



DEAN'S CORNER

Dear Geneseo School of Business Community,

I'm delighted to share that our School of Business **successfully achieved AACSB International reaccreditation this past spring.** We are reviewed every five years for adherence to the AACSB standards. This achievement is a testament to the dedication of our faculty and staff, our outstanding students, and our loyal alumni. It validates our continued commitment to excellence in business education for our students.



The **top performance of our students** is also a testament to the hard work of our faculty advisors. Faculty are key to our mission. We're excited to be welcoming new faculty members this fall, whose experiences, will add greatly to our students' skills. We also said goodbye to some amazing professors including Bob Boyd, Steve Brookstein, Jeff Gutenberg and Jim Quinn, all of whom retired, as well as Weizhe Weng who is moving with family. We are very sorry to see them go but wish them well in the next stage of their journey.

A few highlights of activities for the upcoming year include:

- Opening our **Data Analytics Lab** on the 3rd floor of South Hall.
- Expanding our successful **Peer Advisor program** from last spring's pilot to a larger, more encompassing program that will support and connect our incoming students.
- Preparing to move our proposed **Marketing major** forward so that it will be up and running for Fall 2024.
- Creating the framework and details of our new **Strategic Plan.**

Finally, we are continuing our work to emphasize the **positive impact Business School communities have.** Our Business Advisory Council created a **Faculty Award for Research focused on this topic.** Economics Professor Pallavi Panda was selected to receive the first award for her research on childhood health issues. Our **spring NYC BAC Alumni panel** featured five alumni (Bob Bailey '92, Michael Hughes '20, Kwame Taylor-Hayford '04, Tiffany Canady '02 and Claudia Honan '86) discussed incorporating a **commitment to social good into their careers.** Within the School we're documenting and expanding our **curriculum coverage of sustainability and DEI topics.** Our efforts to intentionally connect business with the public good align well with the overall College's mission as a public, liberal arts institution.

Our highly engaged alumni are an incredible support to the School and all that we do here. Thank you.

Stay healthy, stay in touch, and please stop by if you are in the area!

Warmly,

Mary Ellen

PROFESSOR HIGHLIGHTS

Welcome to the School of Business

Mark Rider & Rozbeh Madadi



Mark Rider will be joining us as the VanArsdale endowed Professor of Entrepreneurship.

In 1999, at age 26, he started Aviation Learning with serial entrepreneur John Marszalek to develop world-class computer-based training courses serving airlines across the globe. As a graduate of the Lennox Tech Center Incubator, Mark wrote the business plan that won the SmartStart Venture Forum for our Region. He has extensive experience presenting to angel and institutional investors.

After the aviation industry, Mark switched to healthcare and life sciences working for Getinge, based in Gothenburg Sweden.

Recently, Mark was the President and COO of Modern Marketing and Commerce, an outsourced virtual sales company at the cutting edge of analytics, marketing automation, and virtual sales environments. He managed a 25-million-dollar business that generated over 1 billion dollars in sales in 2020 during COVID.

Before coming to Geneseo, Mark served as the Vice President of Long-Term Care for global medical device company Arjo where he led a team whose focus was to promote mobility solutions to Rehab Hospitals, Skilled Nursing, and Assisted Living environments.



Dr. Rozbeh Madadi will join us as an Assistant Professor of Marketing. His research interests include consumer behavior, brand relationships, and multicultural advertising. Dr. Madadi has

published in leading journals such as Journal of Business Research, Journal of Brand Management, Journal of Consumer Marketing, Asia Pacific Journal of Marketing and Logistics, Journal of International Consumer Marketing, and Spanish Journal of Marketing, among others. He is interested in teaching a variety of courses including digital marketing and social media, marketing research, principles of marketing, promotion management, new product development, and consumer behavior.

Follow us on Social Media

- geneseo.edu/business
- [SUNY Geneseo School of Business](https://www.linkedin.com/company/suny-geneseo-school-of-business)
- [Facebook.com/geneseobusiness](https://www.facebook.com/geneseobusiness)
- [@geneseobusiness](https://www.instagram.com/geneseobusiness)



Professor Highlights con't.....

Congratulations!!! Ian Alam received the Distinguished Teaching Professor Award this year!



This ranking is an incredible feat, according to the Board of Trustees the "rank carries with it an extraordinary responsibility."

Congratulations!!! Pallavi Panda earned the Chancellor's Award for Teaching this year!



This award recognizes individuals who have made remarkable efforts in their research commitments, student learning, innovation in curriculum, and so much more!

Congratulations Professor Panda!

We are so lucky and grateful to have such extraordinary faculty and staff.

More News from the School of Business

We are incredibly excited and proud to inform you all that we have received our business accreditation from AACSB International once again. This accreditation is only earned by less than five percent of the 16,000 business schools around the world and our accreditation has been repeatedly extended since we first received it in spring 2002!



CONGRATULATIONS to staff member Mary Cannon on becoming a Board Certified Coach. The Board Certified Coach (BCC) credential is an international mark of distinction for credential holders. As a BCC, the professional has met professional coaching competency standards established by Center for Credentialing and Education (CCE) and subject matter experts. This achievement represents the completion of a 3 year process. Mary brings this knowledge to our students everyday!

On May 12th, School of Business honored our retiring/departing professors and staff. (Jeff Gutenberg, Weizhe Weng, Steve Brookstein, Jim Quinn and Norm Karsten) and also honored our faculty award winners. We are truly grateful for every one of our faculty members. Thank you for being a part of our team!



Annual Golf Tournament



The School of Business would like to give a huge thank you to our sponsors, alumni, and volunteers who all contributed to making our golf tournament a big success. Our golf tournament is a fun (and competitive) fundraiser. This event helps the School of Business and most importantly our talented students. Our attendees got some special insight on how much their support helps our students through a video interview of some students who are even featured in this Newsletter! You still have a chance to view the video, just refer to our LinkedIn (SUNY Geneseo School of Business).

See what great things the students have been up to

This year, members of Alpha Kappa Psi, attended a leadership conference in Maryland. Once a year, all the chapters of the fraternity come together to network, attend conferences, for professional development. Attendee Ciara Knott noted that she hopes to bring back many skills and DEI principles to her fraternity.



Another well deserved congratulations to Professor Stone and her team of students, Jenna Huizinga, Ian Merrihew, Oliver Stordahl, and Matthew DeSimone on placing in the top five in the National Federal Deposit Insurance Corp (FDIC) Academic Challenge Competition. Teams prepared reports on the effects COVID-19 had on the banking sector and presented their results to an expert panel of judges.



In the NY Business Plan Regional Competition, Geneseo's team of Mary Carolyn McGrath, Tiffany Min, Justin Colleran, Alec Wolfe, and advisor, Steve Brookstein, won their sector and round 2. Three other Geneseo teams won Best Concept!



Our SHRM chapter won 2nd place in the annual state competition. This year the case focused on various HR issues. The team bringing home the silver was Danielle Silver, Johann Woodcock, Daniella Leone, Natalie Mandrycky, and faculty advisor, Professor Avan Jassawalla!

Next, let's meet our 2022 CFA Research Challenge student team who placed second in this year's regional competition:



Nick Matzelle (team captain), Kya Primm, Jack Atkinson, Sean McClellan, and advisor, Professor Harry Howe! As described by Jack Atkinson, the CFA credential is the "gold standard in the finance world." The team produced an analysis on a specific company for CFA.

A big congratulations to our school's Marketing Team and their advisor, Professor Alam, who ranked 2nd in the inaugural Marketing Madness challenge sponsored by HP. This is a big achievement for the team, last competition they ranked third. Keep striving!



Meet our School of Business student marketing intern..... Jaelyn Rodgers Denniston.



I am a third-year Business major with a Marketing minor. Even though I'm from New York City (and yes I do miss the pizza), I really enjoy the nature and sunsets here in Geneseo. You may have seen some of my posts on our Instagram or LinkedIn. Marketing has always been a passion of mine even before I even realized it so I'm so glad to be using my talents with the School of Business. I'm also the treasurer for the African Student Association, a member of OGX, and I'll be a Gold Mentor this upcoming school year! Outside of this, I spend most of my downtime reading, drawing, and hanging out with my friends. My favorite book this summer has to be "The Book of Two Ways" by Jodi Picoult. Although I've enjoyed the summer (especially catching up on all my favorite shows), I'm excited to come back to Geneseo!