SEVEN STRATEGIC PRIORITIES
The Lam Family College of Business is listed by Princeton Review as one of the Best Business Schools in the country.*

Accredited since 1964 by the Association to Advance Collegiate Schools of Business (AACSB) International, the Lam Family College of Business at San Francisco State University provides a high quality business education to a diverse learning community through innovative teaching, research and support. We are one of just five percent of all business schools worldwide that meet their rigorous standards, which are built around innovation, engagement and impact.

* Princeton Review listing based on the high quality of our MBA program and student career outcomes.
Message from the Dean

A Message from the Dean, Eugene Sivadas, Ph.D.

WHILE THE PANDEMIC may have defined the 2020-2021 school year with classes and all operations being conducted remotely, we characterize the year as one that collectively showed all of us what resilience, determination, teamwork, and an innovative mindset can help accomplish.

At the Lam Family College of Business, we began the year by identifying seven priorities for the college (please see pages 3-4 or cob.sfsu.edu/about#priorities for more information on these priorities). The goal of these priorities is to build out a college that does the maximum possible for our students and provides them with the skills, resources, and confidence that the education they receive here compares with the best there is. After all, the LFCoB has been continuously accredited by the AACSB since 1964, putting us in the top 5 percent of business schools worldwide. The Princeton Review also lists us among the best business schools in the country.

To build out these priorities, we formed task forces of 4-6 members (see page 5). The leaders of the task forces were drawn from our faculty and staff based on their strong professional background, knowledge, interest and passion for the subject matter. An open call went out to the faculty and staff and elections were held to fill up other slots on each task force. This was done to ensure that we had an inclusive task force. The task force members, in turn, recruited students and alumni to join relevant task forces. We were fortunate in that we were able to tap into the expertise of some of our alumni, such as Paloma Lopez (branding), Bruce Kern (community engagement) and Joanna Poon (curricular innovation). We kept the task forces small so that we could be nimble. Each task force then reviewed historical and relevant documents from the college and the University and conducted town halls, focus groups, and surveys to capture the perspective of various stakeholders. The task forces then presented their findings to the entire college and also sought feedback from members of our Dean’s Development Council.

We are fortunate that thanks to the generous gift from Chris Larsen (B.S., ‘84), Lyna Lam, and the Rippleworks Foundation and their blessings to reimagine the gift, we are now able to act on and implement the task force reports. As part of the gift, we were able to award three distinguished research professorships and five distinguished teaching professorships for two year terms to our faculty (page 22-23). We look forward to next year being the year of the Lam-Larsen initiatives.

The Dean’s Development Council has been a wonderful source of support. We welcomed four new members to the council: Jeff Drimmer (B.S., ‘83), Bruce Kern (B.A., ‘68; MBA, ‘74), Pramukti Surjaudaja (B.S., ‘85), and Clarice Turner (B.A., ‘85; MBA, ‘90). Please take the time to read about the many events held by the college, the launch of several innovative certificate programs and the many accomplishments of our students, staff and faculty.

With Regards,

Eugene Sivadas, Ph.D., Dean, Lam Family College of Business
Our Mission

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

Our Vision

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

Seven Strategic Priorities

Research Activity, Productivity, Orientation and Approaches

We invest in the scholarly work of our renowned faculty who have been trained in the leading doctoral programs and have published their research in leading journals in the field and authored influential books. Through faculty research, we generate new knowledge that impacts teaching, industry practices and society.

Curricular Innovation

We develop curricular innovations that meet the changing demands of the business world and streamline the path to graduation, while ensuring that our students are well-rounded and prepared for the challenges of the workplace. We recognize and celebrate each faculty member for the long-lasting impact their teaching and service contributions have on our students.

Diversity, Equity and Inclusion

We are proud of our University’s pioneering legacy in this space. We prioritize diversity, equity and inclusion in our classrooms and workplace to help our students, faculty and staff thrive and succeed. We commit ourselves to the continual, iterative process of removing systemic roadblocks in higher education.

Student Engagement

We create an inclusive college community by engaging students in meaningful experiences that provide exciting and enlightening opportunities to network and build skills. Our students help inform and shape impactful activities, including dynamic student organizations, professional development events with alumni and industry partners, and leadership opportunities.

Community Engagement

We develop strong and sustained connections and work collaboratively with the business, academic and alumni communities to execute specialized programs, events, research projects and other engaging activities that expand the knowledge, skills, opportunities and networks of our students, faculty and staff.

Build the Lam Family College of Business Brand

We invest in building our brand reputation to sustain a competitive advantage in the dynamic higher education market. By increasing visibility and affinity for our brand, we attract new students, create new partnerships and maximize the success of our alumni and current students.

Fundraising and Friend-raising

We cultivate relationships with alumni, friends and the business community. We value their commitment and engagement, which enhances student experiences and broadens opportunities for them through unique partnerships and transformative philanthropic investments that enable us to elevate the execution of our mission to new heights.
Action Plans for Our Seven Strategic Priorities

One of the first major projects initiated by the newly appointed Dean of the Lam Family College of Business, Eugene Sivadas, Ph.D., was to bring together a group of stakeholders charged with developing action plans for an enhanced set of Seven Strategic Priorities that set the course for the college’s future.

THE SEVEN STRATEGIC PRIORITIES, which were defined by Dean Sivadas, serve to guide the investment of our resources and the collective efforts of our faculty, staff and administrators in the areas of research, curriculum development, student and community engagement, diversity and inclusion, brand building, and fundraising. See page 3 of this Annual Report to review brief descriptions of our Seven Strategic Priorities.

With the goal of including a wide range of perspectives, Dean Sivadas established seven task forces composed of a cross-section of faculty members, staff members, administrators, and in many instances, students and alumni, who generously gave their time and expertise. Dean Sivadas appointed an administrator and faculty member to serve as co-chairs for each task force. All other college faculty and staff had the opportunity to submit their names for the elected slots on each task force. Each task force team then invited at least one currently enrolled student and one alum to join their group, thereby ensuring these task forces incorporated the full spectrum of perspectives from across the LFCoB community.

Over the course of five months, the members of each task force worked closely to develop assessments of the current situation related to their area of focus by conducting primary research, gathering and analyzing secondary research, and reviewing existing strategic plans and other key information. Insights gained from these research activities and situational analyses allowed each team to formulate a thoughtful set of recommendations and achievable action plans to advance the Strategic Priority assigned to them. Each team produced a Task Force Report and presented their key findings and action plans to LFCoB faculty, staff and other key stakeholders.

One example of these task forces is the Fundraising and Friend-raising Task Force, which examined the current state of engagement with alumni, donors and friends of the college. The task force was led by co-chairs Bruce Heiman, Professor of International Business, and Manny Nungaray, Executive Director of Development & Campaign Operations (during that time) and included Colin Johnson, Professor and Chair of Hospitality and Tourism Management, and Janine Hurty, Director of Development for the LFCoB. Rather than include just one alum, one staff member and one donor on their task force, they decided to conduct a series of surveys to gain insights from as many members as possible of these vast and varied segments of our community.

Through these surveys, the task force discovered several key fundraising priorities: improving facilities, enhancing career services for students, increasing engagement with local businesses, supporting student organizations, strengthening alumni networks and developing long-term research activities.

Based on their findings, the task force developed a set of action plans that will result in greater, more positive impacts on multiple community segments, including current students, alumni, faculty and employers. These action plans are designed to achieve the following:

- First, expand opportunities for alumni engagement and networking to create a stronger alumni community, foster loyalty to the college, and facilitate more connections to students.
- Next, establish more partnerships with local businesses and employers to create a pipeline of opportunities and jobs for students and provide access to untapped research and teaching resources for faculty.
- Finally, build connections with business students prior to graduation to cultivate a sense of community between students and the college, and help encourage continued engagement throughout their lives.

If you are interested in discussing ways to support any of our Seven Strategic Priorities, please contact Janine Hurty (jhurty@sfsu.edu), Director of Development for the Lam Family College of Business.
Task Force Team Members

Research Activity, Productivity, Orientation and Approaches

(left to right)
Gerardo R. Ungson (co-chair), Y.F. Chang Endowed Chair and Professor, International Business
Ramesh Bollapragada (co-chair), Professor, Decision Sciences
Sally Baack, Professor, Management
Sepideh Modrek, Associate Professor, Economics
Nasser Shahrasbi, Assistant Professor, Information Systems

Theresa Roeder (co-chair), Professor, Decision Sciences
Lihua Wang (co-chair), Professor, International Business
Chris Kingston, Graduate Student Advisor
Joanna Ka-Wai Poon (B.S., ’19; MBA, ’20), Alumni
Leti M. Niuvao, Student

Curricular Innovation

Robert Bonner (co-chair), Assistant Professor, Management
Theresa Hammond (co-chair), Professor, Accounting
Oscar Jerome Stewart, Assistant Professor, Management
Guadalupe Ramos, Assistant Director, Undergraduate Advising
Iesha Dorris, Student

Diversity, Equity and Inclusion

Susan Roe (co-chair), Associate Professor, Hospitality and Tourism Management
Michele Haggar (co-chair), Director, Career Services and Professional Development
Jeff O’Toole, Business Analyst
Smita Trivedi, Assistant Professor Management
Jasmine Elizabeth Randolph, Student

Student Engagement

Anoshua Chaudhuri (co-chair), Professor and Chair, Economics
Sameer Verma (co-chair), Professor and Chair, Information Systems
Bruce Kern (B.A., ’68, MBA, ’74), Retired Executive Director, East Bay Economic Development Alliance
Manuel Maranan, Director of Admissions, Recruitment and External Relations
Sybil Yang, Associate Professor, Hospitality and Tourism Management

Community Engagement

Sandra Henao (co-chair), Executive Director, Business Development and Marketing
Tom Thomas (co-chair), Professor, Management
Eric Lamm, Professor, Management
Dominic Decarlo, Graphic Designer
Leia Balliett, Student
Paloma Lopez (MSBA, ’98), Co-Founder & CEO, Future Fit Foods, LLC

Brand

Sandra Henao (co-chair), Executive Director, Business Development and Marketing
Tom Thomas (co-chair), Professor, Management
Eric Lamm, Professor, Management
Dominic Decarlo, Graphic Designer
Leia Balliett, Student
Paloma Lopez (MSBA, ’98), Co-Founder & CEO, Future Fit Foods, LLC

Fundraising & Friend-raising

Bruce Heiman (co-chair), Professor, International Business
Manny Nungaray (co-chair), Executive Director, Development & Campaign Operations
Janine Hurty, Director, Development
Colin Johnson, Professor and Chair, Hospitality and Tourism Management
Student Achievements

Innovation Pitch Competition

Three interdisciplinary teams of San Francisco State University students were awarded $10,000 in prizes at the virtual 2021 Entrepreneurship Symposium and Innovation Pitch Competition held April 2nd.

A panel of industry experts and investors selected three winning teams, who took home a total of $10,000 to help them further develop their innovative startups. Held on April 2, 2021, the annual Entrepreneurship Symposium and Innovation Pitch Competition is generously funded by MUFG Union Bank Foundation and the Lam-Larsen Global Innovation Fund. Read more about the winning teams below:

1st Place - Lupini Milk Co.

(L to R) Hope Flores, Angelina Healy, Rhythm Kaur Gandhi, Lajja Shah, Pandora Sutherland

Lupini Milk is dedicated to their vision of providing a high-protein plant-based milk free from dairy, soy, tree nuts and wheat, recognizing the need for proper nutrition and health in our communities, and the wellness of our planet. Lupine is a nitrogen-fixer, which means that production of lupini beans contributes to the microbiome of the soil in a symbiotic relationship. Lupini Milk was founded by Hope Flores (General Business), who learned of the health benefits of lupini beans and saw an opportunity. Through the Innovation & Entrepreneurship Fellows Program, Flores teamed up with General Business students Pandora Sutherland, Rhythm Kaur Gandhi, and Lajja Shah, and Angelina Healy (MS in Accountancy) to develop their startup.

2nd Place - Localized

(L to R) Leeban Farah Drake Walker

Founded by Leeban Farah and Drake Walker (MS in Quantitative Economics), Localized is a geo-centralized e-commerce platform that allows consumers to enjoy the convenience and ease-of-use associated with multinational e-commerce platforms with the moral, ethical and environmental benefits of shopping small and local. This mobile app allows users to set - or draw on their phone’s map by hand - a radius around their current location to view local shops. The app displays any hard goods and apparel the small business owners list. Users then have the ability to see their full inventory, purchase the item and pick it up in-store. Localized’s mission addresses the increasing consumer desire for a service that brings them closer to their local community.
3rd Place - Adrenalyn

(Left to right) Chriselle Co, Chayanee Jantaradaval, Alexandria Nesbeth, Allen Sales, Samia Siddiqui

FOUNDED BY Chriselle Co (Visual Communication and Marketing), Chayanee Jantaradaval (International Business), Alexandria Nesbeth (Mechanical Engineering and Kinesiology), Allen Sales (Management), and Samia Siddiqui (International Business and Apparel Design & Merchandising), Adrenalyn is a brand that creates an experience every time you put on their clothes. From the track to the field, Adrenalyn’s goal is to make their customer feel comfortable and confident within their performance. As a team, they aim to bring athletes together and uplift each other to perform to the best of their abilities. For their first product, they are currently solving the issues of track and field performance shorts for multi-events, aiming to address size, fit, and the overall functionality of performance shorts today.

Student Team Wins Second Place in Siemens’s Mendix Global Student App Challenge

(Left to right) Jorge Lara, James Toh, Rafael Fernando

UNDERGRADUATE STUDENTS Rafael Fernando, Jorge Lara and James Toh won second place in the Fall 2020 Siemens Global Student App Challenge for their app, BookSwap, which streamlines the textbook resale process. “Since most students prefer used books to save money, we made this app as a dedicated platform for SFSU students specifically to be able to buy, sell, or trade used textbooks,” reflected Rafael Fernando. “Users can post their textbooks in the app for other students to browse, negotiate, and discuss a meetup time and place for an exchange. We created this app to save SFSU students time, money, and stress.” Taught and mentored by Professor of Information Systems Leigh Jin, the students developed BookSwap using Mendix, a rapid enterprise application development platform that is part of the IT Project Management coursework (ISYS 663). Through this course, students learn to manage and report on live software development projects. They also have the opportunity to pursue the Mendix Rapid Developer Certification and to participate in Siemens’s annual Global Student App Challenge. More than 110 SF State students taught and guided by Professor Jin have passed the Mendix Rapid Developer Certification Exam.
Undergraduate Finance Student Iesha Dorris Awarded National Association of Black Accountants Scholarship

FINANCE MAJOR IESHA DORRIS was one of over 300 students, from more than 40 colleges and universities, who participated in the 2020 National Association of Black Accountants (NABA) Western Region Student Conference, where she was awarded a $1,000 scholarship by the San Francisco Chapter of NABA. A nonprofit professional association, NABA is dedicated to bridging the opportunity gap for Black professionals in the accounting, finance and related business professions.

(left) Iesha Dorris

Student Teams Awarded at 2021 Appathon Challenge

ON MAY 20th, seven student teams received awards for their innovative app ideas and prototypes at the 2021 Appathon Challenge co-sponsored by SAP AppHaus and the Lam Family College of Business. Open to all San Francisco State University students, this annual contest is designed to promote the exploration of innovative ideas to shape tomorrow’s business, environmental, civic, and social landscapes through the use of software applications and mobile technology. Student submissions were evaluated based on multiple criteria, including: ideation creativity; user experience design excellence; technical feasibility/core functionality implementation effectiveness; and business viability. Each winning team addressed a practical problem of personal, business, environmental, philanthropic, health, or social significance.

- **Grand Prize Winner: HomeCooks Team** – Students Anish Batajoo, Zeny Wong, Alexandra Orozco and Andrew Li received the Grand Prize award for providing a platform that home cooks can use to safely sell food online while sharing their family recipes. The winning team received a $400 Amazon Gift Card.

- **Most Innovative App: Meet2Meat Team** – Students Roma Gray, Sai Punith Godasi and Francisco Machado won this award for developing a mobile solution to provide environmentally conscientious consumers with access to locally curated meat.

- **Best Business App: Ketchup Team** – Students Cailyn Ghara, Shibanga Gyawali, Esteban Rodriguez, Jimmy Yee and Neha Kamboj created a video-commerce platform that helps restaurants increase sales through customer-generated video reviews.

- **Best Health App: Emunize Team** – Students Michael Mejia, Kyle Alvarado and Selina Ng developed a scheduling app that reduces user frustration and vaccine waste while increasing overall vaccination rates.

- **Best Community App: SFSU Safe Team** – Students Cindy Zhou, Lingxiao Cai and Jin Lin built a mobile solution to improve SFSU campus safety by connecting classmates to form walk-together groups during night classes.

- **Best UX/UI Design: Health Bridge Team** – Nicholas Richmond, Sina Riahi, Aditya Tamhankar and Jacob Solomon created a friendly app to empower users to securely share and control their own healthcare data.

- **Best Social App: PerfectSnap Team** – Students Andrew Kaminski, Michael Miguel, Spencer Leung and Adrianna Merl Ravelaz publicized location-based camera settings to help newbies reproduce similar photos and to coordinate photography meetups/trips.
Krista McNally Selected as Graduate Student Speaker for 2021 San Francisco State University Commencement Ceremony

Krista McNally, a member of the inaugural MBA for Biotech Professionals cohort, was selected to represent graduate students from the Class of 2021 as the Graduate Student Speaker at the 120th San Francisco State University Commencement ceremony held on May 21, 2021.

“IT IS A MATTER OF GREAT PRIDE for the Lam Family College of Business (LFCoB) that Krista McNally has been chosen as graduate student speaker,” says Dean Eugene Sivadas. “It is a testament to the quality of our students, programs, and faculty and the transformational experience of our programs that a student from the inaugural cohort of a brand-new program was chosen for this very competitive honor.”

McNally currently works for Chimera Bioengineering, a start-up located in South San Francisco focused on discovering and developing new immune cell therapies to fight cancer. Over the past three years, as she progressed through the MBA program, McNally’s work became progressively more external-facing and included collaborating on joint projects with other biotech companies, as well as managing studies for contract research organizations. She recently transitioned to a new role as head of external manufacturing. “The MBA for Biotech Professionals gave me a view of the entire drug development process and all the functions and skills necessary to run a successful organization in this industry,” said McNally. She added, “I’ve become more confident that I can bring as much, or even more, value away from the bench as I did while at it.”

Faculty Director of Graduate Business Programs and Marketing Professor Sanjit Sengupta, who led the development of the MBA for Biotech Professionals program, commented, “I’ve had Krista in two of my courses and she was an outstanding student. Beyond that, Krista jumped into the spirit of this being a startup academic program and helped us recruit potential students by talking to them during class visits, participating in our outreach events, and even being in our promotional videos and brochures. She has supported the learning of her classmates in the program and, I believe, will make important future contributions to the biotech industry.”

Prior to enrolling in our MBA for Biotech Professionals program and volunteering for activities with the SF State community, McNally spent three tax seasons volunteering with the Volunteer Income Tax Assistance (VITA) program, which offers free tax preparation services to individuals requiring assistance. McNally’s interest in service work reflects those who have inspired her and set an example for giving back to the community – her father, a high school teacher and coach; her mother, a nurse; and the local couple who provided a full scholarship that funded McNally’s undergraduate education. “These and other role models in my life convinced me that whatever time and talents I have, should also be used to help others achieve their goals,” she added. “It is about paying it forward.”

While the pandemic caused disruption to the nature of school, work, and community engagement, McNally believes it also placed an important spotlight on the biotech industry. “The LFCoB’s motto – ‘Innovate Sustainably. Lead Responsibly.’ – exactly applies to the biotech industry,” she commented. “We especially need long-term thinking and ethical leadership in an industry that must constantly earn the public’s trust. SFSU has an opportunity, with this biotech MBA, to play a key role in educating the future leaders of this industry.”

As for her Commencement speech, McNally plans to discuss the impact of the pandemic on the University and the Class of 2021 - something she expects will be top of mind during the virtual Commencement ceremony. “It is a seminal event that, even as it pushed us apart physically, has been a unifying experience for the graduating class,” she explained. “Throughout my time at SFSU, I’ve been inspired by the members of my cohort, as well as by the faculty and staff who have worked hard to support us.”

The Lam Family College of Business congratulates Krista McNally and the entire graduating class of 2021.
The Class of 2021 Honorees

Business Stars of Tomorrow!

These graduates were selected by department faculty as Honorees for their exceptional academic achievements and service contributions to San Francisco State University and their communities. In addition, one of these 11 students received special recognition as the Lam Family College of Business Hood Recipient and serves as the college’s undergraduate representative for the Class of 2021 Commencement celebration.

2021 Lam Family College of Business Undergrad Hood Recipient

Sowmya Chandrasekaran
Management

SOWMYA CHANDRASEKARAN graduated Summa Cum Laude in December 2020 and majored in Business Management, with minors in Computer Science and Chinese. She credits the LFCoB for helping her learn how to manage teams, oversee organizational development, lead and influence people, and spur innovation. At SF State, she tutored underserved youth, participated in the student organization Providing Opportunity for Women, volunteered with Business Ethics Week, led a Girls Who Code program, and more. Chandrasekaran now works at Lockheed Martin Space as an Artificial Intelligence Engineer.

Chad Lynn Kelsey
Accounting

Chad Kelsey is a first-generation college student whose passion for helping others led him to the Accounting program. He earned B.S. degrees in Accounting and Finance. He was President of the Beta Chi Chapter of Beta Alpha Psi, an honor and service society for financial information students. Kelsey joined PwC as a tax associate in July 2021.

Seth Hill
Decision Sciences

Seth Hill worked hard during his first year at SFSU, juggling 19 units and an internship. He discovered a love for applying mathematics, statistics, and computer science to improve business processes and optimize decision making. He plans to pursue a master’s degree in statistics and to start a career in data science and machine learning.

Christopher Demgen
Economics

Chris Demgen majored in Economics, with a Marketing minor, and was an SFSU baseball player. He maintained a 4.0 GPA and became an officer of the Economics Students Association because he wanted to give back to our community. Demgen looks forward to playing two more years of baseball for SFSU while earning his M.S. in Quantitative Economics.
The Class of 2021 Honorees

Phuong Thu Phan
Finance
Originally from Vietnam, Phuong Phan was inspired by her father to major in Finance, and she double-majored in Decision Sciences. Phan was also involved in various activities, serving as Marketing VP for Ascend SFSU, joining FAME, and volunteering as an English tutor. Phan hopes to return to Vietnam and jump-start her career in Finance.

Angel Jauregui
International Business
The son of Mexican immigrants, Angel grew up in Los Angeles. While majoring in International Business, his Accounting courses led him to his current position as an Accounting Specialist. He firmly believes that his major has broadened his understanding of cultural differences, which he plans to use to build bridges between the U.S. and Latin America.

Lauren Nicole Sayre
General Business
Business has always fascinated Lauren Sayre. Attending SFSU has taught her that business does not only have to fulfill a profit motive, but that organizations can also serve to benefit society. After graduation, she hopes to use her business management knowledge to create a nonprofit organization that provides musical instruments and lessons to underprivileged people.

Selina Luc
Hospitality & Tourism Management
Luc double-majored in Hospitality and Tourism Management and Japanese. As a teenager, she had ambitions to study abroad while in college. After saving money from three part-time jobs, Luc reached her goal and traveled to Japan to study at Waseda University for a year. Her dream is to one day work at a Japanese airline.

Jack-Michael (JM) Wesierski
Information Systems
Jack-Michael Wesierski was recently recruited by Capgemini to work as a Junior Software Developer. In December 2020, he won the Appathon Showcase Competition. In addition to his academic and code-development achievements, Wesierski engaged in community service by coaching middle and high school students at coding camps.

Savannah Morrison
Labor and Employment Studies
Savannah Morrison graduated Magna Cum Laude. As a student, she worked at the Mashouf Wellness Center, where she held various responsibilities. Morrison believes that her background in Labor Studies, and her other SFSU experiences, have prepared her for a career in nursing and have bolstered her desire and ability to tackle critical health inequities.
Ryan Puccio
Marketing
Ryan Puccio chose to major in Marketing because he has always been fascinated by the craft of grabbing consumers’ attention. At SFSU, he served as Executive Vice President of Alpha Kappa Psi, a student organization, which helped him prepare for his professional career. Puccio now works as the Market Research and Sales Development Lead at Quokka Brew.

Graduate Honorees

Read about the seven outstanding students selected to receive a Graduate Student Award for Distinguished Achievement at Commencement in May 2021. In addition, one student, Krista McNally, was chosen as the college’s Graduate Hood Recipient.

2021 Lam Family College of Business Graduate Hood Recipient

Krista McNally
Master of Business Administration for Biotech Professionals

KRISTA MCNALLY earned her MBA degree alongside a select group of students who made up the first cohort for the MBA for Biotech Professionals, which launched in fall 2018. During her time at SF State, McNally participated in various activities to help promote this unique program to prospective students. McNally, a scientist, currently works as Head of External Manufacturing for Chimera Bioengineering, a start-up focused on discovering and developing new immune cell therapies to fight cancer.
The Class of 2021 Honorees

**Kelley Nelson**
Master of Science in Business Analytics (MSBA)
During her MSBA studies, Kelley Nelson worked on a model to help waste management companies optimize their processes. In March 2021, Nelson joined Zabble as a Senior Data Scientist to develop tools that help organizations reduce waste generation and costs. She previously worked with non-profits to reduce greenhouse gas emissions and to protect California’s natural landscapes.

**Yasmin Aly**
Master of Business Administration (MBA)
Yasmin Aly moved from Egypt to study in the United States. Beyond her MBA studies at SF State, Aly was active with several organizations, including the University Corporation, the student organization Financial Analysis and Management Education (FAME), Impact Hub San Francisco, and the Financial Women of San Francisco.

**Nicole Chacon**
Master of Business Administration (MBA) for Executives
After starting her MBA studies, Nicole Chacon joined the board of directors for Boost Kids!, a youth enrichment program, where she currently volunteers as Executive Director. Chacon’s academic success entitled her to become a member of Beta Gamma Sigma. She is currently working with RKI Interior Design as a Project Manager and Senior Interior Designer.

**Sina Shariati Samani**
Master of Science in Business Analytics (MSBA)
Originally from Iran, Sina Shariati Samani was active at SF State beyond his MSBA program. He worked as a tutor, teaching assistant and graduate research assistant. Sina also joined the Lobby Corps Assembly (part of Associated Students) to promote civic engagement. He worked to address student concerns about housing, transportation, and COVID-19.

**Trea McElhone**
Master of Science in Accountancy (MSA)
Trea McElhone’s academic success in the MSA program qualified her to become a member of the Beta Gamma Sigma Honors Society and the Beta Alpha Psi Executive Graduate Honors Program. She briefly served as Treasurer for Net Impact while at SF State. McElhone has now started her accounting career as an Audit Associate with Baker Tilly.

**Garrett Adam Young**
Master of Science in Quantitative Economics (MSQE)
Adam Young has always wanted a career in public policy to address injustice and inequality. He collaborated with faculty on several research projects, including analyzing California mortgage data, studying the effects of the COVID-19 pandemic on small businesses and assisting with a compensation analysis for a union’s contract negotiations.
Student Success Team

The 2020-2021 school year brought a unique set of challenges for the Lam Family College of Business Student Success Center (LFCoB SSC), a dynamic advising team comprised mainly of professional academic advisors dedicated to helping students achieve academic success and earn their degrees.

FOR THE FIRST TIME EVER, all academic advising services and support transitioned to a fully online operation for the entire academic year. This included all open advising drop-in sessions, extensive advising appointments, workshops, and all targeted communications and outreach to each segment of our student population. The goal was to provide a seamless advising experience for our students that closely mirrored the level of care and support they were accustomed to receiving in a face-to-face setting. Instead of having students come to our Center on campus to obtain advising services, through the ongoing learning and adoption of new technology platforms, our college’s SSC team successfully brought advising virtually to our students.

Key services offered by the LFCoB SSC include:

• **Academic Advising** – Work with students to develop an education plan, understand degree and program requirements, declare or change their major/minor and stay on track to earn their degree.

• **Scholarships and Honors** – More than 40 scholarship opportunities are available to our students.

• **Study Abroad** – In keeping with the college’s focus on providing students with a global perspective, we encourage students to study abroad for one semester or a full year at one of our 20 partner universities worldwide.

• **Graduation** – Support students with the navigation of the graduation application process.
On-Screen and On-Demand

IN PREPARATION for welcoming our incoming fall 2020 undergraduate students even prior to New Student Orientation virtual events, a series of academic advising-related videos and modules were created to position students for success by facilitating early planning and familiarity with the various registration/advising tools that students can utilize throughout their academic journey toward degree completion. Some of these videos were created by our wonderful partners in the Division of Undergraduate Education and Academic Planning, such as:

- How to Use iLearn, SF State’s Learning Management System
- Advising Structure at SF State
- General Education and Graduation Requirements
- Reviewing Your Degree Progress and Transfer Credit Report
- Degree Planner
- Registering for Courses

To supplement these modules, additional videos were created that were tailored specifically for our Lam Family College of Business students:

- Meet the Student Success Center Team
- How to Choose Classes in the B.S. in Business Administration
- Student Organizations: A Conversation with Professor Theresa Roeder and Jeff O’Toole (an SCC staff member)

High-Unit Project

IN 2020–2021, the college’s Student Success Team launched a successful advising campaign to provide proactive advising to high-unit undergraduate students. The High Unit Project (HUP) student caseload total was 4,914 students, with 21 graduation workshops conducted. The LFCoB had an astounding 94.4% graduation approval rate based on all graduation applications submitted. Below is a breakdown of some key metrics:

### High Unit Project 2020–2021

- **HUP Student Caseload**: 4,914
- **Graduation Workshops**: 21
- **Workshop Student Attendance**: 360
- **Graduation Applications Submitted**: 1,363
- **Degrees Awarded / Graduation Rate**: 1,286 / 94.4%
- **Denials / Denial Rate**: 77 / 5.6%

### Degrees Awarded from the Lam Family College of Business in Academic Year 2020-2021

#### LFCoB Undergraduate Degree by Concentration/Major

<table>
<thead>
<tr>
<th>Degree/Major</th>
<th>Number of Students Awarded Degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA in Economics</td>
<td>64</td>
</tr>
<tr>
<td>BA in Labor and Employment Studies</td>
<td>11</td>
</tr>
<tr>
<td>BSBA - Concentration in Accounting</td>
<td>207</td>
</tr>
<tr>
<td>BSBA - Concentration in Decision Sciences</td>
<td>35</td>
</tr>
<tr>
<td>BSBA - Concentration in Finance</td>
<td>194</td>
</tr>
<tr>
<td>BSBA - Concentration in General Business</td>
<td>138</td>
</tr>
<tr>
<td>BSBA - Concentration in Information Systems</td>
<td>126</td>
</tr>
<tr>
<td>BSBA - Concentration in International Business</td>
<td>70</td>
</tr>
<tr>
<td>BSBA - Concentration in Management</td>
<td>156</td>
</tr>
<tr>
<td>BSBA - Concentration in Marketing</td>
<td>234</td>
</tr>
<tr>
<td>BS in Hospitality and Tourism Management</td>
<td>51</td>
</tr>
</tbody>
</table>

**Total LFCoB Undergraduate Degrees Awarded in AY 2020–2021**: 1,286

#### LFCoB Graduate Degree

<table>
<thead>
<tr>
<th>Degree</th>
<th>Number of Students Awarded Degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of Business Administration (MBA)*</td>
<td>53</td>
</tr>
<tr>
<td>Master of Science in Accountancy</td>
<td>25</td>
</tr>
<tr>
<td>Master of Science in Business Analytics</td>
<td>37</td>
</tr>
<tr>
<td>Master of Science in Quantitative Economics</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total LFCoB Graduate Degrees Awarded in AY 2020–2021**: 118

*The MBA number of students awarded degrees includes 52 MBA students, plus one student who was awarded the MBA in Sustainable Business degree, which is now discontinued at San Francisco State University.*
Career Services and Professional Development

The Career Services & Professional Development (CSPD) Center at the Lam Family College of Business provides students and alumni with career-preparation workshops and access to employment and internship opportunities offered by employers worldwide. Meet the team:

- Michele Haggar, M.Ed.
  Director
- Carl Freschl
  Commercial Real Estate Program Coordinator
- Haley Paxton
  Student Assistant
- Erick Muñoz
  Student Assistant

5,700 Students

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

Outreach and Advising

THIS FISCAL YEAR, the CSPD Center supported almost 1,500 students through one-on-one video or phone advising sessions, workshops, and other career-related events. As San Francisco State University continued online teaching and operations, the primary focus for the CSPD Center remained on providing virtual services around career advising, career development, and virtual employer engagement events. We served almost 700 students through virtual career advising appointments, which represented 46% of the total number of students who used our services. During these advising appointments, approximately 59% of students received support with interview preparation, building their LinkedIn profiles, and resume and cover letter development; 41% discussed specific job/internship searches, as well as career and academic major exploration. These critical conversations contributed to improved career planning and career-readiness for many students. Prior to utilizing our services, approximately 73% of students surveyed reported feeling moderate to very confident about the skills with which they needed assistance. After accessing our services, 93% of students surveyed reported feeling moderate to very confident about those same skills. Students who responded to the survey conveyed they had a positive and educational experience, found the support constructive, and enjoyed their conversations with our staff.

The CSPD Center worked closely with several faculty to support classroom assignments that required students to participate in career advising appointments. Students expressed how glad they were to learn about the resources we provide to students who need career development support. One student sought support to prepare for a job interview and commented that “the career advisor was so helpful. She provided advice on how to approach interview questions.”

Classifications of students who used the Center:

- 85% Undergraduates
  - 6% Freshmen
  - 7% Sophomores
  - 27% Juniors
  - 61% Senior
- 15% Graduate students
- 17% Alumni
- 22% International Students
Career Events and Employer Engagement

**CONNECTING STUDENTS** to employers through online platforms can be challenging. However, the CSPD staff found creative ways to help students network with industry leaders. The CSPD Center collaborated with faculty members and employers to host various activities and events designed to introduce and enhance a student's understanding of the wide range of professional opportunities that exist within an array of industries. Students who attended one or more of the 24 professional development workshops we offered learned how to approach resume and cover letter writing, interview strategies, LinkedIn profile development, time management tips and how to approach the job and internship search process. They also learned how to approach networking and building relationships with others in ways that will enhance their knowledge and understanding of different industries. The Center also offered employer engagement opportunities through 13 Virtual MIC (Major and Industry Chats) events, which were hosted in collaboration with employers, such as Salesforce, Charles Schwab, Cushman & Wakefield, and others. These opportunities offered students access to the tools, people, and knowledge they need to be empowered and inspired, and to progress through their academic lives. Through surveys, we learned students who participated in these events developed more confidence after hearing from employers and recruiters who shared insights about the recruitment process. The events gave them hope and an opportunity to network and build connections with alumni.

Through our Jobs and Internships Announcement website page and consistent collaboration with employers, students were able to learn about roles in the following industries and career fields:

- Accounting
- Banking
- Commercial Real Estate
- Data Analytics
- Financial Services
- Hospitality and Tourism
- Marketing
- Retail
- Non-Profit Organizations
- Tech Sales

**Employers who networked with the CSPD Center hired students for internships or jobs:**

- Amazon
- Aspire Public Schools
- Baker Tilly
- BPM
- Brickman
- CBRE
- Cedar Point Entertainment
- Charles Schwab
- City of Dreams
- COOP
- Cushman & Wakefield
- Cytokinetics
- CVS
- Enterprise
- Environmental Defense Fund
- Exact Sciences
- Facebook
- FDIC
- First Republic Bank
- Four Seasons for Napa Valley
- Gateway Bank F.S.B.
- Gantry
- Google
- KPMG
- Impact Marketing
- LinkedIn
- Lucid Motors
- Merck
- Moss Adams
- New York Life
- Project Destined
- Rituals
- Rockhill Management
- Salesforce
- Sephora
- SFO
- San Francisco State University
- Spotify
- Start-Ups Give Back
- Tesco Controls, Inc.
- TheRealReal
- The Drake Center for Veterinarian Care
- Verkada
- Veris Manufacturing
The Lam Family College of Business has over 35 scholarship opportunities (some offer multiple awards) to support our students’ educational goals. Funding for our scholarships has been provided by generous donors and organizations who believe in higher education and our students’ ability to achieve academic success.

This list below reflects student scholarship opportunities established on or before June 30, 2021.

- Aaron Anderson Memorial Scholarship
- Agid Family Scholarship Endowment
- Bear Family Endowed Scholarship
- Carmelina Narciso Scholarship Endowment
- Chevron Scholarship Fund
- CIO Scholarship Fund
- Dale McKeen Memorial Scholarship
- Devlin Neil O’Connor Memorial Scholarship Endowment
- Don W. Scoble Endowment Scholarship
- Ernest C. Dillard Sr. Endowed Scholarship for Labor Studies
- FAME Scholarship Fund for Finance Students
- George Feliz Memorial Scholarship
- Hong Kong Association of Northern California Scholarship
- Janet Sim Scholarship Endowment
- Janice & John Gumas Endowed Marketing Scholarship
- Kaiser Permanente Ethics & Compliance Scholarship
- Kawaguchi Family Scholarship Endowment
- Legal Marketing Association of the Bay Area Erick Vargas Scholarship
- Leona M. Bridges Endowed Scholarship
- Linda & Nathaniel Oubré Leadership Scholarship
- Loretta Doon Scholarship Endowment
- Manny Mashouf Endowed Scholarship
- Martinelli Family Scholarship Endowment
- Michael Jon Alton Scholarship Endowment
- Mitsuko Duerr Endowed Scholarship
- Nancy Lee Mar Vista Room Scholarship
- Nikon Precision College of Business Scholarship
- NVP Associates, LLC Scholarship
- PRSA Silicon Valley Scholarship Fund for Communications and Marketing Students
- Ramona K. First Award Scholarship
- Ramona K. First Scholarship Endowment
- Ramsey Family Scholarship Endowment
- SF State Accounting Scholars Program Scholarship
- SF State College of Business Scholarship
- Valerie Hashimoto Scholarship
- Wallace Fund for Diversity Scholarship
- Yetta K. Zetoony Scholarship
- Yumi Satow Vista Room Scholarship
- Zoe Yan Xu Muffly Scholarship
Fintech Fellowship Program

Launched in fall 2020, the FinTech Fellowship Program began its inaugural year with 20 students who successfully completed the program in May 2021. This two-semester program prepares students to be job-ready in the fintech market.

THE FELLOWSHIP PROGRAM is a key component of the Lam-Larsen FinTech Initiative, which is supported by the Lam-Larsen Fund for Global Innovation. The Lam-Larsen FinTech Initiative and its Fellowship Program are designed to develop future leaders who are equipped to help accelerate the adoption and expansion of financial system innovations, such as cryptocurrency and blockchain.

This Fellowship Program consists of six mentorship sessions, interviews with industry professionals, and analyst reports. Student fellows are required to choose between two tracks, Business Development or Analyst track. Twelve of the students on the Business Development track interviewed industry professionals on Zoom. Some of these interviews included: the CEO of River Financial, a Bitcoin bank; a financial planning advisor at Guidefi, which provides financial advising services for women and people of color; an analyst at SoFi; a lawyer working on Facebook’s Libra cryptocurrency; the CEO of another new cryptocurrency; among others. Each of the eight students on the Analyst track wrote a report on fintech that covered an array of hot topics and complex issues, including the impact of energy and Bitcoin mining, the use of alternative data, how Ethereum is changing finance, and other important matters. All fintech fellows met with successful SF State alumni to discuss their careers and strategies for carving out a successful career path.

“Innovations in financial technology are changing the banking, lending, wealth management, real estate, and insurance industries, as well as other service industries. Through the FinTech Fellows Program, we’re providing our students with cutting-edge knowledge, skills and professional networks that give them a distinct advantage in the dynamic job market once they graduate,” said Associate Finance Professor Todd Feldman.
OVER THE PAST FOUR YEARS, 117 students have successfully completed the CRE Program, which remains a powerful and productive experience for participants. This two-semester program allows students to engage with industry leaders and participate in dynamic discussions on current topics related to the commercial real estate industry.

The 2020-2021 CRE Program consisted of 14 sessions held entirely online and included 37 fellows. Despite the virtual mode of all the sessions, students were still able to interact, explore and connect with fellow students and industry leaders. By giving students an opportunity to look through the lens of commercial real estate professionals, each session allowed students to deepen their understanding of various aspects of this industry, including property management, asset management, construction, leasing, marketing and project management.

In surveys, many students expressed that session facilitators created a fun learning environment within the virtual setting and enabled active discussions through breakout rooms in Zoom. Over 90% of students reported the information covered in sessions was helpful and provided useful job skills that contributed to their career readiness. Activities during the sessions were relevant and applicable to their career goals and helped students build stronger connections with other students and facilitators. Students also shared that some of their most memorable experiences occurred during breakout sessions, building tours, and while hearing about first-hand experiences from professionals working in the commercial real estate industry in the Bay Area. Additionally, facilitators guided students on how to improve their resumes to meet the demands of hiring executives looking to bring in fresh perspectives, especially from San Francisco State University students. Some students had the chance to participate in mentorships with employers who are part of the CREATE alliance, which helped increase the students’ interest in and enthusiasm for the industry. In a final survey, students reported that their overall experience in the CRE Program was “valuable,” “inspirational,” “enriching,” and “unforgettable.”
**THE PROGRAM** provides students with the skills, interdisciplinary expertise, professional connections and social network needed to nurture their ideas and turn them into an executable reality. Because of the intensive mentoring, unique networking opportunities, startup services and seed-funding provided, application demand is high, and student applications are evaluated on several criteria. When reviewing applications to the Program, the Director of the Innovation & Entrepreneurship Initiative and Associate Professor of Hospitality & Tourism Management, Sybil Yang, says, “We look for concepts that have the potential to meaningfully impact businesses, communities, and/or society in a positive manner. Beyond that, we select founders who demonstrate two things: first, that they have a deep connection to the problem that they are trying to solve, and second, that they have the potential to be able to execute on their vision. Each cohort is crafted as a marriage between the skills and strengths of individual student applicants, and what the program and network can provide. We are here to not only fill in the knowledge and skills gaps of SF State entrepreneurs, but to help engage and strengthen the SFSU network as well.”

Guided by a diverse group of SF State faculty, alumni and successful industry professionals, this year’s cohort of 36 included students from the four colleges and seventeen different majors. The students grew six business concepts with the benefit of mentorship, one-on-one coaching and intensive online workshops held throughout the fall and spring semesters. Of the six concepts incubated this past year, four are continuing into the 2021-2022 academic year as going concerns; one has already signed its first paying client; and two have won awards in the Lam Family College of Business’s annual Innovation Pitch Competition held on April 2, 2021. Read about the winners of this year’s Innovation Pitch Competition on page 6.

For the coming year, the Fellows Program will relaunch as the **IncuGator** and be positioned as the flagship of an expanded entrepreneurship initiative for the college. The IncuGator will continue to grow innovative concepts and nurture student entrepreneurs by providing mentorship and resource support. In the coming years, we plan to expand IncuGator resources and services to an extended SF State community, and use its success to build out an entrepreneurship minor, aimed to draw entrepreneurial-ly-minded student talent.

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**Special thanks to our program sponsor,**
**MUFG Union Bank Foundation:**

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**Innovation & Entrepreneurship Fellowship Program**

Launched in 2018, the Innovation and Entrepreneurship Fellowship Program is a concept incubator designed to develop San Francisco State University students into successful innovators and entrepreneurs. This program is made possible by a generous grant from MUFG Union Bank Foundation.
2021 Lam-Larsen Distinguished Teaching Professorship Awards

Five Lam Family College of Business faculty members were recognized for their long and distinguished record of outstanding and high-impact teaching and mentoring.

Funded by the Lam-Larsen Global Innovation Fund, the Distinguished Teaching Professorship Awards recognize faculty not only for excellent teaching but also for innovative instruction and significant contributions to improving the curriculum in our college. Each awardee receives a $10,000 annual stipend for two years and mentors another faculty member each award year. Join us in congratulating the five inaugural award recipients for 2021:

Susan Cholette, Ph.D., Professor, Decision Sciences

During her 19 years of teaching in the Decision Sciences Department at the Lam Family College of Business, Cholette consistently received exceptionally high evaluation scores from her students. She is an innovative instructor and strives to improve her teaching constantly. Her teaching methods are highly engaging, experiential, and fun. This interactive approach is seen in a vaccine distribution simulation game Cholette created for her students. She is also passionate in mentoring both faculty and students, sharing her teaching materials with other instructors and volunteering to supervise numerous students in independent studies and internship courses.

Daniel Ciomek, MBA, Lecturer Faculty, Information Systems

Ciomek has instructed classes with hundreds of students each semester for many years. Despite the challenges of teaching large classes, he consistently receives excellent teaching evaluations and positive feedback from students. Ciomek’s passion for teaching and inspiring students to learn new technology is truly commendable. He continually experiments with new tools and technologies, incorporating them into his courses to enhance students’ learning and skill development. He also led the initiative to implement Microsoft Office Specialist certification on campus, which has proved very valuable in preparing students for future job opportunities.

Geoff Desa, Ph.D., Professor, Management

Desa exemplifies the scholarship of teaching, undertaking a systematic inquiry about student learning. He is a Stanford electrical engineer by training and an accomplished researcher in his own right – like a good engineer, he applies his rigorous analytical skills to researching the effectiveness of various pedagogies in his classes. The importance of critical thinking in the classroom is clear, but Desa operationalizes it by assessing, evaluating, and improving the academic literacy of his students. Desa has been compared to a virtuoso jazz musician – he understands the importance of setting up a learning environment that manages the creative tension between structure and spontaneity and creativity.

Todd Feldman, Ph.D., Associate Professor, Finance

In addition to Feldman’s highly effective classroom teaching, he created and taught two innovative finance courses: one in FinTech, covering such topics as blockchain and crypto currencies, and the other, an ESG-based Student Sustainable Investment Fund course that invests $200,000 of SF State endowment funds. Among his many other contributions to our college and students, Feldman coordinates and helped develop the criteria for the Future Investment Scholarship, which pays a student’s full cost of attending SF State for two years and is generously funded by SF State alumna Neda Nobari (B.S., ’84), a former fashion industry executive and Iranian-American philanthropist. Feldman also advises and mentors his students and serves as a long-term faculty advisor to our undergraduate student finance organization, Finance and Management Education (FAME).

Lutfus Sayeed, Ph.D., Department Chair and Professor, Information Systems

Sayeed has an impressive record of curriculum and course development. In recent years, he has developed four new certificates and two new graduate courses, and was involved in developing the Master of Science in Business Analytics program. These programs and courses prepare students for their future careers by providing them new tools and up-to-date technological knowledge. In addition to leading these initiatives and serving as Chair of the Information Systems Department, Sayeed is an effective classroom teacher who is committed to his students’ success and a strong advocate for minority and first-generation immigrant students.
2021 Lam-Larsen Distinguished Research Professorship Awards

Three Lam Family College of Business faculty members were recognized for their outstanding intellectual contributions toward advancing the research environment and academic reputation of the college.

FUNDDED BY the Lam-Larsen Global Innovation Fund, the Distinguished Research Professorship Awards recognize faculty for their research impact, including productivity, publishing, and awards, as well as societal impact, and fostering multidisciplinary collaborations within the Lam Family College of Business, across San Francisco State University, and broader society through community engagement, research, partnerships, and more. Each awardee receives a $10,000 annual stipend for two years and presents their work to the college’s community. Join us in congratulating the three inaugural award recipients for 2021:

**Ramesh Bollapragada, Ph.D., Professor, Decision Sciences**

Bollapragada came to San Francisco State in 2002 from Bell Labs, after earning both his M.S. and Ph.D. degrees from Carnegie Mellon University. Since arriving at SF State, Ramesh has attended 30 academic conferences and published 17 journal articles, including a second article in Management Science. Utilizing his special talent for developing new quantitative models for a wide range of industries, from transportation to telecommunication network optimization, Bollapragada currently has five papers under review, with three under second revision, and is the only faculty member from the Lam Family College of Business to be inducted into the SFSU Faculty Research Hall of Fame. As residents of the Bay Area, all of us have undoubtedly benefitted from Ramesh’s work with Caltrans to improve usage of Fastrak on local bridges, and his most recent research, which suggests methods for alleviating traffic congestion on local highways. In addition to being published in academic journals, these projects have also received media coverage in the popular press and have led to invited presentations to Stanford University and Google.

**Chenwei Li, Ph.D., Associate Professor, Management**

Li completed her Ph.D. in Management in 2013 from the University of Alabama, Tuscaloosa. She joined SF State in 2016 as Assistant Professor with two years of service credit. At SF State, she has maintained a very high level of academic productivity with one book chapter and nine peer-reviewed articles published in highly prestigious journals. Her broad research area is Organization Behavior, and she is particularly interested in researching how leadership influences employee proactive behaviors. She has about 950 up-to-date citations to all publications, nine of which have been recognized as Top 10 Most Cited Articles in the Journal of Organizational Behavior. In 2020, Li received the Ascendant Scholar Award by the Western Academy of Management for her research. She is also the recipient of several competitive internal awards within SF State, including one Exemplary Research Award and three Research Productivity Awards.

**Ronald Purser, Ph.D., Professor, Management**

Purser earned his Ph.D. in Organizational Behavior from Case Western Reserve University in 1990 and taught at Loyola University in Chicago before joining the Management Department at SF State in 1997. Since then, Purser has not only published a steady stream of peer-reviewed journal articles – averaging more than one a year – he has also authored or edited seven books and 19 book chapters. He is one of the world’s leading experts in the field of mindfulness, including its ethical and Buddhist foundations, as well as its unfortunate commoditization in capitalist societies. Purser’s impact as an academic scholar has been firmly established through more than 4,300 citations of his publications, the most of any faculty member in the Lam Family College of Business, while his strong societal impact is reflected in his 60 media interviews and 20 mass media articles.
Faculty Awards and Research

Research Grant Awards

CASE-BASED WRITING

- Bo Ferns (Hospitality & Tourism Management), Denise Kleinrichert (Management). Topic: A Restaurant Owner’s Dilemma to Compensating Influencers.

DISCIPLINE-BASED RESEARCH

- Joanne Sopt (Accounting). Topic: Dialogical Accounting on Generation Z.
- Chenghao Hu (Economics). Topic: Ghost City and Corruption.
- Susan Roe (Hospitality & Tourism Management) & Ryan Smith (Hospitality & Tourism Management). Topic: Restaurant Crowd funding in the time of COVID-19 Pandemic.
- Gulnur Tumbat (Marketing) & Minu Kumar (Marketing). Topic: Consumption Practices of Millennials in the Age of COVID.

Exemplary Research Awards

Fall 2020


Research Productivity Award

Fall 2020


Publication Incentive Awards

Spring 2021

ABS 4, ABDC A* AWARD CATEGORY


ABS 3, ABDC A* AWARD CATEGORY


ABS 3, ABDC A AWARD CATEGORY

**Research Seminar Talks**

**Fall 2020**

10/02/2020

- **Talk 1:** “Experiential Undergraduate Operations Management Course Engages Students.” Presenter: **Yabing Zhao**, Assistant Professor, Decision Sciences.

- **Talk 2:** “They Really Don’t Want to See Us: How Cleaners Experience Invisible ‘Dirty’ Work.” Presenter: **Veronica Rabelo**, Assistant Professor, Management.

**11/13/2020**

- **Talk 1:** “Gender Differences in Communicative Abstraction.” Presenter: **Priyanka Joshi**, Assistant Professor, Management.

- **Talk 2:** “A High-Frequency Algorithmic Trading Strategy for Cryptocurrency.” Presenter: **Christopher Yost-Bremm**, Assistant Professor, Finance.

**Spring 2021**

03/05/2021

- **Talk 1:** “Minimum Wage Change Effects on Restaurant Pricing and Employment.” Presenter: **Susan Roe**, Associate Professor, Hospitality & Tourism Management.

- **Talk 2:** “Using Product Development Information to Spur the Adoption of Continuous Improvement Products.” Presenters: **Nga Ho-Dac**, Assistant Professor, Marketing, and **Minu Kumar**, Professor, Marketing.

04/23/2021

- **Talk 1:** “Campaign of the Century: Why the RWDSU Vote at Amazon Matters & What It Means for Unions in the Tech Industry.” Presenter: **John Logan**, Professor and Director, Labor and Employment Studies.


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**ABS 2, ABDC A Award Category**


**ABS 2, ABDC B Award Category**


**SSCI/SCI Award Category**


**ABS 1, ABDC B Award Category**


**ABDC B Award Category**

Tenured & Tenure-Track Faculty List

Tenured & Tenure-Track Faculty, Fall 2020

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

DECISION SCIENCES (CONTINUED)
• Julia Miyaoaka, Stanford University
• Leyla Ozsen Intrevado, Northwestern University
• Minh Pham, Rutgers University
• Eghbal Rashidi, Mississippi State University
• Theresa Roeder, University of California, Berkeley
• Robert Saltzman, Stanford University
• Sada Soorapanth, University of Michigan
• Yabing Zhao, University at Buffalo—The State University of New York

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

ECONOMICS
• Michael Bar, University of Minnesota
• Sudip Chattopadhyay, University of Illinois, Champaign-Urbana
• Anoshua Chaudhuri, University of Washington
• Kirill Chernomaz, Ohio State University
• Chenghao “Matt” Hu, University of California, Davis
• Zuzana Janko, University of California, Riverside
• Venoo Kakar, University of California, Riverside
• Philip King, Cornell University
• Chang Hyung ‘Max’ Lee, University of California, Santa Barbara
• Sepideh Modrek, University of California, Berkeley
• Michael Potepan, University of California, Davis
• Veronica T. Sovero, University of California, Los Angeles
• Lisa Takeyama, Stanford University

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

HOSPITALITY AND TOURISM MANAGEMENT
• James Brian Aday, Texas Tech University
• Mehmet Ergul, Texas Tech University
• Bo Ferns, Purdue University
• Colin Johnson, Fribourg University
• Susan Roe, University of Nevada, Las Vegas
• Ryan Smith, The Hong Kong Polytechnic University
• Andrew Walls, University of Central Florida
• Sybil Yang, Cornell University
INFORMATION SYSTEMS
- Paul Beckman, Purdue University
- David Chao, University of Washington
- Tai-Yin Chi, Claremont Graduate University
- Guillaume Faddoul, Claremont Graduate University
- Leigh Jin, Georgia State University
- Brenda Mak, Northwestern University
- Lutfus Sayeed, Georgia State University
- Nasser Shahrasbi, HEC Montréal
- Sameer Verma, Georgia State University

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

LABOR & EMPLOYMENT STUDIES
- John Logan, London School of Economics and Political Science

MANAGEMENT
- Sally Baack, University of Southern California
- Robert Bonner, University of Texas at San Antonio
- Geoffrey Desa, University of Washington
- Ian M. Dunham, Temple University
- Connie Marie Gaglio, University of Chicago
- Ebru Ipek, Simon Fraser University
- Nara Jeong, Washington State University

MANAGEMENT (CONTINUED)
- Priyanka Joshi, University of Southern California, Marshall School of Business
- Denise Kleinrichert, University of South Florida
- Eric Lamm, Boston College
- Chenwei Li, University of Alabama
- Antoaneta Petkova, University of Maryland
- Ronald Purser, Case Western Reserve University
- Veronica Rabelo, University of Michigan
- Manely Sharifian, University of Alberta
- Oscar Stewart, University of North Carolina at Charlotte
- John Sullivan, University of Florida
- Tom Thomas, University of California, Berkeley
- Smita Trivedi, George Washington University
- Dayna Herbert Walker, Claremont Graduate University

MARKETING
- Subodh Bhat, University of Georgia
- Foo-Nin Ho, University of Mississippi
- Nga Ho-Dac, University of Utah
- Mahmood Hussain, University of Colorado at Boulder
- Sung Ha Jang, University of Texas at Dallas
- Minu Kumar, University of Mississippi
- Kathy O’Donnell, Kent State University
- Veronika Papyrina, University of Western Ontario
- Sanjit Sengupta, University of California, Berkeley
- Ian Clark Sinapueas, Purdue University
- Judi Strebel, University of California, Berkeley
- Gulnur Tumbat, University of Utah
- Hui-Ming Wang, Purdue University
Promoted Faculty

Congratulations to our newly tenured and promoted faculty members! Their advancement is based on merit as demonstrated by their teaching performance, professional achievement and contributions to the University community and our broader community.

These faculty promotions are effective starting in the next fiscal year (2021-2022).

Promotion to Professor

Todd Feldman, Ph.D.  
Finance

Leyla Ozsen, Ph.D.  
Decision Sciences

Jung Hoon Kim, Ph.D.  
Accounting

Tenure and Promotion to Associate Professor

Nga Ho-Dac, Ph.D.  
Marketing

Bing Luo, Ph.D.  
Accounting

Yabing Zhao, Ph.D.  
Decision Sciences
New Academic Programs

Graduate Certificate in Business Ethics & Compliance

THIS UNIQUE PROGRAM prepares graduate students for success as Ethics and Compliance professionals in growing industries such as healthcare, biotech, information technology, manufacturing, and hospitality. Launched in fall 2021 semester, the Graduate Certificate in Business Ethics & Compliance program equips students with the necessary skills to prevent their organizations from committing errors that violate ethical standards of best practice or regulatory compliance. Ethics and compliance (E&C) specialists assess a company's ethical impacts on their stakeholders and use analytical tools to proactively measure the effectiveness of ethical practices and assess compliance with U.S. and global regulations by identifying specific situations of risk to an organization's employees, customers, suppliers, regulators and communities.

Students who earn a Graduate Certificate in Business Ethics & Compliance will develop skills in a variety of E&C areas, including:

- Ethical issues identification and solutions-based mindsets.
- Ethical analysis and data-analytics decision-making models for strategic planning.
- Understanding the complexities of technology and protections for stakeholder privacy.
- Operating as change agents in the negotiation to affect organizational change.
- Developing best practices in leadership of organizational processes.

Visit our website to learn more: cob.sfsu.edu/ethics-compliance-certificate

Graduate Certificate in Enterprise Cybersecurity

LAUNCHING IN the fall 2022 semester, this program targets working professionals in for-profit and non-profit organizations, as well as SF State MBA students, who wish to begin or expand their knowledge of cybersecurity. These individuals could be working in the field of Information Systems or in other functional or service areas of an organization. The curriculum is designed to help prepare graduate students to succeed in supervisory or managerial positions related to cybersecurity. The value to current MBA students is that this academic certificate will be documented in their transcript and signal their preparation and interest in seeking jobs related to cybersecurity.

Students who successfully complete this program will learn how to:

- Formulate and modify business strategy that incorporates cybersecurity measures to protect organizational physical and digital assets.
- Formulate and modify business strategy through cybersecurity-integrated solutions to improve, manage and innovate enterprise business processes.
- Assume a leadership role in the design, development and implementation of technology solutions that incorporate cybersecurity tools and measures to protect enterprise assets and resources.
- Communicate cybersecurity recommendations to address enterprise challenges and opportunities through oral and written presentations to top management.

Visit our website to learn more: cob.sfsu.edu/enterprise-cybersecurity-certificate

Graduate Certificate in Business Principles

LAUNCHING IN the fall 2022 semester, this program introduces students to business foundations and prepares them for the Master of Business Administration (MBA) program coursework. Many students do not feel prepared to enter an MBA program. Some have been out of school for a number of years, while others are unsure whether they want to complete an MBA program or they know very little about business. This program provides these students with an opportunity to explore the business field while they meet basic entry requirements for the MBA program.

Students must complete six out of the following eight courses to earn this graduate certificate: Financial Accounting (ACCT 780); Operations Analysis (DS 786); Economics for Managers (ECON 783); Financial Management (FIN 785); Information Systems for Management (ISYS 782); Management Principles and Organizational Behavior (MGMT 788); and Marketing Management (MKTG 787).

Visit our website to learn more: cob.sfsu.edu/business-principles-certificate
Women’s Emerging Leadership Forum

On Friday, April 2, 2021, over 80 business professionals, educators, and San Francisco State University students attended the seventh Annual Women’s Emerging Leadership Forum (WELF) – the first one to be held completely online since the event launched in 2014. This lively and diverse event is designed to empower women to achieve their full potential in the workplace.

**THIS YEAR’S THEME, Leading through Uncertainty**, aimed to encapsulate not only the obstacles and challenges emerging in these unprecedented times but also those faced by women leaders throughout their careers. Keynote Speaker Kimberly Ellis, director of the San Francisco Department on the Status of Women, discussed a variety of crucial topics, including the impacts of public policy on women, her unique perspective on defining success, equity and inclusion in the workplace, and how women can often face adversity while striving to advance in their careers.

Three inspiring panel speakers – alumna Katie Ferrick (M.S., ’01), senior director of Community Development, Sustainability, and Workplace Programs at LinkedIn Corporation; Rebeca Salas-Boni, machine learning engineer at Apple SPG; and alumna Elaine Chow (B.S., ’18), former co-founder at Lingrove – engaged in a dynamic and open conversation about overcoming uncertainties in their own careers and shared advice on how to carve your own career path and advance in the workplace.

Additionally, Professor of Marketing Gulnur Tumbat, Ph.D., gave a presentation on Ascending Through Uncertainty using an abridged version of her interactive workshop that utilizes her own experiences preparing for and climbing Mount Everest to demonstrate how to deal with uncertainty, manage risk and overcome obstacles encountered with any major goal.

Visit our website calendar frequently at cob.sfsu.edu/calendar to learn about other stimulating events we offer that are open to alumni and other professionals.
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Kimberly Brandon (B.A., ’84)
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Partner
Alsop Louie Partners

Nanette Lee Miller (B.A., ’71)
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Okorie Ramsey (B.S., ’92)
Vice President
Sarbanes/Oxley (SOX) Kaiser Foundation Health Plan, Inc. and Hospitals

Joel R. Redmon (B.S., ’81)
Senior Pastor
Church of the Valley

Mohamed Saber (B.S., ’12)
Senior Consultant
EY-Parthenon

Pramukti Surjaudaja (B.S., ’85)
President Commissioner
Bank OCBC NISP Tbk PT

Clarice Turner (B.A., ’85; MBA, ’90)
President
Joseph Phelps Vineyards

Tim Yamauchi
Executive Vice President & Chief Financial Officer
PRIDE Industries
Donor List & Amounts

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We are pleased to acknowledge the following donors for their generosity and support from July 1, 2019 to June 30, 2020 to the Lam Family College of Business at San Francisco State University. We have made every effort to ensure the accuracy of this listing.

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• Venetia Young

Please accept our sincere apologies for any inaccuracies or omissions by contacting Janine Hurty, LFCoB Director of Development at jhurty@sfsu.edu. We regret any errors.
Donor List & Amounts

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- Lee Wong

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- An Accountancy Corporation
- Dominic Azoulay
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- The Benevity Community Impact Fund a fund of American Endowment Foundation
- Mitty Bhardwaj
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- Linnie Adelman
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- Michael Barron
- The Blackbaud Giving Fund

2020 – 2021 | ANNUAL REPORT
Lam Family
College of Business Fundraising

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>Actual</th>
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<td>$850,000</td>
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<td>2018</td>
<td>$1,000,000</td>
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<td>2020</td>
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<td>2021</td>
<td>$1,150,000</td>
<td>$2,851,500</td>
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Amount Raised and Percent of Goal

Ways to Give

Make a world of difference through your support of our students’ academic journey, as they prepare to become agents of change and thoughtful, innovative leaders.

- Make your gift online at develop.sfsu.edu/campaign/college-business
- Donate stock and securities
- Leave a legacy by naming the Lam Family College of Business in your will or living trust
- Send a check by mail:

Make check payable to: University Corporation, San Francisco State University

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

For Information on Ways to Give, Contact:

Janine Hurty
Lam Family College of Business Director of Development
415-338-1183, jhurty@sfsu.edu
Ten ways you can get involved with San Francisco State University.

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

2# 💼 Career or Internship Opportunities
Provide an opportunity for a current student to work in your office. Promote your job posting with us!

3# 🗂️ Host or Assist with an Alumni Event
If you are interested in helping plan an alumni event or have suggestions for events, we’d love to hear from you.

4# 🏠 Return to Campus
Come back to visit your favorite faculty and friends. We want to hear your stories and keep in touch.

5# 📩 Connect With Us on Social Media
Facebook – SFStateCoB, sanfranciscostate, sfsstatealumni1899
Twitter – @SFStateCoB, @SFSU, @gatorsconnect
LinkedIn – Follow San Francisco State University, Lam Family College of Business; San Francisco State University; SF State Alumni; SF State College of Business Alumni. And, don’t forget to identify SF State as your alma mater on your profiles and bios.

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

7# 🛒 Shop & Smile for SF State at Amazon.com
AmazonSmile is an online shopping site, part of Amazon.com, which donates 0.5% of the price of eligible purchases to charitable organizations, including the SF State Foundation.

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

9# 🔊 Advocate for SF State
Keep yourself informed about the University’s news and updates. Spread the word by telling family, friends and coworkers about SF State’s growth and progress.

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

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

### Sources of Funds

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<th>Fiscal Year</th>
<th>2020-21</th>
<th>2019-20</th>
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<td>General Fund</td>
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<td>CSU MBA/MSA Professional and DTC Rent Fees</td>
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<td>Extended Education</td>
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<td>267,073</td>
<td>446,500</td>
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<td>Donations/Fundraising - Current use</td>
<td>2,719,417</td>
<td>1,742,278</td>
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### Uses of Funds

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<td>Salaries and Benefits</td>
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<td>Marketing and Advertising</td>
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<td>209,387</td>
<td>204,099</td>
<td>162,459</td>
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<td>Research and Development</td>
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<td>222,337</td>
<td>225,567</td>
<td>120,983</td>
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<td>Travel</td>
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<td>51,710</td>
<td>67,724</td>
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<td>Rent</td>
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<td>917,997</td>
<td>898,122</td>
<td>882,272</td>
<td>792,988</td>
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<td>Computers and Equipment</td>
<td>35,590</td>
<td>68,706</td>
<td>4,971</td>
<td>17,385</td>
<td>102,610</td>
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<td>Scholarships</td>
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<td>94,818</td>
<td>47,500</td>
<td>77,625</td>
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<td>Other</td>
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<td>2,196,607</td>
<td>2,162,457</td>
<td>423,883</td>
<td>2,127,251</td>
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</tbody>
</table>
Leadership Team

Eugene Sivadas, Dean

Yim-Yu Wong, Associate Dean

Jeff Chun, Assistant Dean

Sandra Henao, Executive Director of Business Development and Marketing

Bonnie Li-Victorino, Director of Finance and Operations

Manny Nungaray, Executive Director of Development & Campaign Operations

(left San Francisco State University in September 2021)

Sanjit Sengupta, Faculty Director, Graduate Programs

Special thanks to the Lam Family College of Business faculty and staff and Leia Balliett for contributing stories for this publication.
Join us in congratulating the outstanding faculty members who received our inaugural Lam-Larsen Distinguished Teaching Professorship and Lam-Larsen Distinguished Research Professorship Awards. Read about them on pages 22-23.