand Endorsement.” *Journal of Services Marketing*, 36 (1), pp 59-72.
 - Vestal, A., & **Danneels, E.** (2022). Technological Distance and Breakthrough Inventions in Multi-Cluster Teams: How Intra-and Inter-Location Ties Bridge the Gap. *Administrative Science Quarterly*, 67(1), 167-206. *Administrative Science Quarterly*, 67(1), 167-206.
 - **Diasio, S.** and Fadley, S., (2021), *Evaluating Your Creativity: Building Your 21st Century Skills Through Assessment and Evaluation*, LAD Publishing.
 - Balsler, W., **Diasio, S.**, and Kendal, T. (2021), “Societal Reorientation via Programmable Trust: A Case for Piloting New Models of Open Governance in Education,” in Grech, A., *Technology an Education in a Post-Truth Society: From Fake News, Datafication and Mass Surveillance to the Death of Trust*, Emerald Publishing Ltd.
 - **Diasio, S.** (2021), “A Techno-Social Perspective of Innovation Jams – Defining and Characterizing,” *Technology Analysis and Strategic Management*, 34(1), 30-46.
 - **Greenhalgh, G.**, Martin, T., and Smith, A. (2021), “Niche Sport Sponsorship: Providing the Target Market Sponsors Want,” *Sport Marketing Quarterly*, 30, 111-121.
 - Tokuyama, T., Deguchi, J., and **Greenhalgh, G.** (2021), “Examining Market Factors Impacting Sport Team Attitudinal Support,” *Journal of Contemporary Athletics*, 14(4), 307-321.
 - **Hammond, R.W.**, Parvanta, C., and Zemen, R. (2022), “Caught in the Act: Detecting Respondent Deceit and Disinterest in Online Surveys: A Cast Study Using Facial Expression Analysis,” *Social Marketing Quarterly*, 28(1), 57-77.
 - Hochstein, B., Chaker, N.N., Rangarajan, D., Nagel, D., and **Hartmann, N.N.** (2021), “Proactive Value Co-Creation Via Structural Ambidexterity: Customer Success Management and the Modularization of Frontline Roles,” *Journal of Service Research*, (24(4), 601-621.
 - Lussier, B., Chaker, **Hartmann, N.N.**, and Rangarajan, D. (2022), “Lone Wolf Tendency and Ethical Behaviors in Sales: Examining the Roles of Perceived Supervisor Support and Salesperson Self-Efficacy,” *Industrial Marketing Management*, 104, 304-316.
 - Good, V., **Hughes, D.E.**, Kirca, A., and McGrath, S. (2022), “A Self-Determination Theory-Based Meta-Analysis on the Differential Effects of Intrinsic and Extrinsic Motivation on Salesperson Performance,” *Journal of the Academy of Marketing Science*, 50(3), 386-614.
 - Good, V., **Hughes, D.E.**, and Wang, H. (2022), “More Than Money: Establishing the Importance of a Sense of Purpose for Salespeople,” *Journal of the Academy of Marketing Science*, 50(2), 272-295.
 - Schrock, W., **Hughes, D.E.**, Voorhees, C., Zhao, Y., and Hollenbeck, J. (2021), “Self-oriented Competitiveness in Salespeople: Sales Management Implications,” *Journal of the Academy of Marketing Science*, 49(6), 1201-1221.
 - **Jarrett, L.** and **Varki S.** (2021), “The Influence of the Relationship Life Cycle on Business-to-Business Social Media: Theory and Practice,” *Journal of Digital and Social Media Marketing*, 9(1), 68-93.
 - **Jarrett, L.** and **Varki, S.** (2022), “Are Your Social Media Posts Hitting the Bullseye?” *Journal of Digital and Social Media Marketing*, 9(4), 298-307.
 - Chabowski, B.R., Gabrielsson, P., and **Mena, J.A.** (2022), “Using Bibliometric Research to Advance the Business-to-Business Sustainability Literature: Establishing an Integrative Conceptual Framework for Future Application,” *Industrial Marketing Management*, 102(April), 527-545.
 - **Mondello, M.** and Fortunato, J. (2022), “The Economics of Sports Broadcasting,” in Fujak, H., Ed., *Sport Broadcasting for Managers*, London, UK: Routledge, 55-69.
 - Yuksel, E., Bertini, R. L., Li, X., Staes, B., and **Ozkul, S.** (2022), “Data-Driven Computation of State-Dependent Passenger Car Equivalency for Multiple Truck Lengths,” *Transportation Research Record*, 03611981221092008. <https://doi.org/10.1177%2F03611981221092008>.
 - Cha, E. and **M. Palmeira** (2021), “Political Ideology Moderates Consumer Response to Brand Crisis Apologies for Data Breaches,” *Computers in Human Behavior*, 121, 106801.

- **Palmeira, M.**, M. Koo, and H. Sung (2021), “You Deserve the Bad (or Good) Service: The Role of Moral Deservingness in Observer Reactions to Service Failure (or Success),” *European Journal of Marketing*, 56 (3), 653-676.
- Cannon, J.P, Lohtia, R., and **Paulich, B.J.** (2021), “Blended Learning in Principles of Marketing: The Effects of Student Differences on Student Performance,” *Journal of Marketing Education*, 027347532111058357.
- **Paulich, B.J.** and Kumar, V. (2021), “Relating Entertainment Features in Screenplays to Movie Performance: An Empirical Investigation,” *Journal of the Academy of Marketing Science*, 49, 1222-1242.
- Petersen, J.A., **Paulich, B.J.**, Khodakarami, F., Spyropoulou, S., and Kumar, V. (2022), “Customer-based Execution Strategy in a Global Digital Economy,” *International Journal of Research in Marketing*, 39(2), 566-582.
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- Berg, B.K., Warner, S., Walsh, D.W., and **Wells, J.E.** (2021), “NCAA Athlete Development and Retention: Administrators’ Perspectives,” *Journal of Issues in Intercollegiate Athletics*, 14, 694-716.
- Darwin, L., Holden, J., **Wells, J.E.**, and Baker, T. (2021), “Breaking the Glass Monitor: Toxic Geek Masculinity,” *Sport Management Review*, 24(3), 475-499.
- Innovation, Teaching, and Learning - \$5,000.
- **S. Diasio** – An Alternative History of Open Innovation. USF Research and Innovation - \$2,500.
- **M. Harrolle** - FX21A-TCS01-0175 Combating Knowledge Decay – Submitted a STTR to AFWERX, Phase 1 - \$50,000 (Co-Primary Investigator) – Awarded Summer 2021.
- **M. Mondello** – Awarded \$5,000 for the 2022 SEAC Analytics Conference via a USF Internal Awards Program in 2021.
- **S. Ozkul** - National Institute for Congestion Reduction - Cargo Consolidation, Routing, and Location Optimization to Reduce Traffic Congestion by Minimizing Commercial Heavy Vehicle Trips – Federal \$ 50,000.
- **S. Ozkul** - Florida Department of Transportation - Geospatial Identification of Truck Staging Needs in the Tampa Bay Region - \$137,793.
- **S. Diasio** - USF Research & Innovation; FITG: 2022 ISPIM Innovation Conference; \$2,500 Awarded April 2022
- **S. Diasio** - USF Innovation Education; SoTL Grant; \$5,000 Awarded February 2022.
- **R. Hammond** - Florida Department of Transportation; Florida Commuter Assistance Program; \$27,500 Awarded August 2021.
- **M. Palmeira** - USF St Petersburg-Campus Partnership; Consumer Responses to Ethical Transgressions in Outsourcing Companies; \$5,000 Awarded May 2022.
- **S. Ozkul** - Florida Department of Transportation; Geospatial Identification of Truck Staging Needs in the Tampa Bay Region; \$137,793 Awarded June 2022.
- **S. Ozkul** - National Institute of Congestion Reduction; NICR Yr3 Cargo Consolidation, Routing, and Location Optimization to Reduce Traffic Congestion by Minimizing Commercial Heavy Vehicle Trips; \$50,000 Awarded June 2022.

Grants

- **D. Biswas** - \$1,000 grant from the Association for Consumer Research.
- **D. Biswas** - \$1,100 grant from the American Marketing Association (CBSIG).
- **S. Diasio** – The Impact of Creative Thinking on Workforce Diversity Attitudes and Perceptions, USF Center for

Faculty and Staff Honors

- **Dip Biswas** received the Outstanding Mentorship Award from the American Marketing Association’s Retailing and Pricing SIG as well as the Outstanding Reviewer Award from the Journal of Public Policy in Marketing.
- **Russell Clayton** was voted the 2021-2022 Professor of the Year by the Executive MBA cohorts.
- **Loran Jarrett** was presented the Hugh G. Wales Faculty Advisor Award.
- **Seckin Ozkul** was awarded a Certificate of Commendation from the National Academies of Sciences Transportation Research Board Urban Freight Transportation Committee.



School of Information Systems and Management

The last year has been an exceptional year for the School of Information Systems and Management. The year was challenging as everyone began transitioning out pandemic operations. However, the school made tremendous progress in multiple dimensions of faculty achievement, student success, and the growth in the application numbers. Overall, the year has been very busy and successful for the School of Information Systems and Management. Its faculty members remained at the forefront of research and intellectual contributions and led student-centric efforts to create new programs and modify existing programs. Additionally, faculty members published 10 articles in the most selective journal list used in the University of Texas at Dallas published research rank and The Financial Times business school rank. There are only 50 journals on the UTD24/FT50 list. School of Information Systems and Management faculty members have also published 54 articles in other reputed journals or copyrighted conference proceedings.

School of Information Systems and Management faculty members have constantly collaborated with public and private organizations to fund their research and engaged in community activities. The People Development Institute at Tampa General Hospital is an example of community public-private collaboration. Several faculty members received external

grants from private and public organizations, including the City of St. Petersburg, Department of Air Force, Empath Health, Hillsborough County School Board, and the Fulbright Foundation. Faculty members have also published six books by reputed publishers such as CRC Press and Routledge. School of Information Systems and Management faculty members have continued to mark their footprint at the international level. Dezhi Yin received the prestigious INFORMS Information Systems Society Sandra Slaughter Early Career Award for his contribution in Information Systems. Sunil Mithas won the university-wide Faculty Outstanding Research Achievement award for the second year in a row. Alan Hevner, along with Matt Mullarkey, organized the Design Science Research in Information Systems and Technology 2022 conference at USF St. Petersburg campus in June. About 150 attendees, including several well-known scholars in the information systems domain, from around the world, attended this face-to-face conference.

On the teaching front, the School of Information Systems and Management launched the new Online Global MS Business Analytics and Information Systems program in the spring. This is an online program delivered in a combination of synchronous and asynchronous modes. The first cohort of the program started with 33 students. Additionally,

the School of Information Systems and Management has launched a new bachelor's degree program in information assurance and cyber management, focusing on the techno-managerial aspect of cybersecurity. The school also created a new master's degree in information assurance and cybersecurity, a by-product of the university-wide Master of Science in Cybersecurity program. In addition to these new programs, the school has launched a major effort to revamp the undergraduate program focusing on business analytics and information systems into a STEM-designated program. This will be beneficial for veterans who want to secure funds to complete the program and successfully launch a career in the STEM field. Never content to sit by as the business world changes, the school introduced a new concentration on responsible and inclusive organizational leadership in the Bachelor of Science in Management program and a fintech concentration in the Master of Science in Business Analytics and Information Systems program. The concentration includes courses on blockchain and payment technologies.

The Master of Science in Business Analytics and Information Systems program has seen major growth in the application number. Graduates have received some prestigious job offers with six-figure salaries from companies such as Amazon, Google, and Databricks. The growing number of applications and the resulting student successes led the university to allocate additional resources to accommodate more students in the program.

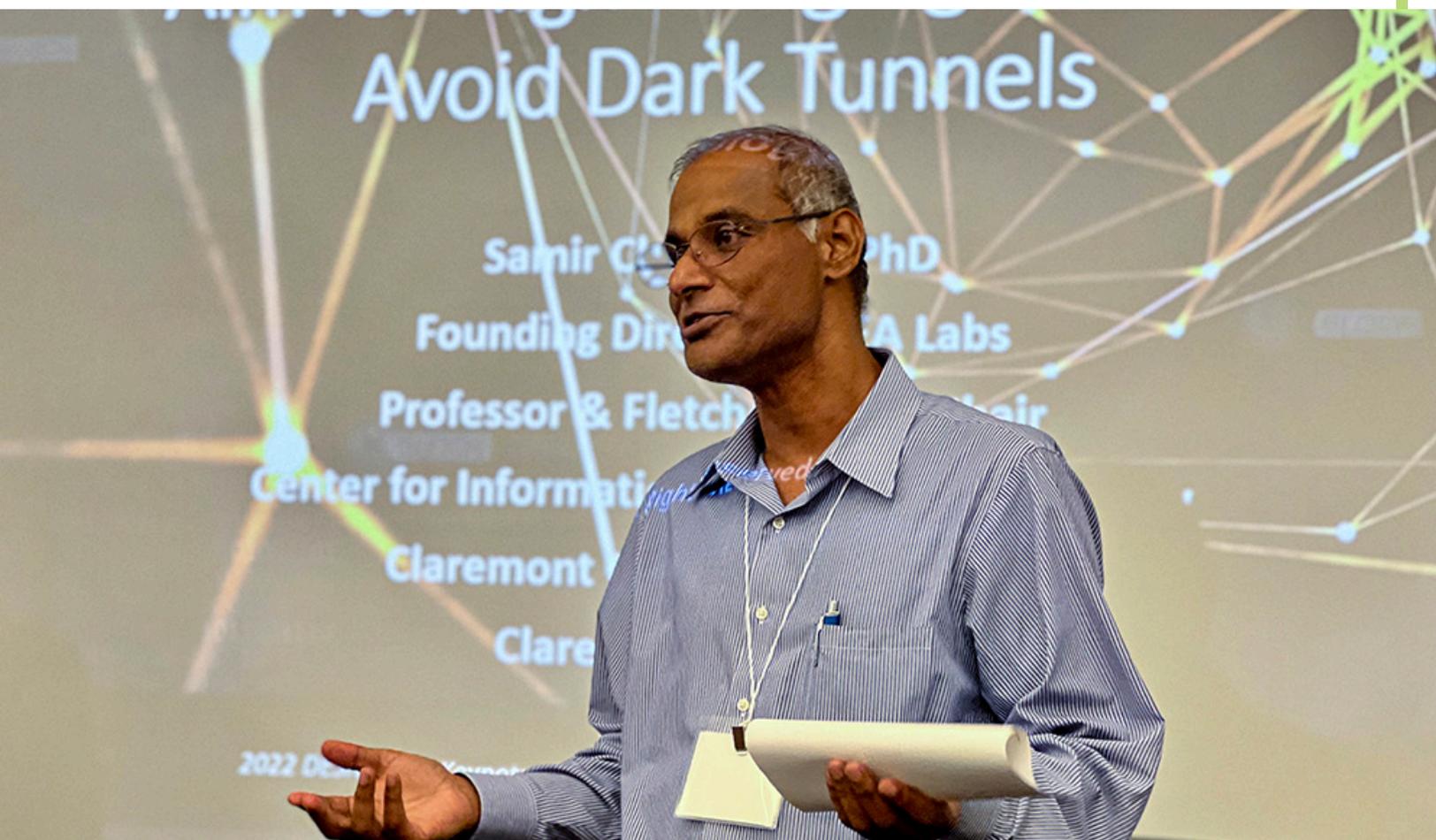
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Faculty and Staff Honors

- Denny Yin received the INFORMS Information Systems Society Sandra Slaughter Early Career Award.
- Sunil Mithas received the USF Faculty Outstanding Research Achievement Award for the second year in a row.
- Wolfgang Jank received the J. William Fulbright Foreign Scholarship Board for a study, “Harnessing the Artificial Intelligence Revolution Across the Atlantic: Learning Transdisciplinary Data Science Lessons in Austria.”

Grants

- **Clinton Daniel** received a \$16,000 grant from Elligencia, “Vision for Financial Markets”
- The Sunshine Education and Research Center, supported by the National Institute for Occupational Safety and Health, awarded a \$15,000 2021 Sunshine ERC Pilot Project award to **Dejun Kong**.
- **Dejun Kong** received a \$10,000 Negotiation and Team Resources Research Grant.
- **Karla (Doreen) MacAulay** received a \$50,000 “Combating Knowledge Decay” from the United States Air Force.
- **Karla (Doreen) MacAulay** received a \$10,000 grant from Empath Health for a “Improving Well-being of Frontline Hospice Healthcare Practitioners in COVID-19 scenario and Identification of Burnout for Managers Early Intervention” research effort.
- **Johannes Reichgelt** received a \$50,000 grant from the City of St. Petersburg for an examination of historical and modern-day impact of structural racism on the lives of Black people in the City of St. Petersburg, Florida.

- The \$5 million partnership with Tampa General Hospital and its foundation will support the TGH-USF People Development Institute over several years.
- Chris Chen - USF St Petersburg-Campus Partnership; Promoting Worker Sleep and Well-Being through Smart Health; (Co-PI) Varol Kayhan, (Co-PI) Triparna de Vreede, \$9,435 Awarded May 2022
- Chris Chen - USF Research & Innovation; CSG: Employee's Serious Leisure in Music and Positive Work Relationships; \$10,000 Awarded May 2022
- Giti Javidi - USF Sarasota-Interdisciplinary Grant; Adoption of Blockchain Technology for Seamless Medical Health Records Management; (Co-PI) Ehsan Sheybani, \$20,000 Awarded May 2022
- Ehsan Sheybani - USF Sarasota-Interdisciplinary Grant; Development of Disinfection and Filtration System for a Disease-Detecting Electronic Nose; \$20,000 Awarded May 2022
- Clinton Daniel – Cyber Florida; The Modernization of Digital Information Technology; \$625,196 Awarded June 2022
- Lisa Penney – US SOCOM; TO-035 Can Mindfulness Improve Soldier Decision-Making Under Stress; \$96,321 Awarded June 2022.





USFMuma

College of Business

School of Marketing and Innovation

UNIVERSITY of SOUTH FLORIDA



Muma College of Business Centers

The Muma College of Business is home to a number of centers, from the 10-county Florida Small Business Development Center, which is also supported by the Small Business Association, to discipline-specific centers focusing on research and special programs. A list of centers is below and center-provided annual report data follows for those centers that provided updates.

Center for Analytics and Creativity

The center's mission is to facilitate the discovery and dissemination of insights through the power of analytical and creative thinking.

Bellini Center for Talent Development

The Bellini Center for Talent Development at the Muma College of Business is a career-development program for students and the Tampa Bay business community creating a real-world corporate environment in a classroom level setting.

Bishop Center for Ethical Leadership

The Bishop Center for Ethical Leadership promotes the study and application of ethical leadership through experiential learning, research, and outreach.

Collier Student Success Center

Working in tandem with USF's Career Services, the Collier Student Success Center assists business students with career planning, hosts corporate networking events, and coordinates workshops to help students with professional development.

Center For Entrepreneurship

USF's Center for Entrepreneurship provides academic and practical learning programs for graduate students.

Center For Marketing & Sales Innovation

This center connects students interested in a sales or marketing career with businesses, supports sales skills development for students and businesses, and conducts research in sales, marketing, and neuro-marketing. There are labs on both the Tampa and St. Petersburg campuses.

Institute For Data Analytics And Visualization

The mission for the Institute for Data Analytics and Visualization serves the community by offering consulting services in the areas of data analytics and data visualization.

Fintech Center

The Fintech Center endeavors to be a leading university-based fintech center and entrepreneurial ecosystem, with a strategic focus on helping students, faculty, the business community as it relates to fintech education.

Lasher Center

The Lasher Center is where students in the Applied Securities Analysis course attend classes and prepare for stock pitches before the Advisory Board for the Student Managed Investment Fund. The fully equipped space helps students analyze real-time financial market data.

School of Information Systems and Management Practice Center

This center gives students experiences with "real world" projects sponsored by industry partners. Students perform collaborative team-based projects, supervised by at least one faculty mentor.

M3 Center For Hospitality Technology And Innovation

The M3 Center was established in 2013. Center faculty conduct academic research of significance to the hospitality industry, while serving as a reporting outlet and resource for educational tools and innovation, conferences, training and forums.

Merrill Lynch Wealth Management Center

The Merrill Lynch Wealth Management Center was established in 2018 through a \$500K corporate gift from the Bank of America Charitable Foundation. The St. Petersburg-based center's mission is two-fold: to support "real world" experiential learning opportunities for students and to provide financial literacy programs for both the university and broader community.

Monica Wooden Center For Supply Chain Management & Sustainability

This center spearheads efforts related to the supply chain major, minor, graduate program and a number of community/industry initiatives.

Florida Small Business Development Center at USF

As Florida's principal provider of small business assistance, the Small Business Development Center at the University of South Florida provides free, one-on-one consulting and low-cost seminars to start-up and existing businesses. It assists with a variety aspects of small business development and issues that are important to today's small business owners.

Center for Analytics & Creativity

The Center for Analytics & Creativity continued to work with the Muma College of Business undergraduate students to incorporate Tableau into their learning over the course of their studies by embedding this into seventeen courses. About 400 students who completed specific requirements received a “USF Tableau Citizen Data Science” certificate this year.

The center also launched several initiatives supported by a gift from Florida Blue that were aimed at using advanced analytics to help improve healthcare in our communities. Eighteen students (undergraduate, masters and PhD) worked on eight different projects over the course of the year and presented their findings to a senior leadership team at Florida Blue. The projects included using machine learning to help address mental health and self-management, learning optimized cancer care paths from data, price transparency and understanding the uninsured and healthcare use in social media. New projects aimed at using analytics to address maternal health are being planned for the current year.

The year also saw the culmination of the very first “Physician Data Science” program, with more than 20 physicians participating in learning advanced machine learning and AI techniques. These physicians were supported by PhD students in the Big Data Analytics doctoral program. The second cohort of physicians started in April 2022 and are currently going through this program. The aim is to help develop physicians by helping them understand advanced machine learning and AI such that they can incorporate these increasingly ubiquitous technologies into research and clinical practice.

The center also played a key role in the annual Big Data Day, where 400+ students from 13 area high schools were introduced to analytics and machine learning in an immersive experience on campus. In addition to this outreach event, the Center also worked over the year to help co-organize the 2022 State of the Region event which has been independently covered in this report.





Bellini Center for Talent Development

The Bellini Center for Talent Development at the Muma College of Business is a career-development program for students and the Tampa Bay business community creating a real-world corporate environment in a classroom-level setting. The center seeks to increase job placement for graduates while providing Tampa Bay businesses with a talent pipeline of employees uniquely prepared to meet their needs through a three-year plus certification program. During the benchmarking for the inaugural year of the student program, 69 students enrolled in the program. Center staff interacted with more than 200 companies to help provide students with internships or to forge partnerships with the business-school-specific programs that the center offers.

While it was planned in the prior year, its grand opening was held this year and more than 200 people cheered as the center opened its new facility near the center of campus. Staff began working with colleagues on the St. Petersburg and Sarasota-Manatee campuses to begin conversations about offering the center's programs on all campuses.

One of the center's goals is to create a badging program consisting of four online modules that can be accessed across campuses and began exploring a fifth badge focusing on diversity, equity and inclusion and wellness. Center staff completed the overall organization for the program, including content for modules and coordination of faculty/employers to teach these modules for the badge. Student and employer focus groups were held to obtain feedback. Staff worked with faculty to determine which held courses to integrate all four badges and the first two cohorts will begin in the fall.

The college's development team worked with staff to connect companies with naming opportunities in the center, working with partners such as KnowBe4, Coke Florida, and ConnectOn.

The Office of Employer Relations, previously part of the Collier Student Success Center, became part of the Bellini Center for Talent Development. Staff were challenged to keep engagement high as during the pandemic and post-pandemic. Six companies held virtual information sessions, drawing 252 student attendees. Other events coordinated by this office included the annual Career Clinic, two Career Bootcamps, two Corporate Connections events, two Internship Showcases, and the annual Elevator Competition. Eighteen employers participated in these career events. Additionally, the staff offered career advising services via more 302 scheduled appointments, 30 walk-in appointments, and 100 direct email conversations.

Collier Student Success Center

The Collier Student Success Center includes the college's Undergraduate Advising office and several special student-centric programs. These include the the Corporate Mentor Program, the Business Honors Program, the Bulls Business Network, the Bulls-to-Business summer admissions program, the college's two living-learning communities, and the college-level scholarship awards team.

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.

The first cohort of the University of South Florida's Business Honors Program on the St. Petersburg campus made its debut in 2021. The students' participation in the program was made possible thanks to the gifts of generous benefactors whose gifts helped pay for the students' room and board. The first St. Petersburg cohort included a diverse group of students from countries such as Japan, Pakistan, India, Botswana, and Venezuela, as well as states that include Nevada, Illinois, and Ohio.

The cohort students enrolled in the Business Honors Professional Development I course (GEB 2098) and Business Honors Professional Development II course. All Business Honors Program students, regardless of home campus, were enrolled in the same section to be together as a cohort.

The students developed and completed three community service projects aimed at keeping Sawgrass Lake Park in Pinellas County clean, spending time with residents of the Life Enrichment Center, and donating food and volunteering time at Feeding Tampa Bay in Hillsborough County.

Bulls Business Community

The Bulls Business Community is one of the oldest and best living-learning communities on campus. The residential program is a way for BBN members to enjoy the benefits of a traditional campus lifestyle plus extra perks, such as soft-skills training, networking opportunities and corporate tours, during which students learn about what it takes to run a variety of businesses and the roles of employees who earn degrees in different business disciplines. Since its inception in 2007, more than 1,000 students have been part of the BBC, including 125 who live in the community this year. The average high school grade point average for these students is 4.14 and the average SAT score for freshmen joining the BBC is 1268. 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.

Zimmerman Advertising Program

The Zimmerman Advertising Program blends the worlds of advertising innovation, creative thinking, and marketing strategy for a unique multi-disciplinary degree. Graduates earn a Bachelor of Science degree in Business Advertising and may go on to complete a master's degree in fields such as marketing or enroll in the 4+1 program to receive a Master of Arts in Advertising from USF's Zimmerman School of Advertising & Mass Communications in just one additional year. Like the BBC, this program targets high-achieving incoming freshmen and this year, the average high school GPA was 4.12. The average SAT score was 1253. Named for advertising executive Jordan Zimmerman, the Zimmerman Advertising Program also has a living-learning community. This year, they had the opportunity to hear from leaders and entry-level professionals at agencies such as PP+K and 22 Squared. The alumni network for the Zimmerman Advertising Program is growing quickly. Students had multiple opportunities to connect with ZAP graduates, and the opportunities will only increase as the young program progresses.

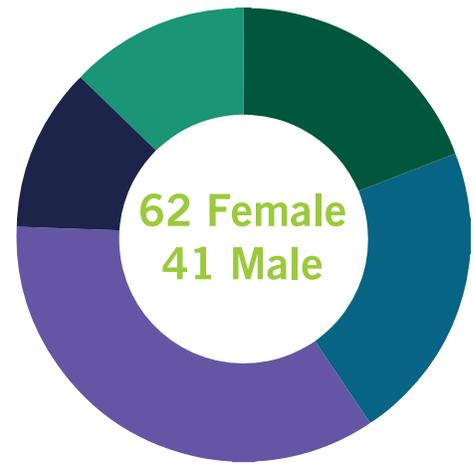
The retention rate for freshmen in the two business-specific living-learning communities is more than 90%!

Corporate Mentor Program

The Corporate Mentor program provides students who are the first person in their families to attend college with mentors and other special programming and during the 2021-2022 year, 110 students were paired with mentors from the business community. These mentors represented nearly three dozen firms but four firms provided multiple volunteers. These include Citi (37 mentors), PwC (16), Raymond James (12) and Valley Bank (5).

The Corporate Mentor Program hosted 15 different professional development events targeted to help students build their interpersonal communication skills. These events included career bootcamps, resume critiques, as well as virtual and in-person networking events. There were six corporate tours to firms such as EY, the HOTH, Suncoast Credit Union, Tampa Bay WAVE and Citi. There were also two networking events, one virtual and one in-person.

For the first time, a study abroad opportunity was added to the Corporate Mentor Program. Eleven students was selected to visit Quebec City, Canada to partake in corporate tours and cultural activities. Research has shown that studying abroad influences the career readiness of students, and enhances students' global knowledge, skills and abilities as they transition into the competitive workplace. The students served in the program are diverse:



20 Asian 22 Black 36 Hispanic
12 Caucasian 13 Multiracial

Undergraduate Advising

The college's Undergraduate Academic Advising team is comprised 16 undergraduate academic advisors located on three campuses. This team meets each morning to "check-in" and share information to ensure that all business majors, regardless of campus, receive the same information. This meeting has proven to be the glue to ensure that all students on any campus receive accurate and timely academic advising. The team's success is measured by student performance metrics.

This year, the college retained 89% of its freshmen. The four-year (undergraduate) graduation rate for the Muma College of Business has jumped from 48% to 63% over the past six years.

Additionally, this team has helped the college navigate a change in admission policy and helps provide a smoother transition for transfer students who come to USF ready to enter the college and complete their programs within two years.



Center for Entrepreneurship

The Center for Entrepreneurship supports student engagement, training, and research in various aspects of entrepreneurship. The Center's flagship program, the Master in Entrepreneurship & Applied Technologies was named a Top 20 program (placed No. 19) in the U.S. by the Princeton Review and *Entrepreneur* magazine, based on a survey of over 300 programs.

The Center for Entrepreneurship held three entrepreneurship-related pitch competitions during the 2021-2022 academic year. The marquee pitch competition focused on healthcare innovation, the 9th Florida Blue Healthcare Innovation Challenge was hosted by the Morsani College of Medicine in April. This year's challenge was focused on big data, artificial intelligence, machine learning; reducing social isolation; healthcare staffing & labor challenges, end of life care and health inequality. A total of \$22,500 in cash awards was received by the top three teams, with the first place team winning \$15,000. This is a state-wide competition, generously sponsored by Florida Blue, with participants coming from over 11 Florida-based universities and colleges.

A second pitch competition, focused on novel business models and concepts, was hosted in the St Petersburg entrepreneurship suite in March 2022. This pitch competition, open to all USF students, saw participants from more than 6 different colleges within USF. A total of \$2,250 of cash prizes were awarded to the top three teams, generously donated by David G. Allen. The goals of this competition to inspire and educate smart student entrepreneurs who launch validated ventures that last, to inspire USF students to start new businesses, and to teach all participants valuable business skills.

The third pitch competition, the Frank & Ellen Daveler entrepreneurship competition, a state-wide competition, was open to undergraduate students. This was the sixth competition since inception and a total of \$65,000 in cash prizes was awarded to 19 Daveler Fellows and Scholars. The students originated from 7 different universities and colleges across the state of Florida. This year's competition was held in an online format due to the Covid pandemic.

The center's research has been published in reputable academic journals in 2021-2022. Top notch research was published in the *Administrative Science Quarterly*, *the Journal of Small Business Management*, *Technology Analysis & Strategic Management* and *Sustainability*.

The center, in collaboration with USF Connect, operates the Student Innovation Incubator, a place where students can test out new business concepts and turn them into a viable startup. During the pandemic, faculty and staff operated this incubator as a virtual and networked organization with a cohort of 26 student ventures. These ventures seek to commercialize technologies, consumer goods and services. Many student entrepreneurs also participate the center's and other pitch competitions. One student venture made it to the finals of the Global TIE University Entrepreneur Competition in Silicon Valley.

Center for Marketing and Sales Innovation

The Center for Marketing and Sales Innovation supports student engagement, training, and research to assist students, businesses, and the community. USF's sales program was named one of the top sales programs in the nation by the Sales Education Foundation.

The Center for Marketing and Sales Innovation held three sales competitions during the 2021-2022 academic year. In consideration of the pandemic all three competitions included hybrid options to provide students and businesses from across the university, region and nation the opportunity to participate. The intercollegiate competition held in February included more than two dozen teams from across the nation. The go-to-market competition provided students with exposure to the entire selling process: networking, prospecting, company research, client dialogue, objection handling and closing. The fall USF sales competition was similar to the intercollegiate competition but held just for USF students and new this spring was the "Dinner and Discovery" event. In the Dinner and Discovery event students delivered a discovery meeting, received feedback from business professionals and then conducted the meeting again with a new group of business leaders. Then students and business partners reviewed over dinner.

USF students participate alongside teams from the best universities in the nation at the USF intercollegiate Selling with the Bulls competition as well as when they compete in intercollegiate competitions organized by other universities. This year,

sponsored students participated in five such intercollegiate sale competitions. Support for these activities is provided, in part, thanks to donor support from a variety of areas. The most significant gift for the center this year came from Michael Boorum. Boorum has been giving back to USF since 1979. He made a gift of more than \$230K,000 to the school to benefit both undergraduate and graduate sales students.

In addition to the competition events, the center hosted a networking event for the School of Marketing and Innovation, returned to in-person operations at the Tampa campus Customer Experience Lab, and delivered workshops for students and business partners alike. New business partners included BKS, Sun State International, Tom James, Aristocrat, and MiSource.

The center's research, which ranges from work on the effectiveness of public service announcements to the perceptions of flood insurance to restaurant menu design to the theoretical foundations in selling, is often of interest to mainstream media as well as scholarly publications. During the year, faculty were awarded various grants to conduct research. In some of the research, faculty worked alongside colleagues from the College of Public Health with one of the collaborations being the continued effort on an \$800,000 grant with the U.S. Department of Health and Human Services Office of Minority Health. Center and College of Public Health researchers also worked with researchers from the USF College of Engineering on research to examine commuter assistance program messaging. They collaborated with private company partners in other projects.

Customer Experience Labs

The Tampa Customer Experience Lab completed data collection for 33 in-person studies and 29 online studies across diverse research projects for USF researchers during the year. The Tampa Customer Experience Lab is one of the larger transdisciplinary labs in the world. The lab boasts five interaction rooms and 20 individual testing stations that include biosensors for eye tracking, galvanic skin response, facial expression analysis, and electroencephalogram.

The Customer Experience Lab in St Petersburg includes multi-purpose space that allows community partners to access resources to conduct live focus groups for consumer research, obtain insights from faculty and students, conduct sales training in recording-enabled role play rooms, and use equipment that provides real-time feedback on video and digital products. Center leaders worked with Neptune Flood Insurance to conduct the third annual national survey of flood insurance perceptions, with topics that included preparations of future flood risk, perceived differences between nationally sponsored flood insurance and private insurance, and the relative importance of optional coverage.





Fintech Center

The Fintech Center at the Kate Tiedemann School of Business and Finance has generated significant momentum since its launch in early 2022. Established with a transformational gift from Kate Tiedemann and Ellen Cotton, the Fintech Center is positioned to become a leading university-based fintech center and entrepreneurial ecosystem, with a strategic focus on helping students, faculty, the business community, and fintech entrepreneurs lead with success and positive impact in the rapidly emerging and increasingly prominent fintech-driven market sectors.

The center will support the advancement of fintech knowledge and theory to educate USF students, and work with institutions, entrepreneurs, and innovators to adapt to new fintech related financial technologies that impact business development and strategy, expand markets, increase efficiencies, and promote market integration across local and global industry sectors.

In April, the center launched the FintechIX Accelerator program, developed in strategic partnership with Tampa Bay Wave. The inaugural industry cohort consisted of 16 high-growth fintech startups from across the United States and abroad, including companies from Israel, England, Saudi Arabia, and Germany. Of the 16 startups, three were led by women entrepreneurs, as well as significant representation from military veterans, LGBTQ+ founders, and minority founders. The program's culmination featured Demo Day and Pitch Night events on the St. Petersburg campus, attracting hundreds of regional business leaders, public sector officials, accredited investors, students, and faculty.

The center also embarked on developing a non-credit fintech certificate program to help educate students, professionals, and

lifelong learners gain a foundational understanding of fintech subjects including blockchain, cryptocurrency, NFTs, as well as how industry is embracing these transformational technologies. The program is scheduled for global release in 2022-2023.

The introduction of the Fintech Center has already attracted significant interest by local and out-of-state fintech interests. The center will continue to build awareness and engagement with collaborative business and community partnerships, and an expanding portfolio of fintech focused events and entrepreneurial learning opportunities.

M3 Center

The M3 Center's five goals are to provide educational M3 University Hotel Accounting & Business Intelligence Software Programs to educational programs in the world, produce cutting-edge hospitality research, to disseminate information obtained from research in different platforms including journals, conferences, magazines, press releases, and industry shows, to attract visiting scholars who will conduct research studies with School of Hospitality and Tourism Management faculty and graduate students and to encourage and support faculty and graduate students to produce and present their research at national meetings. Faculty and staff involved in the center presented at three conferences, conducted eight individual training sessions, and hosted three webinars. The center hosted five visiting scholars during the 2021-2022 academic year.

Student Managed Investment Funds

The Student Managed Investment Fund is a selective business program for high-performing students, allowing them to co-manage an equity portfolio. There are separate funds for the Tampa and St. Petersburg campuses.

The St. Petersburg-based Student Managed Investment Fund, was seed funded with an initial gift of \$250K from Kate Tiedemann and Ellen Cotton and matched by a \$250K investment by Lynn Pippenger. Subsequently, additional investors added over 70K between 2019-2022. It operates out of the Merrill Lynch Wealth Management Center at the University of South Florida's St. Petersburg campus and the Lasher Center on the Tampa campus.

Regardless of campus, student analysts research prospective stocks for investment, analyze stocks by building financial models, draft investment proposals, and pitch to an advisory board consisting of investment managers for approval. The experience gained from this program has propelled many of our alumni to work at top companies such as Raymond James, JPMorgan, and Goldman Sachs. In 2021-2022, the Student Managed Investment Fund program was embedded in a section of Principles of Investments, a core undergraduate course and a section of Applied Securities Analysis, a graduate course. Throughout the semester, students apply their research and analytic skills to develop stock pitch presentations to a panel of judges (financial industry professionals).

The Tampa-based Student Managed Investment Fund's 10-year long term record remains above market and its returns are detailed below. The core nature of this fund is to promote the essence of long-term equity investing while also striving to achieve superior investment performance to the market. Naturally, the guiding principle of the valuation metrics within the USF Student Managed Investment Fund are based on the fundamental strength of the securities themselves. This brings the academic nature of the coursework together with the pragmatic objectives of the fund. By performing thorough fundamental analysis on each of the prospective positions, the portfolio analysts are best positioned to identify opportunities of both value and growth.

| | Q2 | 1YR | 3 YR | 5 YR | 10 YR | INCEPT |
|------------------------|---------|---------|-------|-------|-------|--------|
| USF Fndtn. - SMIF Fund | (15.50) | (13.25) | 7.8 | 11.03 | 13.24 | 11.55 |
| S&P - 500 Index | (16.10) | (10.62) | 10.60 | 11.31 | 12.96 | 12.27 |

Cumulative Periods as of June 30, 2022

Monica Wooden Center for Supply Chain Management and Sustainability

The mission of the Monica Wooden Center for Supply Chain Management and Sustainability is to provide leading-edge supply chain management education, research, talent development and talent acquisition to support students and industry. The center aspires to be a top 10 supply chain program over the next five years.

The center is designed to be a collaborative and modern “open-loft” environment suitable for meetings between business partners, faculty and students. Since the grand opening in the fall, many visitors, prospective students and new business partners have visited and held meetings. The supply chain student professional organization has hosted pre-meetings and preparation for the weekly business partner guest speakers and the chapter has grown in membership allowing for more interface for prospective employers to share opportunities for employment in a variety of supply chain roles ranging from planning, procurement, business analytics, technology deployment, operations (manufacturing, distribution, transportation), project management and customer service.

The center was one of the lead planners for the now annual Florida Supply Chain Summit which drew 200 supply chain industry participants ranging from manufacturers, distributors, and logistics services providers to technology companies and students and faculty. Highlights included segments on Florida economic and infrastructure plans, a preview of the 2030 Florida Commerce Transportation & Logistics study, presentations about Florida Spaceport growth, and a Florida Ports Leaders engagement with importers and exporters. There was also a segment about “Florida Makes” that focused on manufacturing growth. Other segments featured Walmart’s ambient Distribution Center robotics, discussion about the age of technology in supply chain and the massive plans the Florida Department of Transportation has developed to gain a competitive advantage.

The center also hosted a five-part virtual supply chain webinar featuring leaders from AccuSpeechMobile, Kuehne & Nagel, Enterprise Florida, Project44, and Space Florida.



Research efforts in the center included:

- Forging the Pathway for Jabil's Digital Supply Chain Transformation (\$301,750 research funding – Jabil).
- A \$301,000 grant from Jabil, Inc. to develop a roadmap towards Jabil's implementation of end-to-end supply chain visibility.
- Identification of Solutions to Florida's Trade Imbalance and Empty Backhauls (\$239,900 research funding – FDOT).
- Optimization of Logistics Activity Center (LAC) Locations in Florida (\$267,243 research funding – FDOT).
- Optimization and Resilience Models for a Bottoms-Up Supply Chain Network Development (\$118,000 research funding – United States Department of Agriculture through SPARC Partnership).
- Logistics Optimization Models Employing First Mile-Last Mile Analysis - (\$75,000 research funding – United States Department of Agriculture through SPARC Partnership).
- U.S. Department of Transportation/Florida Department of Transportation: a \$507,000 grant from the Florida Department of Transportation to generate solutions for trade imbalances and to enhance successful logistics activity center development in Florida.

Florida Small Business Development Center at USF

The Florida Small Business Development Center at USF continues to assist small businesses throughout the 10-county Tampa Bay region. Some of the accomplishments this past year are noted below.

- People

Karen Krymski, MPH, CVE, procurement specialist for the Florida PTAC at University of South Florida, won the 2021 Florida SBDC Network State Star award at the Florida SBDC Network's Small Business Success Summit, held in Tampa. The economic impact generated by her clients are a true testament to her effectiveness as a consultant. Krymski provided consulting to 311 entrepreneurs and was able to capture 1,173 instances of government contracts valued at more than \$79M, plus an additional \$1.25M in commercial/private contracts, totaling \$80,319,943 in contract opportunities for businesses in the Florida SBDC at USF region. Krymski is in the running for the National Star award, which will be announced at the ASBDC Annual Conference in September 2022.

- Business Engagement

The Florida SBDC at USF continuously strives to engage local city, county and economic development partners throughout the 10-county Tampa Bay region. The Florida SBDC at USF region served 5,207 business clients with 24,815 hours of consulting during this time. This engagement led to \$97.5M in capital accessed, \$181.5M in government contracts awarded, and 131 new business starts. In addition, the region continued to offer free virtual training for business owners and aspiring entrepreneurs. As a result, the center saw an increase in attendance numbers again this fiscal year, with more than 5,880 attendees.

- Grants Awarded

- SBDC Federal Award - \$1,259,613 million
- SBDC State Performance Award - \$528,992
- Procurement Technical Assistance Center Award - \$152,384
- 2020 CARES Award - \$1.34 million

- Student Teams

Working with student teams is a mutually advantageous situation for all parties involved. A Florida SBDC at USF business client provides the team with financial and other organization details, the center provides value-added service to the client, and the client gets a no-cost plan as a result. Each project is assigned a Florida SBDC at USF regional consultant to oversee the project. The main interest is to ensure that the client will receive an adequate plan at the end of the semester. This program lasts one semester, up to 16 weeks. During the semester, the student team prepares an individualized product, based on the business's needs and selected team. A written report is created, providing the organization with a professional, fully developed plan for use in guiding and developing the business. At the end of each semester, the students deliver their findings to the business client in a formal presentation. The Florida SBDC at USF had one team during the summer semester with a 4802 class and two teams during the fall semester with an IBA class.



Development Report

Each year, the Muma College of Business, its students and its faculty are uplifted by the generosity from more and more philanthropists. Their donations and support ensure that the Muma College of Business can continue to produce workforce ready scholars and programs that enrich communities.

The college will forever be grateful for their support and pledge that their donations all go to the worthy causes of creating and maintaining student success, establishing a rich and fertile ground for relevant and impactful research and establishing lasting relationships with our outside business partners. Nearly 500 donors provided \$22,505,608 in financial support from July 1, 2021 through June 30, 2022.

These gifts included a multi-million gift to support fintech education and community education by philanthropists Kate Tiedemann and Ellen Cotton, corporate cash and in-kind gifts from Aramark and Mainsail Lodging, and event sponsorships from businesses such as Florida Blue and Grow Financial, which supported the State of the Region event. The college also celebrated the grand opening of the Bellini Center for Talent Development, the result of a \$10.6 million made the prior academic year.

Not every gift is a seven-figure gift, but every gift matters! Scholarships lend support for tuition, books, study abroad opportunities and more. During this year, the Muma College of Business proudly awarded some \$700,000 in scholarships. Gifts range from a \$100 gift given by brand-new graduates to thousands of dollars contributed by a faculty member who honored his father with a gift celebrating diversity, equity and inclusion. Organizations such as The Bank of Tampa, Kerkering Barberio, and the Gail L. Baird Foundation made significant scholarship gifts this year and some established new funds. These gifts are invaluable as they continue to transform the lives of students and help them get one step closer to achieving their academic and career goals.

Other notable gifts went to centers or special programs. For example, Michael Boroom provided \$104,000 to establish the Marketing Student Support Fund, Baldwin Krystyn Sherman Partners LLC provided \$30,000 to support the Center for Marketing and Sales Innovation, and ReliaQuest made a gift of \$183,000 to support its special cybersecurity labs efforts with the School of Information Systems and Management.

Year after year, faculty and staff in the Muma College of Business show their support of our college through the USF Faculty & Staff Campaign. Muma College of Business employees are among the most generous within USF. Collectively, the college's faculty and staff raised more than \$100,000 during the 2021-2022 year.

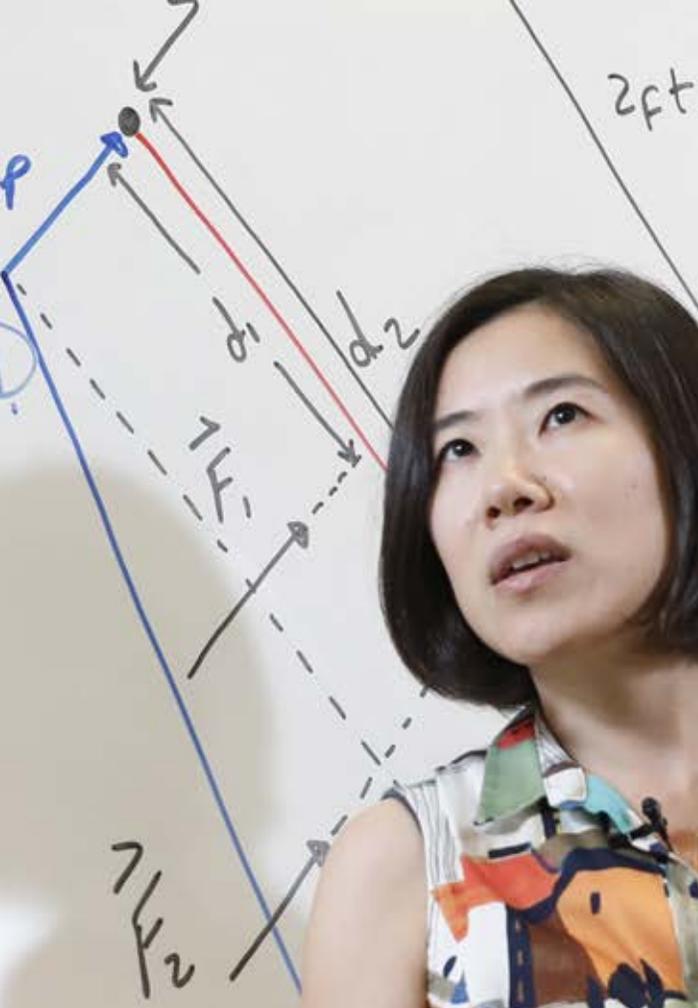
The college must also recognize members of the Executive Bulls program, which provides unrestricted cash gifts that allow for flexibility to support critical priorities that emerge during the year.. Executive Bulls for 2021-2022 include:

Mohamad Ali Hasbini
Arnold F. Bellini
Lynn Pippenger
Judy Genshaft and Steve Greenbaum
Moez and Alya Limayem
Ron and Libby Saunders
Jeff and Brandy Fishman
Geoff Simon and Andrea Graham
Chris and Colleen Alvarez

Adam and Tracey Stern
Ian Mackechnie
CBIZ/Bob Batz
Nick and Rene Vojnovic
Jim and Sarah Gunberg
Dan and Tina Johnson
Scott Riley and Brian Riley
One Anonymous Donor

Finally, the college is supported by a number of advisory boards, including the Accounting Advisory Board, the Accounting Circle, a Personal Financial Planning Advisory Board, a group of Student Managed Investment Fund advisors and an alumni advisory council filled with recent graduates. The highest level advisory board is the Executive Advisory Council, which provides advice to the dean related to curricula and industry demand and leadership challenges, provides access to industry leaders and their networks, and contribute financial and in-kind support for a number of college programs.





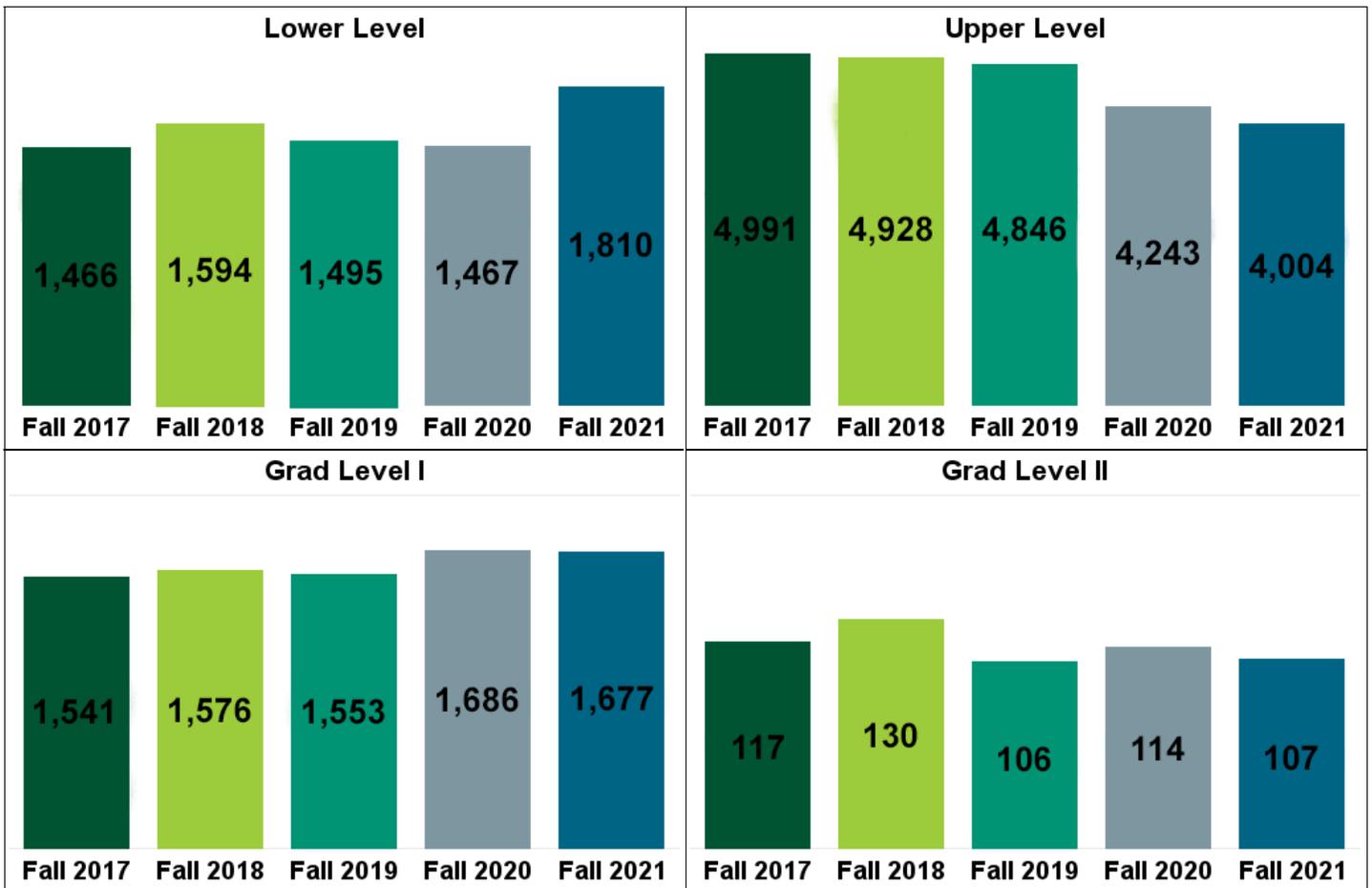
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|---|---|---|
| 0 | - | - |
| 1 | - | + |
| 2 | - | + |
| 3 | - | + |

Incremental CF



| 1.1.a Headcount By Level | | | | | | | |
|----------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--|
| Student Level | | Fall 2017 | Fall 2018 | Fall 2019 | Fall 2020 | Fall 2021 | %1-Year Change (Fall 2020) - (Fall 2021) |
| Undergraduate | Lower Level | 1,466 | 1,594 | 1,495 | 1,467 | 1,810 | 23% |
| | Upper Level | 4,991 | 4,928 | 4,846 | 4,243 | 4,004 | -6% |
| Graduate | Grad Level I | 1,541 | 1,576 | 1,553 | 1,686 | 1,677 | -1% |
| | Grad Level II | 117 | 130 | 106 | 114 | 107 | -6% |
| Total Undergraduate | | 6,457 | 6,522 | 6,341 | 5,710 | 5,814 | 2% |
| % Undergraduate | | 80% | 79% | 79% | 76% | 77% | - |
| Total Graduate | | 1,658 | 1,706 | 1,659 | 1,800 | 1,784 | -1% |
| % Graduate | | 20% | 21% | 21% | 24% | 23% | - |
| Overall | | 8,115 | 8,228 | 8,000 | 7,510 | 7,598 | 1.2% |

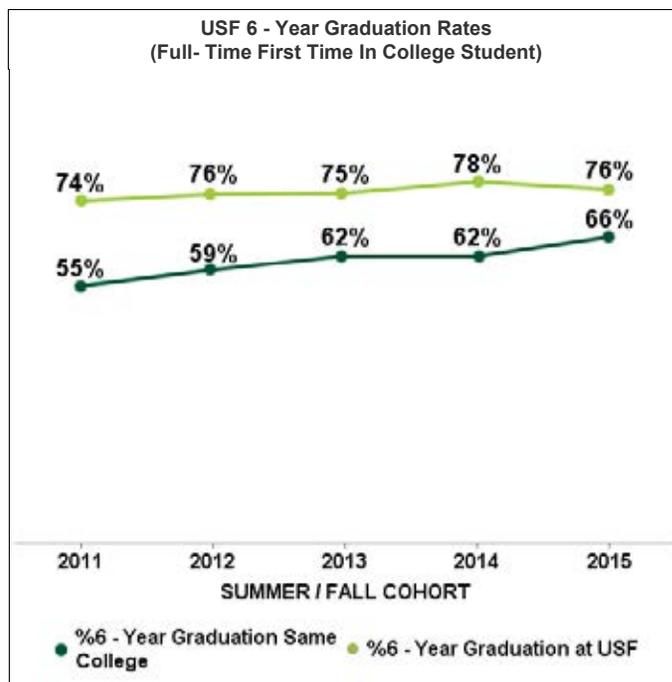
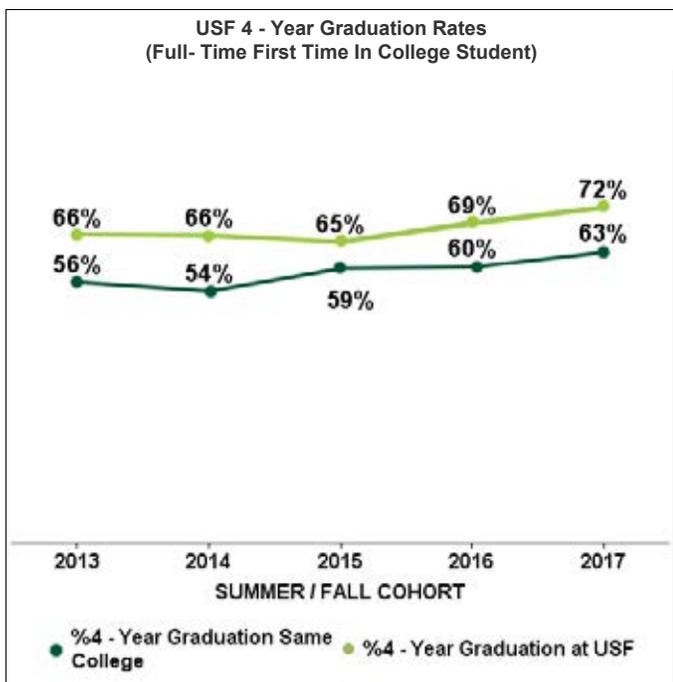
Source: ODS Internal USF Student Information System, Final Benchmark



1.3.a FTIC 4-year and 6-year graduation rates (FT)

| Summer/Fall Cohort | Student Type Full Time (FT) | 4 Year Adjusted Cohort N | % 4-Year Graduation in Same College | % 4-Year Graduation at USF | 6 Year Adjusted Cohort N | % 6-Year Graduation in Same College | % 6-Year Graduation at USF |
|-----------------------------|-----------------------------|--------------------------|-------------------------------------|----------------------------|--------------------------|-------------------------------------|----------------------------|
| 2011 | FT | 389 | 48% | 58% | 389 | 55% | 74% |
| 2012 | FT | 449 | 50% | 63% | 449 | 59% | 76% |
| 2013 | FT | 540 | 56% | 66% | 540 | 62% | 75% |
| 2014 | FT | 531 | 54% | 66% | 531 | 62% | 78% |
| 2015 | FT | 551 | 59% | 65% | 551 | 66% | 76% |
| 2016 | FT | 565 | 60% | 69% | 565 | N/A | N/A |
| 2017 | FT | 593 | 63% | 72% | 593 | N/A | N/A |
| % Change in Graduation Rate | | | | | | | |
| %1 Year Change (2014-2015) | FT | 4% | 5% | -1% | 4% | 4% | -2% |
| %5 Year Change (2011-2015) | FT | 42% | 11% | 7% | 42% | 11% | 2% |

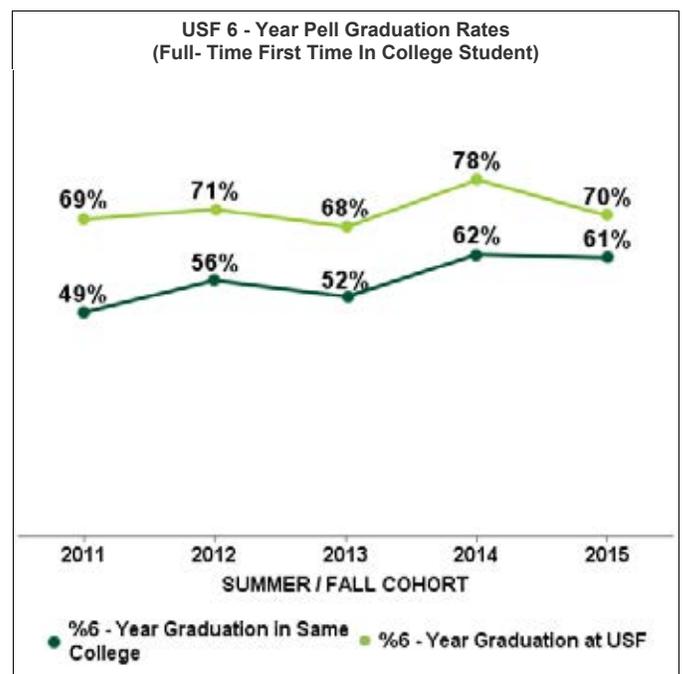
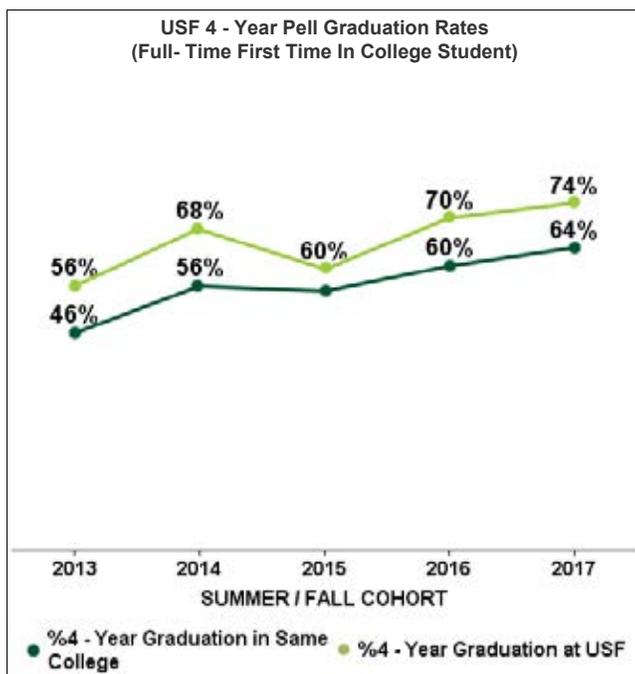
Source: ODS Internal USF Student Information System, Final Benchmark



1.3.a.i FTIC 4-year and 6-year Pell Graduation rates

| Summer/Fall Cohort | Pell Status | 4 Year Adjusted Cohort N | % 4-Year Graduation in Same College | % 4-Year Graduation at USF | 6 Year Adjusted Cohort N | % 6-Year Graduation in Same College | % 6-Year Graduation at USF |
|-----------------------------|-------------|--------------------------|-------------------------------------|----------------------------|--------------------------|-------------------------------------|----------------------------|
| 2011 | Pell | 177 | 42% | 55% | 177 | 49% | 69% |
| | Non - Pell | 212 | 52% | 61% | 212 | 60% | 77% |
| 2012 | Pell | 161 | 47% | 58% | 161 | 56% | 71% |
| | Non - Pell | 288 | 52% | 66% | 288 | 60% | 78% |
| 2013 | Pell | 192 | 46% | 56% | 192 | 52% | 68% |
| | Non - Pell | 348 | 61% | 72% | 348 | 68% | 80% |
| 2014 | Pell | 167 | 56% | 68% | 167 | 62% | 78% |
| | Non - Pell | 364 | 53% | 65% | 364 | 62% | 78% |
| 2015 | Pell | 174 | 55% | 60% | 174 | 61% | 70% |
| | Non - Pell | 377 | 61% | 67% | 377 | 68% | 79% |
| 2016 | Pell | 169 | 60% | 70% | 169 | N/A | N/A |
| | Non - Pell | 396 | 59% | 68% | 396 | N/A | N/A |
| 2017 | Pell | 204 | 64% | 74% | 204 | N/A | N/A |
| | Non - Pell | 389 | 62% | 71% | 389 | N/A | N/A |
| % Change in Graduation Rate | | | | | | | |
| %1 Year Change (2014-2015) | Pell | 4% | -1% | -8% | 4% | -1% | -8% |
| | Non - Pell | 4% | 8% | 2% | 4% | 6% | 1% |
| %5 Year Change (2011-2015) | Pell | -2% | 13% | 5% | -2% | 12% | 1% |
| | Non - Pell | 78% | 9% | 6% | 78% | 8% | 2% |

Source: ODS Internal USF Student Information System, Final Benchmark



1.3.f Percent Undergraduates without Excess Hours by Student Type

| Student Type | 2016-2017 | 2017-2018 | 2018-2019 | 2019-2020 | 2020-2021 | % 1-Year Change (2019-2020 - 2020-2021) |
|-----------------------|-----------|-----------|-----------|-----------|-----------|---|
| FTIC | 82% | 85% | 90% | 92% | 94% | 2% |
| AA Transfer | 84% | 85% | 89% | 90% | 90% | 0% |
| Other Transfer | 75% | 78% | 83% | 81% | 81% | 0% |
| Total | 81% | 83% | 87% | 88% | 89% | 1% |

Source: USF Hours to Degree, BOG submission

