

USF

MUMA
COLLEGE OF BUSINESS
UNIVERSITY OF SOUTH FLORIDA



Annual Report 2017-2018



Mission & Vision

Mission

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

Strategic Vision

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

Transforming Minds: Transforming Business

Dean's Message

It is my privilege to present this 2017-2018 annual report. Each year we grow in prestige and accumulate more accomplishments, and this past year was no different. In fact, it stands out. The achievements and points of pride of our students, faculty, staff, alumni, donors and corporate partners are proof that their dedication, determination and hard work put the USF Muma College of Business among the elite business colleges in Florida, in the United States and on the planet.

We delight in telling you these awesome stories. They are about people whose efforts make us strong and increase our presence on the global business-education stage. The work of our researchers is changing lives around the world. Our educators rival the best of the best and our students are eager to learn how to enter the workforce fully prepared to meet all challenges.

It Starts With Students

As you read through this report, you will see a theme emerge, one in which the success of our students is paramount through the dedication of our faculty, the expertise of our staff, the largesse of our donors and the commitments of our business partners. Keeping students involved in their classwork and focused on graduation is – and always has been – a priority we all share.

We have some of the most intelligent, savvy, sophisticated and ambitious students anywhere. We had a dozen King O'Neal Scholars this year (a designation for those earning a bachelor's degree with a 4.0 GPA). International business

major Alexis Drees was named Outstanding Graduate at the fall commencement ceremonies.

Among the many bright spots is a trend of students who are the first in their families to go to college. Those students are staying in school and graduating on time. Part of the reason is that our advisors have been taking extra steps to track these students' progress and reach out to them when students are slow to register or display behaviors that might indicate issues.

Another resource helping to keep those students progressing is the Corporate Mentor Program, which pairs students who are the first in their family to pursue a college degree, with mentors from the business community. This past year, we paired 133 students with 128 mentors.

As a result of the efforts of these programs – and others under the Collier Student Success Center umbrella – we fully expect the volume of students graduating on time, without excess credit hours and with real-world experiences, to rise.

Our 25 Under 25 program, which spotlights high-achieving business majors under the age of 25, again is a success, with the most applicants ever – 180 – seeking this recognition. Six of this year's honorees boast 4.0 grade-point averages and all have exhibited exemplary leadership skills.

The 25 honorees – and the hundreds of other students with equally impressive stories – are among our youngest students, but at the other end of the spectrum are students in the Doctor of Business Administration program, which offers opportunities for seasoned working professionals. I was so proud when the first cohort graduated in December and when 30 students enrolled in the fourth cohort that started classes in January! DBA students are conducting relevant research and presenting their work worldwide. USF is building a reputation as one of the finest DBA programs in the nation.

Among the growing student-success facets of our business education, particularly at the graduate level, is a changing program model. We are offering more courses online or in a hybrid online face-to-face fashion. This means we can offer more specialized certificate programs in response to the changing needs of employers. For example, certificate programs and online programs emphasizing anti-money-laundering, cybersecurity and business analytics are catching the attention of many employers interested in recruiting graduates who are well-versed in such topics.

Of course, what is a great education worth if it's unattainable? We began the year by awarding nearly \$600,000 in

scholarships to business students at the annual Scholarship Luncheon. The Lynn Pippenger School of Accountancy hosted a separate scholarship event providing \$130,000 in assistance to its students; the school also awarded \$21,500 in scholarships to help defray costs for review courses for certification exams such as the CPA, CMA, CIA, CFE or CISA.

The investment in student success is paying off. According to a report produced by the Florida Board of Governors in 2017, graduates from the Muma College of Business are more likely to land positions that pay more than \$40,000 per year than graduates from any other state business school in Florida.

New Initiatives and Programs

The Business Workplace Skills and Best Practices course is a new required core class for all undergraduate students. A dozen colleagues were trained by the Sandler Sales Institute. Now, they teach a section of the interactive course that emphasizes collaboration, teamwork, conflict management, leadership, selling oneself, negotiation, critical thinking and communication. These all are skills that may be overlooked in a formal education offered at other b-schools, but which are critical as students make their first forays into the business world.

We launched a new personal financial planning major this year and, thanks to Raymond James, its directorship is now named. An advisory board has been established and 42 students have declared this as their major. A new student organization has been formed and the industry support of this program is remarkable. Our partners tell us that they see, first-hand, the importance of educating young people in this field, which is projecting a talent shortfall in the very near future.

The new Weekend Executive Master of Science in Business Analytics and Information Systems, a 17-month hybrid on-line face-to-face program, also began classes this fall with a full cohort in the inaugural class.

Noteworthy Faculty and Staff

Key to our success, of course, is our faculty. Already well-known around the state, the nation and the world as impactful educators and researchers, Muma College of Business scholars are accumulating honors and recognition at a steady pace. It seems that each and every day, our professors are published in prestigious business journals and are speaking at important conferences, either at an academic institution in the United States or abroad. They



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all are gaining international attention for their scholarly contributions, and in turn, so is our college.

The number of faculty awarded Fulbright scholarships grew by four this year, and we now have eight Muma College of Business professors and one administrator who have been recognized by the esteemed program. Faculty members Anol Bhattacharjee, Sajeev Varki and Tim Heath received Fulbright Core Scholarships, sending them overseas to guest lecture, present and network. They join five other faculty members who have received Fulbright recognition over the past three years. My own administrative Fulbright will allow me to travel to Japan to forge new partnerships for our students and faculty in that country.

Finance scholar Dan Bradley received USF's university-wide Outstanding Research Achievement Award and may be the first business faculty to be presented this honor.

Marketing Professor Jim Stock was one of six USF professors selected as Fellows of the American Association for the Advancement of Science. The award is considered among the

top honors in academic research and we are very proud that Jim joins fellow faculty member Al Hevner as an AAAS Fellow.

USF Provost Ralph Wilcox names up to three USF faculty members Distinguished University Professors, and this year, ISDS Professor Alan Hevner was one of those three. We could not be prouder of Dr. Hevner and his research, which has been cited more than 14,000 times by other researchers. He is a perfect example of the impactful work being done here and a big reason the Muma College of Business broke into the top 100 in the University of Texas-Dallas list of business school research rankings, based on total contributions to faculty journals. Our researchers produce scholarship with impact. And lots of it.

The recognition results in experienced and innovative faculty wanting to teach at our college. Since July 2017, we have hired 16 new personnel here at the Muma College of Business. Among them is a former C-Suite executive from Goodyear Tire and Rubber Company who is serving as an executive-in-residence to coach MBA and Executive MBA candidates who want to secure new jobs after graduation or

to guide those who want to make upward moves in their careers.

Five new instructors and professors joined the team, bringing cutting-edge curricula to our classrooms, guaranteeing, again, that students will be well prepared and ahead of their peers from other b-schools when they graduate.

National Rankings

USF's graduate program in entrepreneurship placed No. 11 in the nation by the rankings compiled by *Entrepreneur* magazine and The Princeton Review. USF was the only Florida university to make the list.

The Vinik Sport & Entertainment Management Program, with its 98 percent job placement rate, was ranked No. 4 worldwide in a graduate programs ranking by *SportBusiness International*, which sifted through 1,000 survey responses to arrive at the ranking.

The part-time MBA program ranked No. 58 among public schools in the *U.S. News and World Report's* Best Grad School Rankings for 2019.

While these are the more well-known rankings, other lists are taking notice, too. *CEO Magazine* ranked USF in its Top Tier for North American Executive MBA programs. *Online MBA* evaluated 470 online and hybrid MBA programs to come up with its ranking of online degrees emphasizing cybersecurity. USF was ranked No. 3. *TheBestSchools.com* ranked the online program at No. 28. The Master of Science in Management was ranked by *Top Management Degrees* (No. 18) and *TFE Times* (No. 24).

Connecting the Classroom with the Corporate World

Connecting our classrooms with the outside business world is a big part of our strategy to create business thinkers. Throughout this report you'll read stories that illustrate ways corporate engagement and real-world class projects, like the new Selling with the Bulls program, the ongoing Fox Sports U project or the long-standing business case competitions, help us connect the classroom and the corporate community.

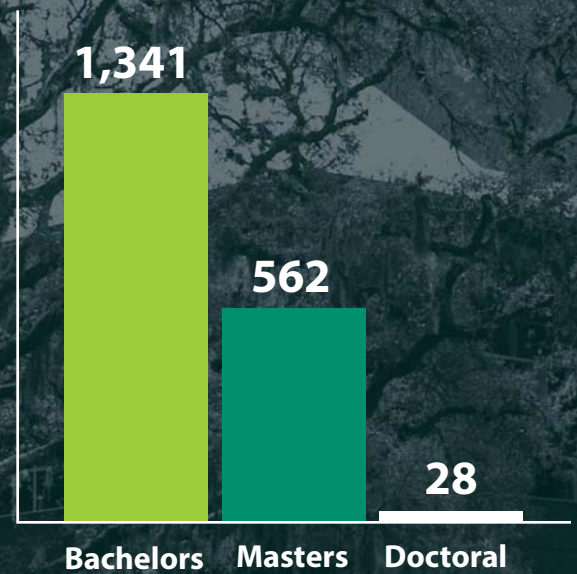
Our student internship program is robust and allows participants to get a preview into the realms of marketing, finance, accounting and management. We are recruiting more companies to provide course-credit internships and other immersive learning experiences to increase the availability of positions open to students. With partners like the Tampa Bay Lightning, Raymond James, Kforce, Jabil and Goldman Sachs, our grads enter seamlessly into the workforce.



RANKINGS

Many programs are ranked nationally or internationally, including the graduate program in entrepreneurship, the dual-degree graduate program in sport and entertainment management, the online MBA, and part-time MBA.

2017-18 Degrees Awarded



Source: ODS Internal USF Student Information System

9

Undergraduate
Majors

11

Graduate
Programs

2

Doctoral
Programs

A Platform for Thought Leadership

When these highly successful executives hear about the ground-breaking programs at the Muma College of Business, they almost always find time to visit. Here, they know they may happen upon that right graduate to recruit. Here, they know they may discover the future leaders of their companies. Everyone wins.

Of course, the highlight of the year was when we kicked off the Muma College of Business Thought Leader Series in February. Steve Wozniak, co-founder of Apple, entrepreneur and philanthropist, was the inaugural speaker for the event, which drew some 2,300 people to the Sun Dome.

Over the past year, our popular Conversation with a CEO series has featured Dave Dunkel, CEO of Kforce; Steve Griggs, CEO of the Tampa Bay Lightning, Tampa Bay Entertainment Properties and Amalie Arena; Shelley Broader, CEO of Chico's FAS, Inc.; and Arnie Bellini, CEO of ConnectWise.

The ISDS Department brought in Mike Whitaker, the global head of ICG Operations & Technology at Citi, to speak at the fifth annual Breakfast with a CIO. The Vinik Sport & Entertainment Management Program brought in national leaders Tim Leiweke, who has some 30 years' experience in global sport, Jeff Wilpon, COO of the New York Mets, and Brendan Donohue, managing director of the NBA 2K League. Our Executive MBA program also has hosted impressive guests in its Distinguished Speaker Series.

Our second Florida Business Analytics Forum, taking place in May, will feature groundbreaking research on hot topics such as blockchain, machine learning, and human bias in artificial intelligence. Last year, the forum featured leaders from across the country and drew more than 250 guests.

Philanthropic Support

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

The first major gift of the academic year came from Jeff Vinik, owner of the Tampa Bay Lightning, Tampa Bay Entertainment Properties and Amalie Arena, and the man reimagining the Channelside area. Vinik, along with his wife, Penny, made a \$5 million naming gift last fall for what is now known as the Vinik Sport & Entertainment Management Program. The Lightning and Amalie Arena are proven training grounds for interns, many of whom have taken full-time jobs there after graduation.

One of the highlights of the year was at the USF Unstoppable gala on Nov. 11. Donors Pam and Les Muma, whose 2014 gift of \$25 million named our college, made a surprise \$15

million gift to USF, one that includes an additional \$5 million for the college! In a Tampa Bay Times article about their gift, Les Muma said, "What we're doing is making students better, making kids' lives better, and it just feels good."

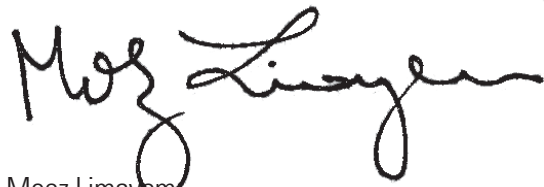
More recently, in April, Stuart and Tyler Lasher's donation helped us remodel a classroom that is used by students in the Finance Department. The renovations include real-time stock tickers, a Bloomberg terminal, whiteboards and other innovations so that our students will get as close to the real investment world as possible. The room is now the Lasher Center for Financial Markets.

Other generous donors over the past year included Raymond James, Citi, Mercury Gate International, T. Rowe Price, GTE Financial and Datex Corporation, to name just a few.

The Executive Bulls Leadership Giving Program, launched in 2015, recognizes donors who make annual unrestricted gifts of \$10,000 or more to support our strategic priorities. This year, \$300,000 was donated by these special friends!

We, ourselves, also give. I could not be prouder to tell you the Muma College of Business faculty and staff were among the leaders in donations, totaling more than \$150,000 with gifts from 95 percent of our educators and employees.

So, as you can see, the 2017-18 academic year here at the Muma College of Business was marked by great accomplishments and we know that in the years to come, there is no limit to what we can achieve.



Moez Limayem
USF Muma College of Business Dean



Strategic Priorities

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



Strategic Priority 1: Student Success

Our mission guides what we do now and our vision guides where we want to go, but it is our strategic priorities that help us focus our actions. On the next few pages we will highlight some of the actions we have taken and successes that we have enjoyed related to each of our strategic priorities.

Our first priority is student success. We want students to leave USF with the best possible business education so that they can begin careers in their fields, with competitive salaries, using the knowledge gleaned through our programs.

But we are committed to doing more than simply providing the technical training students seek. We are committed to guiding students through their academic journey by providing oppor-

tunities for them to develop as professionals from their first moments on campus.

For high-achieving freshmen, it begins with the Bulls Business Network, the Bulls Business Community, the Business Honors Program or the brand-new Bulls to Business summer program that was created this spring and will launch in the summer.

For many students, the Corporate Mentor Program, special transfer student orientations, or major-specific programs and clubs help them become more career-ready.

Regardless of when they become part of the Muma College of Business family, we are committed to helping students find ways to put their learning into action and gain real-world experience through internships, practice center projects, research opportunities and case competitions.

Several student success programs – some new initiatives and some ongoing programs – are highlighted on the next few pages.

Bulls Business Network

Select freshmen are accepted directly into the college based on their high school GPA and SAT or ACT test scores, while the majority of USF students are not fully admitted until after they complete their first two years of general course requirements. These freshmen are part of the Bulls Business Network. BBN students enjoy early admission to the business program and special registration and advising opportunities. They can apply to live in the Bulls Business Community or to be part of the Business Honors Program, too. This year, 371 students joined the college as BBN students, a significant increase over the last several years.

Living Learning Communities

BBN members are eligible to be part of the Bulls Business Community or the ZAP community, where students can live with peers who are not only in similar classes but also have common goals and interests.

Bulls Business Community

The Bulls Business Community is the 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 on-campus lifestyle, plus extra perks. Among them are corporate tours (residents toured Mondelez International, Northwestern Mutual, Nielsen and Amalie Arena), where students learn about what it takes to run a variety of businesses and the roles that employees who earn degrees in different business disciplines play. Since its inception in 2007, 709 students have been part of the BBC, including 135 who live in the community this year. The average GPA for these students is 3.86 and the average ACT score for freshmen joining the BBC is 26.

Zimmerman Advertising Program

Named for advertising executive Jordan Zimmerman, the Zimmerman Advertising Program also has a living-learning community. ZAP residents participate in many BBC programs. They have an added benefit: they get the best of business and mass communications. They take advertising courses that are taught by faculty in the Zimmerman School of Advertising and Mass Communications, marketing courses taught by business faculty and, as business majors, they participate in Muma College of Business programs. Their business underpinnings complement the more creative mass communications courses. Carol Osborne was named ZAP director this year.

Corporate Mentor Program

Juniors and seniors who are the first in their families to attend college often need help transitioning into their desired careers. For more than 25 years, the USF Muma College of Business Corporate Mentor Program has helped students explore career opportunities and develop strategies for their professional, academic and social success.

Mentors provide access to opportunities in which students learn about interviewing, corporate culture, networking, and becoming leaders in the corporate world.

The program builds bridges for underrepresented students. Traditionally, first-generation students incur the largest student loan debt of any population, with four out of five students working more than 25 hours weekly to pay for their educational expenses. To answer this great financial need, the Corporate Mentor Program awards over \$120,000 in scholarships to participating students each year.

Corporate Mentor Program

133 student participants
(50 men, 83 women)

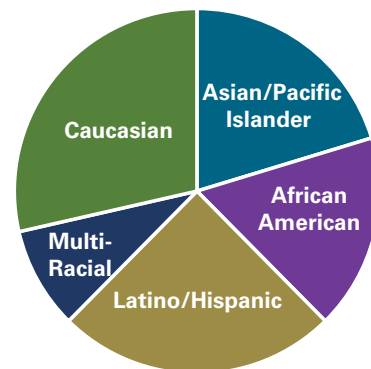
128 volunteer mentors

42 firms represented
by mentors

33 volunteers from Citi serve
as mentors to students

20 programs/professional
development events

5 corporate tours for
program participants





BizComm Center

The Business Communications Center, known to students as BizComm, held over 750 free one-on-one consultations during the 2017-2018 academic year, helping undergraduate, graduate, MBA, and DBA students improve their written communications for business courses ranging from marketing and accounting to ethics and management.

BizComm's writing coaches do a brisk trade helping students polish their résumés and cover letters for the job hunt, as well as compose essays for graduate schools and university awards programs. Staff from BizComm provide workshops on presentations skills for case competitions, meet with MBA and EMBA orientation groups to explain documentation/citation, and work on report writing with the Applied Securities Analysis class.

Much of what happens in BizComm is behind the scenes. Our scholarship recipients get individualized training in the art of writing gracious thank-you letters, and Muma College

of Business faculty and PhD students receive free professional editing for their research journal article drafts.

BizComm by the Numbers

- 760** One-on-one consultations held during the 2017-2018 year
- 263** Student papers evaluated at faculty members' requests
- 327** Student thank you letters polished by BizComm staff
- 18** Workshops for targeted groups of students
- 19** Journal articles for faculty and PhD students professionally edited

Internships and Career Preparedness

- 1,129** Students attended one of 29 Employer Info Sessions, a 5 percent increase over last year, with an average of 39 people at each session
- 117** Students participated in the Career Boot Camp, a 38 percent increase
- 95** Graduate students participated in the Corporate Connections reception
- 233** Students attended Employer Meet & Greet events, a 5 percent increase
- 466** Students attended the Internship Showcase, a 49 percent increase
- 421** Individual career advising office visits were handled by the Office of Employer Relations, providing students with one-on-one career assistance
- 249** Competitors qualified for the annual Elevator Competition
- 233** Companies whose internship programs were dormant were contacted during the academic year to rekindle opportunities (bringing the five-year total to 633)
- 99** Percentage of fall graduates who had job offers at graduation who reported that they had internship or work experiences during the fall semester
- 2,665** Hours spent by students from six teams (working with the SBDC director for local business owners) on projects such as marketing plans or full-blown business plans

Career Preparedness and Professional Development

Business students are encouraged to participate in a variety of career development events hosted by USF Career Services, as well as those coordinated by the Office of Employer Relations in the Collier Student Success Center. Some of the programs, such as the annual Elevator Competition, require students to participate in workshops before they can compete. These workshops, led by guests from the regional business community, typically emphasize interviewing skills and provide tips on how to sell oneself and make strong first impressions or write impressive cover letters.

Other programs, such as the Employer Info Sessions or the annual Career Boot Camp, provide students with opportunities to learn more about companies seeking to hire USF business grads. They also give students a chance to ask questions about the potential jobs, corporate culture or specific skills new hires should possess.

Internships and Practice Center Projects

A 2017 report from the NACE Center for Career Development found that graduates who had two or more internships while in college were twice as likely to be employed within six months of graduation relative to those who never participated in an internship.

Here at the college, staff reached out to graduating students to determine if the findings of this national research mirrored the experiences of USF business students. The results: 99 percent of the students who reported that they had job offers at graduation also reported that they had internship or work experience during the fall semester.

Knowing this, we must be proactive. We must not only encourage students to seek internships but we must also build relationships with regional employers and help them understand the value of working with an intern from the Muma College of Business. College personnel have



reached out to 633 companies over the last five years, – 233 in this academic year alone – to rekindle dormant relationships and create internship opportunities for students.

Additionally, 31 students have participated in one of 14 ISDS Practice Center projects with nine different firms. The ISDS Practice Center gives students new skills and experiences with “real world” projects sponsored by industry partners – outside of the classroom. Pairs of students tackle team-based projects, supervised by at least one ISDS faculty mentor and at least one representative of the project-sponsoring industry partner.

Business Honors Program

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

and outside-the-United States experiences. Students also get help finding summer internships and have opportunities to learn how to apply computational methods in business research. Those selected for this invitation-only program have SAT and ACT scores that far exceed general USF admission requirements. This year, the average high school SAT for incoming participants was 1296 and the average ACT score was 28.

These students do more than simply study. They also conduct and present research at the Muma College of Business Student Research Symposium and the Undergraduate Research Conference.

Business Honors Program students are national scholarship awardees, and participants who routinely represent the college at special events and ceremonies. They participate in an Ethics and Leadership retreat as well as in team- and leadership-building programs and use these skills as mentors and role models at the university and college levels, too.

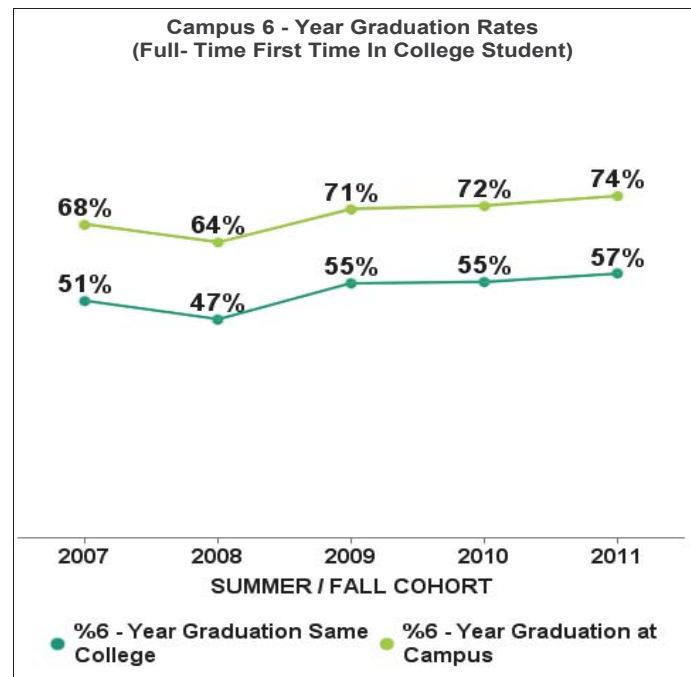
Undergraduate Academic Advising

The Muma College of Business has 13 advisors who, from July 1, 2017, to June 30, 2018, worked with students through 5,713 one-on-one appointments. The team has looked carefully at metrics related to student success and, using a case management system, has worked hard to improve the college's first-year student retention rates and four-year graduation rates.

The graphs below show the impact of these advisors and the other special programs noted in this section. These collective efforts were recognized by the USF provost in April, when the college and, in particular, the Collier Student Success Center, received the Provost's Award at the university-wide Student Success Awards Luncheon.

| 1.3.a FTIC 4-year and 6-year graduation rates (FT) | | | | | | |
|--|-----------------------------|----------------|----------------------------------|----------------------------------|-------------------------------|-------------------------------|
| Summer/Fall Cohort | Student Type Full Time (FT) | Final Cohort N | % 4-Year Graduation Same College | % 6-Year Graduation Same College | % 4-Year Graduation at Campus | % 6-Year Graduation at Campus |
| 2007 | FT | 536 | 34% | 51% | 42% | 68% |
| 2008 | FT | 549 | 32% | 47% | 40% | 64% |
| 2009 | FT | 419 | 41% | 55% | 47% | 71% |
| 2010 | FT | 492 | 45% | 55% | 52% | 72% |
| 2011 | FT | 381 | 48% | 57% | 59% | 74% |
| 2012 | FT | 442 | 52% | N/A | 62% | N/A |
| 2013 | FT | 479 | 58% | N/A | 68% | N/A |
| % Change 6 year Graduation Cohort | | | | | | |
| %1 Year Change (2010-2011) | FT | -23% | -16% | -20% | -14% | -20% |
| %5 Year Change (2007-2011) | FT | -29% | 2% | -21% | 0% | -23% |

Source: ODS Internal USF Student Information System, Final Benchmark



| Enrollment by Level by Academic Year (SCH) | | | | | | | |
|--|-----------------|---------------|----------------|----------------|----------------|---------------|---|
| Student Level | | 2014-2015 | 2015-2016 | 2016-2017 | 2017-2018 | 2018-2019 * | % 1-Year Change (2017-2018 - 2018-2019) |
| Undergraduate | Lower Level | 14,106 | 13,718 | 13,555 | 13,760 | 1,596 | -88.4% |
| | Upper Level | 63,100 | 64,554 | 65,078 | 70,251 | 10,842 | -84.6% |
| Graduate | Grad I | 20,393 | 22,468 | 22,975 | 26,025 | 3,198 | -87.7% |
| | Grad II | 1,017 | 1,682 | 2,291 | 2,746 | 128 | -95.3% |
| Total | Undergraduate | 77,206 | 78,272 | 78,633 | 84,011 | 12,438 | -85.2% |
| | % Undergraduate | 78% | 76% | 76% | 74% | 79% | - |
| | Graduate | 21,410 | 24,150 | 25,266 | 28,771 | 3,326 | -88.4% |
| | % Graduate | 22% | 24% | 24% | 26% | 21% | - |
| Overall | | 98,616 | 102,422 | 103,899 | 112,782 | 15,764 | -86.0% |

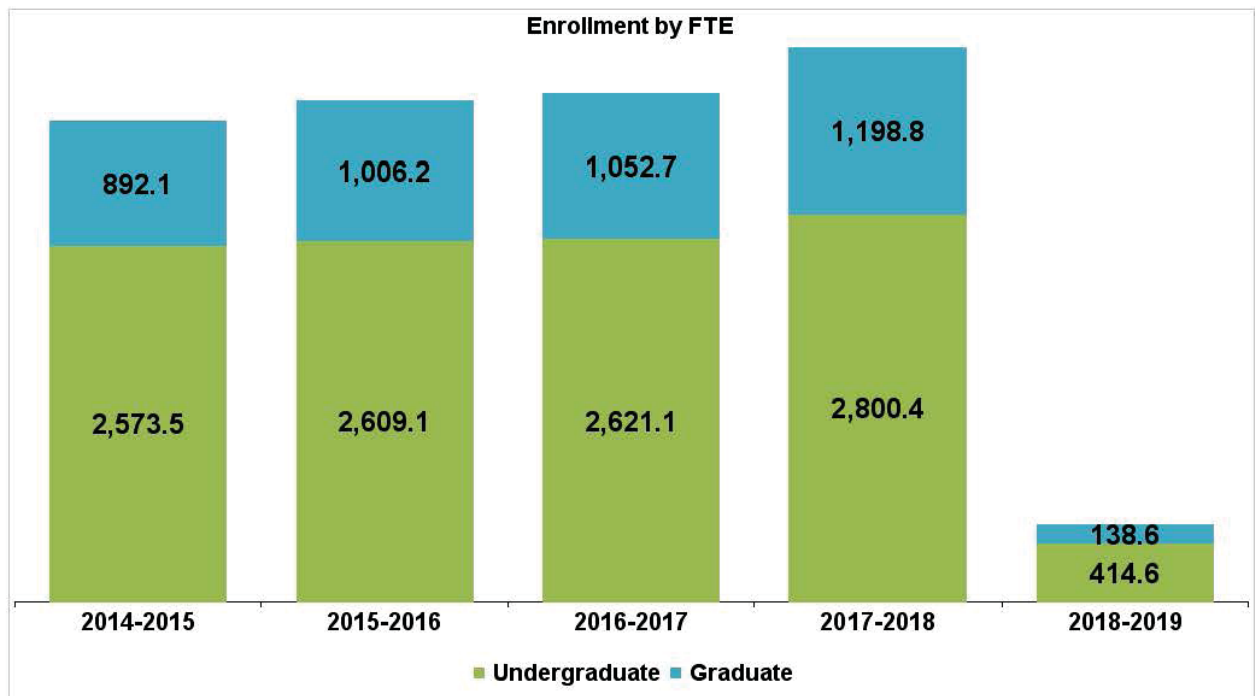
NOTE: * indicates incomplete year

| Enrollment By Level By Academic Year (FTE) | | | | | | | |
|--|-----------------|----------------|----------------|----------------|----------------|--------------|---|
| Student Level | | 2014-2015 | 2015-2016 | 2016-2017 | 2017-2018 | 2018-2019 * | % 1-Year Change (2017-2018 - 2018-2019) |
| Undergraduate | Lower Level | 470.2 | 457.3 | 451.8 | 458.7 | 53.2 | -88.4% |
| | Upper Level | 2,103.3 | 2,151.8 | 2,169.3 | 2,341.7 | 361.4 | -84.6% |
| Graduate | Grad I | 849.7 | 936.2 | 957.3 | 1,084.4 | 133.2 | -87.7% |
| | Grad II | 42.4 | 70.1 | 95.5 | 114.4 | 5.3 | -95.3% |
| Total | Undergraduate | 2,573.5 | 2,609.1 | 2,621.1 | 2,800.4 | 414.6 | -85.2% |
| | % Undergraduate | 74.3% | 72.2% | 71.3% | 70.0% | 74.9% | - |
| | Graduate | 892.1 | 1,006.2 | 1,052.7 | 1,198.8 | 138.6 | -88.4% |
| | % Graduate | 25.7% | 27.8% | 28.7% | 30.0% | 25.1% | - |
| Overall | | 3,465.6 | 3,615.3 | 3,673.9 | 3,999.2 | 553.2 | -86.2% |

NOTE: * indicates incomplete year

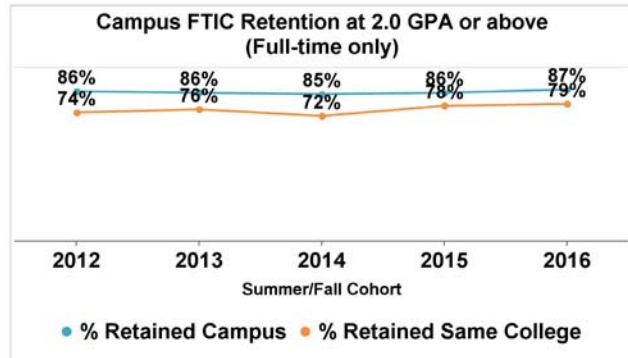
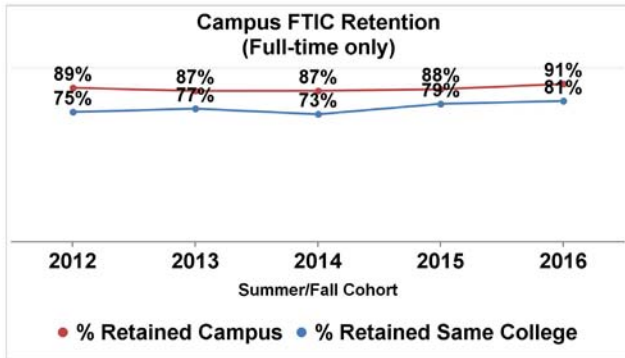
Preliminary Benchmark

Source: ODS Internal USF Student Information System,



| Second Year Retention Rate (Full-Time First Time In College Students) | | | | | | |
|--|----------------|---------------------------|-----------------------|-------------------------|-----------------|-------------------|
| Summer / Fall Cohort | Final Cohort N | Retained Type | Retained Same College | % Retained Same College | Retained Campus | % Retained Campus |
| 2012 | 442 | Retained | 330 | 75% | 392 | 89% |
| | | Retained 2.0 GPA or above | 328 | 74% | 382 | 86% |
| 2013 | 479 | Retained | 367 | 77% | 416 | 87% |
| | | Retained 2.0 GPA or above | 364 | 76% | 410 | 86% |
| 2014 | 511 | Retained | 375 | 73% | 444 | 87% |
| | | Retained 2.0 GPA or above | 369 | 72% | 433 | 85% |
| 2015 | 520 | Retained | 413 | 79% | 457 | 88% |
| | | Retained 2.0 GPA or above | 406 | 78% | 445 | 86% |
| 2016 | 526 | Retained | 426 | 81% | 478 | 91% |
| | | Retained 2.0 GPA or above | 416 | 79% | 460 | 87% |
| % 1 Year Change | 1% | Retained | 3% | 2% | 5% | 3% |
| | | Retained 2.0 GPA or above | 2% | 1% | 3% | 2% |

Source: ODS Internal USF Student Information System, Final Benchmark





Strategic Priorities

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



Alan Hevner

Named Distinguished University Professor, 2018

Strategic Priority 2: Research with Impact

The research conducted by faculty and students in the Muma College of Business is far-reaching and impactful. Our researchers are driven by a desire to make a difference in the world in which we live. Every day, our professors contribute to the body of knowledge through innovative and interdisciplinary approaches to create useful insights for a range of organizations. They frequently present at conferences, see their work published in prestigious journals and work to find answers to questions that have vexed all of us all our lives.

Alan Hevner, named a Distinguished University Professor this year, has published work that has been cited by other researchers more than 14,000 times. He is an Eminent Scholar

who is among the leaders of the design research paradigm in contemporary business research.

Dipayan Biswas frequently publishes relevant research that helps retail businesses, including grocery stores and restaurants, increase sales, either through changing the color of the walls, adjusting the lighting or using heavier beer mugs.

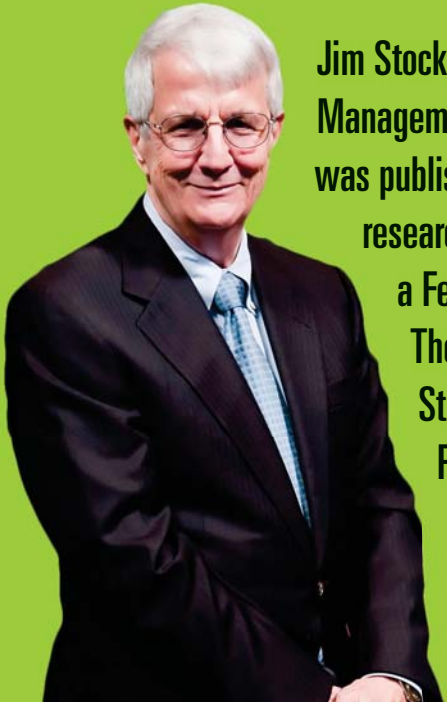
Don Berndt has conducted research that can predict recovery times after stock market crashes. His work is being studied by the U.S. Treasury Department, which brought him to Washington, D.C., last year to work with its analytics department in formulating an algorithm that could one day be used in a national crisis.

These are just a few examples. Research faculty find an unanswered question and work toward impactful solutions. Examples of what our esteemed educators have worked on just this past year are on the next few pages. The list is long. The journey to find answers never ends.

Research Grants/Other (Non-Philanthropic) Financial Awards

- **Balaji Padmanabhan**, PI – Understory: Metrics, Validation, and Enhancement. Sponsor: Understory. Award: \$175,000 for two years (\$95,000 in 2018). The sponsor has an innovative online learning platform, at the core of which are new video tagging technologies. As users watch training videos they can do so collaboratively, posting comments, reacting to and learning from each other. As part of this project the USF team will, among other things, help test this platform to measure its effectiveness.
- **Balaji Padmanabhan** – ISDS Practice Center Project: Social Media Analytics. Sponsor: Bank of America. Award: \$28,320 for one year.
- **Balaji Padmanabhan** – ISDS Practice Center Project: Economic Forecasting – Fall 2017-2018. Sponsor: Grow Financial. Award: \$32,110 for one year. The research explores the use of data analytics and predictive modeling to help build economic forecasts to determine potential expansion regions. The methodology pulls together public datasets to analyze different MSAs.
- **Ninon Sutton**, PI – Financial Justice: Real Estate Finance, Disclosures, and Corporate Social Responsibility. Sponsor: Robert Wood Johnson Foundation. Award: \$90,000 total for three years (\$30,000 in 2018). Sutton and a doctoral student are using purchased and collected data to study and evaluate financial justice and corporate social responsibility in the real estate market.
- **Robert Hooker**, Co-PI - Southeastern Partnership for Advanced Renewables from Carinata. Sponsor: University of Florida. Award: currently undefined. Hooker is collaborating with several researchers to establish a Brassica carinata-based resilient and sustainable advanced jet fuel and bioproducts supply chain in the Southeast United States through the Southeast Partnership for Advanced Renewables from Carinata.
- **Michael Mondello**, PI – Sport & Entertainment Analytics Conference (SEAC). Cycle 2 Conference Support Grant, Award: \$5,000. The funds supported the cost of the SEAC Conference. The objective of the SEAC Conference is to invite sport and entertainment industry leaders to share their best practices and business insights.
- **S. Ozkul**, A. Pinjari, and **D.F. Davis**, Evaluation of Florida's Inbound and Outbound Freight Imbalance, Florida Department of Transportation, \$199,660.
- **Clinton Daniel**, PI – ISDS Practice Center Project. Sponsor: Raymond James & Associates. Awarded: \$28,000 for one year.
- **Clinton Daniel**, PI – ISDS Practice Center Project: Software Development. Sponsor: COI Energy Services. Awarded: \$12,545 for one year.
- **Kaushik Dutta**, PI – ISDS Practice Center Project: Capacity Management. Sponsor: Verizon. Award: \$16,000 for one year.
- **Kaushik Dutta**, PI – ISDS Practice Center Project: Ethernet Services. Sponsor: Verizon. Award: \$32,940 for one year. The team is assisting the systems engineering department at Verizon.
- **Kaushik Dutta**, PI – I-Corps: HerHeart: A Mobile Health Secondary Prevention Program for Women with Heart Disease. Sponsor: National Science Foundation. Award: \$200,000. Dutta is the project business mentor and he is collaborating with Theresa Beckie (College of Nursing) and Sriam Chellappan (College of Engineering).
- **Kaushik Dutta**, PI – I-Corps: Graphics Processing Unit-Based Data Management System Software. Sponsor: National Science Foundation. Award: \$50,000. Dutta is collaborating with Yicheng Tu (College of Engineering).
- **Alan Hevner**, PI – David L. Parnas Fellowship Nomination. Sponsor: Lero-Irish Software Research Centre. Award: \$7,450 for one year. The fellowship permits skillful software researchers and developers to visit Lero-Irish Software Research Centre, on a short-term basis. Hevner visited at least two Lero sites during his stay. He collaborated closely with industry partners. Hevner also delivered a Distinguished Lecture while at Lero and discussed research topics with Lero students and staff.
- **Wolfgang Jank**, Co-PI – ISDS Practice Center Project: Fraud Losses and Member Retention. Sponsor: Suncoast Credit Union. Award: \$16,000 for one year.
- **Wolfgang Jank** – Sponsor: University of Exeter/USF World Research Catalyst Fund. Award: £2,793 (~\$4,000) for travel and data.
- **Michael Fountain**, NSF IGERT Site Grant Co-PI \$400,000.

- **Matthew Mullarkey**, Co-PI – NSF 14 547 Innovation Corps Sites Program. Sponsor: National Science Foundation. Award: \$300,000 for two years. Mullarkey is serving as Co-PI on this project with Paul Sanberg (PI from Research and Innovation).
- **Shivendu Shivendu**, PI – USF Muma Innovative Programming Bootcamp. Sponsor: CareerSource Tampa Bay. Award: \$205,723 for three years (\$205,723 in 2018). The Innovative Programming Bootcamp introduces students to developing mobile applications for business use.
- **Shivendu Shivendu** – ISDS Practice Center Project: Telephone Call Labeling System. Sponsor: Sykes. Award: \$16,000 for one year.
- **Diana Hechavarria** and Amy Ingram (Clemson University), Koch Foundation, \$45,000.
- **Robert Hooker**, U.S. Department of State, Project ID: P000974, Supply Chain Research Project Grant, \$3,100.
- **David Ortinau**, Data fraud behaviors within conducting marketing and academic research and the consequential impact on data quality and creating information and managerial strategies. \$3,000 grant received from the AMS/Harold & Muriel Berkman Charitable Foundation, Inc.
- **Eileen Rodriguez**, PI –
 - 2018 Small Business Development Center. Sponsor: University of West Florida. Award: \$984,776 for one year. Provide business consulting and training to business owners for a 10-county region.
- 2018 State Performance Funding. Sponsor: University of West Florida. Awarded \$689,512 for one year. Provide training and consulting to small businesses within a 10-county network.
- 2018 Procurement Technical Assistance Center. Sponsor: University of West Florida. Award: \$57,469 for one year. Provide training and consulting to small businesses with the emphasis on government procurement.
- 2018 South Florida State College. Sponsor: South Florida State College. Award: \$19,180 for one year. Provide consulting and training to small business owners in Highland, Hardee and Desoto counties.
- Greater Hernando County Chamber of Commerce. Sponsor: Greater Hernando County Chamber of Commerce. Award: \$15,000 for one year. Provide consulting and facilitate educational services to small businesses in Hernando County.
- 2018 Highlands County Board of County Commissioners. Sponsor: Highlands County Economic Development Commissioners. Award: \$11,000 for one year. Provide consulting and training to small businesses in Highlands County.



Jim Stock's research paper, "Applying Theories to Logistics and Supply Chain Management from Other Disciplines: A Systematic Literature Review," which was published recently in the *Transportation Journal*, was the latest in a research-rich career that culminated in November when Stock was named a Fellow of the American Association for the Advancement of Science. The award is considered among the top honors in academic research. Stock, who is also a Fulbright Scholar, a USF Distinguished University Professor and the Frank Harvey Endowed Professor of Marketing, was cited for his "distinguished contributions to the advancement in the field of supply chain management, particularly for the establishment of the sub-field of reverse logistics."

- 2018 DeSoto County Board of County Commissioners. Sponsor: DeSoto County Board of Commissioners. Award: \$3,500 for one year. Provide consulting and training to small business owners in DeSoto County.
- 2018 Hardee County Economic Development Council. Sponsor: Hardee County Economic Development Council. Award: \$3,500 for one year. Provide consulting and training to small business owners in Hardee County.

The Vinik Sport & Entertainment Management Program reports that in addition to the naming gift noted in other sections of this report, it secured program funds for contractual research and assistance from:

- Valspar- PGA Tour event - \$25,000.
- **Harrolle, M. G., & Wells, J. E.** National Hockey League Declaration of Principles Summit Report. \$5,000. NHL All-Star 2018. The research aims to create awareness for the NHL's "Hockey is for Everyone" initiative to help develop, promote and support a positive change in sport culture.
- **Harrolle, M. G., & Wells, J. E.**, Developing better athletes, better people: The case of Positive Coaching Alliance. \$25,576. Positive Coaching Alliance - Tampa Bay.
- **Harrolle, M.G.** Consumer Behavior Course Project: Understanding why PSL owners do not use their tickets – Baltimore Ravens. \$15,000 (Primary Investigator) – Awarded March 2017.

Published Articles and Textbooks

July 1, 2017 to April 10, 2018, alphabetized here by first author; Muma College of Business faculty names are in bold.

- Allen, M., Rutherford, J., **Rutherford, R.** & Yavas, A. (2018). Impact of Investors in Distressed Housing Markets. *The Journal of Real Estate Finance and Economics*, 56(4), 622–652.
- Arunachalam, V., Chan, C., Prather-Kinsey, J., & **Wheeler, P.** (2017). Multinational managers' perceptions of how culture and MCS affects firm performance. *Journal of International Business and Culture Studies*, 11.
- **Balfour, A., Michaels, C.,** & Stetson, S. (2017). The teaching and practice of management: How art and culture make it different from other business subjects. *Journal of International Management Studies*, 12(2).
- Barfar, A. & **Padmanabhan, B.** Predicting presidential election outcomes from what people watch. *Big Data*, 5(1), 32-41.
- Barfar, A., **Padmanabhan, B.,** & **Hevner, A.** (2017). Applying behavioral economics in predictive analytics for B2B churn: Findings from fine-grained service quality data. *Decision Support Systems*, 101, 115-127.
- Besley, S. (2018). CFIN: *Corporate Finance* (6th ed.). Cengage Learning.
- **Biswas, D.,** Szocs, C., Chacko, R., & Wansink, B. (2017). Shining light on atmospherics: How ambient light influences food choices. *Journal of Marketing Research*, February, 111-123.
- **Biswas, D.,** Lund, K. and Szocs, C. (2018) ,Ambient Music and Food Choices: Can Music Volume Level Nudge Healthier Choices? *Advances in Consumer Research*, Volume 44, 53-58.
- **Biswas, D.,** Lund, K. & Szocs, C. (2018) *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-018-0583-8>
- Blay, A., Gooden, E., **Mellon, M.,** & Stevens, D. (2017). The usefulness of social norm theory in empirical business ethics research. *Journal of Business Ethics*, 1-16.
- Bouayad, L., lalynytchev, A., & **Padmanabhan, B.** (2017). Patient health record systems' scope and functionalities: A literature review and future directions. *Journal of Medical Internet Research*, 19(11), e388.
- **Bradley, D.,** Kim, I., & Tian, X. (2016). Do unions affect innovation? *Management Science*, 63(7), 2251-2271.
- Burton, L., Welty Peachey, J., & **Wells, J. E.** (2017). The role of servant leadership in developing an ethical climate in sport organizations. *Journal of Sport Management*, 31(3), 229-240.
- **Carrillo, H.,** Castellano, J., & Keune, T. (2017). Employee engagement in public accounting firms: Getting millennial staff excited about the work environment. *The CPA Journal*.
- Chabowski, B. R. & **Mena, J. A.** (2017). A review of global competitiveness research: Past advances and future directions. *Journal of International Marketing*, 25(4), 1-24.

- **Chari, K., & Agrawal, M.** (2018). Impact of incorrect and new requirements on waterfall software project outcomes. *Empirical Software Engineering*, 23(1), 165-185.
- **Chen, G., Qi, J., & Sutton, N.** (2017). From setback to comeback: Motivations for withdrawn IPO firms to return. *The Quarterly Review of Economics and Finance*, 66, 259-264.
- Choudhary, V. & **Shivendu, S.** (2017). Targeted couponing in online auctions. *Information Systems Research*, 28(3), 490-510.
- **Davis, D. F.**, Davis-Sramek, B., Golicic, S. L., & McCarthy, T. M. (n.d.). When institutions create constrained choice: An examination of regulatory pressure in supply chain relationships. *Journal of Business Logistics*, 2.
- Delvecchio, D., **Heath, T. B.**, & Chauvin, M. (2017). When signal swamps substance: The effects of multi-unit discount's positive and negative cues on sales. *Journal of Product & Brand Management*, 26(7), 750-758.
- **Dong, B., Robinson, D.**, & Xu, L. (2018). Auditor-client geographic proximity and audit report timeliness. *Advances in Accounting*, 40, 11-19.
- Dumm, R., Sirmans, S & **Smersh, G.** (2018). Sinkholes and Residential Property Prices: Presence, Proximity, and Density. *Journal of Real Estate Research*, 40(1).
- Dunham, P., & **Laursen, G.** (2018). Why can't a partner be an employee? *The Florida CPA Today*, 34(9), 8-11.
- **Dutta, K.** & Vandermeer, D. (2017). Caching to reduce mobile app energy consumption. *ACM Trans Web*, 12(1), 5.
- Francis, B., Hasan, I., **Hunter, D.**, & Zhu, Y. (2017). Do managerial risk-taking incentives influence firms' exchange rate exposure? *Journal of Corporate Finance*, 46, 154-169.
- Gottfried, A., Ambrose, S., & **Plank, R. E.** (2017). Inside sales force and gender: Mediating effects of intrinsic motivation on sales controls and performance. *The Journal of Selling*, 17(1), 20-36.
- Guzmán, F., & **Davis, D. F.** (2017). The impact of corporate social responsibility on brand equity: Consumer responses to two types of fit. *Journal of Product & Brand Management*, 26(5), 435-446.
- Hair, J.F., Jr., Wolfinbarger-Celsi, M., **Ortinou, D. J.**, & Bush, R.P. (2017). Essentials of Marketing Research (4th edition). McGraw-Hill Education.
- Hancock, M., Grappendorf, H., **Wells, J. E.**, & Burton, L. J. (2017). Career breakthroughs of women in intercollegiate athletic administration: What is the role of mentoring? *Journal of Intercollegiate Sport*, 10(2), 184-206.
- **Hechavarría, D. M.**, Terjesen, S. A., Stenholm, P., Brännback, M., & Lång, S. (2017). More than words: Do gendered linguistic structures widen the gender gap in entrepreneurial activity? *Entrepreneurship Theory and Practice*.
- **Hechavarría, D. M.**, Terjesen, S. A., Ingram, A. E.,



Balaji Padmanabhan broke new ground and turned some heads this past national election season when he co-authored a paper titled “Predicting Presidential Election Outcomes from What People Watch” in *Big Data*. The study began with these words: “The days of surprise about actual election outcomes in the big data world are likely to be fewer in the years ahead, at least to those who may have access to such data.” Padmanabhan and his research assistant at the time, Arash Barfar, broke down nearly a half-billion minutes of television viewing to determine that what people watch could predict who they would vote for in presidential elections. They examined numbers in 48 states and the District of Columbia and in 165 individual counties.

- Renko, M., Justo, R., & Elam, A. (2017). Taking care of business: The impact of culture and gender on entrepreneurs' blended value creation goals. *Small Business Economics*, 48(1), 225-257.
- Huang, M. & **Bhattacharjee, A.** (2018). Gatekeepers' innovative use of IT: An absorptive capacity model at the unit level. *Information & Management*, 55(2), 235-244.
 - **Karlins, M. & Welker, R.** (2018). The evolution of business from a workplace to a WORTHplace: Dealing effectively with the human factor in the work equation. *The Journal of Global Business Management*, 14(1).
 - **Kelso, R. S.** (2017). The impact of the Morrill Act on the evolution of U.S. liberal arts education. *Insights to a Changing World Journal: Critical Thinking Series*, 127-142.
 - Kim, M., Kim, Y. K., & **Wells, J. E.** (2017). Servant leadership in sport organizations: The role of coach-athlete relationship. *International Journal of Sport Management*, 1, 19-43.
 - Kim, I., **Pantzas, C.**, & Wang, B. (2017). Shareholder coordination and stock price informativeness. *Journal of Business Finance and Accounting*.
 - Kohlmeyer, J. M., Parker, R., & **Sincich, T.** (2017). Career related benefits and turnover intentions in public accounting firms: the roles of career growth opportunities, trust in superiors, and organizational commitment. *Advances in Accounting Behavioral Research*, 20, 1-21.
 - Kwapisz, A. & **Hechavarría, D. M.** (2017). Women don't ask: An investigation of start-up financing and gender. *Venture Capital*, 1-32.
 - Langan, R., Besharat, A., & **Varki, S.** (2017). The effect of review valence and variance on product evaluations: An examination of intrinsic and extrinsic cues. *International Journal of Research in Marketing*, 34(2), 414-429.
 - **Libaers, D.** (2017). Time allocations across collaborations of academic scientists and their impact on efforts to commercialize novel technologies: Is more always better? *R&D Management*, 47(2), 180-197.
 - Lin, J. B., **Pantzas, C.**, & **Park, J. C.** (2017). Corporate derivatives use policy and information environment. *Review of Quantitative Finance and Accounting*, 49(1), 159-194.
 - Mastracchio, N. & **Lively, H.** (2017). Private company accounting standards: Survey of New York CPAs finds adoption slow. *The CPA Journal*, 87(12), 50-53.
 - Meng, E. & **Pantzas, C.** (2017). Monthly cyclicity in retail investors' liquidity and lottery-type stocks at the turn of the month. *Journal of Banking and Finance*, 88, 176-191.
 - **Michaels, C. & Balfour, A.** (2017). Negotiations in business relationships. *Journal of International Management Studies*, 12(2).
 - **Michaels, C. & Balfour, A.** (2017). Political games in organizations. *Journal of International Management Studies*, 12(2).
 - **Mondello, M.**, Mills, B., & Tainsky, S. (2017). Competition in shared markets and National Football League viewership. *Journal of Sport Management*, 31, 562-574.
 - **Mullarkey, M. & Hevner, A.** (2018) An elaborated action design research process model, European *Journal of Information Systems*, DOI: 10.1080/0960085X.2018.1451811
 - **Murthy, U. S.** & Geerts, G. L. (2017). An REA ontology-based model for representing big data, analytics, and information integrity issues. *Journal of Information Systems*, 31(3), 45-61.
 - **Murthy, U. S. & Wheeler, P.** (2017). The effects of decision-aid design on auditor performance in internal control evaluation tasks. *Journal of Information Systems*.
 - Nicolopoulou, K., Karatas-Ozkan, M., Janssen, F. & **Jermier, J.** (2017). New research directions for sustainable entrepreneurship. *Sustainable Entrepreneurship and Social Innovation*, 5-21.
 - **Pantzas, C.** & Wang, B. (2017). Shareholder coordination, information diffusion and stock returns. *Financial Review*, 52(4), 563-595.
 - Reid, D. A., **Plank, R. E.**, Peterson, R. M., & Rich, G. A. (2017). Examining the use of sales force management practices. *Journal of Business & Industrial Marketing*, 32(7), 974-986.
 - Rutherford, J., **Rutherford, R.**, Strom, E., & Wedge, L. (2017). The subsequent market value of former REO properties. *Real Estate Economics*, 45(3), 713-760.
 - Seeber, I., Maier, R., **Vrede, G. J. de**, & Weber, B. (2017). Beyond brainstorming: Exploring convergence in teams. *Journal of Management Information Systems*, 34(4), 939-969.
 - Shah, P., Laverie, D. A., & **Davis, D. F.** (2017). Brand deletion. *Journal of Brand Strategy*, 5(4), 434-452.
 - **Steele, L. M.**, Johnson, G., & Medeiros, K. E. (2018). Looking beyond the generation of creative

ideas: Confidence in evaluating ideas predicts creative outcomes. *Personality and Individual Differences*, 125, 21-29.

- Swanson, D., Goel, L., Francisco, K., & **Stock, J.** (2017). Applying theories to logistics and supply chain management from other disciplines: A systematic literature review. *Transportation Journal*, 56(3), 299-356.
- Tadesse, A. F. & **Murthy, U. S.** (2018). Nonprofessional investor perceptions of the disclosure and partial remediation of IT and non-IT control weaknesses: An experimental investigation. *International Journal of Accounting Information Systems*, 28(1), 14-30.
- Turner, M. R., Watts, L. L., **Steele, L. M.**, Mulhearn, T. J., Torrence, B. S., Todd, E. M., Mumford, M. D., & Connelly, S. (2017). How did you like this course? The advantages and limitations of reaction criteria in ethics education. *Ethics & Behavior*.
- Xiaoying, X., **Dutta, K.**, Datta, A., & Ge, C. (2017). Identifying functional aspects from user reviews for functionality-based mobile app recommendation. *Journal of the Association for Information Science and Technology*, 69(2), 242-255.
- Wang, T., **Libaers, D.**, & Park, H. D. (2017). The paradox of openness: How products and patenting experience affect external R&D sourcing in China. *Journal of Product Innovation Management*, 34(3), 250-268.
- Watts, L. L., Ness, A. M., **Steele, L. M.**, & Mumford, M. D. (2018). Learning from stories of leadership: How reading about personalized and socialized politicians impacts performance on an ethical decision-making simulation. *The Leadership Quarterly*, 29(2), 276-

294.

- Watts, L. L., **Steele, L. M.**, Medeiros, K. E., & Mumford, M. D. (2017). Minding the gap between generation and implementation: Effects of idea source, goals, and climate on selecting and refining creative ideas. *Psychology of Aesthetics, Creativity, and the Arts*.
- **Wells, J. E.** & Croom, R. (2017). Does the shoe fit? The value of person-organization fit. *Athletics Administration*, 52(1), 55.
- **Wells, J. E.** & Kerwin, S. (2017). Intentions to be an athletic director: Racial and gender perspectives. *Journal of Career Development*, 44(2), 127-143.
- **Zhang, L.**, Gupta, A. K., & Hallen, B. L. (2017). The conditional importance of prior ties: A group-level analysis of venture capital syndication. *Academy of Management Journal*, 60(4), 1-27.

Faculty Service

- **Dipayan Biswas** was appointed area editor with the *Journal of the Academy of Marketing Science*, a *Financial Times Top 50* journal. He accepted an invitation to join the editorial review boards of the *Journal of Marketing*, a premier journal in the discipline, and the *Journal of Retailing*.
- **Lisa Gaynor** has conducted impactful research that has been cited by the Public Company Accounting Oversight Board in a recent auditing reporting standard, which is a principle on which auditing procedures are performed and judged. She also serves as editor of *Auditing: A Journal of Practice & Theory* and as the academic co-editor of *Current Issues in Auditing*.



More than 400 newspaper, TV and radio stations ran stories that referenced Dipayan Biswas' research on retail atmospherics. A strategic tool for stores and restaurants, ambient music and background noise are especially important atmospheric elements. Biswas and his coauthors investigated the consequences of ambient music (and background noise) volume on food choices and sales. A pilot study, two field experiments, and five lab studies showed that low (vs. high or no) volume music/noise leads to increased sales of healthy foods due to induced relaxation. In contrast, high volume music/noise enhanced excitement levels, which in turn led to unhealthy food choices.

- **David J. Ortinau** was selected as one of four guest editors of an upcoming *Journal of Business Research* special issue titled “Corroborating Empirical Evidence from Published Marketing Research.” He is also a member of the AMS Board of Governors and a member of the JMTP Senior Advisory Board.
- **Joni Jones** was named as faculty liaison for the Florida Center for Cybersecurity.
- **Michael Fountain** served as a National Selection Committee Member for CNBC 2017 US Business Disruptors Honors Program.
- **Sharon Hanna-West** was appointed by the Pasco County Board of County Commissioners to the Environmental Land Acquisition Selection Committee.
- **Michelle Harrolle** is a member of the *Sport Marketing Quarterly* Editorial Board.
- **Timothy Heath** is a faculty representative for the AMA Sheth Doctoral Consortium and an area editor for the *Journal of Marketing*. He is also on the Editorial Review Board for the *Journal of Consumer Psychology*.
- **Uday Murthy** is an associate editor for the *International Journal of Accounting Information Systems*.
- **Pat Wheeler** serves as senior editor of the *Journal of Information Systems*.

Faculty/Student Research Stipends/Awards

- **Daniel Bradley, Lei Zhang, Shivendu Shivendu** and **Christos Pantzalis** each received a Muma College of Business Faculty Research Award of \$12,500.
- **Bei Dong** received the Muma College of Business Instructor Research Award, of \$4,000.
- Muma College of Business Doctoral Student Awards of \$1,000 each were presented to:
 - **Annika Abel** – One premier R&R third-round, seven conference presentations.
 - **Iana Shaheen** – One niche premier submission, one journal publication, one conference proceedings, eight conference presentations.
 - **Dong Liu** – One journal publication, one journal submission, four conference proceedings, two conference presentations.
- Muma College of Business Center for Analytics & Creativity Faculty Research Grants of \$12,500 were presented to:
 - **Jared Williams** – When Bankers Go to Hail: The Economic Implications of Taxi Rides between Financial Institutions and the New York Fed.
 - **Timothy Heath** – When “Good Math” Begets Bad Science: Theory and Method.
 - **Diana Hechavarria** – Cracking the Start-Up Code: Sequencing of Activities by High-Potential Nascent Entrepreneurs.

Janelle Wells published an article in the *Journal of Career Development* titled: “Intentions to be an Athletic Director: Racial and Gender Perspectives,” which took a hard look at women and racial minority senior athletic administrators’ workplace experiences. She concluded that women and racial minorities in those positions had similar self-efficacy compared to white men, but they encountered more barriers, unfavorable outcome expectations and lower choice goals associated with becoming an NCAA Division I athletic director. Additionally, she found that women and racial minority senior athletic administrators felt that occupational segregation limited their access and opportunities for career advancement.





Strategic Priorities

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



Strategic Priority 3: People

The faculty, administrators and staff at the Muma College of Business are motivated to do their best to make sure the college attains its goals and is the best it can be. We strive to take care of the people who come to work here every day, whether they are in executive positions or serve as analysts or custodians. Everyone has a part in the success of this college.

A strong workplace culture encourages people to be motivated and engaged in order to reach their potential. Our work environment is healthy as we place value on passion for the mission, accountability for the tasks done, personal development for those eager to advance, openness for discussions of better

ways to do things and collaboration to create a work place that accomplishes great things while, at the same time, is fun.

It is nice to be recognized for your work. In April, the advisors and staff in the Collier Student Success Center were lauded as one of the best units on campus when it comes to improving key student success metrics and improving overall performance. Staff in several units have received Quiet Quality awards presented by the Staff Senate. And we have applauded some of our own through college-specific awards programs.

We recognize faculty who have reached pinnacles, whether they achieve academic success through research or accolades for innovative teaching methods. We let everyone know about it through our webpage, in our internal newsletter and in our external newsletter that goes to more than 80,000 subscribers each month.

USF Muma College of Business Employee Awards

July 1, 2017 to June 30, 2018

- **Lauren Baumgartner**, who works in the DBA program, received a Quiet Quality Award from the Staff Senate. The award recognizes staff members who are consistently conscientious, professional, self-directed and team-oriented. Similarly, **Lori Wilder**, **Jose Soto** and **Sandy Denslow**, who all work in the Collier Student Success Center, received the award. **Douglas McLeod**, who works in the mailroom, also received the award.
- **Anol Bhattacharjee** received a Fulbright Core Scholarship that will send him to India for four months in 2019.
- **Dipayan Biswas** received the Outstanding Area Editor Award by the *Journal of the Academy of Marketing Science*. Biswas also received a “Best Paper Award” at the American Marketing Association’s Winter Academic Conference, a premier conference for those in the marketing industry.
- **Dipayan Biswas**, **Greg Smersh**, **Kerry Walsh** and **Anol Bhattacharjee** were each awarded the Exide Instructorships in Business Ethics.
- **Dan Bradley** received the Faculty Outstanding Research Achievement Award. The annual awards, which are part of an open competition judged by the USF System Research Council, are given to USF faculty members who have received national and international peer recognition for their research in the previous calendar year.
- **Jennifer Cainas** won the university-wide Outstanding Undergraduate Teaching Award.
- The **Collier Student Success Center** received the USF Provost’s Award for helping students succeed in the Muma College of Business. The award was announced earlier this month at the USF Student Success Awards Luncheon. It recognizes the efforts under the Collier Student Success Center umbrella (such as the Corporate Mentor Program, Undergraduate Advising, the Bulls Business Community and Business Honors Program) that work to retain students and spearhead much of the beyond-the-books programs offered in the college.
- **Kaushik Dutta** and **Shivendu Shivendu** are the recipients of a Muma Fellowship Stipend, which helps defray the costs of resources needed to conduct research. Both are associate professors in the Information Systems and Decision Sciences Department.
- **Lisa Gaynor** received a summer research award from the Lynn Pippenger School of Accountancy for her proposal titled “The Effects of Testing and Disclosing Fair Value Measurement Uncertainty on Professional Skepticism.”
- **Timothy Heath** was awarded a Fulbright Core Scholarship last month, allowing him to travel to Vienna, Austria next year.
- **Diana Hechavarría** received the USF Status of Latinos Faculty Award at the USF Hispanic Heritage Celebration Luncheon in October.
- **Alan Hevner** was named a Distinguished University Professor, a university-wide designation that recognizes senior faculty members who have distinguished themselves among their peers both within and outside the university. The title is awarded through a nomination process that includes an external peer review. The title identifies those holding it as outstanding members of their profession. Purdue University’s College of Science also honored Hevner, presenting him with its 2018 Distinguished Computer Science Alumni award.
- **Robert Hooker** received the 2017 Outstanding Faculty Award at a ceremony in November.
- The USF Global Medal was also presented to **Robert Hooker** and he was named a Global Faculty Fellow by the USF Global Citizens Project.

- **Moez Limayem** was granted an administrative Fulbright Scholarship. He travelled to Japan for two weeks in June.
- USF World's Outstanding Global Engagement Award was presented to **Moez Limayem** in the wake of unprecedented numbers of international students enrolling in the business college and the increase of international partnerships.
- **Heather Lively** received a summer teaching award from the Lynn Pippenger School of Accountancy for her proposal titled "A Tool for Teaching Exchanges of Nonmonetary Assets to Undergraduate Students."
- **Karla "Doreen" MacAulay**, an instructor with the Information Systems and Decision Sciences Department, and coordinator of numerous projects ranging from case competitions to various workshops, was named the recipient of this year's Muma College of Business Outstanding Teacher Award.
- **Matt Mullarkey** and **Jose Soto** received the Outstanding Community Engagement Award.
- **David Ortinau** received the 2017 Outstanding Top 5 Percent Editorial Reviewer Award for the *Journal of the Academy of Marketing Science*.
- **Dahlia Robinson** won the Advisory Council Outstanding Teaching Award, which was presented at the Beta Alpha Psi banquet in December.
- **Tom Smith** received a summer research award from the Lynn Pippenger School of Accountancy for his proposal titled "Technology Experts on the Board of Directors and Reported Security Breaches."
- **Jim Stock** was one of six USF professors selected as Fellows of the American Association for the Advancement of Science. The award is considered among the top honors in academic research.
- **Jim Stock** was also named a 2018 University of South Florida Nexus Initiative Award recipient. This new program facilitates global and national research collaborations for tenured/tenure-track and full-time research faculty members.
- **Jose Soto**, office manager for the Muma College of Business Undergraduate Advising Office, was awarded the USF Status of Latinos Staff Award for his accomplishments. He received the award at the recent USF Hispanic Heritage Celebration Luncheon in October.
- **Bill Sutton** was named a Distinguished Scholar and served as a guest lecturer at the University of Wisconsin-La Crosse.
- **Lu Thompson** received the Lifetime Achievement Award presented at the Center for Entrepreneurship's gala in March.
- As part of the Fulbright U.S. Scholar program, **Sajeev Varki** will travel to Belarus for a research/teaching program.
- **Lei Zhang** received the Academy of Management Annual Conference Best Paper award.

Retirements

Several long-time faculty and staff members retired this year.

- **Lu Thompson** was an office manager at the USF Center for Entrepreneurship and surrogate "mom" to many of its students, faculty and staff. She was a fixture at the center from its beginning, some two decades ago. She retired in the spring semester.
- Marketing Professor **David Ortinau** retired in June after nearly 40 years of service to USF (he began his USF career in 1979). Ortinau has spent much of his time here helping upper-level undergraduates in marketing research and consumer behavior courses and students in the Marketing PhD Program. An expert in continuous improvement practices, product/service quality, and customer satisfaction, Ortinau is an active researcher and writer.
- An instructor in the Information Systems and Decision Sciences Department, **Weyman Whitlock** taught

courses in web applications, Java, database administration, information systems analysis and design. He is also a consultant for the MBA capstone course. His research interests included teaching methodologies in an evolving academic environment. He is the principal author of *Modern Database Management Casebook*, now in its sixth edition.

- After some 35 years of standing in front of classes teaching students how to make sure the numbers are properly reported in the financial statements, **Terry Engle**, a professor in the Lynn Pippenger School of Accountancy, retired in February. Engle taught both graduate and undergraduate courses that included independent auditing and internal and operational auditing. In the 2003-2004 and the 2012-2013 school years, he received the school's Outstanding Teacher Award.
- Associate Professor **Barbara Lafferty** retired in June. She taught Basic Marketing, Promotion Management, MBA Promotion Management and MBA Sustainable Marketing. She has served on the editorial boards of several journals and her research has been cited more than 1,500 times.

College Diversity

The college has emphasized diversity for many years. We strive to promote diversity of thought, of course, but we are also committed to recruiting faculty, staff and students from diverse backgrounds.



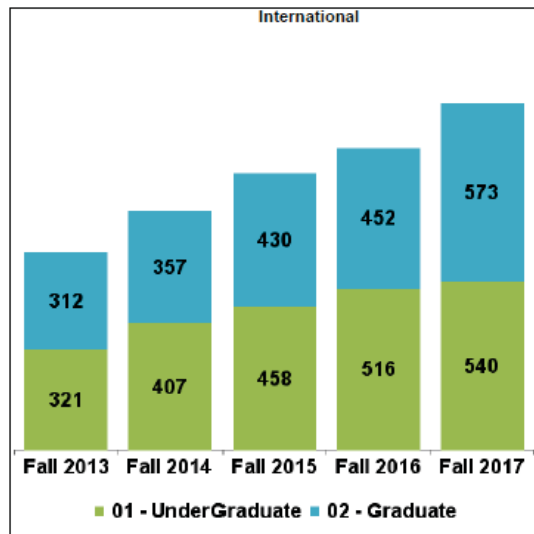
- The college is in the process of an extensive diversity review. Using an external consultant, focus groups were conducted, draft surveys have been prepared this year and reviewed by the college's faculty diversity committee. The final surveys will be distributed to all students and faculty/staff and we intend to create a comprehensive diversity policy and plan based on the survey results.
- In terms of students, the percentage of international students in the college has grown from 11 percent in 2013 to 19 percent in the current academic year.
- In terms of personnel, there are 474 employees in the college (including student employees), of which 182 do not classify themselves as Caucasian.
- Eight new tenure-track professors were hired this year to start in the fall; three of whom are women.

The Conversation with a CEO series has featured corporate leaders from a variety of industries and backgrounds. About 200 came out to hear Shelley Broader, the CEO of Chicos, talk about glass ceilings, workplace diversity and corporate leadership roles.

| 1.1.c Headcount International | | | | | | | |
|-------------------------------|---------------------|-----------|-----------|-----------|-----------|-----------|---|
| International Status | | Fall 2013 | Fall 2014 | Fall 2015 | Fall 2016 | Fall 2017 | % 1-Year Change (Fall 2016 - Fall 2017) |
| Undergraduate | International | 321 | 407 | 458 | 516 | 540 | 5% |
| | Non International | 4,318 | 4,181 | 4,049 | 4,056 | 4,195 | 3% |
| Graduate | International | 312 | 357 | 430 | 452 | 573 | 27% |
| | Non International | 565 | 566 | 570 | 544 | 695 | 28% |
| Total | International | 633 | 764 | 888 | 968 | 1,113 | 15% |
| | % International | 11% | 14% | 16% | 17% | 19% | - |
| | Non-International | 4,883 | 4,747 | 4,619 | 4,600 | 4,890 | 6% |
| | % Non-International | 89% | 86% | 84% | 83% | 81% | - |
| Overall | | 5,516 | 5,511 | 5,507 | 5,568 | 6,003 | 7.8% |

Source: ODS Internal USF Student Information System

- The college helped sponsor the USF Diversity Summit in March.
- Funding provided by the Executive Bulls program allowed the college to participate in the Women Leaders in Doctoral Education workshop.
- The Corporate Mentor Program, which serves students who are the first in their families to



attend college, helped students with diverse ethnic backgrounds: 2 percent Asian-Pacific, 23 percent African American, 33 percent Latino/Hispanic, 38 percent Caucasian and 12 percent multi-racial.

- The college partnered with USF Women in Leadership & Philanthropy to provide premium seating for WLP members and guests for the inaugural Muma College of Business Thought Leader Series featuring Apple Cofounder Steve Wozniak.

Research

ONE UNIVERSITY : ONE COMMUNITY : ONE

A Tradition of Excellence Innovation &

R/V Weather
taking Marine
researchers to
front lines of the
Deepwater Horizon
oil spill crisis

ne
VISION





Strategic Priorities

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



Strategic Priority 4: Business Engagement

Among the hallmarks of the Muma College of Business is the level of engagement with the surrounding business communities. And by surrounding, we don't mean just Tampa Bay -- we mean all of Florida, the U.S., and, indeed, the world. We strive to reach beyond the boundaries of academia to include outside businesses in decisions about how best to prepare graduates – the future leaders of those very businesses – for the world beyond the classroom.

Executives know that to ensure their businesses live on, they must infuse new blood and fresh ideas into the mix and those ideas often come from our students. Here, they learn

innovative ways to conduct business and carry what they have learned with them after graduation. They are the factors that keep commerce chugging forward in new and exciting ways.

Corporate leaders serve on our advisory boards and they volunteer to be mentors in our Corporate Mentor Program. They open up internships that help acclimate our students to the outside world's way of conducting trade. They come to talk to classes as part of several speaker series; they interact with students, always on the look-out for a young person who may fit into their organizations. And they judge (and sometimes sponsor) competitions where students pitch their ideas.

For example, the Fintech Business Plan Competition awards cash prizes to students who pitch their entrepreneurial ideas to a team of judges that includes the company's CEO. Similarly, the Florida Health Care Innovation Pitch Competition – a Shark Tank-style event sponsored by Florida Blue – gives students statewide a chance to compete for \$20,000 in cash and prizes by pitching their ideas for an innovation in health

care with health care leaders judging the competition.

It's not an uncommon sight in our atrium to see students chatting easily with Fortune 500 CEOs and leaders of international corporations. It isn't a one-way street. The college reaches out to local and regional businesses, too, sharing our expertise.

For example, faculty have headed out to Jabil to train employees in the electronic product solutions company on big data. Jabil wanted to certify its employees as Citizen Data Scientists and turned to USF. Faculty have trained 58 Jabil employees in four cohorts (each program about six months long) on how to use advanced data management techniques, statistical programming, predictive modeling, artificial intelligence, big data systems and more. Similarly, they trained 25 senior Jabil executives there through a one-day Executive Data Science session.

The Jabil partnership fits well with the college's strategic emphasis on analytics and creativity and its goal of business engagement, taking academic research and knowledge and translating it directly to the business world.

We are offering more training sessions for the corporate community. The Digital Marketing Certificate program is gaining traction and its attendees are finding that the certificate translates into promotions, higher salaries and company-transformative responsibilities. We are exploring a similar training program focusing on cyber security.

Sometimes our outreach to the business community means that faculty work with businesses to conduct research. For example, research conducted by professors and students in the Vinik Sport & Entertainment Management Program has helped organizations such as the Miami Dolphins, Minor League Baseball, the NBA, the Pittsburgh Pirates, Ticketmaster, Valspar Championship and the Women's Tennis Association. Just a few weeks ago, students and faculty collaborated with Valspar on consumer research to help the tournament organizers better understand its audience and their impressions of the event. And earlier in the semester, thanks to a partnership with Fox Sports University, a national program designed to encourage competition in the area of creative expression, students created marketing campaigns with digital and video ads for the Florida Panthers, with Fox Sports producing and airing the commercials!

Other times, that outreach comes in the form of special

events where we bring experts to discuss important business trends. These events include the Florida Business Analytics Forum, the Accounting Circle CPE Conference and the Muma Thought Leader Series.

Most of the time, we help companies by educating employees. Sometimes, however, it can be more than that. For instance, recognizing that 40 percent of all businesses that shut down following a disaster never re-open, the Florida Small Business Development Center at USF has helped to heal property and economic damage caused by Hurricane Irma in September of 2017.

The Florida Small Business Emergency Bridge Loan Program was activated by Gov. Rick Scott on Sept. 14, 2017, as a result of Hurricane Irma. This statewide, interest-free loan program was available to small business owners and citrus businesses that experienced physical and/or economic damage as a result of the storm. Small business owners could qualify for up to \$50,000, while citrus growers could apply for up to \$150,000.

A month after the storm passed, the Florida SBDC at USF had received 97 inquiries about the Florida Emergency Bridge Loan Program. In total, it facilitated 141 State of Florida Emergency Bridge Loans, totaling \$7,515,100.

Beyond disaster relief, the Florida Small Business Development Center at USF provided 15,843 hours of consulting to 1,810 clients and, last year, it offered 328 training events for 3,346 attendees. We fully expect these numbers to increase this year.

The center's services include one-on-one counseling sessions as well as training classes focused on topics such as marketing a small business, obtaining financing, understanding the basics of social media or using search engine optimization to improve Google rankings. Its new Byte-Size Small Business Cybersecurity Program educates small business owners on the risks of cyberattacks and common cyber threats and suggests strategies to help them safeguard their businesses, customers, employees and profits.

The 31st Annual Government Small Business Conference was also led by the SBDC. The unique conference for small business owners teaches them how to optimize business opportunities through informative workshops, panel discussions, and a Business Opportunity Expo featuring federal agencies.



Shelley Broader

President and CEO, Chico's FAS, Inc.

Guest Speaker for Conversation with a CEO

Nov. 8, 2017

On any given day at the Muma College of Business, it's not unusual to see a high-powered, acclaimed corporate leader walking through the atrium. He may be heading toward a classroom for a question-and-answer period with students or to the auditorium for a lecture before an MBA class. The exec may be bound for a stage in the atrium to be recognized for a philanthropic gesture or to the dean's office to ask about recruiting.

The point is this: The line between academia and outside business is blurred here at the Muma College of Business and that's by design. The closer the college is to its partners beyond the USF gates, the better positioned everyone is. Students get real-life issues to study, faculty have a pipeline into relevant material for course topics and business executives get to network with up-and-coming students eager to leave the classroom behind and head out into the real world to make a difference.

Our events and corporate engagements are for a purpose and that's to get our students acquainted and comfortable

with the leaders in the business and corporate industry. This way everyone wins. Students get well-paying jobs after graduation, real-life businesses get a steady influx of fresh ideas and young talent and the Muma College of Business achieves one of its primary goals: Student success.

Among the events bringing the corporate community to campus this year (this is not an exhaustive list):

- Aug. 25: The annual Scholarship Luncheon brought corporate representatives as well as individual donors to campus to meet the students who are the recipients of their generosity.
- Sept. 21: Florida Blue CEO **Patrick Geraghty** and Tech Data CEO **Bob Dutkowsky** were joined by their respective chief human resources officers, Amy Ruth and Beth Simonetti, to discuss the trend of aligning "people" strategies with financial ones and the elevation of the CHRO position. Dozens of CEOs and human resources officers attended the event, which

was sponsored by Florida Blue.

- Sept. 26: Hundreds of students, business leaders and friends of the college gathered in the atrium to celebrate the **Jeff and Penny Vinik** gift that names the Vinik Sport & Entertainment Program.
- Sept. 28: **Arnie Bellini**, CEO of ConnectWise, was the guest at the Conversation with a CEO event held in downtown Tampa. Bellini is cofounder of the tech company that began in the 1980s and now has 900 employees. These conversations usually draw 200 business professionals.
- Oct. 9: "What Tomorrow Might Look Like" was the topic of the Vinik Sport & Entertainment Management Program's annual lecture series. Guests included **Tim Leiweke**, founder and CEO of the Oak View Group who has more than 30 years of global sport and entertainment experience; **Jeff Wilpon**, COO of the New York Mets; and **Brendan Donohue**, managing director of the NBA 2K League. The talks drew about 350 students, alumni and sport and entertainment industry executives.
- Nov. 8: **Shelley Broader**, CEO of Chico's FAS clothing and accessories, was the guest speaker at the Conversation with a CEO event in downtown Tampa. Her career has included executive positions at WalMart, Michaels and the Delhaize group and now she heads a company with 1,500-plus stores across the United States and Canada.
- Nov. 14: The Tampa Bay Partnership presented its State of The Region in the Marshall Student Center. A big part of the data presented came from **Balaji Padmanabhan** and **Shivendu Shivendu**, two information systems professors whose research plotted where the Tampa Bay region has been in comparison to other cities in the United States, and where it could be a few years from now. Nearly 300 business and government leaders attended the event.
- Jan 18: Raymond James made a \$200,000 contribution to name the directorship of the fledgling personal financial planning major, which began in the fall semester. A naming ceremony was held in the Muma College of Business atrium, where Raymond James executive (and USF accounting alumnus) **Dennis Zank** discussed the importance of building a pipeline of talent for this field.
- Feb. 1: **Steve Griggs**, CEO of the Tampa Bay Lightning and Amalie Arena, was the guest speaker at the Muma College of Business Conversation with a CEO. The sold-out conversation drew a wide variety of attendees, including business leaders from the downtown area affected by a multi-billion dollar plan to make over a big chunk of downtown Tampa. Part of the redevelopment plan calls for a USF medical facility.
- Feb. 20: **Steve Wozniak**, the co-founder of Apple computers and an entrepreneur and philanthropist, was the inaugural speaker at the Muma College of Business Thought Leader Series. About 2,300 people, ranging from students to corporate executives, attended the free event in the USF Sun Dome.
- Feb. 23-24: Muma College of Business students competed against students from four Florida universities in a case competition involving the Yuengling brewing company in Tampa. The students made presentations on a proposed expansion plan at the plant, sharing their ideas with members of the company's leadership team.
- Feb. 27: **Mike Whitaker**, global head of Institutional Clients Group Operations and Technology with Citi, spoke at a breakfast sponsored by the Muma College of Business Information Systems and Decision Sciences Department. He talked to students and area IT leaders about innovation, determination and cutting through the noise of the workplace to achieve success.
- March 5: The fifth annual Bolts & Bulls Golf Classic at Innisbrook Golf Resort raised about \$100,000 for the Vinik Sport & Entertainment Management Program. The event's presenting sponsor was Chase Bank. Other supporting corporate sponsors included Jabil, Sunbelt, Dex Imaging, Vector Solutions, Fanatics and Flexential.
- March 21: **Jordan Zimmerman**, founder, chairman and architect of the Zimmerman Advertising empire with billings of more than \$3 billion, came to the Muma College of Business to talk to students about how to "dream bigger."
- March 29-30: 200 sport and entertainment marketing professionals, as well as students from USF and other institutions, attended the fourth annual Sport and Entertainment Analytics Conference, where a dozen speakers discussed trends in the industry, including **Julien BriseBois**, assistant general manager of the Tampa Bay Lightning; **Russell Scibetti**, president of KORE Planning & Insights; **Andy Rentmeester**, chief



revenue officer for LaneOn; **Karlis Kezbers**, director of business intelligence and ticket strategy with the NBA's Oklahoma City Thunder; and **Mike Bernstein**, vice president of Wasserman Media Group.

- April 4: **Dave Dunkel**, CEO of Kforce, a staffing services and solutions company that employs more than 2,600 workers, spoke at the Conversation with a CEO event in downtown Tampa. Attendees included alumni, area business leaders, faculty and students.
- April 5-6: The inaugural Selling with the Bulls was held, in which some 60 students participated in a series of sales competitions with 30 outside business executives serving as the judges. Fifteen businesses participated.
- April 10: The college dedicated the Lasher Center for Financial Markets, a classroom renovated through donations from father-son donors **Stuart and Tyler Lasher**. The renovations include a Bloomberg terminal, two stock tickers and other improvements. The Lashers founded the private

equity firm Quantum Capital Partners.

- May 15: Leaders in the business analytics arena will head to the college to talk about machine learning, artificial intelligence, blockchain, algorithmic fairness and healthcare analytics. The speakers are experts in the cutting-edge areas of data analytics and include **Valliappa Lakshmanan**, a tech leader at Google for its Big Data and Machine Learning Professional Services on the Google Cloud and **Frank Yiannas**, who oversees all food safety as well as other public health functions for Walmart. In 2017, hundreds of business professionals attended; 400 people are expected to attend this year.
- May 17-18: The USF Accounting Circle CPE Conference offers participants 16 CPE credits. The two-day program brings speakers from the accounting industry to campus to discuss topics such as the U.S. GAAP update, how artificial intelligence and automation might redefine the industry, audit readiness, fraud prevention, and new partnership audit rules for tax accounting.



Steve Wozniak

CoFounder, Apple, Inc.

Inaugural Speaker for the
Thought Leader Series, Feb. 20, 2018



Strategic Priorities

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



Strategic Priority 5: Global Literacy and Impact

In every business, employees today work across teams and across continents to achieve business goals. The Muma College of Business – and the Sport & Entertainment Management Program in particular – is committed to understanding both the domestic and global landscapes, and their interconnectedness, in the 21st century sport industry through research, curriculum delivery, preparation and placement.

A large focus of the college's curriculum is on global business literacy and impact. We establish relationships with

universities around the globe; we partner with faculty and students there to foster a real sense of global community. Each year, we strengthen those relationships by increasing opportunities for students to study abroad. There, they learn nuances of commerce, whether in London, Florence, Panama or Beijing.

We send hundreds of students overseas each year. For example, each summer, students in a program that melds advertising and business travel to London for six weeks to study, visit British corporations and learn how international business is conducted. Executive MBA students often take trips abroad not only to learn how business is handled, but also to experience a culture different from ours. Such experiences give students the new outlook they need to succeed as business-savvy graduates and responsible global citizens.

We also send faculty to other nations to conduct research, participate in conferences, teach or build stronger business networks.

Faculty Overseas

Over three years, nine professors have been named Fulbright scholars (including four from the current academic year).

The college's Fulbright scholars are:

- **Grandon Gill** - South Africa
- **Dan Bradley** - Portugal
- **Rob Hooker** - Sweden
- **James Stock** - Finland
- **Jerry Koehler** - Belarus
- **Anol Bhattacharjee** - India (new this year)
- **Moez Limayem** - Japan (new this year)
- **Sajeev Varki** - Belarus (new this year)
- **Timothy Heath** - Austria (new this year)

Our global emphasis goes beyond Fulbright visits. Faculty often present their work worldwide or to receive international awards. For example, **Bill Sutton** delivered the keynote address at The Future of Sport Symposium on Global Sport Business Education at the University of Worcester in the United Kingdom in November. **Dipayan Biswas** gave the keynote address at the DLG Sensory Marketing Conference in Germany and has been conducting sensory marketing research in Norway, Germany, France and Sweden. **Matt Mullarkey** will also head to Sweden to lead a workshop detailing USF's "methodological innovation in collaboration between academia and practice through the design and delivery of the Citizen Data Science Program." **Donna Davis** traveled with a team of USF representatives to Universidad del Norte in Baranquilla, Colombia, to explore opportunities for collaboration.

USF Students Heading Overseas

The college offers a variety of options, ranging from two-week trips that are part of a four-week "May-mester" to six-week summer study abroad trips, led by USF faculty in which students earn USF credit overseas. For students who want to study overseas on their own, semester-long exchanges are an option.

Study Abroad Programs specific to the college include:

- Principles of Management in Panama
- USF in Florence Business
- USF in London
- International Entrepreneurship: A Cross Cultural Perspective Program in Sicily
- USF in Dublin
- International Marketing for Business Honors in Galloway, Ireland

USF in London and USF in Florence are the most popular programs, each with nearly four dozen participants.

The London marketing program focuses on business engagement and students meet the managing partners and key executives at most of London's leading advertising agencies, including J. Walter Thompson, Mindshare, SapientNitro, Wieden+Kennedy and Mother London. Students visited sites such as the Tower of London, Westminster Abbey, Buckingham Palace and Parliament.

Since its inception, the USF in Florence program has proven to be the most popular of any of USF's approximately three dozen summer study abroad programs. Florence surrounds students with incomparable art, architecture, ambiance and unique cuisine that have made it famous for centuries. USF partners with the Florence University of the Arts for the six-week program; almost all Business Honors Program students have taken core business classes through this program.

Two dozen graduate students from the Vinik Sport & Entertainment Program headed to the United Kingdom for a six-day trip in November. Students toured a sport entertainment agency and the lush grounds of Wimbledon and attended a pro-soccer match. They attended a sports management symposium in Worcester where formal sessions included a trip to one of the world's largest sports marketing agencies. There, analysts presented a marketing case to the group for discussion.

Twenty-seven Executive MBA students traveled to Bangkok and Singapore last year. This year, 32 EMBA students will head to Dublin, Ireland, and Edinburgh, Scotland. They learned about Brexit negotiations and discussed practices and challenges of international business through visits to Citi, Nielsen, Lloyd Banking Group, SAP, Pernod Ricard and the University of Edinburgh. The cultural experience included a visit to Trinity College and Edinburgh Castle.

Other International Efforts

The agreement with Universidad San Ignacio De Loyola S.A. to offer USF business bachelor's degrees in Lima, Peru, was renewed. USF offers students at the Universidad San Ignacio de Loyola a chance to earn a bachelor's degree with major in global business and a concentration in marketing from USF without leaving Peru. Many of them, however, traveled to USF for their final semester. The seventh cohort began in the spring with 15 students.

Students from Tunisia traveled to Tampa and visited with students in our Executive MBA program in December. They took part in a CRM course taught by **Moez Limayem**, who hails from Tunisia, as well as ISDS professor **Grandon Gill**. Professors **Jerry Koehler** and **Ron Satterfield** included these students in EMBA classes. Guest students toured companies in Tampa, took a course in CRM and experienced American culture by attending USF football and Tampa Bay Lightning games.

Eileen Rodriguez is a presenting speaker at the Mexican ASBDC Annual Conference each year. She teaches Mexican SBDC directors how to manage their Centers and prepare strategic plans. The Florida SBDC at USF has been a member of the Sister Center Initiative through

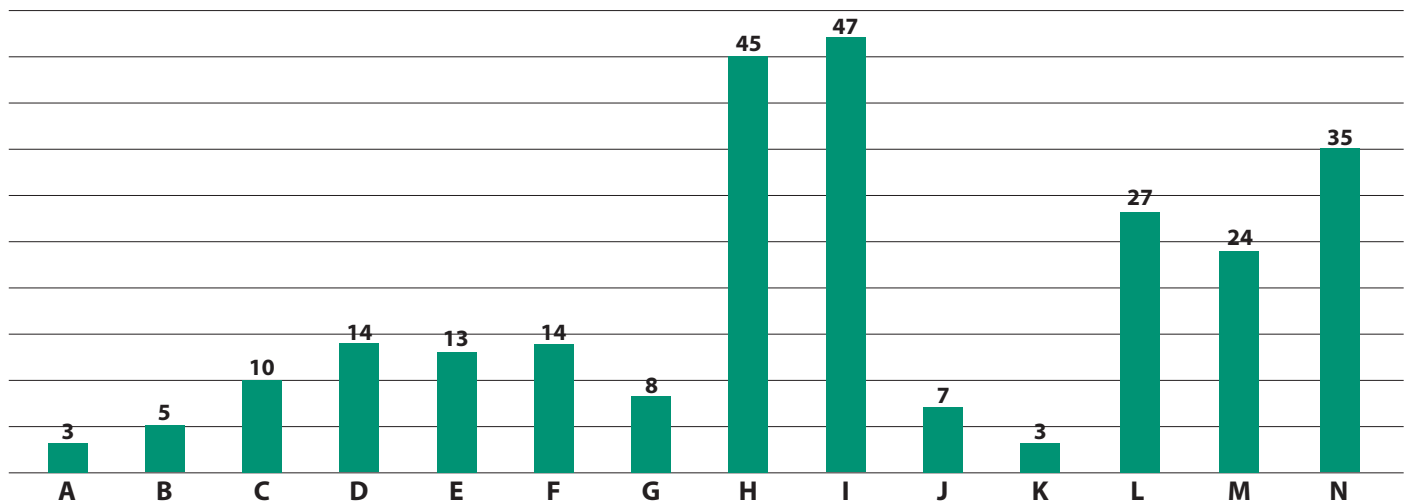
the Small Business Network of the Americas Fellows Program, with the U.S. Department of State, since 2014. The program provides opportunities for service providers such as the SBDC to exchange best practices for business development. Over the years, there have been sporadic visits between the FSBDC at USF and its Sister Center, the Instituto Tecnológico de Merida, located in Merida, Yucatan, Mexico. Roughly 80 organizations from 17 countries participate in the program.

A student exchange agreement was signed with NEOMA Business School in France. An agreement was also signed with the ZHAW School of Management and Law, Switzerland.

The university-wide partnership with INTO, which has helped more than 6,800 international students from 115 countries improve their academic and English language skills in pathways programs, is a huge feeder for graduate business programs. This year, 237 INTO students were enrolled in graduate programs such as the MS in Management, MS in Finance or MS in Marketing.

Interestingly, more than a third of this year's Muma College of Business 25 Under 25 honorees are international students.

Business Study Abroad Programs in 2018



- A. Advertising in Paris & Cannes France
- B. ESAC in Prague
- C. International Entrepreneurship: A Cross-Cultural Perspective
- D. International Marketing for Business Honors
- E. Principles in Management in Panama
- F. USF in Dublin
- G. USF in Florence

- H. USF in Florence Business
- I. USF in London
- J. USF in Spain
- K. USF Japan Study Program: Culture, History and Society
- L. Executive MBA: Bangkok and Singapore
- M. Vinik Sport MBA Program in the U.K.
- N. Other





Strategic Priorities

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



Strategic Priority 6 Distinctive Identity: Creativity & Analytics

Through the use of digital engagement, the world is just beginning to realize the trove of data that is available to help businesses succeed. To meet this new challenge, we have created the Center for Analytics and Creativity and the Center for Supply Chain Management & Sustainability to concentrate on the next phase of business success. By doing this, we are ensuring the next generation of students will be critical thinkers and forward-looking business leaders.

We already are known for integrating creativity and analytics into our teaching, outreach and research. Mining

data actually may be the easy part. The difficult part is creating ways to use the data to improve the bottom lines of corporations not only across the nation, but also around the world.

The Center for Supply Chain Management & Sustainability was the first of its kind in Florida and our faculty includes a half-dozen experts who are leading researchers on logistics issues. They are intent on teaching graduate and undergraduate students – as well as corporate clients – the ins and outs of supply chain management.

The Center for Analytics and Creativity creates a climate of innovation and analytics that stretches into the classroom through research done right here by the Muma College of Business faculty. For the second consecutive year, the center will host the Florida Business Analytics Forum, which will touch on topics such as including blockchain, artificial intelligence and human bias in machine learning.

Florida Business Analytics Forum

Slated for May 15, 2018

Hundreds attended the forum in 2017





The USF: Unstoppable campaign closed in 2018 and raised more than \$1.1 billion for the university. The Muma College of Business raised **\$95,719,021** for the multi-year campaign, 254 percent of its goal.

Philanthropy Report

Students win when we forge alliances with corporate partners to bring internships and mentors into their lives. They win as faculty use real-world corporate projects in the classroom. They win when they see how their USF business education can help them get a job – and contribute to a business. And we all win thanks to the support from generous donors.

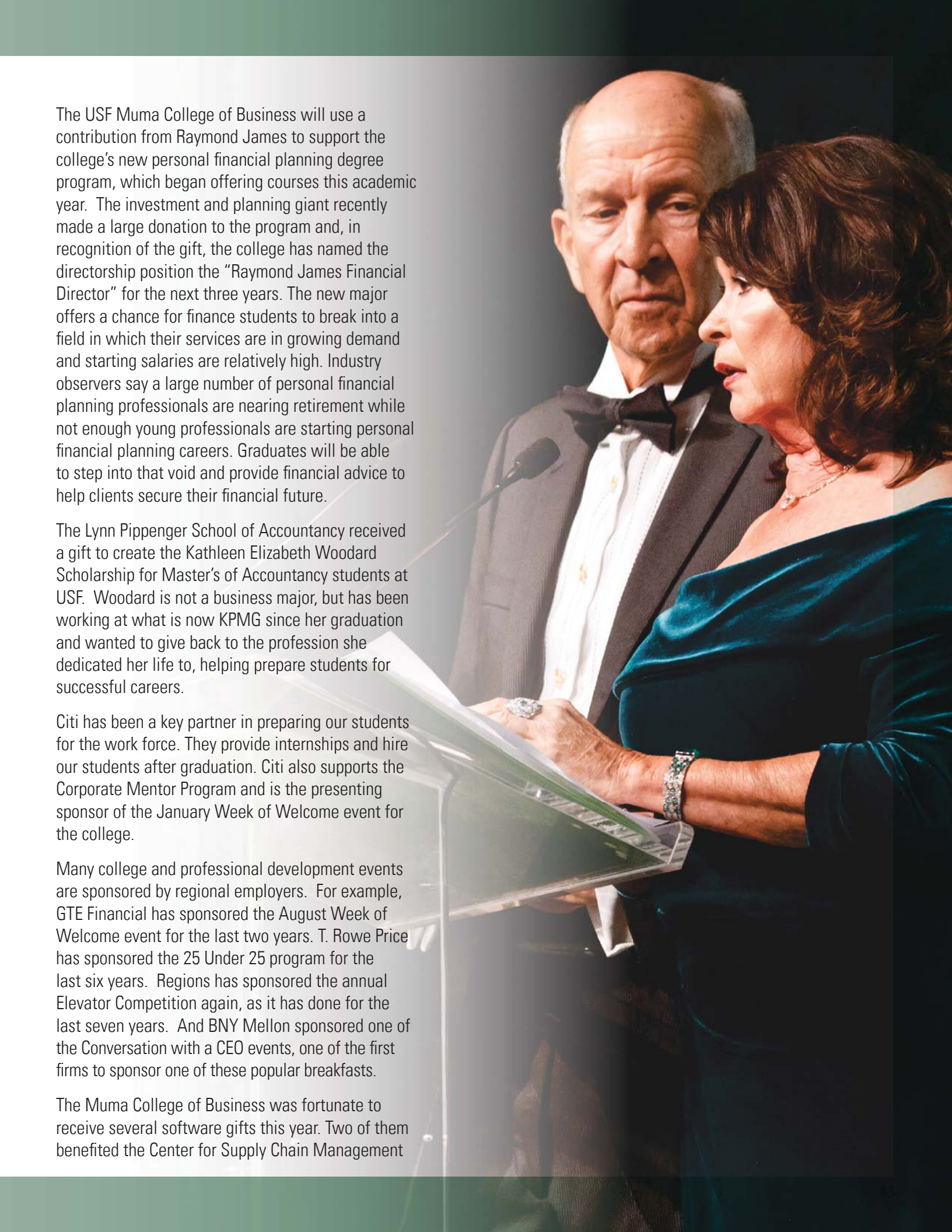
As noted earlier in this report, hundreds joined us as we celebrated a naming gift for the Vinik Sport & Entertainment Management Program in October, thanking Jeff and Penny Vinik, who made a \$5 million gift for the program that the Tampa Bay Lightning and the Vinik family helped launch

several years ago. This program has earned a reputation for its student-centric efforts and its commitment to community service, hands-on learning and scholarly research.

Just a month later, philanthropists Pam and Les Muma announced an additional gift of \$15 million. That gift includes \$5 million for the college that bears their name, thanks to their 2014 gift of \$25 million.

We couldn't be more grateful for these transformative gifts as we know the impact they will make on students for years to come.

In April, we cut the ribbon on a renovated facility for finance majors, thanks to the generosity of father-son donors Stuart and Tyler Lasher. The Lasher Center for Financial Markets will allow students access to Bloomberg terminals while real-time stock tickers keep students abreast of the goings-on in the markets.

A photograph of a man and a woman at a podium. The man, on the left, is balding with short grey hair, wearing a dark tuxedo jacket, a white dress shirt, and a dark bow tie. He is looking towards the right. The woman, on the right, has dark, wavy hair and is wearing a teal or emerald green velvet dress. She is looking towards the left, towards the man. They are both standing behind a clear acrylic podium with a microphone. The background is dark and out of focus.

The USF Muma College of Business will use a contribution from Raymond James to support the college's new personal financial planning degree program, which began offering courses this academic year. The investment and planning giant recently made a large donation to the program and, in recognition of the gift, the college has named the directorship position the "Raymond James Financial Director" for the next three years. The new major offers a chance for finance students to break into a field in which their services are in growing demand and starting salaries are relatively high. Industry observers say a large number of personal financial planning professionals are nearing retirement while not enough young professionals are starting personal financial planning careers. Graduates will be able to step into that void and provide financial advice to help clients secure their financial future.

The Lynn Pippenger School of Accountancy received a gift to create the Kathleen Elizabeth Woodard Scholarship for Master's of Accountancy students at USF. Woodard is not a business major, but has been working at what is now KPMG since her graduation and wanted to give back to the profession she dedicated her life to, helping prepare students for successful careers.

Citi has been a key partner in preparing our students for the work force. They provide internships and hire our students after graduation. Citi also supports the Corporate Mentor Program and is the presenting sponsor of the January Week of Welcome event for the college.

Many college and professional development events are sponsored by regional employers. For example, GTE Financial has sponsored the August Week of Welcome event for the last two years. T. Rowe Price has sponsored the 25 Under 25 program for the last six years. Regions has sponsored the annual Elevator Competition again, as it has done for the last seven years. And BNY Mellon sponsored one of the Conversation with a CEO events, one of the first firms to sponsor one of these popular breakfasts.

The Muma College of Business was fortunate to receive several software gifts this year. Two of them benefited the Center for Supply Chain Management



and Sustainability. MercuryGate International and Dutex Corporation provided students with access to customized software in the classroom.

Gifts such as these are vital for the success of our students as they provide hands-on opportunities to familiarize themselves with real-world problems and solutions that they will likely encounter once they begin their careers. Employers hire USF business graduates because they are well-trained for the workforce upon graduation thanks to gifts like these.

During this year's Faculty & Staff Campaign, we were, once again, among the most generous supporters of the university. With 95 percent of our faculty and staff giving back to the university, the college raised more than \$150,000 through this giving campaign in the 2017-2018 academic year. We are incredibly proud of and inspired by the generosity of our faculty and staff.

This was a banner year for the college's scholarship program. The college kicked off the year by awarding more than \$600,000 in scholarships to more than 250 students. Later in the year, the Lynn Pippenger School of Accountancy distributed more than \$130,000 to its accounting majors. Scholarship gifts come in all shapes and sizes. Some are memorial gifts families have established to remember loved ones. Some are funded by philanthropic corporate gifts. And others are established by alumni of all ages who want to give back to the university that helped set them on their career path. We are grateful for every scholarship donation because it reminds us that every gift, from the \$25 memorial gift to the \$100,000 bequest, makes a difference in our students' lives.

These invaluable gifts transform the lives of our students and help them get one step closer to achieving their academic and career goals.

Executive Bulls make annual unrestricted gifts of \$10,000 or more to the Muma College of Business to support the college's strategic priorities. The leadership giving program began in 2015 and this year, \$300,000 was donated by these special friends of the college! Their donations supported, among other things:

- The Center for Analytics and Creativity
- Scholarships for study abroad trips
- Student case competitions
- Undergraduate and graduate student research, boot camps and research colloquium participation
- The Women Leaders in Doctoral Education workshop (as a cosponsor)

Executive Bulls members for the 2017-2018 academic year:

- Chris and Colleen Alvarez
- ConnectWise
- Craig and Michele Cuffe
- Scott and Kathleen Fink
- Brandy and Jeff Fishman
- Nancy and Ronald J Floto*
- Judy Genshaft and Steve Greenbaum
- Kim and Gil Gonzalez
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- Moez and Alya Limayem*
- Ian MacKechnie, Jr.
- Linda Marcelli
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- Pam and Les Muma*
- Steve and Teresa Oscher*
- Lynn Pippenger*
- Susie and Mitchell Rice*
- Ron and Libby Sanders*
- Adam and Tracey Stern
- CBIZ MHM, LLC
- Nicholas and Rene Vojnovic*
- Anonymous*

*Founding Members





ABOUT THE USF MUMA COLLEGE OF BUSINESS

We do more than simply disseminate information. We equip students with the skills and knowledge needed to take leading positions in business and society. The college serves 5,500 students a year with nine undergraduate programs, 11 graduate programs and two doctoral programs.

AACSB ACCREDITED

The USF Muma College of Business and Lynn Pippenger School of Accountancy are separately accredited by AACSB International.

The hallmark of excellence in business education, AACSB-accreditation is a voluntary, nongovernmental process that includes a rigorous external review of a school's ability to provide the highest quality programs. It includes a comprehensive review of a school's mission, faculty qualifications and curricula, and the process includes self-evaluations, peer-reviews, committee reviews and the development of in-depth strategic plans. Accreditation ensures that students are learning material most relevant to their field of study, preparing them to be effective leaders upon graduation.



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