



Dean's Corner

Dear Geneseo School of Business Community,

We're delighted to bring you updates on activities taking place in the School of Business. This newsletter reflects various facets of our community, with reports on students, faculty, staff, alumni and employers. The interactions between these stakeholders enriches the education and experiences of all involved.



We've continued our work with new program development. Our Marketing major received very positive comments from our external reviews and will be available in Fall 2023. We are working on a micro credential for our students in Managing Diversity, which should also be up and running in Fall 2023. We are creating a non-credit, online micro credential in Data Analytics. We are developing a new, fully online option in our MS in Accounting, targeting students with Business undergrad degrees. These latter two programs are part of the College's efforts to diversify its program portfolio. We are conducting several faculty searches this spring, in part to support these new programs.

We honored former NYC BAC Co-Chair Bob Murray '83 by naming our large conference room after him. Bob, currently a Geneseo Foundation Board member in addition to serving on the BAC, is a dedicated alum who has given generously of his time, energy, ideas and dollars to support the School of Business and the College. Current students, alumni, faculty and staff all can attest to Bob's ready willingness to provide unparalleled guidance and support. Congratulations Bob, we look forward to using the Murray Conference Room!

Students are involved in the FDIC Challenge, the American Marketing Association Conference, peer mentoring, internships and research. We welcomed our third cohort of Business Excellence Program students, who have engaged with alumni as they explore career paths. PwC once again came into our Society and Business classes providing DEI training. Thank you, BAC member, Tom Henk '92 for facilitating this partnership!

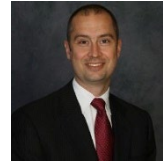
This will be my last year as Dean. It's been an honor and a pleasure to lead this hardworking, creative and loyal group of faculty and staff, supported by innumerable Geneseo alumni showing the same traits. The students have been amazing, showing curiosity, caring and resilience, as they moved through the disruption of the pandemic, many with incredible strength. I will be on sabbatical next year and will return to the classroom in Fall 2024.

Thank you all for your good will toward the School of Business!

Mary Ellen

Faculty Highlights

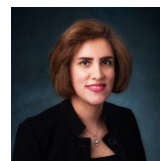
Welcome to the School of Business



Jeff Donlon joined SUNY's Geneseo's School of Business as its Interim Internship Director on September 1, 2022. Previously, Jeff had a successful 21-year career in investment management with Manning & Napier, a large, publicly-traded asset management firm headquartered in Fairport, NY. As a Managing Director at the firm, Jeff led bottom-up and top-down teams in the Equity Research department, most recently serving as Manning & Napier's Managing Director of Global Strategy.





After retiring from Manning & Napier in 2019, Jeff became a partner with Catapult Solutions Group in 2020, a small boutique business consulting company based in Rochester, NY that works primarily with lower middle market businesses on matters involving business exit planning, M&A, growth financing, risk mitigation, and turnaround & workout strategy. Also in 2020, Jeff joined the University of Rochester's Simon Business School as an adjunct instructor for the Masters in Finance program. He continues in both of these roles alongside his responsibilities at SUNY Geneseo.

Jeff resides in Pittsford, NY with his wife Robin and two sons, Brent (18) and Sean (15). Outside of his professional activities, Jeff's passions are in experiential education, private markets investing, sharing his skills and talents for the benefit of others, and watching his boys play ice hockey. Jeff serves as a Board Member and volunteer for Junior Achievement of Central Upstate NY (Board Chair) and CFA Society Rochester (University Relations & Chair of CFA Institute Research Challenge of Western New York). He is a former Board Member of the Town of Pittsford Planning Board and Gigi's Playhouse Rochester.



Professor Madieh Yazdani joined the School of Business in Fall 2022. She teaches in the Data Analytics program. She received her Ph. D in Economics from University at Buffalo and spent 3 years at the University of Colorado Boulder as a Postdoctoral Research Associate and Assistant Professor. She is part of the team of faculty working on creating the non-credit Data Analytics microcredential.

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Faculty Highlights con't....

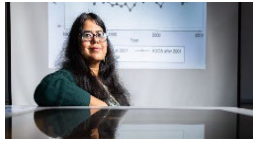
Distinguished Teaching Professor Harry Howe named to the NYSSCPA Hall of Fame.



As a professor of accounting as well as the area coordinator for accounting and finance and the director of the master's program in accounting, Howe has played a key role in the minting of hundreds, perhaps thousands, of accountants during his 27-year tenure at Geneseo. In addition, he is a founding member, presenter, and tireless chairperson of the World of Accounting Committee and has served on the NYSSCPA's board.

Howe was honored at NYSSCPA's Annual Ethics CPE, Clambake, and Hall of Fame event at Oak Hill Country Club on October 11.

Recipient of Business Advisory Council



award for...
Research with a positive impact.

Pallavi Panda,

Associate Professor of Economics examines how changes in trade and social policies affect women and children in developing countries, with a focus on sub-Saharan Africa and South Asia in her research.

Looking at the causal impact of global trade policies on local populations sounds wonky and impersonal. What possible effect could lifting export tariffs have on, say, the daily health of women in Nigeria? Panda says a significant effect! You can read the entire story on [Geneseoscene](#).

More News

School of Business Names Conference Room for Robert Murray '83...



SUNY Geneseo recognized Geneseo Foundation Board of Directors treasurer and Business Advisory Council member Robert E. Murray '83 for his

extended and generous support of the College by dedicating the Murray Conference Room in the School of Business in his honor.

In a special unveiling ceremony, Geneseo President Denise Battles and SOB Dean Mary Ellen Zuckerman emphasized the lasting impact Murray's outstanding service and philanthropy

have had on the education and careers of students.

In addition to his leadership work on the BAC and the Student Managed Investment Fund, Murray, a retired CEO and Vice Chairman of Graham Capital Management, has created a number of endowed scholarships and programs over the years.

Murray has been a member of the SOB's BAC since 2016, serving as a co-chair from 2018–2020. "Your advocacy for and mentorship of Geneseo business students and alumni through the years has been inspirational, and your impact has been far-reaching," said Dean Zuckerman to Murray at the ceremony.

Peer Mentor Program...

In the Spring of 2022 the School piloted a new Peer Mentor Program. Delbert Brown, Director of Student Services, was instrumental in getting this program instituted. Mr. Brown advises all incoming freshman and transfer students, between 200–275 students per semester. The peer mentor program assists Del with advising and gives the students a peer to meet with. The Peer Mentors go over several key points vital to the success of each student.

Save the Date

SOB Annual Golf Tournament

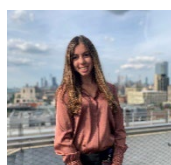


Come join faculty, staff and alumni in an exciting day of golf, reminiscing and food.

May 22, 2023

See what great things the students have been up to

Shae Antonicelli '23 has been selected



to present her research entitled "The Effect of the Dark Triad on Organizational Fraud" at the American Accounting

Association's Forensic Accounting Research Conference in Salt Lake City this March. Her research entails surveying over 800 working adults in an effort to prove if there is a correlation between the possession of certain personality traits and the likelihood of committing organizational fraud.

Kudos to Professor Pallavi's Econ 355 (Economic Development and Growth) Class.

The students provided a cost-benefit analysis for various charities working in developing countries and presented their findings to members of the Geneseo Presbyterian Church.



Two School of Business students win 2023 Geneseo Student Ambassadorships



Bryce DeFazio '24 is the recipient of The Edward Pettinella '73 Ambassadorship in Business. He wants to look at how we might we educate students on personal finance concepts in a

fun and interactive way to break the chain of generational poverty and financial illiteracy in America. Through his ambassadorship, Bryce will address the problem of financial illiteracy among US students by creating and distributing an interactive card game that teaches personal finance concepts. The game is tailored to students and is designed to make learning about money management fun and engaging. His goal is to empower students with the knowledge they need to make informed financial decisions throughout their lives.

Paris Interdonato-Carreras '24 is the recipient of The Frank Vafier '74 Ambassadorship in Leadership.



She wants to make on-campus accessibility to elements of college life such as finding a place to study easier to navigate.

As a neurodivergent student and former Accessibility Advocate with the Office of Accessibility Services, Paris has encountered and heard about students' struggles to find the right study environment on campus. For some of her peers - with physical disabilities especially - getting around campus to try out study spaces can be challenging. For the ambassadorship she is designing a website that includes photos and descriptions of every study space available on campus. This website will be available for the entire SUNY Geneseo community to use.