

# LAM FAMILY COLLEGE OF BUSINESS ANNUAL REPORT 2018 – 2019



LAM FAMILY  
COLLEGE *of* BUSINESS  
SAN FRANCISCO STATE UNIVERSITY

Innovate Sustainably. Lead Responsibly.

# The Lam Family College of Business

San Francisco State University has approved the naming of the College of Business as the Lam Family College of Business. The naming is in recognition of Ripple co-founder Chris Larsen (B.S., '84) and his wife Lyna Lam, making it the first named college in the University's history. This milestone honors Larsen, a San Francisco State alumnus, for his long history of generous support of his alma mater.

At Larsen's recommendation, the college is named in honor of his wife's family, particularly his father-in-law, Quang Lam, who led his family in their escape from war and genocide in Cambodia. After a few years in refugee camps in Thailand and the Philippines, the Lam family immigrated to the U.S. and settled in the Bay Area. Larsen looks up to Quang Lam as someone who worked hard to give his family the American dream. Larsen sees his father-in-law's ingenuity, grit and determination as great examples of the attributes possessed by SF State students, thirty-seven percent of whom are the first in their families to attend college.

The name was approved by the California State University Board of Trustees on May 21.

*Read more on page 6.*



**LAM FAMILY**  
**COLLEGE of BUSINESS**  
SAN FRANCISCO STATE UNIVERSITY

# LAM FAMILY COLLEGE OF BUSINESS

# ANNUAL REPORT

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# A Message from the Interim Dean Yim-Yu Wong, Ph.D.

For many years, the Lam Family College of Business (LFCoB) at San Francisco State University has played a critical role in business education in the Bay Area. Our dedicated faculty and staff prepare and guide students for academic and career success.

**A** S CURRENT TRENDS change in higher education, this evolving environment leads the LFCoB in thinking beyond traditional business education boundaries. This is the best time to transform education in the LFCoB. The College is extremely grateful to Chris Larsen (B.S., '84), Lyna Lam and RippleWorks Foundation for their generous gift of \$25 million to support the College's endeavors in global innovation and technology. In honor of the Lam family, the College has been named the Lam Family College of Business (LFCoB).

New program development is only one of the signs of innovative thinking and actions. This year, the LFCoB also celebrates six faculty members who received tenure and promotion, and welcomes four new faculty members, three staff members and two shared academic advisors to the College. We are also proud to announce the launch of the new Master of Science in Business Analytics program, the new interdisciplinary Graduate Certificate in Ethical Artificial Intelligence program, and the San Francisco Scholars Program in Accounting, which integrates both undergraduate and graduate studies in one program. Our faculty have embraced scholarly, professional and engagement activities as priorities in teaching and learning.

Guided by the LFCoB's purpose to "innovate sustainably and lead responsibly," faculty and staff are committed to realizing the College's vision in the years ahead. I hope you enjoy this issue of our annual report. Please visit [cob.sfsu.edu](http://cob.sfsu.edu) to find the latest news about the LFCoB and its activities.

Sincerely yours,

Yim-Yu Wong, Ph.D.,  
Interim Dean  
Lam Family College of Business



Yim-Yu Wong, Ph.D., Interim Dean  
Lam Family College of Business

# Our Mission

**WE ARE SAN FRANCISCO'S PUBLIC BUSINESS SCHOOL.** We embrace the area's rich diversity and provide access to higher education. Our mission is to prepare students for professional success through high-quality teaching, innovative and relevant courses, discipline-based and pedagogical scholarship, and engagement with the academic and business communities.

# Our Vision

**WE ASPIRE TO BE ONE OF THE BEST PUBLIC URBAN BUSINESS SCHOOLS** by applying sustainability and ethical perspectives to our understanding of business practice, global leadership, innovation, the economy and society.

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# Strategic Initiatives

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

## Invest In Faculty and Academic Excellence

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

## Invest In Our Students Through Scholarships and Careers

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

## Invest In and Leverage Our Brand to Sustain Competitive Advantages

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

## Build Corporate Connections

The Lam Family College of Business reaches out to the corporate community in order to build a cohesive connection between industry and academia.

## Cultivate Friend-Raising and Fundraising

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



Lyna Lam and Chris Larsen (B.S., '84)

# A historic **\$25 MILLION GIFT** from Chris Larsen, his wife Lyna Lam and the Rippleworks Foundation to the Lam Family College of Business

**IN APRIL 2019**, San Francisco State University's former President Leslie E. Wong announced the donation of a historic \$25 million gift from alumnus Chris Larsen (B.S., '84) co-founder of Ripple, his wife Lyna Lam and the Rippleworks Foundation to the College of Business, establishing the Chris Larsen and Lyna Lam Funds for the College of Business. In honor of the Lam-Larsen's longtime support and generosity, the California State University also announced the naming of the University's College of Business as the Lam Family College of Business.

The Lam-Larsen's generous gift, one of the largest the University has ever received, will heighten the Lam Family College of Business's ability to respond to shifts within the business sector, and to prepare students to become tomorrow's business innovators and entrepreneurs. A large portion of the Lam-Larsen/Rippleworks gift was made with the digital asset, XRP, the first digital asset donation in SF State's history, and one of the largest gifts made in a digital asset to a university in the U.S.



Chris Larsen and Lyna Lam, whose two sisters and several other family members attended SF State, have been stalwart supporters of the University since 2001. In addition to the \$25 million gift to the Lam Family College of Business, they have donated more than \$800,000 to scholarships, education, science and business initiatives throughout the University. Their gifts include the establishment of the Chris Larsen Scholarship Fund in the Graduate College of Education, and the support of initiatives in the Biology department in the College of Science and Engineering.

## Inspiring SF State Students to be Innovative and Responsible Leaders

The Chris Larsen and Lyna Lam Funds for the Lam Family College of Business permanently endows two new faculty chairs, The Rippleworks Endowed Chair for Innovation & Entrepreneurship and the Lam-Larsen Endowed Chair in Financial Technology, which will elevate SF State's focus on innovation-oriented learning and professional development — such as entrepreneurship, commercial incubation, financial technologies and digital currencies.

The Rippleworks Chair will be instrumental in inspiring and guiding SF State students in pursuing innovative careers in emerging markets, entrepreneurship and social entrepreneurship. Doug Galen, Ripplework's co-founder and CEO, is enthusiastic about the potential impact of the foundation's gift. "We believe that many of the world's toughest challenges will be solved by innovative solutions led by inspiring entrepreneurs. We are proud to create the Rippleworks Chair as a direct investment in the high-potential future leaders that are in San Francisco State's diverse community." The Lam-Larsen Endowed Chair in Financial Technology will focus on research and learning at the intersection of finance, data science, and technology.

The Lam Family College of Business has also received funding to establish the Lam-Larsen Fund for Global Innovation. This fund will enable SF State students, faculty, alumni and other experts to come together across disciplines to share ideas, think creatively, and learn all aspects of entrepreneurship. It will nurture a global awareness, encourage students to identify and solve problems, and will foster exceptional, responsible business leaders who know how to "connect the dots" in distinctive, solutions-oriented ways.

# Innovation Pitch Competition

## Congratulations to the 2019 Innovation Pitch Competition Winners!

The second annual Entrepreneurship Symposium and Innovation Pitch Competition was held on April 26, 2019, at our Downtown Campus. Over 20 student entrepreneurs pitched their business startup ideas to a panel of technology and finance experts. Students competed for \$8,500 in prize money generously funded by MUFG Union Bank, N.A.



(left to right) **Andrea Rodriguez**, Project Manager, **Julia Rodriguez**, Marketing Strategist, **Kiana Ayalin**, Agriculture Scientist, **Eddie Briseño**, Co-Founder  
Photo by Ivan Natividad

## 1st Place - DeSpose

**E**DDIE BRISEÑO HAS always seen value in solving problems with scalable solutions. In an effort to address the demand for sustainable waste management, Briseño joined forces with fellow student entrepreneurs Andrea Rodriguez, Kiana Ayalin, and Julia Rodriguez to create DeSpose - an automated in-house composting product.

The compact system uses vermicomposting, the process of worms decomposing organic matter, to turn food scraps into fertilizer that can be used to feed plants in a built-in planter box. The DeSpose team won first place and was awarded \$5,000, which will help them continue product development while they work on their website launch.



## 2nd Place - Ludis



**T**HE IDEA FOR LUDIS came to Erik Fernandez while he was studying abroad in the UK, where he noticed a lack of equipment that could provide detailed feedback to his soccer team. Upon returning to SF State, Fernandez enrolled in Marketing Professor Minu Kumar's New Product Marketing and Management course, and there he teamed up with fellow classmates, fashion designer Evelyn Alvarez and lifelong entrepreneur Enrico Ng. Together, they transformed his concept into a product prototype for Ludis smart leggings, which use an accelerometer and other sensors to provide an immediate report on muscle activation, temperature, and speed. After winning second place and a \$2,500 prize, the Ludis team is on the hunt for potential investors and will be launching a LinkedIn page for their startup in the near future.

(left) **Enrico Ng**, Co-Founder, Junior  
 (center) **Evelyn Alvarez**, Co-Founder, Senior  
 (right) **Erik Fernandez**, Co-Founder & Project Manager, Senior



## 3rd Place - Wine-O's

**A**S AN INTERNATIONAL STUDENT from Shanghai China, Ludwig Pan dreamed of studying in the Bay Area and chose SF State's MBA program because of its inspiring entrepreneurial environment. Pan complemented his passion for finance and sustainability with Danielle La Fors' wine expertise and Evgenia Kushpil's background in hospitality to create Wine-O's, an environmentally-friendly insulated wine box. Wine-O's is designed to protect wine at higher temperatures in an effort to reduce the wine industry's 25% revenue loss during warm months. After winning third place and \$1,000, the Wine-O's team is ready to finish their last round of testing, patent their product, and begin marketing it to companies for licensing.

(left) **Evgenia Kushpil**, Co-Founder, MBA Student  
 (center) **Hassan Ali**, Agile Product Owner at MUFG Union Bank, N.A.  
 (right) **Ludwig Pan**, Co-Founder, MBA Student  
 (not pictured) **Danielle La Fors**, Co-Founder, MBA Student

Photo by Nesa Nabavi



(left to right) Professor Minu Kumar, J Steven Papalia, Andoeni Ruezga, Julia Rodriguez, Cherise Lau, Travis Joseph, Tyus Pettis, Ryan O'Leary, Professor Leigh Jin

# SF State Students take on Product Development Challenge

An Interdisciplinary Group of ten San Francisco State University students, and a group of students and faculty from Italy and China, worked on product development and innovation challenges sponsored by SAP and Barilla through the Sugar Network.

**SUGAR NETWORK** is a global network that brings together multidisciplinary students from universities across the globe and challenges them to solve real-world product development problems posed by corporate sponsors. Through this program, students learn cutting-edge methods in market research, product design, prototyping, testing, and entrepreneurship using design thinking methodology. This international partnership adds to the diversity of the project teams and gives students experience in global collaboration - a skill required in our highly integrated world.

For the SAP Wellbeing Challenge, SF State students received funding from the University of Science and Technology of China (USTC), a top engineering university, to collaborate with their students before co-presenting an innovative solution

at the 2019 SUGAR Network Expo. The team's work started in Fall 2018, when students visited SAP and were presented with the challenge of leveraging smart technology to improve wellbeing in the workplace. Throughout the year, our students worked intensively with Chinese students to finalize two projects: BoT, a smart meeting aid with time management and idea-sharing features, and JoT, a BoT variation with real-time emotion detection and intervention techniques. Both bots are paired with a smartphone app, allowing participants to give feedback and view performance analytics for their meetings.

Impressed with our students' talents, USTC sponsored two trips to China for SF State students. The first trip included an invitation to the Global Kickoff event in the last week of October, where members of the

SUGAR Network gathered to connect with their international teams and meet with corporate sponsors. After graduation, students spent eight more days in China preparing for their presentation as a team. The group was also able to visit QQ Music, a streaming service powered by Tencent and Spotify that boasts over 700 million users, and even got a chance to pitch their ideas to QQ Music executives.

At the SUGAR Expo on June 8, 2019, SF State and USTC students presented their project to SAP Shanghai design-thinking experts, who gave actionable feedback on how to improve their prototypes and build an effective business model to attract investors. Though the Expo does not give out awards, the team's innovative thinking and hard work throughout the year paid off when an Expo attendee offered to invest in JoT.

## A Perfect Score

**INFORMATION SYSTEMS STUDENT SARAH NICOLE ALMADO** achieved a perfect score of 1000 on both the Microsoft Excel and Access Office Specialist certificates. The Microsoft Office Specialist Program provides industry-leading assessments of skills and knowledge through project-based testing, giving students real-world exercises to appraise their understanding of this software.



Student Sarah Nicole Almado



Student Jeffrey Ng and Information Systems Lecturer Daniel Ciomek



**JEFFREY NG**, a Finance major, received the State Championship Microsoft Office Specialist first place award with a perfect score of 1000/1000, qualifying for the Excel Expert exam.

## Business Students Awarded Scholarships — Women in Logistics

**EVERY YEAR**, Women in Logistics holds a competition and awards scholarships to Bay Area students who plan to work in the logistics/supply chain management field. In a recent competition, two LFCoB students, **Rebecca Schiffman** and **Tianna Chapman**, each won \$2,500 scholarships. Since 2004, Women in Logistics has disbursed almost \$80,000 in scholarships to 38 students across some Bay Area higher education institutions. To date, students from the LFCoB have received the most awards.



Student Tianna Chapman



(left to right) Students: **Mohamed Firas Meheisen, Samantha Perez, Jessica Nunez**, alum **Johnathan Siu (B.S., '16)**, Professors: **Susan Roe and Ryan Smith**

## Hospitality and Tourism Management (HTM) Students Received Hotel and Restaurant Foundation (HARF) Scholarships

**HTM STUDENTS MOHAMED FIRAS MEHEISEN, SAMANTHA PEREZ AND JESSICA NUNEZ** each received Hotel and Restaurant Foundation (HARF) scholarship awards after an extensive and competitive review process. In addition, Mohamed Firas Meheisen was selected from a group of 40 students to receive the special Hilda Watson Gifford award, which recognizes one outstanding scholarship recipient and awards additional scholarship funds.

# The Business Stars of Tomorrow

Over 5,000 students walked the graduation line at the San Francisco State University 118th Commencement ceremony, held May 24, 2019, at Oracle Park. Eighteen of these graduates were chosen as honorees for their exceptional academic achievements and service contributions to the University and to their communities.



## 2019 Lam Family College of Business Undergrad Hood Recipient

### Olivia Tsai

Decision Sciences / Finance

**OLIVIA TSAI IS A BAY AREA NATIVE** who is passionate about helping people in her community. In high school, Olivia recorded over 700 hours of community service where she helped the local elementary and middle school that she once attended. It is important to Olivia that she gives back to her community as it helped shape her life into adulthood. Her commitment to helping those around her continued while at San Francisco State as a Decision Sciences and Finance major.



### Alexia Barba

Accounting

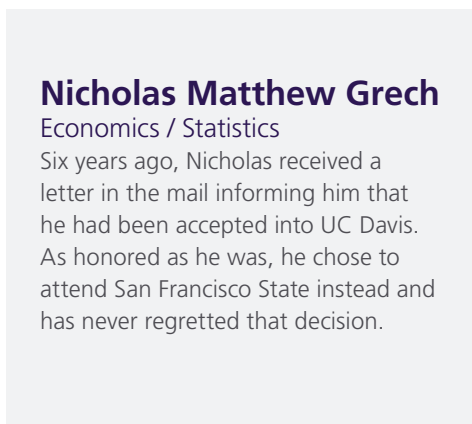
Alexia Barba graduated in December 2018 with a 3.8 GPA in her accounting major. Alexia was an active leader in San Francisco State's student chapter of the Association of Latino Professionals for America (ALPFA), including serving as Secretary, Director of Communications, Vice President, and President.



### Dylan Turney

Finance

The climax of Dylan's college career came on the first day of finals week during fall semester - December 17, 2018. That day, Dylan became the father of a baby boy. He has now started his career as a Financial Analyst at Wells Fargo. Dylan is proud that his son will always remember him as a college graduate.



### Nicholas Matthew Grech

Economics / Statistics

Six years ago, Nicholas received a letter in the mail informing him that he had been accepted into UC Davis. As honored as he was, he chose to attend San Francisco State instead and has never regretted that decision.





**Matthew Douglas Hurd**

General Business / Decision Sciences  
 After working for several tech companies in Silicon Valley for over fifteen years, Matthew decided to pursue his bachelor's degree in business administration. While the work experience was invaluable, the goal of obtaining a college degree became increasingly important.



**Emily Guan**

Information Systems / Decision Sciences  
 Emily Guan was born and raised in San Francisco. Her parents emigrated from China in the hope of providing Emily and her sister with a higher standard of living.

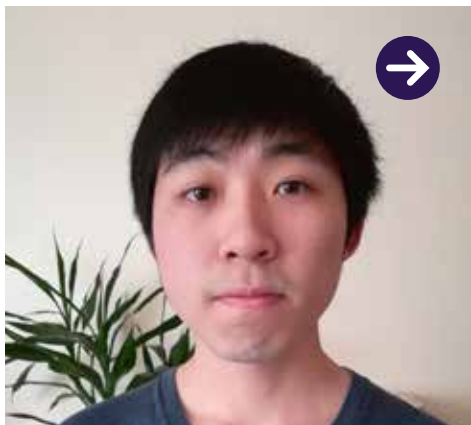
**Wenfeng Ma**  
 Hospitality & Tourism Management  
 Wenfeng Ma is proud to be the Hospitality and Tourism Management Department Undergraduate Honoree. Wenfeng was born and raised in China and came to the United States with his family seven years ago.



**Kevin Huang**

International Business  
 Kevin Huang is a first-generation Chinese-American who was born and raised in San Francisco. He is also a first-generation college student in his family.

**Wade M. Crosson**  
 Management  
 Wade M. Crosson is a native Californian and a San Francisco resident for the past 25 years. He is a human resource professional currently serving as Senior HR Manager for Lawrence Berkeley National Laboratory.



**Trang Huynh**  
 Labor Studies / Spanish  
 Trang Huynh graduated with a major in Labor and Employment Studies and minor in Spanish in December 2018. Prior to her arrival at SFSU, Trang interned with the Vietnamese Chamber of Commerce.



**Wade M. Crosson**  
 Management  
 Wade M. Crosson is a native Californian and a San Francisco resident for the past 25 years. He is a human resource professional currently serving as Senior HR Manager for Lawrence Berkeley National Laboratory.



## Anna Wark

Marketing

Anna Wark's journey to SF State is full of stops and starts. Born in a far east town in Russia, Anna obtained an Associate's degree in Elementary Education from Blagoveshchensk State Pedagogical University.

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# Graduate Honorees



## 2019 Lam Family College of Business Graduate Hood Recipient

**Bozhidar Chakalov**

Master of Economics

**ORIGINALLY FROM SOFIA**, Bulgaria, **Bozhidar (aka Bobby)** moved in 2003, when he was eight years old, to the United States, where he grew up in San Bruno, California. Throughout his life, he has always shown a great interest in healthcare. Bobby co-authored research with Dr. Sepideh Modrek on #MeToo, which brought new methods to text analysis and was presented at several conferences. This research is currently under review for publication with the Journal of Medical Internet Research. Having completed his graduate degree in Economics, he plans to continue building his research skills and pursue a Ph.D. in Economics with an emphasis in health.

Bobby worked as a Research Assistant for Dr. Modrek in the Health Equity Institute at San Francisco State. During his tenure with the University, he was a member of multiple organizations, while holding several positions in the Economics Department. In addition to being a tutor, grader and research assistant in the Economics Department, he served as a Graduate Mentor to the Economics Student Association. During the Summer of 2018, Bobby taught in the Big Data Summer Program – a twomonth program that aims to equip students with the ability to do research and conduct data analysis in social science and health-related fields.



### Bryan McCaffery

Master of Business Administration  
Prior to completing his MBA at the end of the Fall 2018 semester, Bryan studied abroad at Lappeenranta University of Technology in Finland, he joined the SFSU President's Leadership Fellows Program and participated in the 2017 Google Online Marketing Challenge.



### Michelle Tagay

Master of Business Administration, emphasis in Information Systems  
A true Gator, Michelle also received her Bachelor of Science in Business Administration with a concentration in management from San Francisco State University in August 2010.

### Kelly Richmond

Master of Business Administration  
Kelly completed her Master of Business Administration degree in Summer 2018. She is currently employed at The Absinthe Group (TAG), which is a privately-owned restaurant group in San Francisco.



### Kamaria Rutland

Master of Business Administration  
Kamaria was a student in the Fall 2016 MBA for Executives cohort program and completed her degree requirements in Summer 2018. She was honored as an inductee into the Beta Gamma Sigma National Honors Society in Spring 2018. Kamaria works for Marriott International as the North America Sales Learning and Delivery Manager.



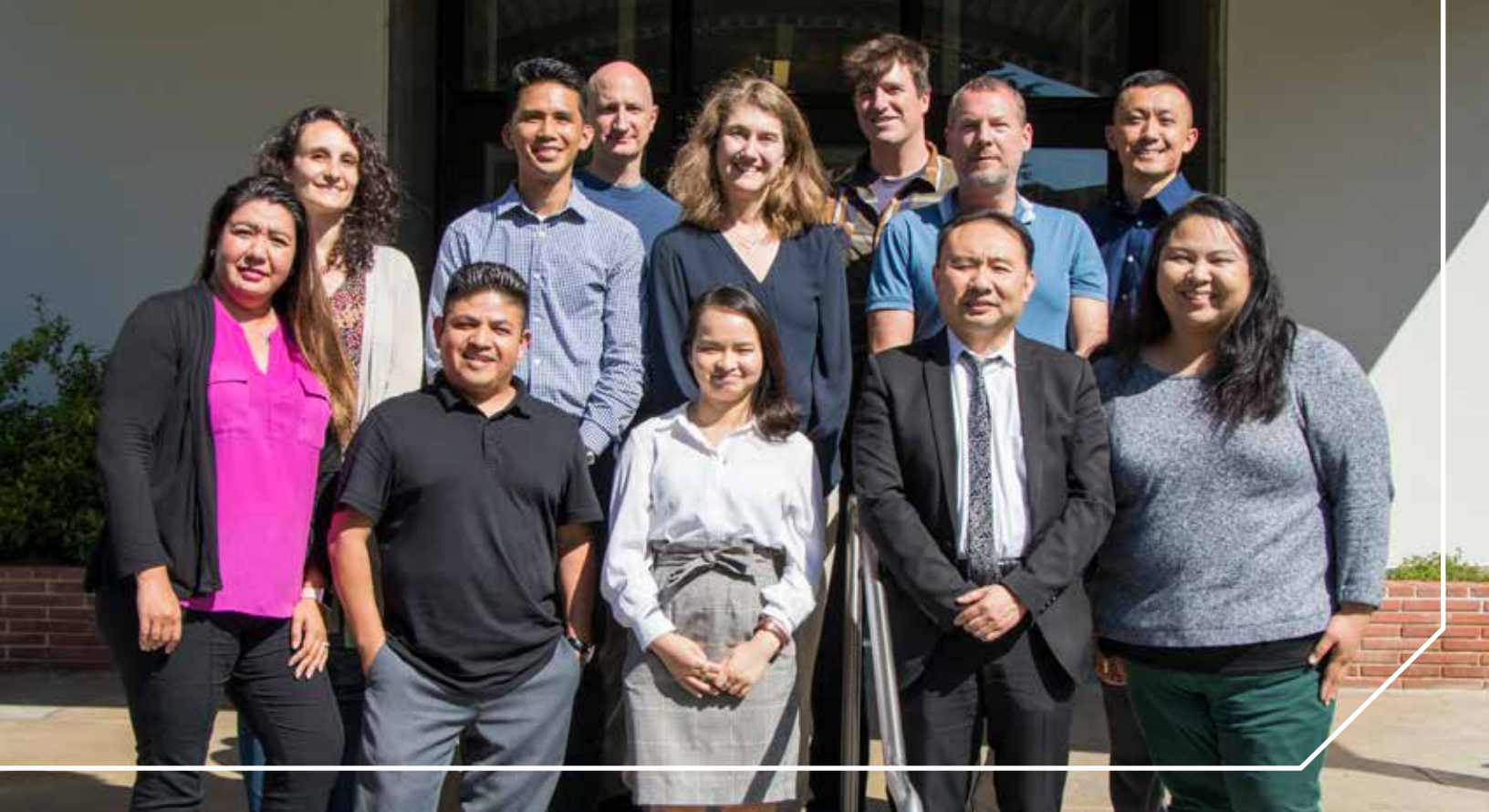
### Jie Zhang

Master of Science in Accountancy  
Jie was very active within the University throughout his studies in the accountancy graduate program. Jie was the Director of Community Service with Beta Alpha Psi; he served as the Treasurer for the Graduate Students in Accounting Association; and he worked as a tax preparer with the Volunteer Income Tax Assistance (VITA) program.

### Shelley Suggett

Master of Business Administration  
Shelley graduated from our MBA for Executives program in Fall 2018. As an accomplished regulatory affairs professional and researcher, she is published in peer-reviewed journals and holds patents for her research endeavors.





Top: **Chris Kingston, Kevin Connor, Jeff Chun**  
Middle: **Dani Tipton, Mel Barbers, Denise Kleinrichert (Interim Associate Dean), Marc Corra**  
Bottom: **Lupe Ramos, Javier Garcia, Hanh Tran, Albert Koo, Audrey Calma**  
Photo by Leia Balliett

# The Student Success Team

The Lam Family College of Business continually invests in operational and academic improvements that support student success. The Student Success Center is dedicated to providing academic support and helps students achieve success in their academic and life goals. Their slogan is “We take care of business.”

## Key services include:

- Academic Advising – Helps students develop an education plan, understand degree and program requirements, declare or change their major, and stay on track to complete their program.
- Graduation and Commencement – Assistance with the graduation application process and preparations for commencement.
- Metro Academy of Business Advising – A two-year learning community offering eligible undergraduate students personalized in-class academic support, advising and tutoring.
- Scholarships and Honors – More than 30 scholarship opportunities are available to our students.
- Study Abroad – In keeping with the College’s focus on providing students with a global perspective, we encourage them to study abroad for one semester or a full year at one of our 20 partner universities around the world.



# Strength and Success by the Numbers!

The Lam Family College of Business Student Success Center (LFCoBSSC), in close coordination with the shared LFCoB/UAC advisors, comprise the College Success Team (CST). This dynamic advising team conducted targeted communications and outreach with each segment of our student population (freshman, sophomores, juniors, and seniors) and delivered advising support to students, helping them make progress toward graduation in a timely manner.

## Class Visits Promoting Advising and Student Success Services

**IN SPRING 2019**, the LFCoBSSC staff visited multiple classrooms representing a cross-section of academic courses to promote our student success services to students. Over 1,300 students were informed through these efforts.

<b>BUS 300</b>	<b>14 sections</b>	<b>350 students</b>
<b>DS 412</b>	<b>10 sections</b>	<b>529 students</b>
<b>FIN 350</b>	<b>5 sections</b>	<b>225 students</b>
<b>FIN 355*</b>	<b>1 section</b>	<b>25 students</b>
<b>ISYS 363</b>	<b>2 sections</b>	<b>185 students</b>

\*requested by faculty

## Online Change of Major

During the fall 2018 semester, a total of 556 students benefited from the online change of major feature. In spring 2019, a total of 367 students benefited from this streamlined process.

## Piloting the Fully Online Graduation Application

In fall 2018, the LFCoB worked in close partnership with the Registrar's Office to experiment with the utilization of the Degree Progress Report (DPR) in the Campus Solutions system to replace the paper application for spring and summer 2019 graduation. Students in the

Bachelor of Science in Business Administration (BSBA) with a Concentration in Marketing, who were not earning a minor or a double major, were selected as the pilot group. A total of 141 students successfully earned their degree for spring 2019, after completing the fully online graduation application process.

## Grad App Express

In spring 2019, the LFCoBSSC provided four hands-on Grad App Express workshops to help students navigate the complexity of applying for graduation. Advisors were in the room to directly guide students through the various components of the graduation application. As a result, 70 attendees left the session with their graduation application successfully completed.

## High-Unit Project

In spring 2019, the CST launched a successful advising campaign to provide proactive advising to high-unit students. Through this project, the CST reached out to 3,031 students and conducted 23 graduation workshops. 770 students successfully earned their degrees in spring 2019. The LFCoB had an astounding 98.21% graduation rate based on all graduation applications submitted. Below is a breakdown of some key metrics:

<b>HUP Student Caseload</b>	3,031
<b>Outreach Efforts (phone calls and emails)</b>	4,356
<b>Appointments Attended</b>	254
<b>Pre-Graduation Workshops Total</b>	23
<b>Pre-Graduation Workshops Student Attendance</b>	52
<b>Graduation Applications Submitted</b>	784
<b>Students Graduated</b>	770
<b>Graduation Denials</b>	14
<b>Graduation Rate %</b>	98.21
<b>Denial Rate %</b>	1.79

# CAREER SERVICES & PROFESSIONAL DEVELOPMENT

The Career Services & Professional Development Center at the Lam Family College of Business provides students and alumni with career-readiness workshops and access to employment and internship postings from employers in the San Francisco Bay Area and beyond.

**T**HE CENTER had two graduate students from the SF State Counseling program assisting students and employers this past year. Additionally, the Center's staff and alumni, who work at employers such as Google, Nikon, Tesla, Pixar, the Peace Corps, and more, held student mentoring sessions and resume development workshops, and provided access to open recruiting and career positions.

They also shared valuable employment insights and tips. For example, one skills-development panel discussion covered topics such as best interview tips, biggest career 'aha' moment, finding a career cheerleader or mentor, career do-overs, how to become a leader in your career.

**3,600  
Students**

The number of students who have received support from the Career Services & Professional Development Center since 2016.

## Student engagement with Career Services & Professional Development Center staff includes:

- Group workshops and mock sessions on resume development, interview skills, and practicing how to network with professionals
- Training on how to stand out from other job candidates, how to build confidence, and how to develop a LinkedIn profile for a job search
- Advising and facilitation of career employment opportunities through in-person appointments, office drop-in hours, phone appointments, email communications
- Guest speaker events
- Online listing of internship and job opportunities and related support
- Employer Recruiting Events and Information Sessions
- And more!

# The Center for Ethical & Sustainable Business

Launched in 2011, the Center for Ethical & Sustainable Business (CESB) provides LFCoB students with opportunities for active engagement with the Bay Area business community related to sustainability and ethical business practices, including environmental impacts and social justice.



**THE CESB'S FLAGSHIP EVENT** is the annual Business Ethics Week held in November, where they highlight the connections between business endeavors and their impacts on communities. Business Ethics Week brings business representatives to our campuses to engage directly with our students on a wide range of topics. Our faculty also participate in this event by bringing special topics into their classroom lectures and sessions that are related specifically to the themes covered during Business Ethics Week. In November 2018, CESB featured the following important topics and guest speakers:

#### **Accelerating Sustainability from Bean-to-Bar**

Guest Speakers:

- Greg D'Alesandre, Dandelion Chocolate
- Cynthia Jonasson, Dandelion Chocolate

#### **Empowering Innovators for the Planet**

Guest Speakers:

- Anna Thoma, Senior Program Manager, Tesla Academy
- Debra Tomaszewski, Founder and CEO, Marin Bee

#### **Greening our Infrastructure**

Guest Speakers:

- Dr. Juliet Lamont, Ph.D., Green Infrastructure Expert, Creekcats Environmental Partners
- Dr. Phil Price, Ph.D., Environmental Statistician, Creekcats Environmental Partners

#### **Ethics at Work: Careers in Finance, Ethics and Compliance**

Guest Speaker:

- Wesley Wong, Attorney, Lorber, Greenfield & Polito LLP

#### **Eat Well (and Right): Local Food and Farmer Justice**

Guest Speakers:

- Tim Shaw, M.P.A. and M.A., Chef Instructor, Vista Room at San Francisco State University
- Paola Diaz, Farmer Justice Fellow, Pesticide Action Network

#### **World Without Plastics: Sustainable Packaging**

Guest Speaker:

- Paul Tasner, CEO and Co-Founder, Pulpworks

#### **Sustainability at San Francisco State University**

Guest Speakers:

- Caitlin Steele, Director of Sustainability and Energy
- Nick Kordesch, LEED Sustainability Specialist
- Jack Steinmann, Student Leader, Environmental Resource Center

#### **Women at the Forefront: Careers of the Future**

Guest Speaker:

- Deborah Acosta, CEO, We Accelerate Women's Impact

#### **Navigating Climate Change: Strategy in Practice**

Guest Speaker:

- Yoon Kim, Director of Advisory Services, Four Twenty Seven

#### **Community Engagement: On Land and Sea!**

Guest Speaker:

- Maia Kolbeck, Aquarium of the Bay

#### **Sustaining our Next Generation:**

##### **An Intimate Look at the Small Family Farm**

- The Last Crop, a film on California Farms

##### **Keynote: Artificial Intelligence and Ethics - Genetic Privacy and Database Re-identification Risks**

Guest Speaker:

- Professor Russ Altman, MD, Ph.D., Stanford University

# Student Testimonials



## Lorena Medel

Undergraduate, Marketing

I am thankful for all the opportunities I have received although being selected to be an SFSU intern changed my life. In 2018, I applied to the Marketing Department to be an intern to support organizing the Digital Marketing Expo. This opportunity opened my mind to different options that I could pursue as a professional marketer. The guest speakers inspired me to believe in myself and to not be afraid of taking risks. Nowadays, I'm planning on opening a photography studio where I plan to combine marketing, photography and visual communication to photograph high-end weddings. Next semester, I will get a Bachelor's degree in Business Administration with a Marketing Concentration, and right after, I plan on starting a Master's degree in Fine Arts with a Visual Communication Concentration. At San Francisco State University, I found the inspiration to create an innovative professional pathway.

## Lucero Davalos

Undergraduate, Business Administration

Born and raised in a small town in Jalisco, Mexico, I moved to the Bay Area with my family in the pursuit of higher education and better opportunities to realize my dreams. My dream was to attend San Francisco State University to study business. I always knew that dreams can come true if you have the courage to pursue them, even if you come from very "humble beginnings." During my second year in SFSU, I moved to Silicon Valley where I fell in love with technology. Being in Silicon Valley, which is the place of innovation, gave me the courage to pursue a bachelor's in business administration with a concentration in information systems. I was always so fascinated at the way that technology has impacted the world and changes people's lives for the better.



## Thing Tang

Undergraduate, Business Information Systems

I got a job offer from Google after graduation thanks to the support from Lam Family College of Business Career Services and valuable advice from my Information Systems professors. The Lam Family College of Business has given me an incredible amount of resources and necessary skills to become prepared for my career. In fact, the Career Services team is extremely helpful and willing to mentor me in regards to one-on-one resume reviews and mock interviews. Moreover, the Information Systems Department in the Lam Family College of Business has shaped me into a deep critical thinker with enthusiasm and curiosity in data science. I would not have reached my goals without the help of Career Services and the Information Systems department. I am proud to be a part of the SF State family.

## Monica DiLullo

Graduate, Economics

While studying Economics at San Francisco State, I had the opportunity to partner with a local non-profit organization through my Health Economics and Research class. Through the partnership facilitated in this class, I helped the organization survey the students they serve and learned valuable lessons about how organizations quantify their impacts in the real world. Working alongside my department chair and mentor, we co-authored a paper on this pedagogy that we are currently in the process of getting published. Now in my current position, my primary function is to use survey data to quantify the social impacts of my company. The experience I gained through my work with the Economics Department was invaluable in helping me land my current job and will surely continue to propel me forward in my career.



# Scholarships

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



Photo by Leia Balliett

- Aaron Anderson Memorial Scholarship: **Linda Heng**
- Agid Family Scholarship Endowment: **Olivia Chapin, Daniel Gill, Elizabeth Shargel**
- Bear Family Endowed Scholarship: **Terah Lawyer**
- BOMA SF Foundation Scholarship
- Carmelina Narciso Scholarship Endowment
- Chevron Scholarship Fund: **Weiqi Jiang**
- CIO Scholarship Fund: **Sandeep Gurung, Mariana Liv, Elfy Arrizon Perez, Jennifer Thresher**
- Dale McKeen Memorial Scholarship
- Don Mar Scholarship
- Don W. Scoble Endowment Scholarship: **Monica Dilallo, Aditi Grossman**
- Ernest C. Dillard Sr. Endowed Scholarship for Labor Studies: **Denise Apuzzo, Dupe Bradford**
- George Feliz Memorial Scholarship: **Bozhidar Chalov, Angie Escovar, Jack Friedman, Marne Silk**
- Hong Kong Association of Northern California Scholarship: **Yuanhang Chen, Sze Wa Cheng**
- Janet Sim Scholarship Endowment
- Janice & John Gumas Endowed Marketing Scholarship: **Kiarash Mosaageri**
- Jeff Clavin Memorial Scholarship by InterContinental Hotels Group
- Kaiser Permanente Ethics & Compliance Scholarship
- Kawaguchi Family Scholarship Endowment
- Legal Marketing Association of the Bay Area Erick Vargas Scholarship: **Julianna Jacoboni**
- Leona M. Bridges Endowed Scholarship: **Julianna Jacoboni**
- Linda & Nathaniel Oubré Leadership Scholarship
- Manny Mashouf Endowed Scholarship: **Ahmed Almarwani**
- Martinelli Family Scholarship Endowment: **Emily Nunez-Rosario**
- Michael Jon Alton Scholarship Endowment: **Elizabeth Ocampo**
- Mitsuko Duerr Endowed Scholarship
- MUFU Union Bank Veteran's Scholarship
- Nancy Lee Mar Vista Room Scholarship
- Nikon Precision College of Business Scholarship: **Denise Apuzzo**
- Ramona K. First Award Scholarship: **Xiaowen Chen, Dysson Viemann-Conley**
- Ramona K. First Scholarship Endowment: newly endowed
- Ramsey Family Scholarship Endowment
- SF State Accounting Scholars Program Scholarship
- SF State College of Business Scholarship: **Julianna Jacoboni**
- SKAL International Scholarship
- Valerie Hashimoto Scholarship
- Wallace Fund for Diversity Scholarship: **Ivette Arreola, Julianna Jacoboni, Jennifer Lopez, Aye Thu**
- Yetta K. Zetony Scholarship: **Denise Apuzzo**
- Yumi Satow Vista Room Scholarship: **Tina Nguyen**



Top: Heather Rosa, (unidentified person), Kristy Ung, Luiz Ramirez, Brian De Leon, Amit Bhardwaj, Nicholas Foelich  
 Middle: Waseem Albarati, Edgar Granados, Katelynn Klingler, David Santos-Garcia, Brenda Ponce, (unidentified person), Tiffany Yeh  
 Bottom: Kimberly Liu, Vanessa Lamas

# Commercial Real Estate Fellowship Program

For the second year in a row, the Commercial Real Estate Alliance for Tomorrow's Employees (CREATE) has partnered with SF State to develop future global leaders through the Commercial Real Estate (CRE) Fellows program. CREATE is a collaborative effort between leading commercial real estate companies and service arms to address the industry's growing workforce challenges throughout the San Francisco Bay Area.

## Employers who hired Commercial Real Estate fellows for jobs or internships:

- Cushman & Wakefield
- Harsch Investment Properties
- Jamestown
- Jones Lang LaSalle (JLL)

**THE CRE FELLOWS PROGRAM** is a two-semester program that prepares students to be job-ready in the commercial real estate market through bi-weekly, two-hour sessions during the fall and spring semesters. Topics include property management, asset management, and construction and project management. The second cohort of 24 fellows, who were selected after an extensive application and interview process, started the program in September 2018. The fellows networked with commercial real estate industry professionals and were able to see the concepts they learned during these sessions come to life through on-site building tours.

On May 15, 2019, the final 2019 Commercial Real Estate Fellows Cohort session was held at the SF State Downtown Campus, where the fellows were awarded their certificates of program completion (see photo above).

This program has opened career doors for students – some fellows were selected for mentorship, internships, and job opportunities in the commercial real estate industries. The third cohort for the CRE Fellows Program was recruited during summer 2019 and started their program in August 2019.



# The Innovation and Entrepreneurship Fellows Program

Launched in fall 2018, the Innovation and Entrepreneurship Fellows Program is made possible by the generous support of MUFG Union Bank, N.A. This program is designed to prepare interdisciplinary teams of students to become innovative global leaders as they develop the entrepreneurial skills necessary to successfully launch their own startup businesses.

**T**HE INAUGURAL COHORT started with 25 motivated student fellows. They learned how to use design-thinking tools to help them generate ideas for new products and services, analyzed who their customers were and how to find them, built working prototypes for their products or apps through collaboration with a functionally diverse team, prepared a business plan, and pitched their startups to venture capitalists and other investors. The fellows worked with a team of mentors from the design and business communities to accomplish the above milestones.

This program ran for two semesters, from September 2018 to May 2019, and was comprised of 15 two-hour workshops led by experts in various elements of entrepreneurship and innovation, along with a few online meetings. Highlights included workshops on design thinking, patenting, business model canvas development, and pitch development. The fellows also attended a popular hackathon, SF Hacks, to help them prepare for the Lam Family College of Business's Innovation Pitch Competition held in April 2019.

**“Students who succeeded in this program shared several attributes. They were empathetic to the needs of the target market, used integrative thinking, were optimistic even in the face of insurmountable difficulties...”**

As the rigors of the program challenged the 25 fellows to build their startup, only 15 students were ultimately able to do so. These 15 fellows made up three multidisciplinary teams and applied their unique skills and knowledge from their academic fields, which included computer science, mechanical engineering,

business, marketing, management, industrial design, and other areas. “Students who succeeded in this program shared several attributes. They were empathetic to the needs of the target market, used integrative thinking, were optimistic even in the face of insurmountable difficulties, were unafraid of experimenting with wild and crazy ideas, and collaborated with their teammates to get work done. They just unleashed their entrepreneurial spirit!” stated the Innovation & Entrepreneurship Fellows Program director, Marketing Professor Minu Kumar.

Student fellows in an Innovation and Entrepreneurship workshop.  
Photo by Samson Lew



Special thanks to the program sponsor:



# Faculty News Highlights



Civil Works Administration workers in Minnesota repair a sewer.  
Credit: FDR Presidential Library and Museum

## Management Professor Ron Purser Publishes New Book, *McMindfulness: How Mindfulness Became the New Capitalist Spirituality*



**IN JULY 2019**, Management Professor Ron Purser launched his book, *McMindfulness: How Mindfulness Became the New Capitalist Spirituality*, which has received extensive international and domestic media coverage from BBC, The Guardian, KQED, The Nation, VICE News, and other media outlets. In his book, Purser provides commentary on the corporatization of self-care, calling corporate mindfulness “a salve for tolerating oppressive working conditions.”

While Purser does not disregard the positive impact of mindfulness on an individual level, he questions who is to gain from the mindfulness-based wellness programs emerging in highprofile corporations. “It’s almost like neoliberal capitalism has a capacity to devour and invade these practices,” he says, “that’s why I called *McMindfulness* the new capitalist spirituality.”

## Economics Professor Sepideh Modrek Receives a \$2.5 Million Grant



**WITH SUPPORT FROM** a \$2.5 million five-year grant from the National Institute on Aging, a division of the National Institutes of Health, Economics Assistant Professor Sepideh Modrek, Stanford University Professor David Rehkopf and student researchers from SFSU and Stanford will study the health outcomes for children whose parents benefited from New Deal programs. Their hope is to discover lasting health impacts of New Deal programs, such as the installation of electricity in certain areas and school lunch programs, to inform public policy in the future. Final study results will be available in 2023.

## Professor Emeritus Robert C. Nickerson Receives Sandra Slaughter Service Award



### INFORMATION SYSTEMS PROFESSOR EMERITUS ROBERT C. NICKERSON

received the Sandra Slaughter Service Award, recognizing members of the Association for Information Sciences who have provided leadership and service through AIS journals and events. The most impactful leaders in the research, teaching, practice, and study of information systems are chosen from a pool of nominees by a selection committee that includes representatives from the United States, Finland, Taiwan, France, Singapore and Italy.



## Accounting Assistant Professor Katherine Hetherington Receives Call to Service Grant

**ACCOUNTING ASSISTANT PROFESSOR** Katherine Hetherington was awarded a \$2,500 Call to Service

Grant by the Institute for Civic & Community Engagement at San Francisco State.





Professor of Marketing Gulnur Tumbat holds up an SF State flag at the Mount Everest summit on May 21, 2018.

## ↑ Marketing Professor Gulnur Tumbat Climbs Mt. Everest

**ON MAY 21, 2018**, Marketing Professor Gulnur Tumbat became one of only 4,833 people to successfully climb Mount Everest, and the first Turkish woman to summit the mountain from the Nepal side. While nearly 300 people have died attempting to reach Everest's peak, Tumbat said the risk was worth the reward.

In the same vein, she encourages her students to be persistent in achieving their goals. "When you get up there, it's like you're on another planet. But you have to keep moving. Stopping increases your chances of dying," she reflects. "As a scholar, I believe if you go to extreme contexts you are able to question what you consider is normal. That was my motivation with Everest."



## → Labor and Employment Studies Program Chair and Professor John Logan Quoted in News Stories on Labor Unions

**PROFESSOR JOHN LOGAN** commented on a September 10, 2018, BuzzFeed news story about working conditions at Amazon and the growing

interest by some to unionize employees. He said, "Amazon is becoming such a significant player in so many different parts of the economy — in the grocery sector, in home delivery, and commerce."

Logan was also quoted in a Sacramento Bee article published March 26, 2019, that discussed how conservative groups are recruiting California public workers for lawsuits. Referring to the sheer number of anti-union lawsuits, Logan commented, "I think that is a strategy in itself." He added, "These cases have not been successful so far, but unions still have to devote resources and time and energy to defending these cases when they could be doing other things — providing services, representation to members, trying to organize non-members, etc."



## ↓ Marketing Associate Professor Bruce Robertson featured on EdSurge for His Use of Technology to Personalize Learning

**IN A MARCH 11, 2019**, article, Marketing Professor Bruce Robertson detailed the logistics and mindset behind online and hybrid classes — both a solution to rising class sizes and a way to customize education for the modern student. He explained that through a modular learning system students are able to choose from content delivery options (textbook, downloadable study guides, lectures) and interaction options (in-person or online). This provides students with the flexibility to learn at their own pace and to select learning modules in any order, creating an individualized learning experience. Robertson noted that today's technologies make it easier than ever to create, distribute, and navigate a curriculum.

# Faculty Awards and Research

## Research Grant Awards

### Pedagogical Research

- **Priyanka Joshi** (Management). Proposed topic: Assigning leadership roles in class: An intervention to enhance student leader identity.

### Inter-departmental Research

- **Sepideh Modrek** (Economics), **Carrie Holschuh** (Nursing), **Anagha Kulkarni** (Computer Science), **Venoo Kakar** (Economics), **Anastasia V. Smirnova** (English). Proposed topic: What is the quality of information on long-acting reversible contraceptives (LARC) provided by university health centers and their social media accounts? A preliminary analysis of online resources.
- **Anoshua Chaudhuri** (Economics), **Yeon-Shim Lee** (Social Work), and **Grace J. Yoo** (Asian American Studies). Proposed topic: Experiences of Chinese, Filipino, Indian and Korean H1B Visa Workers in the United States: Caring for Family Abroad.

### Discipline-based Research

- **Christopher Yost-Bremm** (Finance). Proposed topic: Machine Learning in Finance - A Systematic Review and Experiment.
- **Minu Kumar & Sina Damangir** (Marketing). Proposed topic: "Halo Products and Their Effect on the Perceptions of Other Products in the Brand Portfolio."
- **Nara Jeong** (Management). Proposed topic: When CEO Political Ideology Meets Government Political Ideology: Its Impact on Corporate Social Performance.
- **Shih-Chu Chou** (Accounting). Proposed topic: Macroeconomic Predictability of Analysts Forecasts: Evidence from Industry Centrality.
- **Zuzana Janko** (Economics), **Venoo Kakar** (Economics). Proposed topic: Understanding the Determinants of Health Care Expenditures.

## Exemplary Research Awards

- **Yifan Li** (Accounting). Givoly, Dan., Li, Yifan., Lourie, Ben and Nekrasov, Alexander. "Key Performance Indicators as Supplements to Earnings: Incremental informativeness, Demand Factors, Measurement Issues, and Properties of Their Forecasts," *Review of Accounting Studies*.
- **Michael Bar** (Economics). Michael Bar, Moshe Hazan, Oksana Leukhina, David Weiss and Hosny Zoabi. "Why did rich families increase their fertility? Inequality and marketization of child care," *Journal of Economic Growth, Springer Publishing*.
- **Li, Chenwei** (Management). Li, Chenwei., Liang Jian., and Farh, Jiing-Lih. "Speaking up when water is murky: An uncertainty-based model linking perceived organizational politics to employee voice," *Journal of Management, SAGE Publishing*.

## Research Productivity Award

### Spring 2019

- **Jung Hoon Kim** (Accounting). Barua, A., Kim, J. H., Yi, S. "Hierarchy of earnings thresholds based on discretionary accruals," *Advances in Accounting*.
- **Sepideh Modrek** (Economics). Modrek S, Chakalov B. "The Spark of the #MeToo Movement: Text Analysis of the Early Twitter Conversation," *Journal of Medical Internet Research*.
- **Todd Feldman** (Finance).
  1. Feldman, T., Jung, A., and Lin, S. "Stock Returns and VIX Futures Curve," *Journal of Wealth Management*.
  2. Feldman, T. "Emerging Market Funds: They May not Enhance Allocation" *Journal of Index Investing*.

- **Nasser Shahrabi** (Information Systems). Modrek S, Chakalov B. Beckman P., Shahrabi N. "Behind the Scenes: Applying Social Network Analysis to Unfold Entrepreneurs' Investment Decisions," *International Journal of Entrepreneurial Venturing*.
- **Ian M. Dunham** (Management).
  1. Dunham, I. M. "Landscapes of financial exclusion: Alternative financial service providers and the dual financial service delivery system," *Business and Society Review*.
  2. Friedline, T., Dunham, I. M., & O'Brien, M. "The financial services environment and schools' savings rates in the San Francisco Kindergarten to College program," *Journal of Consumer Affairs*.
- **Ian Clark Sinapuelas** (Marketing). Ian Clark Sinapuelas, and Foo Nin Ho. "Information exchange in social networks for health care", *Journal of Consumer Marketing*.

### Fall 2018

- **Susan Cholette** (Decision Sciences). Riccardo Accorsi., Susan Cholette., Riccardo Manzini., and Alessandro Tufano. "A hierarchical data architecture for sustainable food supply chain management and planning," *Journal of Cleaner Production, Elsevier Publishing*.
- **Julia Miyaoka** (Decision Sciences). K. S. Azoury., and J. Miyaoka. "A simple EOQ-like solution to an inventory system with compound poisson and deterministic demand," *Journal of Supply Chain and Operations Management, Wiley Publishing*.
- **Sada Soorapanth** (Decision Sciences). Terry Young., Sada Soorapanth., Jim Wilkerson., Lance Millburg., Todd Roberts and David Morgareidge. "The costs and value of modelling-based design in healthcare delivery: five case studies from the US Health Systems," *Health Systems, Taylor & Francis Publishing*.

- **Yabing Zhao** (Decision Sciences).
  1. Chuang, C. H., and Zhao, Y. Effects of Demand Stimulation in Finished-goods Inventory Management in the U. S. Automobile Industry. *International Journal of Production Economics*, Elsevier Publishing.
  2. Miyaoka, J., Ozsen, L., Zhao, Y., and Cholette, S. "Experiential Undergraduate Operations Management Course Engages Students," *Journal of Supply Chain and Operations Management*, Wiley Publishing.
- **Sepideh Modrek** (Economics). Chen Chen and Sepideh Modrek. "Gendered impact of solid fuel use on acute respiratory infections in children in China," *BMC Public Health*.
- **Shengle Lin** (Finance). Todd Feldman., Shengle Lin., and Alan Jung. "US Stock Returns and VIX Futures Curve," *Journal of Wealth Management*.
- **Chris Yost-Bremm** (Finance).
  1. Yost-Bremm, C., and Jackson, T. "Environmental Risk Premiums and Price Effects in Commercial Real Estate Transactions," *The Appraisal Journal*.
  2. Au Vo., and Chris Yost-Bremm. "A High-Frequency Algorithmic Trading Strategy for Cryptocurrency," *Journal of Computer Information Systems*, Taylor & Francis group.
- **Veronica Robelo** (Management).
  1. Courtney L. McCluney and Verónica Caridad Rabelo., "Conditions of visibility: An intersectional examination of Black women's belongingness and distinctiveness at work," *Journal of Vocational Behavior*, Elsevier Publishing.
  2. Verónica Caridad Rabelo and Ramaswami Mahalingam., "They really don't want to see us": How cleaners experience invisible 'dirty' work," *Journal of Vocational Behavior*, Elsevier Publishing.
- **Chenwei Li** (Management). Li, Chenwei., Sun, L.-Y., Dong, Y. "Innovating via building absorptive capacity: Interactive effects of top management support of learning, employee learning orientation and decentralization structure," *Creativity and Innovation Management*, Wiley-Blackwell Publishing.
- **Deanna Wang** (Marketing). Ho, F. N., Wang, D., Ho-Dac, N., and Vitell, S. J. "Nature and Relationship Between Corporate Social Performance and Firm Size: A Cross-National Study," *Social Responsibility Journal*, Emerald Group Publishing Limited.

## Research Seminar Talks

- **2018/11/10**, "An exploratory study of the role of e-learning in hospitality & tourism & social entrepreneurship in developing economies," Colin Johnson, Professor, Hospitality and Tourism Management.
- **2018/9/11, Talk 1:** "Wait, wait, please tell me what is the risk of the drug in that commercial?" Minu Kumar, Associate Professor, Marketing Department. **Talk 2:** "Performance Effects in Dyadic Supply Chains: An Empirical Examination," Yabing Zhao, Assistant Professor, Decision Sciences Department.
- **2019/8/2, Talk 1:** "Two Trees with Heterogeneous Beliefs: Spillover Effect of Disagreement," Han, B., Lu, L., and Zhou. Y. *Journal of Financial and Quantitative Analysis*. Yi Zhou, Assistant Professor, Finance Department. **Talk 2:** "Faith, Theoria and OMT: A Christian and a Buddhist walk into a Business School," Purser, R.E., and Dyck, B. *Academy of Management Perspectives*. Ronald E. Purser, Professor, Management Department.
- **2019/12/4, Talk 1:** "Six-Sigma Methodologies in Airline Operations," Ramesh Bollapragada, and Vivian Chan. Ramesh Bollapragada, Professor, Decision Sciences Department. **Talk 2:** "Does Google search data improve macroeconomic forecasts?" Venoo Kakar. Venoo Kakar, Assistant Professor, Economics Department.



# Meet Our New Faculty



## Sungha Jang

Associate Professor, Marketing

Research interests include: Consumer search behavior and choice decision; Keyword search advertising; Financial services marketing; Bayesian estimation and text mining analysis methods



## Shuoyuan He

Assistant Professor, Accounting

Research interests: Capital markets and financial reporting; Analysts' research; Earnings forecast; Earnings



## Ebru Ipek

Assistant Professor, Management

Research interests: Career mobility with a focus on return migration and the impact of identity on career decisions and success; Cross-cultural management with a focus on bicultural, expatriate management, and the integration of refugees and immigrants into the workforce.



## Chang Hyung (Max) Lee

Assistant Professor, Economics

Research examines how the public policy and social identity affect individual's preference over education.

# Congratulations to our Promoted Faculty

## *Promotion from Associate Professor to Full Professor*



**Chun-Chia Chang**  
Accounting



**Michael Bar**  
Economics



**Minu Kumar**  
Marketing

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## *Tenure and Promotion from Assistant Professor to Associate Professor*



**Hamed Hasheminia**  
Decision Sciences



**Venoo Kakar**  
Economics



**Yi Zhou**  
Finance

# Tenured & Tenure-Track Faculty, Fall 2018

## ACCOUNTING

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

## DECISION SCIENCES

- Ramesh Bollapragada, Carnegie Mellon University
- Rex Cheung, University of California, Davis
- Susan Cholette, Stanford University
- Jamie Eng, Harvard University
- Hamed Hasheminia, University of British Columbia
- Stewart Lui, University of California, Berkeley

- Julia Miyaoka, Stanford University
- Leyla Ozsen Intrevado, Northwestern University
- Theresa Roeder, University of California, Berkeley
- Robert Saltzman, Stanford University
- Sada Soorapanth, University of Michigan
- Vaidyanathan Udayabhanu, Carnegie Mellon University
- Yabing Zhao, University at Buffalo—The State University of New York

## ECONOMICS

- Michael Bar, University of Minnesota
- Sudip Chattopadhyay, University of Illinois, Champaign-Urbana
- Anoshua Chaudhuri, University of Washington
- Kirill Chernomaz, Ohio State University
- Chenghao “Matt” Hu, University of California, Davis
- Zuzana Janko, University of California, Riverside
- Venoo Kakar, University of California, Riverside
- Philip King, Cornell University
- Chang Hyung “Max” Lee, University of California, Santa Barbara
- Sepideh Modrek, University of California, Berkeley
- Michael Potepan, University of California, Davis
- Veronica T. Sovero, University of California, Los Angeles
- Lisa Takeyama, Stanford University

## FINANCE

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

## HOSPITALITY AND TOURISM MANAGEMENT

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

## INFORMATION SYSTEMS

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

## INTERNATIONAL BUSINESS

- Bruce Heiman, University of California, Berkeley
- Sergey Lebedev, University of Texas—Dallas
- Yi-Kuan Lee, Rensselaer Polytechnic Institute
- Joel Nicholson, Florida State University
- Roblyn Simeon, University of California, Berkeley
- Gerardo Ungson, Pennsylvania State University
- Lihua Wang, Northwestern University
- Yim-Yu Wong, University of Nebraska—Lincoln
- Nini Yang, University at Buffalo—The State University of New York

## LABOR & EMPLOYMENT STUDIES

- John Logan, London School of Economics and Political Science

## MANAGEMENT

- Michael Albert, Georgia State University
- Sally Baack, University of Southern California
- Robert Bonner, University of Texas at San Antonio
- Geoffrey Desa, University of Washington
- Ian M. Dunham, Temple University
- Connie Marie Gaglio, University of Chicago
- Ebru Ipek, Simon Fraser University
- Nara Jeong, Washington State University
- Priyanka Joshi, University of Southern California, Marshall School of Business
- Denise Kleinrichert, University of South Florida
- Guido Krickx, University of California, Los Angeles
- Eric Lamm, Boston College
- Chenwei Li, University of Alabama

## MANAGEMENT (CONTINUED)

- Antoaneta Petkova, University of Maryland
- Ronald Purser, Case Western Reserve University
- Veronica Rabelo, University of Michigan
- Manely Sharifian, University of Alberta
- Oscar Stewart, University of North Carolina at Charlotte
- John Sullivan, University of Florida
- Tom Thomas, University of California, Berkeley
- Smita Trivedi, George Washington University
- Dayna Walker, Claremont Graduate University

## MARKETING

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



# Master of Science in Business Analytics

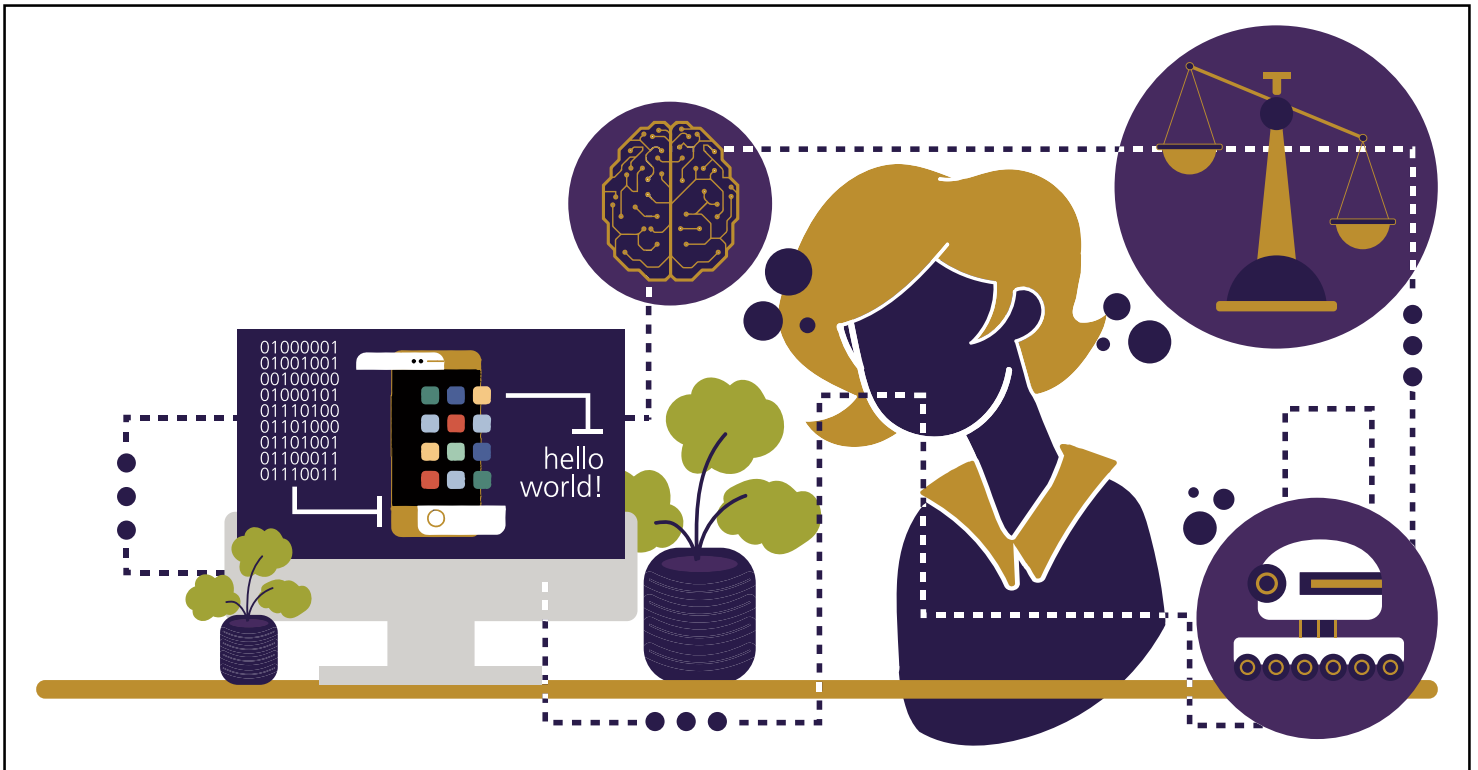
Launched August 2019

**S**AN FRANCISCO STATE UNIVERSITY'S new Master of Science in Business Analytics (MSBA) program prepares students with the advanced knowledge, technical skills and business acumen they need to lead and manage a broad range of analytics and data science projects. As a STEM-certified degree program, our MSBA qualifies certain international students to apply for 36-month Optional Practical Training. This program is designed for those with a strong quantitative and analytical academic or professional background seeking to enhance their knowledge and skills in business analytics and data science.

The program can be completed in as few as three semesters as a full-time student or five semesters as a part-time student. The flexible curriculum allows students to select three electives from a wide range of in-demand courses. A Capstone course focuses on a corporate data science project. The 30-unit program includes 10 courses:

- Programming Languages for Analytics
- Applied Multivariate Methods
- Business Intelligence
- Data Management for Analytics
- Data Mining and Advanced Statistical Methods
- Machine Learning for Business Analysts
- Culminating Projects
- Plus three electives upon advisement





# Graduate Certificate in Ethical Artificial Intelligence

Launched August 2019

**A**RTIFICIAL INTELLIGENCE (AI) technology is expanding rapidly, and the Lam Family College of Business Management Department, the Computer Science Department in the College of Science & Engineering and the Philosophy Department in the College of Liberal & Creative Arts have developed a timely, unique graduate-level certificate to meet growing demand for understanding its business uses and the ethical considerations for its use.

This certificate focuses on the driving force of a 4th technological revolution that offers challenges to ensuring ethical, unbiased and transparent operations in society, including business uses. Skills related to the ethical use of AI are critical for both developers and users of AI technology. This unique multidisciplinary and multi-college certificate involves three critical areas necessary to understanding this subject:

- AI Technologies and Applications: focus on algorithmic and technical principles of AI; course options fit Computer Science, Business or Philosophy backgrounds.
- Ethics and Compliance in Business: focus on integrity, understanding and applying managerial ethical decision-making; understanding regulatory compliance related to organizational functions; developing ethics training, and evaluating stakeholder impacts.
- Ethics Principles: courses on the ethical, political, and social ramifications of current and emerging uses of AI.
- Self-reflection Research Paper: a culminating research paper to demonstrate student self-reflection on specific issues in AI ethics.

# Executive Education Highlights

## Entrepreneurship Symposium & Innovation Pitch Competition

Held on April 26, 2019, this annual event is designed to promote innovation and encourage a new generation of entrepreneurs. The event attendees learned expert insights to help them transform their innovative ideas into sustainable businesses and gained valuable tips to enhance their entrepreneurial skills.

**K**EYNOTE SPEAKER **KATE SOFIS**, CEO at SFMade and Co-Founder at Urban Manufacturing Alliance, discussed how she got involved in urban economic development and shared stories about local manufacturers who are driving the resurgence of San Francisco's manufacturing industry. Sofis also shared information about resources and service organizations available to help entrepreneurs with their supply chains and access to capital and networks for collaboration on new product development.

Three other distinguished speakers, SF State alum Zack Onisko, CEO at digital design community Dribbble, Melissa Stoller, former VP Senior Corporate Social Responsibility Officer at Bank of the West, and Fred Gibbons, former CEO and Founder of Software Publishing Corporation, provided advice on what it takes to launch a startup across different industries and sustain it based on growth expectations.

Discussion highlights included developing a business strategy, managing limited resources, and scaling a new business. By bringing together early-stage founders and entrepreneurship experts, the Symposium gave aspiring entrepreneurs - many of whom were San Francisco State University students and alumni - a chance to receive actionable advice and expand their network.

The afternoon segment featured the Innovation Pitch Competition, where SF State student entrepreneurs took to the stage to pitch their startups and compete for \$8,500 in prize money. Out of 17 business idea submissions, five teams were chosen to pitch their ideas to a panel of experts from the worlds of finance, venture capital, engineering, technology, and entrepreneurship. *Read more about the three winners and their innovative startups on Page 8.*



Innovation Pitch Competition Judges  
Photo by Nesa Nabavi

# Dean's Development Council



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(B.A., '84)

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**Jennifer Cabalquinto**

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# Fundraising Highlights

On February 14, 2019, five outstanding individuals and one company were recognized during the inaugural Distinguished Accounting Awards – Breakfast of Champions, honored by the Accounting Department in the Lam Family College of Business at San Francisco State University.

**OVER 130** individuals including alumni, students, faculty, staff and business leaders were in attendance to support the honorees and to raise scholarship funds for the accounting program. Keynote speaker, Jennifer Cabalquinto, CFO, Golden State Warriors, discussed the cross-section in business and sports. Special acknowledgement to the following presenters: Master of Ceremonies, Nanette Lee Miller (B.A., '71), Yim-Yu Wong, Ph.D., Interim Dean, Lam Family College of Business, Amy Chang, Ph.D., Accounting Department Chair, Okorie Ramsey (B.S., '92), Vice President of Sarbanes/Oxley (SOX) Kaiser Foundation Health Plan, Inc. and Hospitals, Tina Caratan, CPA, Accounting Lecturer and Najma Malik, President of Beta Chi Chapter.

The awards recognized exemplary service, a career of noteworthy accomplishments, and longtime contributions to the accounting profession.

## Awardees included:

### LIFETIME ACHIEVEMENT AWARD

- Loretta Doon, M.A. '73 – now retired as CEO, CalCPA and CalCPA Education Foundation

### OUTSTANDING PUBLIC ACCOUNTING AWARD

- Donald Endo, B.A. '81, The Exec Ranks

### CORPORATE PARTNER AWARD

- Moss Adams LLP

### COMMUNITY CHAMPION AWARD

- Nanette Lee Miller, B.A. '71, Retired, Marcum LLP

### DISTINGUISHED SERVICE ACCOUNTING PROFESSOR AWARD

- Jiunn Huang, Ph.D., Professor Emeritus
- Joanne Duke, Ph.D., Professor Emerita

## A big thank you to our sponsors!

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San Francisco Bay Times  
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# Lam Family College of Business Donors

We are pleased to acknowledge the following donors for their generosity and support from July 1, 2018 to June 30, 2019 to the Lam Family College of Business at San Francisco State University. We have made every effort to ensure the accuracy of this listing.

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- Chris Larsen and Lyna Lam
- RippleWorks Foundation
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- The Hong Kong Association of Northern California
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- The Yarnold Family Fund of the Goldman Sachs Philanthropy Fund
- David and Adrienne Yarnold

Please accept our sincere apologies for any inaccuracies or omissions by contacting Manny Nungaray, Executive Director of Development & Campaign Operations at [manny@sfsu.edu](mailto:manny@sfsu.edu). We regret any errors.

## Donor List & Amounts

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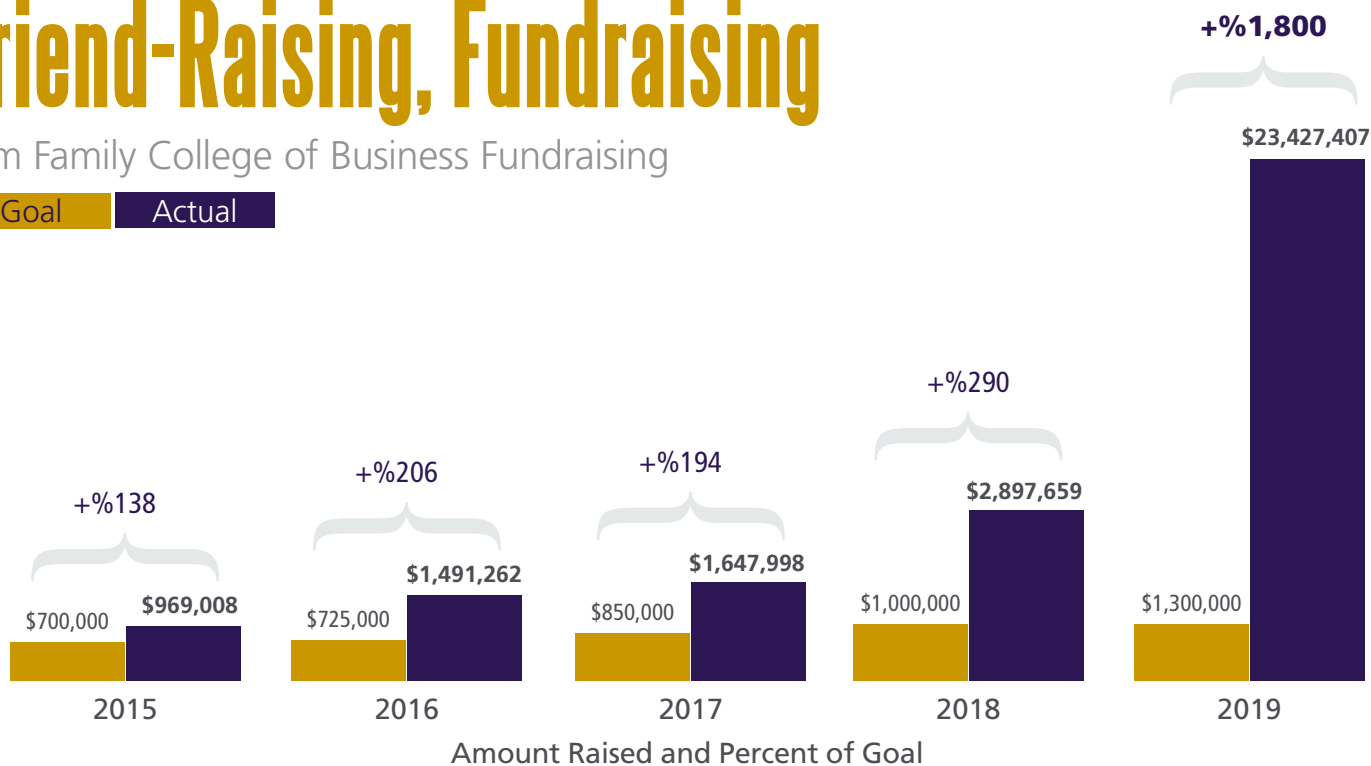
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Lam Family College of Business Fundraising

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- Make your gift online at [develop.sfsu.edu/campaign/college-business](http://develop.sfsu.edu/campaign/college-business)
- Donate stock and securities
- Leave a legacy by naming the Lam Family College of Business in your will or living trust
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**Mailing Address:**

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

## For Information on Ways to Give

Manny Nungaray  
Executive Director of Development & Campaign Operations  
415.405.2655, [manny@sfsu.edu](mailto:manny@sfsu.edu)

Janine Hurty  
LFCoB Director of Development  
415-338-1183, [jhurty@sfsu.edu](mailto:jhurty@sfsu.edu)



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

### 1#

#### Serve as a Guest Speaker

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

### 2#

#### Career or Internship Opportunities

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

### 3#

#### Host or Assist with an Alumni Event

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

### 4#

#### Return to Campus

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

### 5#

#### Connect With Us on Social Media

**Facebook** – SFStateCoB, sanfranciscostate, sfstatealumni1899

**Twitter** – @SFStateCoB, @SFSU, @gatorsconnect

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

### 6#

#### Support SF State

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

### 7#

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

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

### 8#

#### Join the Alumni Advisory Council

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

### 9#

#### Advocate for SF State

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

### 10#

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

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

# Resources and Investments

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

Fiscal Year	2018-19	2017-18	2016-17	2015-16	2014-15
<b>Sources of Funds</b>	<b>21,943,201</b>	<b>19,991,705</b>	<b>18,533,366</b>	<b>16,703,005</b>	<b>15,916,427</b>
General Fund	19,021,771	16,761,319	15,874,719	14,828,864	14,136,098
CSU MBA/MSA Professional and DTC Rent Fees	1,395,512	1,080,525	757,195	715,198	958,000
Extended Education	267,073	446,500	483,203	412,843	446,879
Executive Education/COBE	-	-	-	-	3,768
Donations/Fundraising - Current use	1,258,845	1,703,361	1,418,249	746,100	371,682

Fiscal Year	2018-19	2017-18	2016-17	2015-16	2014-15
<b>Uses of Funds</b>	<b>21,943,201</b>	<b>19,991,705</b>	<b>18,533,366</b>	<b>16,703,005</b>	<b>15,916,427</b>
Salaries and Benefits	18,332,761	18,240,662	14,910,570	14,954,452	14,448,900
Marketing and Advertising	204,099	162,459	229,679	368,097	295,621
Research and Development	225,567	120,983	230,938	190,631	156,491
Travel	67,724	66,453	78,288	101,492	72,058
Rent	898,122	882,272	792,988	808,844	694,966
Computers and Equipment	4,971	17,385	102,610	204,182	36,441
Scholarships	47,500	77,625	61,042	67,350	72,500
Other	2,162,457	423,883	2,127,251	7,957	139,450



Top: Denise Kleinrichert, Jeff Chun, Sanjit Sengupta  
Bottom: Sandra Henao, Yim-Yu Wong, Manny Nungaray, Bonnie Li-Victorino

Photo by Leia Balliett

**LAM FAMILY  
COLLEGE OF BUSINESS  
ANNUAL REPORT**

Fiscal Year  
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**Sandra Henao**

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**Dominic Decarlo**

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of Business faculty  
and staff, and to Leia  
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Ivan Natividad and  
Jamie Oppenheim for  
contributing stories for  
this publication.*

# Leadership Team

**Yim-Yu Wong**, Interim Dean

**Denise Kleinrichert**, Interim Associate Dean

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and Marketing

**Sanjit Sengupta**, Faculty Director, Graduate Business Programs

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# LAM FAMILY COLLEGE *of* BUSINESS SAN FRANCISCO STATE UNIVERSITY

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

## DOWNTOWN CAMPUS

Lam Family College of Business  
San Francisco State University  
835 Market Street, Suite 600  
San Francisco, CA 94103

**IN APRIL 2019**, the University announced a transformative gift of \$25 million to the Lam Family College of Business by alumnus Chris Larsen (B.S., '84), his wife Lyna Lam and the Rippleworks Foundation, a nonprofit launched in 2015 by Larsen and Doug Galen that supports high-growth social ventures around the world. The gift established the Chris Larsen and Lyna Lam Funds and prompted the naming of the College to the Lam Family College of Business. This historic gift is one of the largest in San Francisco State University's history and was predominantly made in digital currency. *Read more on page 6.*



Chris Larsen (B.S., '84) and Lyna Lam  
Photo by Stuart Locklear