

SPOTLIGHT

ON

ENGAGEMENT ♦ INNOVATION ♦ IMPACT



VOLUME 9(1)

THE OW SOB PROUDLY ANNOUNCES ITS NEW ACTING DEAN

The SUNY Old Westbury School of Business is proud to announce **Dr. Shalei Simms** has been appointed our new Acting Dean.

Dr. Simms is a skilled academic leader with over 15 years of experience in management education. A social scientist by training, she uses her expertise in identity and decision making to inform factors that can influence strategic decisions. As a member of the management faculty at SUNY Old Westbury, Dr. Simms focused her efforts on providing access to a high-level management education that can be amplified to serve communities that may otherwise go unreached.

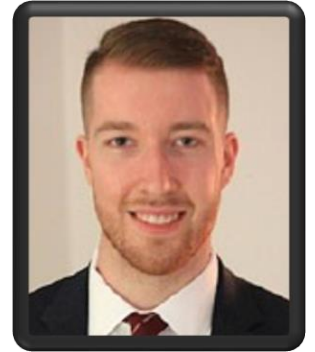
Dr. Simms' passion for education is evident in entrepreneurship work. She is committed to using her academic research to positively impact business owners by focusing on the psycho-social factors that may be influencing their decision making. She uses a systems-thinking approach to help them quiet their active minds and create efficiencies in their businesses. She has used this approach to coach current and potential entrepreneurs.

Growing up in service-oriented family in Brooklyn, NY, Dr. Simms has taken those lessons to heart. She continues to serve her community, and makes sure those lessons are passed on to her family.



SOB PROFESSORS PUBLISHED

Prof. Patrick O'Brien coauthored "The Robots are Coming... But Aren't Here Yet: The Use of Artificial Intelligence Technologies in the Public Accounting Profession" in the Spring 2021 issue of the Journal of Emerging Technologies in Accounting. In this interesting paper, the authors (O'Brien and Bakarich) surveyed public accounting professionals to gauge to extent to which Artificial Intelligence (AI), specifically Robotic Process Automation (RPA) and Machine Learning (ML), are currently being utilized, as well as perceptions about the impact and receptiveness to this technology.



Prof. Joel Lanz published an article in the June issue of The CPA Journal entitled "Cloud Computing: Friend or Foe." The article discusses how many organizations are moving some or all of the technology operations to the cloud to reap the various benefits such a relationship can provide, such as flexibility, scalability, and affordability. But along with those benefits come certain risks, such as control and security, which organizations must also consider. To fully benefit from the opportunities cloud computing presents, organizations must adopt appropriate risk management strategies and delineate responsibilities clearly so that their relationship with the cloud remains a friendly one.



Prof. Lanz also continues to write a technology column for the New York State Society of Certified Public Accountants Trusted Professional Newspaper. Two recent columns addressed cyber security risk management focusing on how small to midsize organizations could effectively reduce their cyber risk exposures. The titles of the columns are "Cybersecurity Oil Check: Governance questions to look underneath the hood," and "Recent Ransomware Attacks Heighten Need for Multiple Precautions".

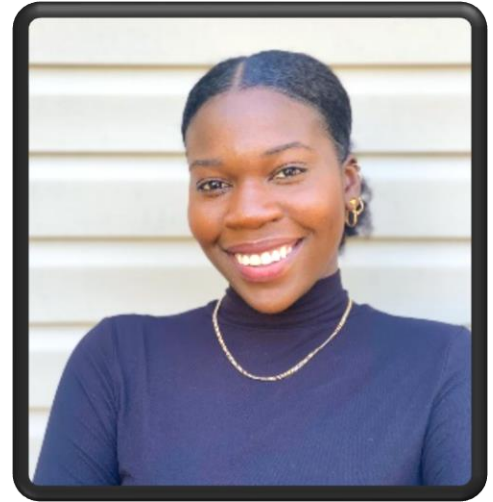
Prof. Sara Williamson coauthored "Smiling Faces on Food Packages Can Increase Adults' Purchase Likelihood for Children. Appetite", 165, 105301, Williamson, S., & Szocs, C. (2021).

Their research looks out how adult consumers, who often make food purchases for children, respond to smiling faces on packaging when making decisions for a child recipient. The results of four experiments show that food packages with (vs. without) smiling faces activate child-related thoughts which leads to expectations of making a child happy with the food and ultimately greater purchase likelihood for the child recipient. The serial effects of smiling faces on purchase likelihood through child-related thoughts and the expectations of a child's emotional reaction are robust to an array of products with more and less appealing flavors. Further, a smile line in the absence of eyes does not catalyze the same serial mechanism. Overall, their findings suggested that marketers should exercise caution when utilizing smiling faces on food packages, especially when packages contain unhealthy foods; and, consumers should be aware of the effects that this seemingly innocent packaging feature can have on their product responses.



SOB STUDENT IN THE SPOTLIGHT

Kristy Joseph joined SUNY Old Westbury in Fall 2017 as an accounting major. She was a member of the SUNY Old Westbury Accounting society and then moved to secretary, then Vice President. Kristy graduated in Spring 2021 with her Bachelor of Science in Accounting and is now in the Forensic Accounting Graduate Program at Old Westbury. When Kristy learned that less than two percent of CPAs are Black, she was dedicated to becoming a CPA, pay it forward and assist in increasing that number. She is an active student member of NABA (National Association of Black Accountants) and the AICPA. Kristy is currently an Internal Audit Intern at NYCB and will be joining PwC Summer 2022 as an Audit Associate. This October, Kristy was selected to participate in the AICPA Accounting Scholars Leadership Workshop where she will network with industry professionals and numerous firms. Kristy is grateful for the Faculty in the SOB for always providing support and mentorship.

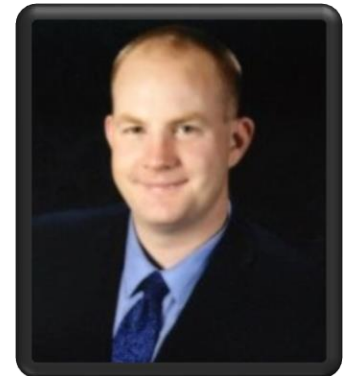


FACULTY IN THE SPOTLIGHT

Please join us in congratulating **Prof. Kieron Ludde**, recipient of the New York State Society of CPA's (NYSSCPA) Emerging Leader Award. The Emerging Leaders award recognizes NYSSCPA members who demonstrate leadership in their organization, achieve significant professional growth, and go "above and beyond" in giving back to the community.



Congratulations, Prof. Ludde!



ACCOUNTING CAREER FAIR

The School of Business held the 25th annual – and 2nd Virtual – Accounting Career Fair on **October 6, 2021, from 2:00 to 4:30 p.m.** during which 83 students and 23 regional accounting firms and organizations participated, holding

16 group sessions and 215 one-on-one sessions utilizing Handshake's virtual career fair platform.



Lorraine Todisco, Director for Career Services, External Relations and Administration, organized the event for the ninth year in a row, and for the second year virtually.



DID YOU KNOW?

This is a new section to let you know why we are pursuing AACSB accreditation.

Specific research findings show that AACSB-accredited schools

- ✓ have more stringent hiring standards for their faculty.
- ✓ are required to have established assurance of learning methods.
- ✓ have undergraduate, master's, and doctoral students with higher overall GPAs.
- ✓ have more undergraduates that decide to pursue master's degrees.



SUNY LONG ISLAND PITCHFEST

Competition Date is
November 16, 2021
from 5 pm – 8 pm

[REGISTER HERE](#)
[WATCH THE](#)
[EVENT LIVE!](#)



What is the Next Big Idea?

Watch the exciting new Pitch Competition
where the winning team receives a **\$1,000 cash prize**

SOB VIRTUAL RETREAT

The SOB hosted its second Virtual Retreat on October 1, 2021 with two panel discussions. The first panel focused on what we need to do to complete our accreditation journey and the second panel discussed how accreditation impacts students, faculty, and the College. Both panels included business school leaders who have successfully navigated the AACSB process. They provided specific examples, tips and strategies and a wealth of pertinent information. After the panel discussions, small group breakout sessions and discussions occurred. The Retreat was well received from the participants and a special thank you to all the panelists and presenters who participated. Below is a list of the business school leaders who volunteered their time and knowledge.

Dr. Kristin Backhaus has served as Dean of the School of Business at the SUNY New Paltz School of Business since April 2015, after serving as Interim Dean from 2014-2015. Dr. Backhaus held positions of increasing responsibility since joining the College in 1986. During her tenure at SUNY New Paltz she served as Professor of Management, Assistant Dean for Assessment, Assistant Director of Human Resources, Affirmative Action Officer and Assistant to the Dean of Education.



Dr. Joseph DiAngelo was appointed Dean of the Erivan K. Haub School of Business of Saint Joseph's University in August 2000. He is a Professor of Management with a specialty in Human Resource Management. Dr. DiAngelo received a B.S. degree from Saint Joseph's University, an MBA from Widener University, and a Doctorate from Temple University.

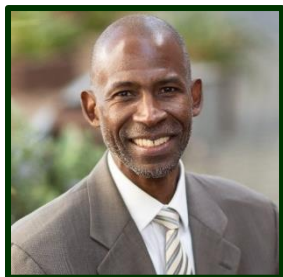
Dr. Matrecia S. L. James is the Dean of the School of Business at St. Bonaventure University. Dr. James has had vast experience in higher education and leadership development. Prior to coming to St. Bonaventure in 2016, she was the Associate Dean of Jacksonville University's Davis College of Business, Jacksonville, Fla., and Director of its Graduate Business Program.



Dr. dt ogilvie is a Professor and former Dean and Professor of Business Strategy at Saunders College of Business at Rochester Institute of Technology. She is the Founder of the Center for Urban Entrepreneurship (CUE) and recently assumed the position of Chair of Board of Advisors of CUE. Dr. ogilvie was formerly Professor of Business Strategy & Urban Entrepreneurship at Rutgers Business School - Newark and New Brunswick.

Dr. Rowena Ortiz-Walters, serves as Dean of the Greehey School of Business (GSB) and Professor of Management. Prior to joining the GSB, Dr. Ortiz-Walters served as Dean of the School of Business and Economics at SUNY Plattsburgh in New York for 6 years. As Dean, she was responsible for building and sustaining a culture that supports faculty and student success; strategic planning and creation of a shared vision; maintenance of AACSB accreditation and high educational standards; innovative thinking and programming that meets market demands and student needs; and fostering partnerships with the external business community.





Dr. Ian O. Williamson is the Dean of the Paul Merage School of Business at the University of California, Irvine. He is the past Pro-Vice Chancellor and the Dean of the Wellington School of Business and Government at Victoria University of Wellington (New Zealand). Professor Williamson has also served on the faculties of the Melbourne Business School (Australia), Rutgers Business School (USA), the Zurich Institute of Business Education (Switzerland), the Robert H. Smith School of Business at the University of Maryland (USA) and Institut Teknologi Bandung (Indonesia). He received his Ph.D. from the University of North Carolina at Chapel Hill (USA).

The SOB would also like to welcome and thank our new AACSB Peer Review Chair, Dr. Ed Bashaw. Dr. Bashaw was a key participant in our Virtual Retreat.

Dr. Ed Bashaw is the Dean of the School of Business at Emporia State University in Kansas and holds the title of Jones Distinguished Professor. He was previously the Dean of the College of Business at Arkansas Tech University. Prior to this, he was the Dean of the College of Business at Texas A&M University-Texarkana. He was also a member of the Department of Marketing and Advertising in the College of Business at the University of Arkansas at Little Rock where he was Professor of Marketing and the Director of the College's Executive MBA Program.



PROCERTAS TRAINING COMING SOON!

SOB students, check your email! Next week you will be receiving an invitation to enhance your Microsoft Word, Excel and PowerPoint skills on Procertas.

As a SOB student, you are being automatically registered into Procertas, a basic office technology assessment that focuses on technical proficiency and fluency in essential technologies including Microsoft Word, Excel and PowerPoint.



The Procertas Program helps undergraduates identify and learn key skills they may be missing in essential business software. Procertas allows you to:

- Learn Anywhere – Procertas works on both Mac and PC Computers
- Competency Based – so you can focus on where you need it most
- Module-Centered
- Self-Paced
- Provides Certified Proof – achieve qualified or expert level badges for your performance



Note: SUNY SOB alumni are also eligible to participate. To request alumni registration information, please email Louise Rotchford at rotchfordl@oldwestbury.edu

SAVE THE DATES!

So, You Want To Be A Consultant Workshop Series

By: Professor Edward Verlander

10/26/21, 2:40-3:40 p.m. NAB 1109

11/3/21, 2:40-3:40 p.m. (Virtual)

11/9/21, 2:40-3:40 p.m. NAB 1109

11/15/21, 2:40-3:40 p.m. (Virtual)

11/23/21, 2:40-3:40 p.m. NAB 1109

12/1/21, 2:40-3:40 p.m. (Virtual)



Click [HERE](#) to Register for all events,
or use this link: <https://forms.office.com/r/8WdnR9D6VY>

Online Teaching Certificate Program

Earn a certificate in online teaching!

Course 1 – **Getting Started with Online Instruction**

✓ ***Begins November 8, 2021***

Course 2 – **Interaction, Student Engagement, and Teaching
Presence in Online Courses**

✓ ***Begins February 7, 2022***



The Online Teaching Certificate Program (previously known as the New to Online Certificate Program) has been refreshed and renewed. It is designed to familiarize participants with the concepts, competencies, pedagogies, and best practices associated with the development and delivery of online learning materials. The courses are targeted towards new or experienced online instructors, or anyone who develops or delivers online learning materials.

The program consists of two online, asynchronous courses. Participants who successfully complete both courses will receive an **Online Teaching Certificate**. As always, there is a discount for members and for those that register for the entire program at one time.

[Register now](#)

For questions about the program, contact jamie.heron@suny.edu

For questions about registration or payment, contact Viktorya.mirzoyan@suny.edu