

LAM FAMILY COLLEGE OF BUSINESS ANNUAL REPORT 2020 – 2021



SEVEN STRATEGIC PRIORITIES



LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

Innovate Sustainably. Lead Responsibly.



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.

LAM FAMILY COLLEGE OF BUSINESS

ANNUAL REPORT

2020 – 2021

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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, team work, 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 perspectives 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.



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

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 ([pages 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,

A handwritten signature in black ink that reads "Eugene Sivadas". The signature is written in a cursive style with a horizontal line under the last name.

Eugene Sivadas, Ph.D.

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.

... 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.

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

Curricular Innovation



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

Diversity, Equity and Inclusion



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

Student Engagement



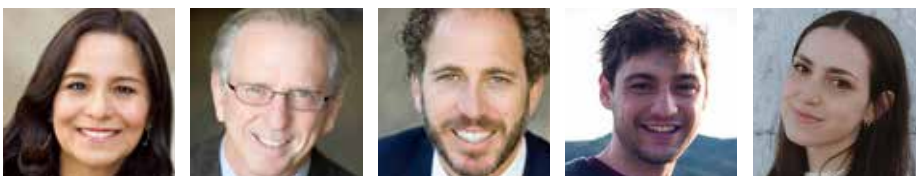
Susan Roe (co-chair), Associate Professor, Hospitality and Tourism Management
Michele Haggart (co-chair), Director, Career Services and Professional Development
Jeff O'Toole, Business Analyst
Smita Trivedi, Assistant Professor, Management
Jasmine Elizabeth Randolph, Student
Jeffrey Mowrer, Student

Community Engagement



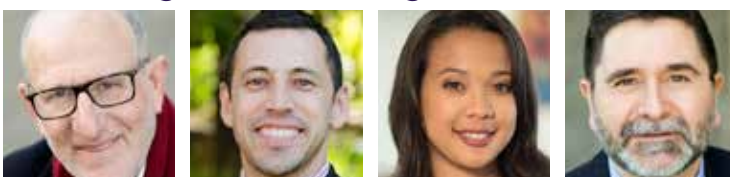
Anoshua Chaudhuri (co-chair), Professor and Chair, Economics
Sameer Verma (co-chair), Professor and Chair, Information Systems
Bruce Kern (B.A., '68, MBA, '74), Retired Executive Director, East Bay Economic Development Alliance
Manuel Maranan, Director of Admissions, Recruitment and External Relations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

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

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.



(left to right) **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



(left to right)
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 Sivasdas. “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.

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.



Christopher Demgen Economics

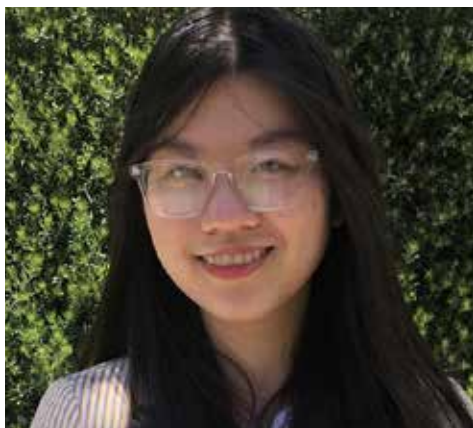
Chris Demgen majored in Economics, with a Marketing minor, and was an SFSU baseball player. He maintained a 4.0 GPA and became an officer of the Economics Students Association because he wanted to give back to our community. Demgen looks forward to playing two more years of baseball for SFSU while earning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

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.





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.



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.



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.

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.



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.



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.



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.



1,286
Total Undergraduate
Degrees Awarded

118
Total Graduate
Degrees Awarded

Top (left to right): **Yim-Yu Wong, Theresa Roeder, Jeff Chun, Albert Koo.**
Middle (left to right): **Lupe Ramos, Hanh Tran, Marc Corra, Mel Barbers.**
Bottom (left to right): **Audrey Calma, Chris Vela, Jeff O'Toole, Chris Kingston.**

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	Number of Students Awarded Degrees
BA in Economics	64
BA in Labor and Employment Studies	11
BSBA - Concentration in Accounting	207
BSBA - Concentration in Decision Sciences	35
BSBA - Concentration in Finance	194
BSBA - Concentration in General Business	138
BSBA - Concentration in Information Systems	126
BSBA - Concentration in International Business	70
BSBA - Concentration in Management	156
BSBA - Concentration in Marketing	234
BS in Hospitality and Tourism Management	51
Total LFCoB Undergraduate Degrees Awarded in AY 2020-2021	1,286

LFCoB Graduate Degree	Number of Students Awarded Degrees
Master of Business Administration (MBA)*	53
Master of Science in Accountancy	25
Master of Science in Business Analytics	37
Master of Science in Quantitative Economics	3
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.

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

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.”

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

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

- | | | |
|------------------------------|--------------------------------|--|
| • Amazon | • Exact Sciences | • Project Destined |
| • Aspire Public Schools | • Facebook | • Rituals |
| • Baker Tilly | • FDIC | • Rockhill Management |
| • BPM | • First Republic Bank | • Salesforce |
| • Brickman | • Four Seasons for Napa Valley | • Sephora |
| • CBRE | • Gateway Bank F.S.B. | • SFO |
| • Cedar Point Entertainment | • Gantry | • San Francisco State University |
| • Charles Schwab | • Google | • Spotify |
| • City of Dreams | • KPMG | • Start-Ups Give Back |
| • COOP | • Impact Marketing | • Tesco Controls, Inc. |
| • Cushman & Wakefield | • LinkedIn | • TheRealReal |
| • Cytokinetics | • Lucid Motors | • The Drake Center for Veterinarian Care |
| • CVS | • Merck | • Verkada |
| • Enterprise | • Moss Adams | • Veris Manufacturing |
| • Environmental Defense Fund | • New York Life | |

Scholarships

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.

\$97,350
**Scholarship
Funds Distributed**

46
**Scholarships
Awarded**

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



Commercial Real Estate Fellowship Program

In September 2017, a collaboration between the Commercial Real Estate Alliance for Tomorrow's Employees (CREATE) and the Lam Family College of Business resulted in establishing the Commercial Real Estate Fellows (CRE) Program to help address this industry's challenges in the San Francisco Bay Area by developing future leaders.

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."





2020 Innovation & Entrepreneurship Fellows Program

 LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

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.

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-minded student talent.

**Special thanks to our program sponsor,
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.

FUNDED 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 multi-disciplinary 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

- **Sybil Yang** (Hospitality & Tourism Management), **Susan Cholette** (Decision Sciences). Topic: COVID Effects of Decision Making in the San Francisco Independent Restaurant Industry (Teaching Case).
- **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.
- **Mahmood Hussain** (Marketing). Topic: Priming Ethnic Self-Awareness and Response to Public Service Announcement during Period of Uncertainty.
- **Gulnur Tumbat** (Marketing) & **Minu Kumar** (Marketing). Topic: Consumption Practices of Millennials in the Age of COVID.

Exemplary Research Awards

Fall 2020

- **Lufei Ruan** (Accounting). Zhiming Ma, Lufei Ruan, Danye Wang, & Haiyan Zhang. "Generalist CEOs and credit rating." Accepted for Publication, *Contemporary Accounting Research*, Wiley Publishing, November 12, 2020.

Research

Productivity Award

Fall 2020

- **Lufei Ruan** (Accounting). Lufei Ruan & Haiyan Zhang. "Do auditors consider alleged bribery when accepting clients: Evidence from Chinese non-state-owned enterprises." Accepted for Publication, *Accounting and Business Research*, Taylor & Francis Publishing, November 17, 2020.
- **Leyla Ozsen** (Decision Sciences). K. Lee & L. Ozsen. "Tabu Search Heuristic for the Network Design Model with Lead Time and Safety Stock Considerations." *Computers and Industrial Engineering*, Elsevier Publishing, July 2020.
- **Robert Saltzman** (Decision Sciences).
1. Stern, H., & Saltzman, R. "Daily Aircraft Maintenance Routing Using a Deficit Function Hollow Graph." *Journal of Supply Chain and Operations Management*, Wiley Publishing, December 2020.
2. Saltzman, R. "Improving the Voir Dire Process: A Prospective Juror's Perspective." *Socio-Economic Planning Sciences*, Elsevier Publishing, June 2020
- **Anoshua Chaudhuri** (Economics). Chaudhuri, A. "Health Research in JFEI Over a Decade: 2009–2019." *Journal of Family and Economic Issues*, Springer Publishing, September 2020.
- **Nara Jeong** (Management). Jeong, N. "A Comparative Approach to Corporate Social Performance and Corporate Financial Performance: Moderating Effects of Conformity Tendency in the Industry." Accepted for Publication, *Journal of General Management*, Baybrooke Press, August 19, 2020.

Publication

Incentive Awards

Spring 2021

ABS 4, ABDC A* AWARD CATEGORY

- Cheryl Wakslak & **Priyanka D. Joshi** (Management). "'I' am more concrete than 'we': Linguistic abstraction and first-person pronoun usage." *Journal of Personality and Social Psychology*, American Psychological Association, June 2021.
- Kristina Nickel, Ulrich R. Orth, & **Minu Kumar** (Marketing). "Designing for the genders: The role of visual harmony." *International Journal of Research in Marketing*, Elsevier Publishing, January 2020.

ABS 3, ABDC A* AWARD CATEGORY

- **Yi Zhou** (Finance). "Option trading volume by moneyness, firm fundamentals, and expected stock returns." *Journal of Financial Markets*, Elsevier Publishing, May 2021.

ABS 3, ABDC A AWARD CATEGORY

- **Wei Huang** (Accounting). "Does banking deregulation affect accounting conservatism?" *Journal of Accounting and Public Policy*, Elsevier Publishing, June 2021.
- Kuhelika De & **Venoo Kakar** (Economics). "Effects of Monetary Policy on Food Inequality in India." *Journal of Development Studies*, Taylor & Francis Publishing, March 2021.
- **Smita K. Trivedi** & **Antoaneta P. Petkova** (Management). "Women Entrepreneur Journeys from Poverty to Emancipation." *Journal of Management Inquiry*, SAGE Publishing, April 2021.
- Jeffrey Yip & **Dayna H. Walker** (Management). "Leaders mentoring others: the effects of implicit followership theory on leader integrity and mentoring." *The International Journal of Human Resource Management*, Taylor & Francis Publishing, February 2021.

ABS 2, ABDC A AWARD CATEGORY

- **Shih-Chu Chou** (Accounting) & Yu-Fang Chu. "Innovations and Earnings Non-Synchronicity: Evidence from Industry M&A Activities." *Accounting & Finance*, Wiley Publishing, March 2021.
- **Su-Jane Hsieh** (Accounting) & **Shuming Liu** (Finance). "The Cost-of-Equity Implications of Off-Balance Sheet Pension Liabilities." *Journal of Contemporary Accounting & Economics*, Elsevier Publishing, April 2021.
- Amanda L. Griffith & **Veronica Sovero** (Economics). "Under Pressure: How faculty gender and contract uncertainty impact students' grades." *Economics of Education Review*, Elsevier Publishing, April 2021.
- **Veronica Sovero** (Economics), Moshe Buchinsky, & Matthew D. Baird. "Playing Catch Up: A Term-Level Investigation of the Racial Gap in STEM Retention." *Economics of Education Review*, Elsevier Publishing, June 2021.

ABS 2, ABDC B AWARD CATEGORY

- **Su-Jane Hsieh** (Accounting), **Yuli Su** (Finance), & **Chun-Chia Amy Chang** (Accounting). "The Role of Discretionary Pension Accruals in Earnings Management." *Journal of Applied Accounting Research*, Emerald Group Publishing, January 2021.
- **Ebru Ipek** (Management) & Philipp Paulus. "The influence of personality on individuals' expatriation willingness in the context of safe and dangerous environments." *Journal of Global Mobility*, Emerald Group Publishing, March 2021.
- **Nara Jeong** (Management). "Diversity Management and Post Mergers and Acquisitions Performance." *Management Decision*, Emerald Group Publishing, March 2021.

SSCI/SCI AWARD CATEGORY

- Jason M. Baik, Thet H. Nyein, & **Sepideh Modrek** (Economics). "Social Media Activism and Convergence in Tweet Topics After the Initial #MeToo Movement for Two Distinct Groups of Twitter Users." *Journal of Interpersonal Violence*, SAGE Publishing, April 2021.
- Amanda M. Irish, Justin S. White, **Sepideh Modrek** (Economics), & Rita Hamad. "Paid Family Leave and Mental Health in the U.S.: A Quasi-Experimental Study of State Policies." *American Journal of Preventive Medicine*, Elsevier Publishing, June 2021.

ABS 1, ABDC B AWARD CATEGORY

- Fang Yang, **Chun-Chia Amy Chang** (Accounting), & Lin Mo. "An Introduction to Multilevel Analyses of Text Readability in Accounting and Finance." *Journal of Emerging Technologies in Accounting*, American Accounting Association, May 2021.
- Mina Rohani & **Naseer Shahrasbhi** (Information Systems). "Dynamic capabilities and firm performance: the rise and fall of Charles Schwab." *Journal of Financial Services Marketing*, Palgrave Macmillan Ltd, February 2021.
- **Naseer Shahrasbhi** (Information Systems), Leigh Jin (Information Systems), & Wei-Jun Zhang. "Design Thinking and Mobile App Development: A Teaching Protocol." *Journal of Information Systems Education*, Association of Information Technology Professionals, January 2021.

ABDC B AWARD CATEGORY

- **Priyanka D. Joshi** (Management), Cheryl J. Walskak, Laura Huang, & Gil Appel. "Gender Differences in Communicative Abstraction and their Organizational Implications." *Rutgers Business Review*, Rutgers Business School, April 2021.

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.
- **Talk 2:** "Architectural Frameworks for Access to Information in Remote and Rural Environments." Presenter: **Sameer Verma**, Professor, Information Systems.

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

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

DECISION SCIENCES (CONTINUED)

- Julia Miyaoka, 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

ECONOMICS

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- 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 Professor

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.

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

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.

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.

Visit our website to learn more:

cob.sfsu.edu/enterprise-cybersecurity-certificate

Students who successfully complete this program will learn how to:

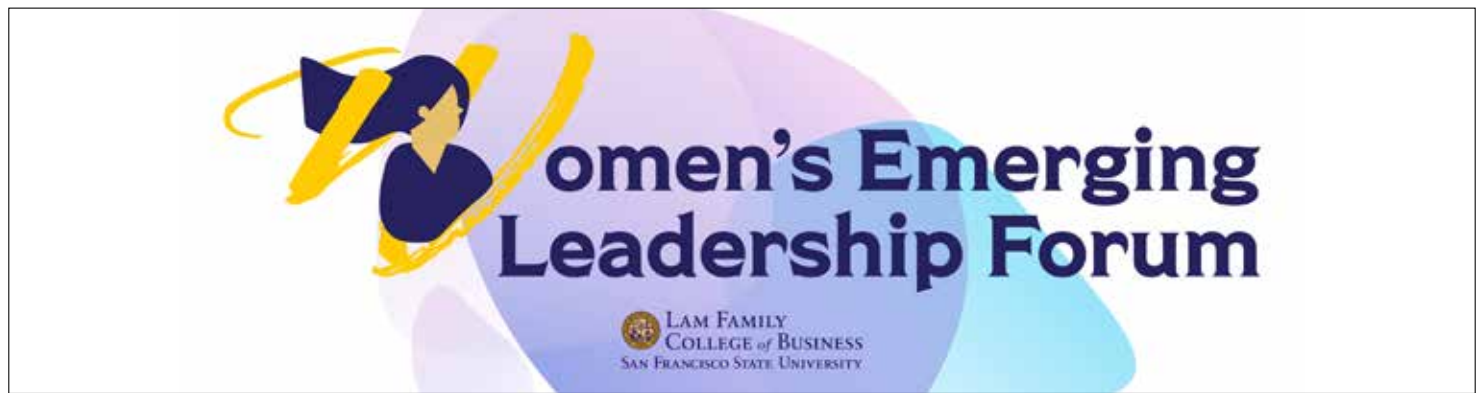
- Formulate and modify business strategy that incorporates cybersecurity measures to protect organizational physical and digital assets.
- Formulate and modify business strategy through cybersecurity-integrated solutions to improve, manage and innovate enterprise business processes.
- Assume a leadership 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.

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.

Visit our website to learn more: cob.sfsu.edu/business-principles-certificate

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).



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.

(above): **Kimberly Ellis**, Director, San Francisco Department on the Status of Women



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.

(above left to right): **Katie Ferrick (M.S., '01)**, Senior Director of Community Development, Sustainability, and Workplace Programs, LinkedIn Corporation
Rebeca Salas-Boni, Machine Learning Engineer, Apple SPG
Elaine Chow (B.S., '18), Former Co-Founder, Lingrove



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.

(left): **Gulnur Tumbat, Ph.D.**, Professor of Marketing, Lam Family College of Business

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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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.

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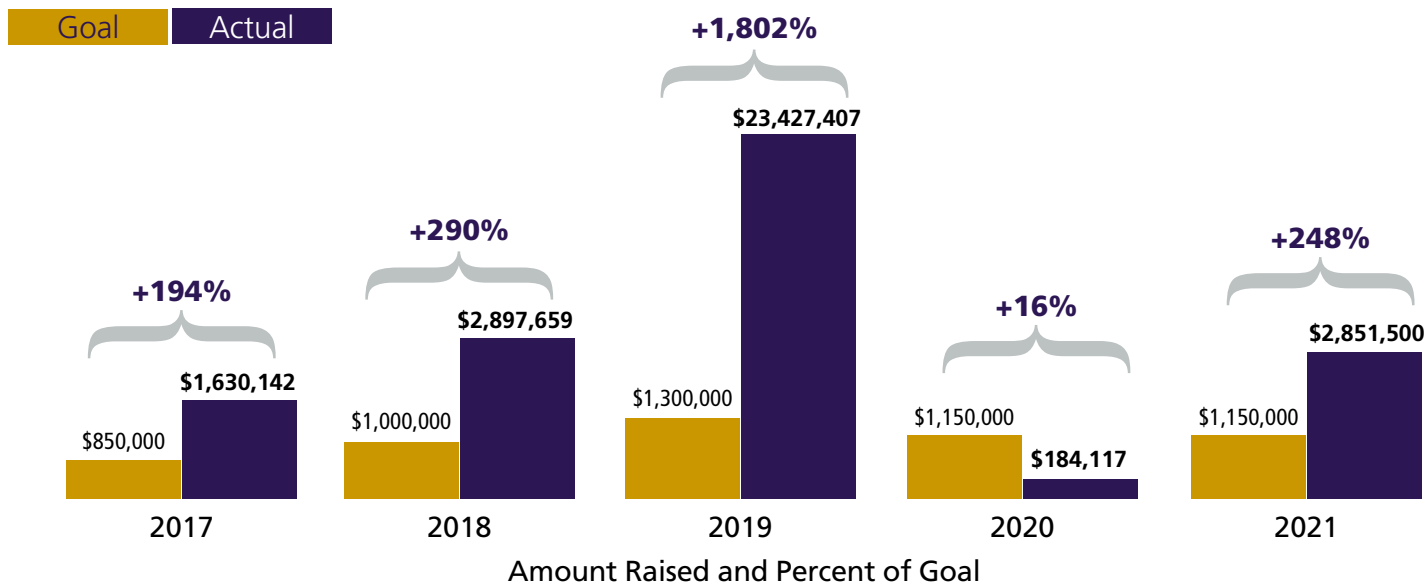
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Lam Family College of Business Fundraising



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

alumni.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, sfsatealumni1899

Twitter – @SFStateCoB, @SFSU, @gatorsconnect

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

6#

Support SF State

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

7#

Shop & Smile for SF State at Amazon.com

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

8#

Join the Alumni Advisory Council

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

9#

Advocate for SF State

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

10#

Attend an Event and Show your Gator Pride

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

Resources and Investments

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

Fiscal Year	2020-21	2019-20	2018-19	2017-18	2016-17
Sources of Funds	24,604,967	22,732,749	21,943,201	19,991,705	18,533,366
General Fund	17,730,594	19,535,904	19,021,771	16,761,319	15,874,719
CSU MBA/MSA Professional and DTC Rent Fees	1,532,952	1,187,494	1,395,512	1,080,525	757,195
Extended Education	76,161	267,073	267,073	446,500	483,203
Donations/Fundraising - Current use	2,719,417	1,742,278	1,258,845	1,703,361	1,418,249

Fiscal Year	2020-21	2019-20	2018-19	2017-18	2016-17
Uses of Funds	24,604,967	22,732,749	21,943,201	19,991,705	18,533,366
Salaries and Benefits	20,276,477	18,971,187	18,332,761	18,240,662	14,910,570
Marketing and Advertising	202,737	209,387	204,099	162,459	229,679
Research and Development	238,008	222,337	225,567	120,983	230,938
Travel	-	51,710	67,724	66,453	78,288
Rent	917,338	917,997	898,122	882,272	792,988
Computers and Equipment	35,590	68,706	4,971	17,385	102,610
Scholarships	79,670	94,818	47,500	77,625	61,042
Other	2,855,147	2,196,607	2,162,457	423,883	2,127,251



Top (left to right): **Eugene Sivadas, Yim-Yu Wong, Jeff Chun**
Bottom (left to right): **Sandra Henao, Bonnie Li-Victorino, Manny Nungaray, Sanjit Sengupta**

LAM FAMILY
COLLEGE OF BUSINESS
ANNUAL REPORT

Fiscal Year
July 1, 2020 – June 30, 2021

PUBLISHED
November 2021

EXECUTIVE EDITOR
Sandra Henao

DESIGNER
Dominic Decarlo

*Special thanks to the
Lam Family College of
Business faculty and staff and
Leia Balliett for contributing
stories for this publication.*

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Yim-Yu Wong, Associate Dean

Jeff Chun, Assistant Dean

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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



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San Francisco State University
835 Market Street, Suite 600
San Francisco, CA 94103

NEW LOCATION STARTING JANUARY 3, 2022:

Lam Family College of Business
San Francisco State University
160 Spear Street, Suite 1230
San Francisco, CA 94105

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.](#)



Top (left to right): **Ramesh Bollapragada, Susan Cholette, Daniel Ciomek, Geoff Desa**
Bottom (left to right): **Todd Feldman, Chenwei Li, Ronald Purser, Lutfus Sayeed**