

2022 – 2023 Academic Year

Annual
DEAN'S REPORT



**University of
La Verne** | College of Business

Welcome to...

The College of Business

Annual Dean's Report

01	Message from the Dean
02	About Our Programs
03	Updates in the College
04	Events On Campus
05	Commencement
06	In the Community & Milestones
07	Publications & Updates
08	In Memoriam



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Dean's Message

Dear Students, Faculty, Staff, Alumni, and Friends,

As the Dean of the University of La Verne College of Business, I am proud to share with you the incredible achievements and commitments that have defined our institution over the past year.

At the heart of our college, we hold steadfast to our core values, which guide our every endeavor:

- Ethical Reasoning, wherein critical thinking is developed upon a foundation of integrity, honesty, and responsibility;
- Diversity and Inclusivity, whereby fostering an environment that embraces diversity in all its forms, we cultivate a culture of mutual respect, empathy, and understanding, preparing our graduates to thrive in an interconnected world;
- Lifelong Learning, equipping our students with the necessary tools and knowledge to adapt and excel in an ever-evolving business landscape;
- Civic and Community Engagement, empowering our students to become active contributors to society, using their business acumen to effect positive change.

Highlights from the past year include

- Our new 4+1 programs for Accounting, Leadership and Management, and Data Analytics, which offer our undergraduate students a seamless pathway to pursue their master's degrees on an accelerated schedule;
- Our new Doctorate of Business Administration (DBA) degree, which provides entrepreneurs and executives the opportunity to deepen their knowledge and contribute to the advancement of business research and practice;
- Our stackable graduate certificates, which allow students to pursue specialized knowledge in areas such as Finance, Marketing, and Supply Chain Management, with the flexibility to apply these certificates toward either our MBA or our Master of Science in Leadership and Management;
- Our Integrated Business Program (IBP), which provides our BS in Business Administration students with invaluable real-world business experience. Through partnerships with a sponsoring bank and local nonprofits, our students form teams that develop and execute business plans that raise money to make a tangible difference in the community. The IBP has raised thousands of dollars each semester for local charities, underscoring our commitment to giving back and creating positive change beyond the walls of our institution.

Our faculty continue to excel as a distinguished community of educators, practitioners, and scholars, advancing knowledge in their respective fields of study as they mentor our students and future business leaders.

Our staff members go above and beyond to help our students to succeed. The Dr. Rita Patel Thakur Academic Advising Center provides personalized guidance to undergraduate and graduate students from enrollment to graduation and Career Services. Their unwavering support has helped our students navigate their academic journey and achieve their career goals. The Judge Edmond Emmett O'Brien and Muriel Faith O'Brien Career Center guides students and graduates of the College of Business and Public Management in their search for meaningful and rewarding careers and equips them with the resources needed to advance through the career development process with confidence and professionalism.

Our College of Business Advisory Board provides invaluable support to the College of Business, giving generously of their time, treasure, and talent to ensure the success of our college and our alumni.

It is a privilege to work with such an outstanding community of colleagues. I am proud of what we have accomplished this year and look forward to the opportunities that the new academic year will bring. Thank you for being part of our remarkable College of Business family.

Warmest regards,

Emmeline de Pillis

Dean, College of Business



University of
La Verne

657

Total Business Students Enrolled

- 372 undergraduates students
- 257 graduate students
- 28 doctoral students

Undergraduate Majors

- Accounting, BS
- Business Administration, BA
- Business Administration, BS
- Economics, BS
- Organizational Management, BS

Undergraduate Minors

- Business Administration
- Business Management
- Economics
- Marketing

4+1 Programs

For Accounting, Leadership and Management, and Data Analytics, which offer our undergraduate students a seamless pathway to pursue their master's degrees on an accelerated schedule.

Students interested in the 4+1 program will follow an educational plan that they develop with a personal academic advisor.

Graduate Masters Programs

- Accounting, MS
- Business Administration, MBA
- Business Administration, MBAX (for Experienced Professionals)
- Data Analytics, MS
- Finance, MS
- Leadership and Management, MS

Doctor of Business Administration

Entrepreneurs and executives drive knowledge and advancement in business research and practice.



President Lieberman's State of the University Shares Retrospective of Her 12 Year Legacy by Alexandra Clayton

The University of La Verne community came in droves to President Devorah Lieberman's last State of the University address, where she took the university on a celebration journey through the years, highlighting key moments from her tenure as president. She ended the presentation with a final message to everyone. "How can we be distinctive, relevant, and competitive – where everyone says that they belong here?," President Lieberman said, reminding the audience of its unity and purpose. "We are multiple campuses, but one university with one mission and one vision. We are Leos for Life!"

University of La Verne Names 19th President – Pardis Mahdavi, PhD

Mahdavi brings more than 20 years of scholarship, experience, and leadership in higher education. She most recently served as the provost and executive vice president at the University of Montana, a public flagship research university in Missoula. Mahdavi was selected after an extensive national search by WittKiefer that yielded more than 70 initial candidates. A search advisory committee led by Trustee Valerie Romero narrowed the robust pool of diverse candidates down to four, who met with more than 40 stakeholders in a confidential forum. She said the goal was to bring them all together to put the past into perspective, take a clear look at the future, and determine collectively who would be the best fit for the university.



"When I look at the trajectory of the University of La Verne, how it has adapted to all kinds of learners and how it really embodies the best tradition of access and excellence, and in preparing learners to really uphold democracy and engage in social transformation in the way that we would want a 21st century higher education institution to do, I am honored to join the community and excited about the work and collaborations ahead to serve our students," Mahdavi said.

College of Business

Updates In The College

Generous Gift to Summer Reach Program, Serves 49 Local Students



The College of Business received a \$50,000 gift in the summer of 2022 from Morton Fleischer to support the University of La Verne's REACH/Fleischer residential summer Program (formerly the REACH program). The REACH/Fleischer program is now in its seventeenth year. The objective of this program is to put college within the reach of any student no matter how unattainable a goal may seem REACH provides participants with a taste of various aspects of college life to create and sustain their motivation to aim for college after graduating from high school.

2023 REACH/Fleischer Scholars Program

This year (2023), REACH welcomed 55 high school juniors (35 female and 21 male) to attend the summer program that started on June 4 and ended on June 23, 2023. The three weeks program by delving into the business world and learning about management and organization, marketing, economics, accounting, finance, creating a business website, success skills, entrepreneurship, teamwork, and environmental sustainability.

REACH participants were also exposed to college admissions and financial aid as well as team-building, critical thinking, environmental/water education, and leadership. In addition, members of the University of La Verne Enactus "enactus.org" team served as counselors/mentors to the students.



ULV Student Businesses Raise Over \$21,000 for Charity



During the fall semester, students in the Integrated Business Program (IBP) at the University of La Verne raised over \$21,000 for local charities while also learning valuable business skills.

On December 15, the students celebrated their accomplishments and presented their donations to the charities. The businesses included Bee Fresh, Cover, Sip 'N Save, Powder Buddy, VerneX, ClearTech, and Priceless Packs. All six teams sold out of their products, a first for the program since it began in 2011.

The winning team, ClearTech, had a net profit of \$5,931.70 which donated to the Hearing Loss Association of America – Los Angeles chapter, the nation's largest organization for people with hearing loss.

Meet Your Dr. Rita Thakur Center Advisors for 2023-24!

The Dr. Rita Thakur Center, since its established in the College of Business in 2021, has further allowed students to make informed decisions about their educational path, ensuring they maximize their potential and achieve their goals effectively. Having our college equipped with its own advising center provides numerous benefits and contributes significantly to the overall excellence of our institution. In addition, updates within the Dr. Rita Thakur Center include; Anita Chico's retirement and Susel Robledo's departure.

Our roster of advisors for 2023-24, **Dr. Randa Jouzi**, Associate Director of MBA Programs, Advisor of students with the last name M-Z for MBA and MBAX; Data Analytics, MS. **Alyssa Wu**, Advisor for DBA; Accounting, MS; Finance, MS; Leadership and Management, MS. **Dr. Josette Brown**, Advisor of students with the last name A-F for MBA and MBAX. **Katelynn Phillips**, Advisor of students with the last name G-L for MBA and MBAX.

Undergraduate Academic Advisors, **Dr. Michelle Kechichian** the Director of Undergraduate Advising, **Vanessa Lua**, and **Maria Mendoza**.

Events On Campus

Events On Campus

La Verne Enactus Students Run Drive-Through Food Pantry

In a partnership with Sowing Seeds for Life, 21 members of the University of La Verne Enactus team distributed food and sanitizing products to over 400 needy area families through a drive-through pantry on October 5.

Sowing Seeds for Life is a 501(c)(3) non-profit whose mission is to provide food for the hungry, respond to emergencies for those in need, and to eliminate hunger in the Los Angeles and Inland Valley areas.



ASULV Co-Chairs Drive Record Turn Out to Events

Co-chairs Emma Vu and Cristina Navarrete, along with their successor Catherine Su, at **Dessert with the Dean** with sweets from Route 66's Donut Man. The huge, record turnout was no surprise as suggested questions to answer the Dean—such as, What was the professor you wanted to give a shout out to? What could be improved in the College Business? How ready do you feel for the post graduation life?—made students more inclined to participate, meet the Dean, and get a free sweet.

Their **IBC Mixer** with free Chick-fil-A drove students into Sneaky park to meet and buy from our student led businesses. Our ASULV College of Business Senators succeeded again with their goal to create a bridge between faculty and students this academic year.

Follow @asulv_cbpm on Instagram for more about their previous work.



Clothes for Success

This year's Team Enactus, created a professional clothing drive with apparel available for students to receive equal opportunities for professional presentations and job interviews. It was an excellent project and execution with great words to about this event and the Enactus advisor, Dr. Issam Ghazzawi.

Over 100 students attended to receive new clothes and shoes for success with an additional 15 Lenovo Chromebooks raffled off during the event. All attendees received The A Success Skills Manual which was produced by Enactus students.



Commencement

Class of 2023

The College of Business proudly presented the graduating class of 2023 on May 27th, 2023. Students gathered to celebrate the culmination of years of dedication, hard work, and relentless pursuit of knowledge surrounded by countless loved ones. Throughout the event we heard amazing speeches from esteemed faculty from the College of Business, including president President Devorah Lieberman, and from the commencement speaker California State Senator Susan Rubio.



Former President, **Devorah Lieberman**, commemorated her very last graduation ceremony with the University of La Verne. She left students with the reminder to remember the values and lessons they learned during their time here,

"As you reflect on your experiences as students, it is my hope you recognize that you are now ready to become the future leaders of the world, dedicated to solving problems, living with purpose, supporting others, and advocating for social justice."

Commencement speaker, California State Senator Susan Rubio, also touched our hearts with her empowering journey she took to be able to represent nearly one million residents in Senate District 22, covering both Los Angeles County and parts of San Bernardino County.

Prior to her appointment, Senator Rubio served as a public-school teacher for seventeen years at Baldwin Park and Monrovia schools and served as a school administrator for three years. She served thirteen years as a Baldwin Park councilwoman. Senator Rubio has spearheaded groundbreaking policy initiatives and legislation focused on domestic violence, created the largest affordable housing trust in the state, and is a strong education advocate including in building teacher training and support systems.



In the Community

You can only be in one place at a time: Dr. Ryan Lee on Opportunity Cost Interview with moneygeek.com

Whenever we choose to do something, we inherently choose not to do another activity. For example, when choosing a place to eat, we might keep different choices in an attempt to select the perfect restaurant. It's better to make a decision than to keep haggling as people get hungrier and closing times approach.

Student Draws Professor Dyck's MGMT 522 Class

This course focuses on addressing the opportunities and challenges that leaders face when designing, implementing, and managing systems to enhance organizational effectiveness. These students utilized their learning material and implemented it within their own class, forming strong bonds and cultivating friendships.



Professor of Management, Loren Dyck, Represented USA In Bodybuilding Championships

Represented the USA at the INBA/PNBA World Championships for Professional Natural Bodybuilding in Manchester, Uk this summer. He came away with with the title of PNBA Professional Grand Masters Bodybuilding World Champion. With competitors from 22 countries.

MBA Alum Leads SoCal Center for Nonprofit Management

Efrain Escobedo, MBA '22, has been named President & CEO of the Southern California Center for Nonprofit Management (CNM). The Center is a "nonprofit for nonprofits," dedicated to supporting the organizational development and strength of Southern California's nonprofit sector.

Meet the Graduates of 2023; Janelle Bowens, Business Administration

After stopping and started college several times before having her child ignited a fierce determination to complete her degree. "It changed everything for me," said Bowens, a single mother who is looking forward to celebrating her bachelor's degree in business administration with a minor in human resources. "I realized it could help me further my career and support my baby."



She picked up the pace, with an advisor supporting her fast track to completion and her now 11-year-old son cheering her on and sitting by her side while she finishes her final class assignments.



Milestones

Rob Barrett & Dr. Louise Kelly designated a Fulbright Specialist

The U.S. Department of State sends U.S. academic experts to overseas institutions for a period of two to six weeks.

"I hope my experiences with our diverse population at La Verne and my previous academic visits to China will enable me to contribute to an institution in another country and make me a better teacher when I return here," says Prof. Barrett.

Dr. Kelly will complete at least two projects over the next four years in developing countries, creating training and structures to support authentic leadership for emerging leaders.

"I'm hoping to do a project in Southeast Asia and one in the Middle East," says Dr. Kelly. "It is a great honor to be part of this program and it really fits my passion for international work."

Issam Ghazzawi Awarded Faculty of Distinction Honor

Dr. Issam Ghazzawi was awarded at homecoming weekend 2022. In addition to Dr. Ghazzawi, the inaugural recipients for the Faculty of Distinction Awards included Dr. Seta Whitby, Dr. Jerry Kernes, Dr. Randy Rubin, and Dr. Marga Madhuri.

Congratulations to Dr. Ghazzawi and all of the faculty who have a positive, lifelong impact on our students and alumni!

Deborah Hagar recognized as a Senior Member of IEEE

As a Senior Adjunct Professor, she has taught courses since 1980. For the past twenty years, her company, Hagar & Associates, has provided management and business solutions for organizations in multiple industries.

IEEE, pronounced "Eye-triple-E," stands for the "Institute of Electrical and Electronics Engineers. Which pursues its mission of "advancing technology for the benefit of humanity."

Data Analytics in Accounting Education, Dr. Anwar Salimi

Salimi, A. Y. 2022. Applications and Software being Used to Include Data Analytics in the Accounting Curriculum: An Exploratory Survey. *Journal of Business and Accounting* 15 (1) 50-66

A Better Way to Predict Consumer Choices, Tong Zeng

Zeng, Tong. (2022). Frequentist model averaging in the generalized multinomial logit model. *Computational Statistics*. 1-23. 10.1007/s00180-022-01306-4.

No, You Can't be an Astronaut by Emmeline de Pillis, Dean of the College of Business

This book delivers realistic, albeit sometimes pessimistic, advice on how to succeed in today's competitive job market in the wake of a global pandemic, and explores both college and non-college pathways to career success.

Innovative Coaching Exercise Presented at Management Teaching Conference, Developed by Dr. Loren Dyck

The 2023 Management and Organizational Behavior Teaching Society Oceania Conference held in Sydney, Australia featured a groundbreaking Peer Coaching Assignment for a master's level Human Resource Management course.

In a Pandemic, Professors Benefit From Mentors and Role Models, Dr. William Luse

van Esch, C., Luse, W. and Bonner, R.L. (2022), "The impact of COVID-19 pandemic concerns and gender on mentor seeking behavior and self-efficacy", *Equality, Diversity and Inclusion*, Vol. 41 No. 1, pp. 80-97. <https://doi.org/10.1108/EDI-09-2020-0279>

Want Training to Stick? Help Your Employees Develop Large, Diverse Networks in Your Company

Wagstaff, M. F., Gore, E., Laffranchini, G., García, M. L., & Ruiz, M. (2022). Perceptions of transfer of training: interaction of a continuous learning culture with network diversity, network strength, and network size. *Human Resource Development International*, 1-22. <https://doi.org/10.1080/13678868.2022.2060166>

For Students, Commitment to Health and Exercise Does Not Translate into Commitment to School, Dr. Dyck and Dr. Luse

Presented their paper, COVID-19 Concerns Impact Student Health Behavior Changes, at the 2022 Western Academy of Management conference.

Faculty research: Workplace justice vs. the bottom line, Drs. Darryl Rice and William Luse

How organizational justice impacts supervisor bottom-line mentality? The role of the institutionalization of ethics was published in *Current Psychology*, DOI:10.1007/s12144-021-02605-7

Dr. Kathy Duncan Joins Management Teaching Review Editorial Board

Dr. Duncan is a prominent and active member of MOBTS. She has presented at conferences, served on the board, and acted as program and site chair for the society's annual conference. MTR's purpose is "to serve the management education community by publishing short, topically-targeted, and immediately useful resources for teaching and learning practice".



MEMORIAM DR. CAROL SAWYER

From University of La Verne's former President, Devorah Lieberman's, "Message from the President"

I am saddened to share that our dear Professor Emerita Carol Sawyer passed away on March 11.

Dr. Sawyer was the Director of the Master of Science in Leadership and Management (MSLM) program in the College of Business and Public Management helping, mentoring, and serving students in person and online. She tirelessly worked to triple the enrollment of the MSLM program and to expand its offerings to 9 Southern California locations until her retirement in 2016.

She was an outstanding teacher who was beloved by students and colleagues. In recognition of her teaching excellence, she received the University's Excellence in Teaching Award in 2012 and a Distinguished Professor award from the Governing Board of the University's Alumni Association in 2007.

Before joining La Verne in 1994, she worked at numerous government, business, and non-profit organizations including the South Coast AQMD and the Department of Education in Washington, DC. She was an international traveler visiting 27 countries and was active in professional associations and received the Outstanding Service Award from the International Organizational Behavior Teaching Society for Management Educators in 2008.

As the Director of the MSLM Program, she initiated many innovative activities including a visiting author series that brought some of the most distinguished American leadership and management scholars to campus. Some remarkable guests included James MacGregor Burns, Warren Bennis, Joseph Rost, Jay Conger, Margaret Wheatley, Terry Deal, and Daniel Pink.

Become a Leader

Start Earning Your MBA, Today!



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Credits

Alexandra Clayton
@asulv_cbpm, Emma Vu, Cristina Navarrete, & Cathrine Su
Anwar Salimi
Caroline Chizever
Dr. Christine Jagannathan, Professor Practice Business Communications
Dr. Emmeline de Pillis, Dean and Professor of Management
Dr. Keeok Park, Associate Dean and Professor of Decision Sciences
Enactus Organization
<https://laverne.edu/news/2023/06/06/university-of-la-verne-names-19th-president/>

Issam Ghazzawi, Ph.D. Professor of Management & Program Director
Katelynn Phillips, Social Media and Publicity Manager
Loren R. Dyck, Ph.D., SPHR, Professor of Management
Renee H. Miller, Professor of Accounting, Program Director, Master of Science
in Accounting
SmugMug - Jeanine Hill & Jasmin Miranda
Suresh Radhakrishnan



2022



2023