

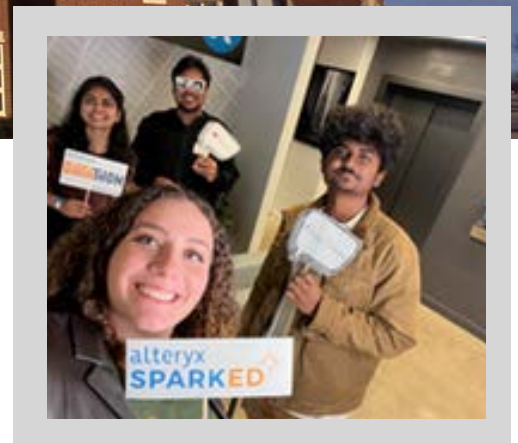
# NEWSLETTER

COMMITTED TO EXCEPTIONAL EDUCATION



## Janine Clancy and team wins Alteryx Data-thon Competition

In the fall, Janine Clancy participated in an Alteryx Data-thon competition in NYC. She and her group won first place and a \$20,000 prize after advancing from a qualifying round on campus. Congrats Janine and Team!



## Accounting Career Expo a Success!

The School of Business held its annual Accounting Career Expo on Thursday, September 14th in the MacVittie College Union.

Over 30 firms from across New York State representing Big 4, regional public accounting, and other types of accounting firms were on campus.

Registered student attendance exceeded 170. Several students secured internship interviews and Spring / Summer 2024 positions at the event.

# FIRST ANNUAL FOUNDERS FORUM CELEBRATES ENTREPRENEURSHIP

The School of Business held its first Annual Founders Forum on October 18th on the Geneseo campus in the Doty Recital Hall.

Over 50 students met six local entrepreneurs, including Geneseo Sr. Kayla Roberts, who talked about her company Koordination LLC.

Entrepreneurs shared their origin stories, had a panel discussion on Networking 101, and met with students 1:1 during the reception following the event.

Students earned GOLD credits for attending.



## Dean's Message

Dean Lerong He

I joined the School of Business in July 2023, succeeding Dean Mary Ellen Zuckerman, who has provided incredible service and leadership to the School for more than a decade.

In the past six months, I become more fully appreciative of our dedicated and excellent faculty and staff, who always prioritize student success. I am also continuously impressed by our highly motivated and capable students, whose achievements have made us so proud. I learn greatly from our extremely generous and engaged alumni who contribute their time, expertise, and financial resources to their beloved alma mater. I am truly thankful to have found my way to Geneseo and working alongside all of you to lead our school forward.

In this newsletter, you will read about stories of celebration and reflection, memorable moments, and immersive learning experiences brought to our students by faculty, staff, alums, and friends of the School. Despite the challenges we are facing, we have shown resilience, grace, and an unwavering determination to do better and be better.

I sincerely thank you for your support of the School, me, and one another. All of you have inspired me beyond measure. We have a solid foundation upon which to build. Together, we can and will reach new heights!

With gratitude for the opportunity to serve.

Dean Lerong He, Professor of Management

# GENESEO STUDENT CHAPTER OF SHRM WINS 14TH SUPERIOR MERIT AWARD!

The Geneseo student chapter of the Society for Human Resource Management (SHRM) won the Superior Merit Award for 2022–2023 academic year - thanks to the hard work of our student officers.

This annual award is a seal of approval for meeting high standards for chapter operations set by the national SHRM organization located in Alexandria, Virginia. Geneseo SHRM has won this award the past 14 years in a row.

Geneseo SHRM is a School of Business student club. Students from all years and majors are welcome. Our SHRM chapter is affiliated with the national SHRM organization and provides students with opportunities to network with business professionals and HR managers.

The student chapter is lead by the chapter President Danielle Silver; Vice-President Natalie Mandrycky and faculty advisor, Dr. Avan Jassawalla.



## ALUMNI BACK IN THE CLASSROOM



Bruce Himmelstein '76 shared his expertise in leading some of the hospitality industry's most prestigious brands, including Loews Hotels, The Ritz-Carlton, and Oceana Cruises with students in the "Advertisement and Promotion" class on September 27, 2023.



Bob Walley '83 shared his career story as a principal at Deloitte and insights on achieving success in the financial industry with students in the "Career Exploration" workshop on October 26, 2023.



Thomas Henk '92 and his colleagues at PwC delivered an "Inclusive Leadership" workshop to new freshmen in the "Introduction to Business & Economics" class held on campus on November 7, 2023.

# NEW INITIATIVES



## NEW MARKETING MAJOR

Introducing the new "Marketing Major" at the School of Business, designed to prepare students for careers in advertising, public relations, social media marketing, digital marketing, market research, sales management, and brand management.

The program emphasizes understanding modern trends in response to changes in consumer behavior, marketing automation, digital technology, and globalization. Along with marketing expertise, students will acquire essential skills in communication, critical thinking, and teamwork.

The program offers opportunities for internships, field experiences, academic conferences, and study abroad, including participation in the Geneseo Marketing Club affiliated with the American Marketing Association (AMA).

According to the Bureau of Labor Statistics (BLS), employment of marketing professionals is projected to grow by 10% from 2020 to 2030, driven by the increasing use of digital and social media platforms, and the need for companies to understand and reach new markets.

For further information, contact Dr. Ian Alam, Distinguished Teaching Professor and Area Coordinator for Management and Marketing at [alam@geneseo.edu](mailto:alam@geneseo.edu).

## NEW DATA ANALYTICS MICROCREDENTIAL

The School of Business launched our first microcredential professional development program in Data Analytics, starting in Spring 2024. The program is backed by the SUNY Transformation Fund and is aimed at equipping working professionals with essential analytical skills that can help them draw relevant business insights, apply them to their work, and advance their careers as data-driven decision-makers.



The Data Analytics Microcredential is designed to help learners better understand data, make accurate analytical predictions and forecasts, communicate their analysis effectively, and make sound strategic decisions while using data in a secure and ethical manner. The program's four modules include: Data Preparation and Management, Digital Marketing Analytics, Data Visualization, and Data Security & Ethics. Each module is seven weeks long and is offered rotationally, starting from February 2024 at a cost of \$399 per module.

The program follows a hybrid design, with recorded materials that learners can study at their own pace, along with weekly live lessons provided by Geneseo faculty who are experts in these fields. Learners will receive timely feedback from instructors on their projects and can interact with peers virtually on a weekly basis. Upon completing each module, learners will earn a Credly skill badge, and upon completing all four modules, they will earn a microcredential badge. Learn more at:

<https://www.geneseo.edu/microcredentials/data-analytics-microcredential>



# WELCOME NEW FACULTY

Dr. Jyothsna Harithsa joined the faculty of SUNY Geneseo as an Assistant Professor of Finance in Fall 2023 and currently teaches Managerial Finance and Options and Futures. Her research is primarily in the field of Financial Intermediation, Corporate Finance, and the applications of AI/ML in finance. Her other research interests include ESG in Finance. She has presented her research at conferences such as the Financial Management Association, the World Finance and Banking Symposium, and the Vietnam Symposium of Banking and Finance, among others.



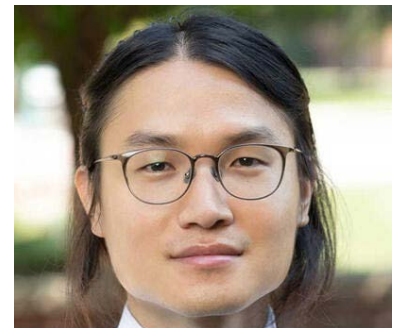
Dr. Harithsa completed her Ph.D. in Finance in the Summer of 2023 at Rensselaer Polytechnic Institute, where she also received her MS in Quantitative Finance and Risk Analytics. Dr. Harithsa holds a B.Tech degree in Electrical and Electronics Engineering from the National Institute of Technology, Karnataka, in India.

Dr. Li Lu joined the faculty of SUNY Geneseo in the fall of 2023 as a Visiting Professor in Data Analytics. Dr. Lu is teaching courses in Introductory and Advanced levels of Data Analytics, Programming for Data Analytics for Undergraduates, and Managerial Economic Analysis for graduate students. He also actively contributed to the development of new Data Analytics microcredential.



Dr. Lu holds a Ph.D. in Economics from SUNY Albany, specializing in Data Analytics, Applied Econometrics, and Health Economics. Before joining SUNY Geneseo, he accumulated two years of experience at the Office of Data Analytics in the New York State Government's Taxation and Finance department, enhancing his data practical experience and extending business insights.

Dr. Byeong-Hak Choe joined SUNY Geneseo in the fall of 2021 as a Lecturer in Data Analytics and transitioned to the role of Assistant Professor of Data Analytics and Economics in the fall of 2023. He offers instruction in a range of subjects, including Data Analytics, Environmental Economics, and Natural Resource Economics.



Dr. Choe obtained his Ph.D. in Economics from the University of Wyoming in August 2021. Before joining SUNY Geneseo, Dr. Choe was involved in a variety of research projects for the U.S. Federal and State Governments and the Department of Energy. These projects enhanced his practical experience in data science and provided him with deep insights into real-world business and socioeconomic issues.

Tim Hungerford joined the faculty of SUNY Geneseo in the fall of 2023 as a Visiting Professor in Accounting, teaching courses in the undergraduate and master programs. He has served SUNY Geneseo as a summer adjunct in Auditing since 2021 and has been an adjunct instructor since 1999 at SUNY Brockport, Rochester Institute of Technology, and St. John Fisher.



Professor Hungerford holds an MBA in Finance from the Rochester Institute of Technology, focusing on International Business. His bachelor's in accounting was obtained from Niagara University. He holds certification as a Certified Public Accountant (CPA), Certified Internal Auditor (CIA), Certified Fraud Examiner (CFE), Certified Management Accountant (CMA), and Certified Information Systems Auditor (CISA).

## MORE ALUMNI NEWS

Graham Bailey '88, Director - US Prime Finance at Citigroup Global Markets, Thomas Condon '97, partner at KPMG, and CJ Burke '97, manager at Deloitte joined the "Introduction to Business & Economics" classes on November 15 and November 16, 2023, to share with freshmen their career journeys and provide valuable advice on how to succeed in accounting and finance industries.



## BUSINESS ADVISORY COUNCIL NEWS



The Business Advisory Council, led by cochairs John Olert '88 and Christopher Liucci '91, provided valuable suggestions to the School of Business on its revised vision, mission, and value statements and programs under development.

Please contact Dean Lerong He at [lhe@geneseo.edu](mailto:lhe@geneseo.edu) if you would like to get more involved in the School of Business.



## JOIN US FOR THE 23RD ANNUAL GENESEO SCHOOL OF BUSINESS GOLF TOURNAMENT

Join us Monday, May 20, 2024, as we celebrate our 23rd year hosting the Geneseo School of Business Golf Tournament.

This year the tournament will be once again held the prestigious Ravenwood Golf Club in Victor, New York.

The Annual School of Business Golf Tournament is a charity event that directly impacts our current School of Business students by providing funds for student trips, class tutors, and resources to enhance their experiences while on campus.

Last year over 100 people participated in the annual event which raised \$10,000.

For more information or register for the event, please use the following link: <https://go.geneseo.edu/SOBgolf>