

## School of Business

### DEAN'S CORNER

Dear Geneseo Business School community,

I'm writing this message from my home office, which is where many of you may be reading it. As you know, Geneseo sent students, faculty and staff home mid-spring semester, as the danger of the coronavirus spreading became more evident. Students leaving for their break were told they would not be returning. Faculty spent spring break learning how to use online teaching tools, which they then implemented immediately after break. As we Zoomed, Hung Out on Google and worked with Blackboard Collaborate, we all moved out of our comfort zone. What struck me as truly impressive was how readily students, faculty and staff embraced the new situation, taking on a growth mindset of continuously learning and innovating. Everyone put in enormous effort and good will in this unprecedented and stressful situation. I look forward to the fall semester with excitement to see where the new ideas and transformed environment will take us, as we continue to provide the best and most up to date business education to our students. This includes response to recent events reflecting social and racial injustice. For the School's plans about this, see <https://www.geneseo.edu/business/statement>

This newsletter highlights the excellence of our faculty and students, recounting awards won, new faculty hired and competitions engaged in. We feature several activities we undertook to honor our seniors in the newly remote world. We wanted our most recent grads to know how proud we were of what they accomplished. To demonstrate that in concrete terms, we partnered with the Career Development Office to communicate about effective job search strategies. Alumni can participate in this initiative as well, so take note of the information describing First Hand and Parker Dewey.

Finally, our alumni, and particularly the members of our Business Advisory Council (BAC) and Alumni Connections Council (ACC), have rallied round our Business School community. Members have Zoomed into classes, participated on panels for prospective and existing students, called student prospects and provided invaluable insights. We are so proud of our alumni and grateful for the unstinting support they have offered. BAC Co-Chairs Michelle Cain and Bob Murray have penned a message from that group.

Wishing you safety and health,

Mary Ellen



### A Message from the Geneseo BAC Co-Chairs

The COVID-19 pandemic has wreaked havoc on the global economy and throughout the world on a broad range of businesses, institutions and individuals. Our Country's education system has not been exempted from these challenges, with teachers and college professors being asked to go 100% on-line at a moment's notice to finish the 2020 school year. From our seats at the Geneseo BAC it has been quite refreshing to see how the Geneseo Business School, under the leadership of Mary Ellen Zuckerman, has quickly adapted to a new reality with classes going on-line and many Business School extra-curricular activities continuing to meet to discuss items such as the Student Managed Investment Fund (SMIF) Portfolio, Student-run social media messaging, as well as VentureWorks new business ideas, among others. None of us could have predicted how all aspects of our world would change in such short order, but the dedication and ingenuity of the Geneseo business school faculty certainly has come shining through.

The Geneseo School of Business has a long history of excellence and commitment to providing its students with a strong business education and preparation for careers in Accounting, Finance, Marketing and many other business-related industries. While students and faculty drive the level of excellence on a daily basis, the Business Advisory Council (BAC), a group of loyal alumni, have long supported the School of Business by providing leadership and internship support, meaningful input into keeping the curriculum current for what's happening in the real world, mentorship for students, supplemental education through campus visits and on-line support, and most importantly financial donations for scholarships, student and faculty trips and competitions, and other business related activities. During the COVID-19 pandemic the BAC has continued to encourage and support the School of Business to move forward with its vision of providing rich, cutting-edge education for the students despite the near-term challenges.

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### Faculty Excellence

#### **Congratulations to:**

Dr. Avan Jassawalla for receiving the Chancellor's Award for Excellence in Scholarship and Creative Activities. This award recognizes an outstanding record of ongoing, high quality scholarship



Professor James Quinn and Dr. Ian Alam, two of four professors college-wide to win this year's Professor Recognition Award. This award is based on student nominations, focusing on teaching style, accessibility, and personal and professional connections made between professor and student.



## What's Happening in the School of Business...

### Welcome to our new faculty members....



**Chinmay Jain, Finance**

He earned his Ph.D. from University of Memphis and a B.Tech. in Industrial Engineering from Indian Institute of Technology. He has been an Assistant Professor of Finance at Ontario Tech University since 2012. His research primarily focuses on market microstructure, short selling, high-frequency trading, and financial regulations. He has published his research in top journals such as Financial Review, Journal of Trading, and Economics letters. He has taught courses on corporate finance, derivative securities, fixed income securities, blockchain and cryptocurrencies, electronic trading and exchanges, and international finance. He lives in Brighton with his wife Archana and 2 kids, Sid and Anishka.

### Paul Yan, Finance



Since graduated from McGill University with a Ph.D. in finance, Dr. Yan has been teaching various finance courses at 8 universities (2 in Canada, 1 in Singapore and 5 in the US). He has 25 publications including papers published in Journal of Accounting and Finance, Journal of Banking and Finance, and Journal of Empirical Finance. He is good at several computer languages such as R, Python, SAS, Octave, Matlab and C. From 2003 to 2010, he worked at the Wharton School as a consultant helping researchers with their programs and data issues. He has published several books: Python for Finance (2nd ed., 2017, Chinese and Korean translations 2017), Financial Modeling using R (2018), and Hands-on Data Science with Anaconda (with James Yan, 2018). He is an expert on financial data analytics. Three-word summary of his background: finance, programming and data.

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### Excellent Students Excellent Recognition!!!!

#### Regional AMA Competition:

Congratulations to Dr. Ian Alam and his marketing team!! They presented at the American Marketing Association Marketing Plan Competition for the 1st time!! And they received 1st place!!



#### CFA Research Challenge:

Congratulations to Professor Harry Howe and his student team for placing 2nd in the CFA Research Challenge. Our team performed admirably once again in this highly competitive event!!



#### Adirondack Cup Challenge:

Congratulations to Professor Boyd and his students. The Geneseo Team performed very well, coming in 4th with a return of 2.08%. The benchmark was the Russell 2000, which was down 16.90%, and the average for the competition was down 16.34%. We had very good performance, handily beating all the other SUNY Schools.



con't, A Message from Geneseo BAC Co-chairs: Several BAC members have participated in classes and panel discussions via Zoom, provided guidance to students who manage the SMIF Portfolio, attended and spoke at the on-line graduation exercises for SMIF students and continued to support students and faculty by donating to the School of Business and the BAC Annual Scholarship Fund. BAC members participated in an inspirational virtual career panel targeted at the 2020 grads who face a transformed job market. BAC committees have provided critical feedback and suggestions about strategies for navigating the new environment.

As the School continues to maneuver through these challenging times, we are proud to be a part of a larger community of students, faculty, staff, and alumni who have risen to the challenge and helped our College maintain its standard of excellence. As many before us have said – what doesn't kill you, makes you stronger – and we are confident the Geneseo School of Business will come out a stronger unit than before as we learn from the experiences that the COVID-19 pandemic has thrust upon us.

Michelle Cain '94 and Robert E. Murray '83  
Geneseo BAC Co-Chairs

### Career Resources

#### Geneseo Alumni

Please consider offering game changing support to our 2020 graduates. Hire one for a short term project or share your mentoring insight through:

**Parker Dewey:** Geneseo has partnered with Parker Dewey which offers alumni and employers an opportunity to hire contract workers for a 10-40 hour project. It's a Win-Win for all: Alumni give back to Geneseo and complete important projects. Students receive valuable, virtual work experience, an opportunity to connect and a paycheck. <http://info.parkerdewey.com/sunygeneseo>

**Firsthand Mentoring Platform:** Geneseo has launched a scalable mentoring platform which matches alumni with students. Set up a profile today to share your insight on your profession, industry, and application strategy, via a customized student match! Your conversations are transformational: Mentees are 18% more likely to earn a full time job. <https://geneseo.firsthand.co/registration?s>

**Career Panel:** Yes, it is a challenging job market but there are opportunities and incredibly supportive alumni willing to assist. Watch this [Career Panel](#) to hear advice and reach out to further connect with any of our panelists.



**Congratulations** to the Class of 2020, you all persevered during this time of uncertainty and came out on top. The School of Business put together a [Senior Celebration Video](#) and a [SMIF Graduating Class Video](#). Both of these can be viewed on youtube.