



[Dean's Update Summer 2021](#)

Welcome to the Summer 2021 Dean's Update. I am pleased to highlight some of COB's recent accomplishments occurring during these extraordinary times. Due to the efforts of everyone in the college—faculty, staff, students, alumni, and friends—we have finished all that every academic year presents and requires. I cannot think of anything that we left undone because we were living in the virtual world. We can all be proud of what a great college we have collectively created, and I offer a huge thank-you to all COB stakeholders for their efforts and support.

The past year has not been without challenges, and interacting in the virtual world can only approximate the face-to-face world. For many individuals, the effects of isolation, technology limitations, and lifestyle impacts have been significant. The virtual classroom has made interaction and engagement more difficult, and zoom fatigue is something our students must contend with over the course of the semester.

So while we have accomplished a lot, it has not been easy or perfect. I look forward to returning to more normal times as the pandemic recedes and the face-to-face world emerges again. Enjoy our update!

Michael E. Solt

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Dean, College of Business

Professor, Department of Finance

Campus Guide, CSU5 Collaboration



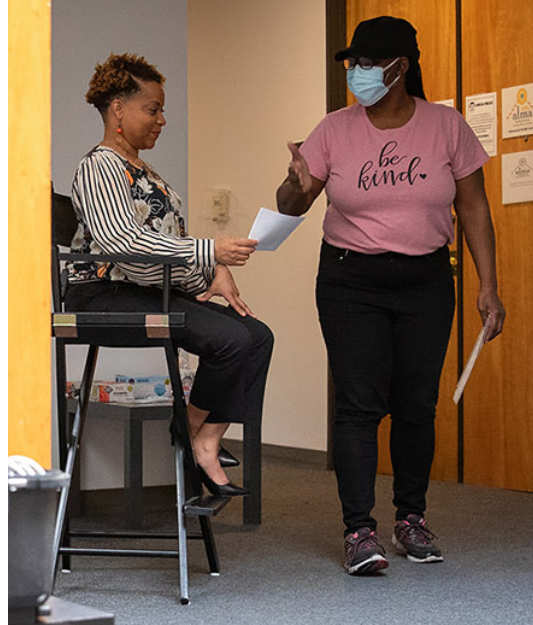
[MVP Interview With Drs. John
and Kathleen Lacey](#)



[Alumni Donor Spotlight: Steve
Yoho](#)



[Ukleja Center for Ethical Leadership: 2021 Faculty Stipend Recipients Announced](#)



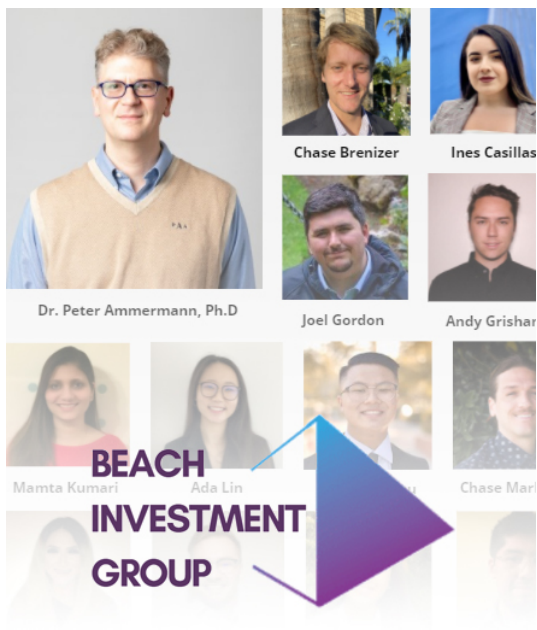
[Black Business Strategies](#)



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College of Business
 California State University Long Beach



Alumni Donor Spotlight: Steve Yoho

Steve Yoho - 1982, B.S., Finance, CSU Long Beach

Steve's career in finance spans 34 years in the Aerospace industry. During that time, he's been a proficient and precise Financial Business Manager at Northrop Grumman, where he's been working "with great people and making contributions to a company that [makes] a difference." Steve's had the opportunity to work on inspiring projects, including some of the largest satellite programs at Northrop Grumman.

Steve's business acumen got its start at the CSU Long Beach College of Business, but grew incrementally and significantly over the years. He's a life-long learner who encourages students to continue looking for opportunities to take on new challenges, to learn something new, and keep rising.

As his professional career led to more responsibility, he never lost sight of the most important thing in his life, his family. Nancy, his wife, and their two children, Dan and Alison are CSULB graduates, too. The Yoho family is a true Beach family.

For the last thirteen years, Steve's also been an integral part of the COB **Student Center for Professional Development** family as a mentor and a member of the advisory board. Steve and Nancy's strong desire to give back to their alma mater has also led them to establish endowed scholarships to help students graduate with less debt and leave the university in their estate.

In recognition of his commitment, service, and generous support, we are proud to invite Steve Yoho to be the 2021 Keynote Speaker for the College of Business Commencement on May 30th.

2021 FACULTY STIPEND RECIPIENTS ANNOUNCED

Janey Roeder

Ethics Across the Curriculum and Research Stipend Awards to CSULB Faculty

The Ukleja Center for Ethical Leadership at California State University, Long Beach is providing students from academic majors as diverse as art, social work, geography, teacher education, and information systems with essential ethical decision-making tools before entering the workforce. To advance its vision of having an ethics module in every CSULB course, the highest number of Ethics Across the Curriculum stipends were awarded since the program was initiated in 2005. Nineteen \$3,000 stipends were granted to faculty for integrating three-hour ethics modules into their courses. This year's program also extended the Ukleja Center's reach into all seven colleges, thereby furthering the center's interdisciplinary aim. In addition, the center awarded two \$5,000 faculty stipends for original ethics research. Prior stipend recipients served on the two proposal review and selection committees chaired by Danny Paskin and Gwen Shaffer.

Faculty members receiving 2020-2021 pedagogical stipends are:

- Rhiannon Aarons – Gentrification and Environmental Justice in the Art Economy (Art)
- Sabrina Alimahomed-Wilson – Intersectional Feminist Ethics (Sociology)
- Pitiporn Asvapathanagul – Ethics for Civil Engineering and Construction Management Professions (Civil Engineering and Construction Engineering Management)
- Andrew Fogleman – The Ethical Dilemma of Misinformation (History)
- Noah Golden – Digital Ethics through Critical Literacy and STEM Education (Teacher Education)
- Min Gu – Ethics of Care and Advocacy for Children's Voice in Elementary Art Classrooms (Liberal Studies)
- Lisa Ibanez and Susan Salas – So, You Want to Connect? The Ethics of Social Media and Virtual Workplace in Social Work Practice (Social Work)
- Connie Ireland – Service Learning through Social Justice in Corrections (Criminology, Criminal Justice, and Emergency Management)
- Brian Katz – Ethics of Epistemology in Mathematics for Secondary Teachers (Mathematics and Statistics)

- Yu-Fu Ko – Engineering Ethics in Civil Engineering Practical Design Projects (Civil Engineering and Construction Engineering Management)
- Linna Li and Christine Jocoy – How Not to Lie with Maps: Ethics in Geospatial Science and Technologies (Geography)
- Crystal Lie – Integrating Disability Bioethics into the Health Humanities (Comparative World Literature)
- Ying Liu – Programmers Need Ethics (Information Systems)
- Stephen Mezyk – Ethics in the CHEM373 Laboratory – What is Scientific Plagiarism? (Chemistry and Biochemistry)
- Hugh O’Gorman – The Ethics of Privilege, Place and Personhood: The Auto-Drama Solo Performance (Theatre Arts)
- Ulices Pina – Human Rights and Ethical Progress in Historical Perspective (History)
- Elizabeth Pringle-Hornsby and Anna Mayer – The Ethics of Working with Children and Families in Child Welfare Practice and the Use of Social Media (Social Work)
- Amy Ricketts – Toward More Equitable Science Teaching Practices (Science Education)
- Shira Tarrant – Ethics and Free Speech: Engaging Controversy Through Dialogue (Women’s, Gender, and Sexuality Studies)

This year’s ethics research stipend recipients are:

- Youngok Jung – Cheating and Ethics in Junior Tennis: Why Do Junior Tennis Players Cheat? (Family and Consumer Sciences – Child Development and Family Studies)
- Leilani Madrigal – A Six-Session Pilot Intervention to Address Racism in Sport and Empower Athlete Activism (Kinesiology – Sport and Exercise Psychology)

Over 150 Ethics Across the Curriculum and Faculty, Ethics Research stipends have been granted by the Ukleja Center since 2005. All CSULB colleges and disciplines are invited to participate and lecturers, as well as tenured faculty, are encouraged to apply. The next application deadline is March 1, 2022.

The Ukleja Center for Ethical Leadership offers training to enhance the integration of ethics in everything we do. It focuses on a three-pronged approach to applied ethics –

education, university research, and community engagement – to equip people with the transformational power of ethical leadership.

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Contact: [Janey Roeder, Director](#)

CSULB'S BLACK BUSINESS STRATEGIES PROGRAM BRIDGES STUDENTS, LONG BEACH COMMUNITY

Jordan Gibler

Following the success of its inaugural semester, the [College of Business](#)' Black Business Strategies program - an innovative effort to build new bridges between CSULB's business students and the community - is returning in Spring 2021.

The program was sparked by a meeting between Dean Michael Solt and [Miller Foundation](#) President Darick Simpson in the summer of unrest following the murder of George Floyd, as The Beach redoubled its efforts to address equity gaps in business education. Soon, Ted Hiatt, Associate Regional Director for the Los Angeles Small Business Development Center (SBDC) Network, joined the conversation about how to best help Long Beach Black communities.

Together they formed the Black Business Strategies program, joining the efforts of Simpson, the College of Business, and the [Long Beach SBDC](#) to support underserved students and provide development resources to Black-owned businesses in the Long Beach community.

"We all said we want to make a difference," Dean Solt said. "We want to capture the moment. We don't want to be a candle that burns out, we want to do something that is sustainable."

The program connected student groups—typically juniors and seniors who had no previous internship experience—with a cohort of seven local small businesses and nonprofits.

Among the business-owner cohort was Rhonda Love, who launched [Dreamcreator Studio](#) in Long Beach in 2018 and traded a routine administrative career to make her longtime video production project a reality. With a background in broadcast and a drive to celebrate inspiring people and stories in her community, Love quickly began finding clients in need of video services for live events. As COVID-19 pushed live events into a virtual space, however, it became clear that Love's company would need to build its own audience to survive.

Rhonda Love, Owner, Dreamcreator Studio

Fortunately, students in the Black Business Strategies program were ready to provide the social media marketing expertise that Dreamcreator Studio needed. Dean Solt tapped Marketing Professor Markus Biegel, a longtime proponent of high-impact practices in his own classes, to helm the three class units.

"Students researched the business's competition and did a full SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats)," Professor Biegel explained.

"One client had too much inventory, so the students organized a special sale to move product. They helped create online shopping cards, putting together photos, descriptions, promotion, and strategy."

For Dreamcreator Studio, students helped develop one of Rhonda Love's passion projects—an entrepreneurship interview series called "Black Owned Long Beach," which is now in pre-production. With the lessons learned as a Black Business Strategies participant, Love is looking forward to using her business to tell more the stories that inspire her.

"It was an honor to be one of the first ones to be a part of it," Love said. "They've got fresh eyes, and it was so cool to see the different teams in action. We gained so much information and saw what the future of the marketing industry looks like."

Student Ainsley Vu, who led marketing team Gen-21 through the semester, also found the program to be a valuable experience. "Working with a diverse team with different skillsets was challenging, but it sharpened my own communication and leadership skills. I am looking forward to pursuing an MBA in Project Management and love the

experiential learning opportunities in my department. This program was another great chance to nourish my creativity problem solving skills in a real-world setting.”

With lessons learned each semester, the College of Business and SBDC plan to continue scaling the program up, forging new connections between CSULB and the business community, and providing real-world experiences to as many talented marketing students as possible.

HIRE CSU BUSINESS FAIR

On Thursday, March 25th, over 110 business students from CSULB participated in the first-ever Hire CSU Business Virtual Career Fair! This event was a collaboration between CSU’s Long Beach, Fullerton, Northridge, and San Diego State University, working together to provide an opportunity for students from our Business schools to meet 40+ employers. Companies, including NBCUniversal, GUESS Inc, and J.B. Hunt, shared internships and full-time positions in over 300 conversations with CSULB students. Feedback was so far was very positive and plans are in the works for more collaborations like this in the future!

BEACH INVESTMENT GROUP (SMIF) – 25 YEARS OF EXPERIENTIAL LEARNING

[Beach Investment Group \(SMIF\) – 25 Years of Experiential Learning](#)

The Student Managed Investment Fund was created in August 1995 to provide students with a unique and valuable experience in managing an investment portfolio. Traditionally, investment courses used "paper" transactions to teach students industry-related skills, but in the mid-90’s the Student Managed Investment Fund began giving students access to portfolios with actual monetary assets. In 2018 the SMIF became the **Beach Investment Group** as a way to embrace its own identity and stand apart from other SMIFs at sister institutions.

In 2020-2021 B.I.G. celebrated its 25th year anniversary and despite it being the year that COVID-19 happened, B.I.G. students took second place in the highly competitive CFA Society Orange County Foundation RFP competition. As a result, B.I.G. has the opportunity to manage the 2nd largest of the CFAOC SMIF Portfolios for the 2021

calendar year. Additionally, B.I.G. is approaching \$1 million in Assets Under Management, thanks in large part to the direction of Dr. Peter Ammermann.

Anastasia Franio '21, served as the President during the 2020-2021 academic year and shared, "[BIG] has given me a real hands-on experience on how to run timely finance-related projects with a large group of people." Adding, "I think B.I.G. is one of the best programs that COB offers to get a real-life experience in investment management. Where else are students given the responsibility to make investment decisions, recommend and research securities, conduct economic research that will influence their investment decisions? This is exactly how the world of investment management looks like and I think the COB and Dr. Ammermann have done a great job making B.I.G. as close to real-life experience as possible and providing this exposure to the COB student. Personally, I was able to get a job in wealth management by describing my experience of going through the RFP CFAOC Competition and talking about my leadership role in B.I.G."

Experiential learning programs, like the Beach Investment Group, add value to student's education and help prepare them for success. To support the incredible work B.I.G. does, [make a gift](#) to the program or its scholarship.

FACULTY NEWS SUMMER 2021

Retention, Tenure, and Promotion Announcements

The following faculty members have been granted tenure and/or promotion to Professor:

- Pia Gupta, Finance, promotion to Professor
- Chailin Cummings, Management/HRM, promotion to Professor
- Mark Washburn, Management/HRM, promotion to Professor

The following faculty members have been granted tenure and promotion to Associate Professor:

- Jeffrey Bentley, Management/HRM

The following faculty members have received reappointment through the tenure decision:

- Hojong Shin, Finance
- Eunho Park, Marketing

Newly Published Articles from:

- Dr. Banafsheh Behzad, Associate Professor of Information Systems, published *Pricing the COVID-19 Vaccine: A Mathematical Approach* in **OMEGA -The International Journal of Management Science**, March 2021.
- Sabrina Landa, Lecturer in Accountancy; Dr. Cindy Chen, Professor of Finance; Dr. Jasmine Yur-Austin, Professor of Finance; and Aivanna Padilla, COB MBA Candidate; published *Learners' experience and needs in online environments: adopting agility in teaching* in the **Journal of Research in Innovative Teaching & Learning**, February 2021.
- Dr. Mohamed Abdelhamid, Assistant Professor of Information Systems, published *Exploring the effects of psychological ownership, gaming motivations, and primary/secondary control on online game addiction* in **Decision Support Systems**, May 2021.