



# SPOTLIGHT

on  
Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

STATE UNIVERSITY OF NEW YORK  
COLLEGE AT OLD WESTBURY

**2017 – 2018**





## School of Business

### Mission

The School of Business provides access and support to empower our students with the knowledge, skills, and values to think critically, communicate effectively, and act responsibly.

### Vision

To be a notable business school in the region, offering quality undergraduate and graduate programs, through qualified faculty devoted to teaching excellence and relevant research, with a commitment to continued engagement, impact, and innovation.



**The Association to Advance Collegiate Schools of Business (AACSB)** provides internationally recognized, specialized accreditation for business and accounting programs at the bachelor's, master's, and doctoral level. The AACSB Accreditation Standards challenge post-secondary educators to pursue excellence and continuous improvement throughout their *business programs*. There are *810* business schools in 53 countries and territories that have earned AACSB Accreditation. Less than 5% of *schools* offering *business* degrees worldwide *have* earned AACSB Accreditation.

# SPOTLIGHT

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## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

SEPTEMBER 7, 2017

### ***From the Dean...***

Dear Colleagues:

Welcome back to another exciting academic year. I arrived on campus July 10, 2017 and was instantly **enveloped by kindness of my colleagues in the Dean's Office**. I have met with several of you over the past few weeks, and if I have not had the honor of meeting you so far, kindly connect with Laura to set up a 30-minute meeting. It is my intent to build professional friendships with you that are based on mutual trust, respect, and support. I wish you a very productive semester and hope to be of assistance to you as you pursue excellence in the service of our students.

Sincerely,  
Raj

### ***Announcements***

- The 2017 President's Fall Convocation, the official welcome event at SUNY Old Westbury for first-year students new to the College, will take place on Wednesday, September 13, 2017 at 2:30pm in the Clark Athletic Center. All are invited to attend. During this session, President Butts will provide his update on the state of the college and discuss the role and mission of SUNY Old Westbury within the fabric and structure of contemporary society.
- The School of Business Undergraduate Student Handbook has been updated as of the Fall 2017 semester. Please view the Student Code of Ethics located in the Student Handbook using the link below:  
<https://www.oldwestbury.edu/sites/default/files/documents/ScOB/business-student-handbook-2017.pdf>
- The School of Business Fall 2017 events calendar and Accounting Recruitment Program document are now posted on our Events page on the college website. Please direct your students to visit this page to register for all events. You can use the following link to view the events.  
<http://www.oldwestbury.edu/schools/business/events>

## ***Celebrations***

- **Dr. Jason Zhu** was presented with a plaque for appreciation of his leadership as Interim Dean. Dr. Zhu is on sabbatical this semester after serving two years as Interim Dean.
- **Dr. Lynn Walsh** presented at the New Faculty Orientation on August 29, 2017. Lynn took part in the Senior Faculty Panel Discussion. The topic of discussion was techniques and suggestions, including classroom management.
- **Dr. Yu Lei** took part in the New Faculty Orientation on August 29, 2017. He was a member of the new faculty panel where he discussed teaching and classroom challenges he faced as new faculty member and how he handled them.
- **Dr. Yu Lei** also gave a presentation on The Unique Challenges of Seller Uncertainty in Sharing Economy-A-Decision Making Perspective at the 23<sup>rd</sup> American Conference on Information Systems in Boston, MA on August 10, 2017.
- **Dr. Raj Devasagayam** attended the New Faculty Orientation on August 29, 2017.
- **Dr. Elena Smirnova** was on sabbatical during the Spring 2017 semester. During that time, she attended four professional conferences and developed two research projects. The Financial Management Association hosted its annual Applied FMA Conference in St. John's University (Manhattan campus) on May 12, 2017. She participated as a peer reviewer to rank the papers submitted to the conference.
- **Dr. Joseph Foy** attended a Computer, Crime, and Fraud Conference at the Association of Certified Fraud Examiners at the beginning of the summer to keep current and enhance forensic accounting knowledge & skills.
- **Dr. Shalei Simms** presented at the Academy of Management in Atlanta. She serves as the Program Coordinator for the International Eastern Academy of Management in Australia.
- **Arthur Samansky** held Executive-In-Residence summer hours and met with several students. He assisted them with job searches, resume writing, mock interviews, and career guidance. He also wrote letters of recommendations.
- **Dr. Peter Lucido** returned from a sabbatical leave. On his sabbatical he received a service award for appreciation and recognition for serving as a session discussant for the 2017 Conference of the International Academy of Business and Public Administration Discipline in Dallas, Texas
- **John Capela's** third edition of his Import / Export for Dummies book published by John Wiley and Sons has been translated into Farsi (Persian Version). John also authored the instructors manual and test bank for International Business by Wild and Wild published by Pearson.

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## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (2)

SEPTEMBER 14, 2017

### ***From the Dean...***

Dear Colleagues:

I had the pleasure of attending the Frank J. Zarb School of Business (Hofstra University) Annual Lecture at the kind invitation of Dr. Herman Berliner, Dean of Zarb. Ajay Banga (Mastercard President and CEO) and Jane Stevenson (Vice Chairman, Korn Ferry) were the featured panelists, moderated by Mr. Zarb himself. Their thoughts on the future of business and business education were illuminating. They believe that the world of business is moving from fact sharing (leading by empirical facts) to storytelling (narrating empirical reasoning in an engaging manner). Business education should produce inspirational **leaders to meet such challenges. Being grounded in one's customers, developing a deep understanding of technology and innovation, and interaction with thought leaders, were mentioned as keys to success.** Panelists agreed that modern business education will have **to teach students to understand that facts might change, one's ability to learn should not; that the world might change, one's desire to effect that positive change should not; and whom one associates with should not change the fundamental values of one's integrity.** As we engage in classroom teaching-learning experiences, these are good thoughts to meditate upon.

Sincerely,  
*Raj*

### ***Celebrations***

- **Professors Peter Lucido, Kenneth Winkelman, & James Fornaro** co-authored the article cited below, that was accepted for publication in Tax Advisor. "Isn't There a Better Way for the U.S. to Spend 30 Billion Dollars a Year? – Current U.S. Tax Incentives for Higher Education Expenses," Peter Lucido, Kenneth Winkelman and James Fornaro, The Tax Adviser, forthcoming.
- **Prof. Rita Buttermilch** is the faculty mentor of the Accounting Society. **Adeel Majeed**, PEL major is the President of the Accounting Society.
- **Prof. Michael Onorato** is the faculty member of the Business Club. **Habiba Nofal**, class of Spring 2018, Finance major, is the President of the Business Club.
- **Raj Devasagayam** attended, the Frank G. Zarb Annual Lecture, Hofstra University, "Business and Business Education Convergence and Maximizing Opportunity". Ajay Banga (President and CEO, Mastercard), Jane Stevenson (Vice Chariman, Korn Ferry), and Frank G. Zarb (Former Chairman and CEO of the NASDAQ Stock exchange) on September 12, 2017 at the Morgan Library and Museum, New York, NY.



### PROGRAM

3-3:15 p.m.	Registration
3:15-3:20 p.m.	Welcoming Remarks and Introduction by <b>Herman Berliner, PhD</b> Dean, Frank G. Zarb School of Business Lawrence Harbor Distinguished Professor, Hofstra University
3:20-3:30 p.m.	Remarks by <b>Frank G. Zarb</b> Senior Advisor, Promontory Financial Group, LLC Senior Advisor, Hellman & Friedman, LLC Former Chairman and CEO of the NASDAQ Stock Exchange
3:30-3:35 p.m.	Remarks by <b>Ajay Banga</b> President and CEO, Mastercard
3:35-3:40 p.m.	Remarks by <b>Jane Stevenson</b> Global Leader for CEO Succession Vice Chairman, Board and CEO Services, Korn Ferry
3:40-4:15 p.m.	Panel Discussion
4:15-4:25 p.m.	Q&A
4:25-4:30 p.m.	Closing Remarks by <b>Herman Berliner, PhD</b>
4:30-5 p.m.	Networking Reception

## Announcements

- The date of the School of Business Faculty meeting originally scheduled for October 20th has been changed to Friday, October 27, 2017.
- The IT Department announced the FY 2017-18 \$100,000.00 Information Technology Software Grant. Click [here](#) to see the form.
- Please plan on attending the EAB Student Success Collaboration faculty training this semester.
- Photo rosters and Collaboration are now enabled on Blackboard.
- Faculty Lecture Series – We are looking for faculty volunteers to give lectures (no longer than 20 minutes) on any topic of their choosing-- pedagogy, practice, or research. Anyone interested should contact Raj.
- Next week the School of Business will be hosting Networking Workshops on Monday, 9/18/17 and Tuesday, 9/19/17. Please ask your students to visit the [events](#) page to view the schedule and to register.
- The Student Government Association and the Center for Student Leadership and Involvement will host Club Bash on Wednesday, September 20, 2017 during the College's Common Hour in the Campus Center Atrium. There is something for everyone with more than 50 social, cultural, commuter and Greek- letter organizations on campus. **E-Board members will be showcasing their club's** accomplishments, mission and defining the unique aspects of their club.



# SPOTLIGHT

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## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (3)

SEPTEMBER 21, 2017

### ***From the Dean...***

Dear Colleagues:

Thank you for your overwhelming support during the SOB meeting on Friday, Sept. 15, 2017. ALL faculty were present and contributed to our discussions and outcomes (except Jason, who is on Sabbatical). This show of support and unity is crucial to our success moving forward. My thanks to Prof. Mayer for a crisp and productive meeting, to Profs. Walsh and Buttermilch for their leadership in steering the meeting to more efficiency and productivity. The SOB Lecture Series is poised for success with Profs. Buttermilch and Olsen taking the lead in sharing their thoughts. My thanks to Prof. Ebrahimi for allowing me to further fine-tune my vision in response to his question. I am excited about the input and direction you have provided to the Strategic Management Committee. We will keep you posted on progress.

Sincerely,  
Raj

### ***Announcements***

- One Hundred Percent of our full-time colleagues in SOB attended the September 15, 2017 School of Business Faculty Meeting (Jason is on sabbatical)! Your support and willingness to participate is much appreciated.



- The School of Business Fall 2017 Faculty Office Hours are now on our [portal](#).
- **Dr. Patrick O'Sullivan**, Provost and Senior Vice President for Academic Affairs, has released details of the 2017-18 Faculty Development Grants Program (FDG). The FDG competition provides grants of up to \$3,000 per individual (or \$5,000 for collaborative proposals) to full-time faculty and librarians to support creative and scholarly endeavors. FDG application materials can be accessed at [www.oldwestbury.edu/research](http://www.oldwestbury.edu/research). **Two deadlines are anticipated:** 5PM (firm), Tuesday, October 10, 2017 and 5PM (firm) Tuesday, December 5, 2017. An Important Reminder: No proposal will be considered for funding if the applicant has failed to submit a written report for any previous FDG award received.
- Next week the School of Business will be hosting Interviewing Workshops on Wednesday, 9/27/17 and Thursday, 9/28/17. Please ask your students to visit the [events](#) page to view the schedule and to register.

### ***Celebrations***

- **Raj Devsagayam** was interviewed by Old Westbury Web Radio this week. You can hear it on [OWWR](#) at 4pm on Friday, September 22, 2017.
- **Prof. Rita Buttermilch** has volunteered to give a lecture on "Using Software to Individualize Learning", as part of the School of Business's Faculty Lecture Series.
- **Prof. Barbara Olsen** has volunteered to give a lecture on "Branding a Campground", for the School of Business Faculty Lecture Series.
- Please provide your input & thoughts to the following committees:
  - Strategic Management Committee is working on the input Faculty provided in the last meeting.
  - Curriculum Assessment Committee is working on Assurance of Learning pre-tests.
  - Faculty Development Committee is working on a proposal(s) for professional development policies.



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## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (4)

SEPTEMBER 28, 2017

### ***From the Dean...***

Dear Colleagues:

In September, The Tax Adviser accepted for publication an article authored by three of our Colleagues in the Accounting Department: Professors **Peter Lucido**, **Kenneth Winkelman** and **James Fornaro**. The article is entitled, "Isn't There a Better Way for the U.S. to Spend 30 Billion Dollars a Year?" It reviews why current U.S. income tax incentives, which were enacted to assist taxpayers in obtaining a higher education, may not be achieving their goals. Please join me in congratulating our colleagues!

Although all three of our professors are in the Accounting Department, they have different areas of interests and specializations. When asked why they were successful in collaborating on this project, they suggested the following:

- o Having three co-authors is valuable since it encourages active review and revision of all aspects of an article prior to submission for publication. With respect to this article, Professor Winkelman identified several tax law issues that were addressed prior to article submission.
- o While it is beneficial if one or two of the authors has a previous specialization in the topic, it is also beneficial to have a co-author who does not have such a previous specialization. That author provides important insight as to how to better communicate to the intended reader.
- o At least one of the authors should have had extensive experience with the process of having articles published. Professor Fornaro, who has authored articles in all journal categories, was instrumental in identifying an appropriate journal for this article and advising on how best **to respond to the publication's** requests.

Sincerely,  
Raj

### ***Celebrations***

- **Raj Devasagayam** attended the AACSB International Annual Accreditation Conference in Pittsburgh, Pennsylvania, September 24-26, 2017.
- **Prof. Rita Buttermilch** has volunteered to give a lecture on "Using Software to Individualize Learning", as part of the School of Business's Faculty Lecture Series.
- **Prof. Barbara Olsen** has volunteered to give a lecture on "Branding a Campground", for the School of Business Faculty Lecture Series.

## **Announcements**

- The School of Business and the Accounting Society

Invite you to attend the 21<sup>st</sup> Annual

### ***Accounting Networking Reception***

**On Thursday, October 5, 2017**

**5:00 to 8:00 p.m.**

**Student Union Building Multipurpose Rooms**

*Buffet Dinner Included!*

*Registration & Business Attire Required*

*Students can register using the following link <http://bit.ly/2skXOdm>*

The following employers will be in attendance:

Accountemps  
Albrecht, Viggiano, Zureck & Co.  
Aston Carter  
Becker CPA Review  
Cerini & Associates  
Cohn Reznick  
Condon O'Mera, McGinty & Donnelly  
EZTaxReturn.com, LLC  
Foresters Financial  
Gemini Fund Services  
Giambalvo, Stalzer & Company, CPAs, P.C.  
Janover LLC  
JT Shulman & Company PC  
KPMG  
Kofler Levenstein, Romanotto  
Margolin, Winer & Evens  
Mazars  
Nassau/Suffolk Chapter of National Conference of CPA Practitioners  
NorthStar Financial  
Nussbaum Yates Berg Klein & Wolpow  
NYS Society of CPAs  
Robert Half  
Rogers CPA Review  
Schultheis & Panettieri  
Schwartz & Co.  
Sheehan & Co.  
Teacher's Federal Credit Union  
Wagner Zwerman

Hope to see you there to support our students and connect with employers!

- Next week the School of Business will be hosting Presentation Workshops on Monday **10/2/17**, and Tuesday **10/3/17**. Please ask your students to visit the [events](#) page to view the schedule and to register.
- Academic Advising for the Spring 2018 semester begins on Monday **10/2/17**.

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## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (5)

OCTOBER 5, 2017

### ***From the Dean...***

Dear Colleagues:

I recently attended the AACSB Accreditation Conference in Pittsburgh. The keynote speaker at a plenary session was Jeff Sellinger, best-selling author of *College (Un)Bound*. In looking ahead to the next decade and beyond for Higher Education, he believes that all successful institutions will have to reaffirm their commitment to student collaboration in knowledge creation. Such intellectual collaborations require trust in our students, and them trusting us in return. Social and professional engagement will build that trust and consequently a thirst for collaboratively building knowledge. At OW, we enjoy an ideal Mission and size of student body to engage in positive social, professional, and intellectual collaborations. Essential skills for the success of our students include navigating life, and building meaningful, productive, professional relationships. Our student clubs are a natural extension of the learning within our classrooms, and could well turn out to be the building blocks of learning within our classrooms, if Sellinger is right. My congratulations to our Faculty Advisors **Professors Buttermilch** and **Onorato**, and **Ms. Lorraine Todisco** for their leadership in organizing and leading these important clubs. My thanks and appreciation also to **Professor Ebrahimi** for advising many campus-wide clubs. Please take a moment to thank the Faculty Advisors for their service and congratulate the student leaders. Please encourage our student leaders to continue to serve and empower them with your support and ideas for future events. Further, if they request you to make brief (no more than two minutes) club announcements in your class, I would be grateful for your permission to do so.

Sincerely,  
*Raj*

### ***Celebrations***

- The **Accounting Society** recruited 31 new members at this year's Club Bash. The Accounting Society reported that it has 136 club members. The Executive Board members are listed below:
  - o **Adeel Majeed**-President
  - o **Subbirul Ashraf**-Vice President
  - o **Jacob Varughese**-Treasurer
  - o **Oscar Romero**- Public Relations
  - o **Joseph Herbert**- Secretary

## ***Celebrations continued***

- The **Business Club** recruited 36 new members at this year's Club Bash. The Business Club reported that it has 117 club members. The Executive Board members are listed below:
  - **Habiba Nofal** - President
  - **Dina George** - Vice President
  - **Brittany Nagle** - Treasurer
  - **Daniel Chacko** - Public Relations
  - **Jacob Varughese** - Secretary
- **Prof. Yu Lei** will make a presentation in a computer lab entitled, "Exploring the Power of Excel" hosted by the **Accounting Society** on Tuesday, **10/17** at 2:40 to 3:30 pm in NAB 0105
- **Prof. Zhihong Shi** has volunteered to give a lecture on "How to use Camtasia to make instructional videos", as part of the School of Business's Faculty Lecture Series.

## ***Announcements***

- On 9/22 the college submitted its Fall 2017 enrollment data to SUNY Central. The college was pleased to report that undergraduate enrollments were 4,617 which was 8% above our target. Graduate enrollment reached 277 which was 15% above our target. School of Business enrollments continued to be quite robust with new admissions in both the undergraduate and graduate programs being at the highest level in the past 5 years.
- The new EAB Student Success Collaborative project is moving forward with workshops, being conducted by **Cris Notaro, Assistant Dean SAS**, for the chairs being scheduled for next Wednesday, **10/11**, and Thursday, **10/12** during the common hours. Workshops for faculty in their capacity as both instructors and advisors are expected to be scheduled on Wednesday, **10/25** and Thursday, **10/26**.
- The Office of Admissions announced that the Fall Open House is scheduled for Saturday, **11/11** from 9:00 - 12:00 p.m. in the Campus Center Building. Open House will be attended by prospective students and their families. It is our time to show visitors our beautiful campus and facilities, and to highlight all of the amazing opportunities Old Westbury has to offer our students both inside the classroom and beyond! We are asking all Academic and Student Services departments to participate in the Academic & Student Services Fair, which takes place throughout the entire program, and to be ready at their tables by 8:30 a.m. Please use the [form to RSVP](#) for your department by Friday, **10/20**, so we can adequately prepare for the event. Students are also needed to participate to give campus tours (training will be provided) as well as represent their clubs at the fair. For more information, please contact Sarah Taiclet, Associate Director of Admissions, at extension 3304 or via email at [taiclets@oldwestbury.edu](mailto:taiclets@oldwestbury.edu).

- **Ms. Terry Pomerenk**, Director of Recruiting & Career Development from Gettry Marcus CPA will be making a presentation, "Private vs. Public Accounting--How Does Working for them Differ?" on Wednesday, **10/25** at 2: 40 to 3: 30 pm in the Student Union Multipurpose Room hosted by the **Accounting Society**.
- Registration and information is now available for day-long workshops and virtual webinars in **October** focusing on the effective use of Open Educational Resources in our classrooms. This year invites a large scale-up of OER thanks to the Excelsior Scholarship. In response, [SUNY OER Services \(SOS\)](#) is coordinating the following in person and virtual events.

**SOS regional workshops** invite faculty, librarians, instructional designers, administrators, and other campus stakeholders to explore the possibilities of Open Educational Resources more deeply.

**Upcoming regional workshops:**

October 6 – Westchester Community College

October 9 – Dutchess Community College

October 20 - Monroe Community College

October 21 – Erie Community College

October 24 – Empire State College

*Stay tuned for additional dates and locations around the state!*

To **register**, visit: <https://sunycpd.eventsair.com/oerworkshops/landingpage>.

On **October 26th**, SUNY OER Services will host the [Community College Consortium for Open Educational Resources \(CCCOER\)](#) for the second webinar in the monthly SOS Showcase series. Information and registration for this webinar is forthcoming and will be available here: <http://bit.ly/SOSOERwebinars>.

Additional opportunities to engage with and learn from OER experts are also available. Check out all area events here: <http://open-nys.org/events-2/>.

# SPOTLIGHT

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## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (6)

OCTOBER 12, 2017

### ***From the Dean...***

Dear Colleagues:

The Assurance of Learning Assessment Team is currently working on the new assessment program. The resolution recommending this change was passed by the Full Faculty in the Spring 2017 semester. The Assessment Team is comprised of **Professors: Ken Winkelman** (Chair), **Jason Zhu, Joseph Foy, Lingxiang Li** and **Yu Lei**. Assistant Dean **Joel Feiner**, has provided invaluable guidance to the team in his role as fulltime advisor.

Currently the Team is working on the General Business Aptitude Test (formerly known as the General Knowledge Test). This test will be given to all new majors and in the capstone class as the student prepares to graduate. The Team believes this will enhance the overall assessment process.

In addition the Team is working on:

- o Mapping of the Undergraduate Program and fine tuning the mapping of both Graduate Programs.
- o Review and revision of the Learning Goals and objectives as the undergraduate learning goals have been combined into one program.
- o Developing Rubrics for the Learning Goals.
- o The Team is currently working with the professors of the undergraduate capstone class (BU5190 - Business Strategy & Policy) with regard to the project and oral presentations in their classes to assist the Team in the assessment process. The professors of these classes (**Professors: Marshall, Onorato, and Simms**) are all working with the team to ensure this assessment process is a success. Their cooperation is greatly appreciated and acknowledged.

Assurance of Learning is to strive towards the goal of providing the students with a **comprehensive, relevant education in today's environment**. The Team looks forward to working with all faculty in achieving this goal. Professor Ken Winkelman will provide updates to the Full Faculty and encourages questions from faculty who have concerns or suggestions for improvement. The Team is committed to an inclusive process and welcomes suggestions or feedback during the process. Any concerns, questions or comments should be emailed directly to Ken at [winkelmank@oldwestbury.edu](mailto:winkelmank@oldwestbury.edu).

Sincerely,  
*Raj*

## Celebrations

Nearly 100 students and 27 regional accounting firms and organizations attended the **School of Business 21st annual Accounting Networking Reception** on October 5 from 5:00 to 8:00 p.m. in the Student Union. Employer and student attendance increased substantially over last year—and **16** Accounting alumni represented their firms.

**Patrick O’Sullivan**, Provost and Senior Vice President for Academic Affairs, kicked off the session, followed by remarks from the new School of Business Dean, **Raj Devasagayam**.

Numerous employers and School of Business Faculty applauded the success of the event, and several faculty gave kudos to **Lorraine Todisco**, Director for Career Services, External Relations and Administration, who organized the event for the fifth year. A few sample faculty comments:

“Last night’s reception was absolutely wonderful. The turnout by both firms and our students was one of the largest that I can remember. All the students were very excited for this opportunity and the firms were genuinely interested in our students.

“All of the firms indicated that they were both impressed with our students and with our College. More than a few of them indicated how pleasantly surprised they were with the advances our College seems to have made just over the last few years.”

“This was a very impressive networking event, and the attendance by both employers and students was well beyond what we have seen in the past. I spoke with many of the potential employers present. They did indeed remark on the quality of our students.”



See more photos by clicking [here](#).





## ***Announcements***

- As a result of the **Accounting Recruitment Program** and **Accounting Networking Reception**, several firms will be conducting on-campus interviews for pre-selected students beginning on Tuesday, October 17 through Thursday, October 26, 2017.
- SED approved the **MS in Forensic Accounting**. The School of Business will offer the MS in Forensic Accounting beginning with the Fall 2018 semester. **Professors: David Glodstein, James Fornaro, and Joel Lanz** helped make this program possible.

# SPOTLIGHT

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## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (7)

OCTOBER 19, 2017

### ***From the Dean...***

Dear Colleagues:

The Strategic Management Committee (SMC) continues to work on the School of Business 2017-2022 Strategic Plan. Thank you to the hard work of **Professors Lynn Walsh, Shalei Simms, Yu Lei, Albert Murphy, Peter Lucido, and Roger Mayer (Chair)**. This plan is an integral part of our AACSB application. The committee incorporated many elements from our SWOT analysis developed by faculty at our last School of Business meeting held on September 15, 2017. The Strategic Plan includes three **Master Goals**. These goals relate to our mission and vision. The three master goals focus on (a) providing quality programs in business education; (b) strengthening, growing, and promoting our programs; and (c) increasing student success.

Faculty will receive a draft version of the Strategic Plan prior to our next School of Business Faculty meeting scheduled for Friday, October 27th. The SMC is interested in receiving comments on the strategies and resources needed to achieve our objectives and goals. **Please respond** to any of the committee members with your comments. The focus of our October 27th meeting is to review, discuss, and vote on the Strategic Plan. This meeting is an opportunity for Faculty to engage in a discussion of what we aspire to achieve over the next five-years and what resources we need to meet these goals. The committee asks that all Faculty review the document.

Sincerely,  
*Raj*

### ***Celebrations***

- **Prof. Alireza Ebrahimi** presented his series of poems "Poetic Programming" at the Ruben Dario Symposium, in Honor of Hispanic Heritage Month on October 4, 2017 at SUNY Old Westbury.
  - Swap- Preserve Me First
  - In Search of Elusive
  - Potter
- In addition, **Prof. Alireza Ebrahimi** served as a Chair of the Partition Conference (ISPaD) session at SUNY Old Westbury on October 14, 2017 and was an editor of the ISPaD Partition Center Journal, 2017.
- **Prof. David Glodstein** was elected to the Board of Directors to the Long Island Chapter of the Association of Certified Fraud Examiners (ACFE) for the 2018- 2019 year.
- **Prof. Yu Lei** gave an excellent presentation to **24 students** from the Accounting Society and Business Club on October 17, 2017. His hands-on presentation of "Exploring the Power of Excel" illustrated many of the functions of Excel, including how to research possible solutions to tasks. The ability to know how to research using Excel will be invaluable in their Business Careers.

## ***Celebrations continued***

- **Prof. Katarzyna Platt** presented her paper "Strategic Announcement Bundling – Earnings Announcements and M&A Announcements" during the 70<sup>th</sup> Annual New York State Economic Association (NYSEA) conference at SUNY Farmingdale. Kasia chaired a Financial Economics session and discussed two papers at that conference.
- **Prof. Katarzyna Platt** was elected to the New York State Economics Association (NYSEA) Board of Directors
- **Mock Interview Day**, which is held every semester as part of the School of Business career events, took place on October 11, 2017 from 9:00 a.m. to 12:00 p.m. Five interviewers, comprised of one School of Business Advisory Board member, one alumni and three regional professionals, volunteered their time and expertise to meet with **11 students** and provided them with constructive criticism and advice on how to perfect their interviewing skills.
- **On-Campus interviews this week:** As a result of resumes collected as part of the annual Accounting Recruitment Program and at the October 5 Accounting Networking Reception, three accounting firms will be on campus this week to interview **38 students**. An additional three firms will be conducting on-campus interviews next week.

## ***Announcements***

- On Friday, **October 27, 2017** in NAB room 1107:
  1. The School of Business will have its Faculty Meeting from **10:30am to 12:00pm**.
  2. After the Faculty meeting **Professors Rita Buttermilch, Erica Chien, and Lingxiang Li** will hold a workshop entitled, "Conversations with Colleagues Regarding Using Software to Enhance Student Learning" from **12:15pm to 1:00pm**.
  3. Tenure track Faculty in the School of Business will meet with the Dean from **1:10pm to 2:10pm**.
- Please save the date to help us show appreciation for our transfer students. The first Old Westbury **"We ♥ Our Transfers"** reception is being held, Wednesday, **November 1, 2017** from 1:30 to 3:30 p.m.
- Encourage students to learn how to apply the law in a courtroom setting, and improve analytical reasoning and public speaking skills. The **Honors College Mock Trial Team** has begun training to compete in March 2018. You do **NOT** have to be in the Honors College to be on the team! Please contact Evan Rufrano at erufrano@oldwestbury.edu for information about joining the Mock Trial Team and for its practice schedule.
- The **SUNY Undergraduate Research Conference (SURC)** brings together undergraduate researchers and faculty mentors each Spring for two distinct daylong programs of presentations, performances, art displays, and poster sessions held on two separate campuses. A multi-disciplinary event, SURC welcomes participation from all 64 SUNY campuses.
  - SUNY Oneonta will host SURC '18 on Friday, April 20, 2018.
  - Monroe Community College will host SURC '18 on Saturday, April 21, 2018.Students can choose either host campus for presentation of their research and creative activity projects. **Mark your calendar now**, and look for details in the weeks to come.



## Announcements continued

- The University of San Diego is holding a **Global Social Innovation Challenge**. See flyer below for more information.

**CENTER for PEACE and COMMERCE**

**DON'T WAIT  
FOR CHANGE.**  
*shape it.*

Our world needs changemakers who create new models and work within new paradigms of sustainable change.

**PEOPLE**  
End poverty and hunger in all forms and ensure dignity and equality

**PLANET**  
Protect our planet's natural resources and climate for future generations

**PROSPERITY**  
Ensure prosperous and fulfilling lives in harmony with nature

**PARTNERSHIP**  
Implement the agenda through a solid global partnership

**PEACE**  
Foster peaceful, just and inclusive societies

**Sustainable Development**

Join and influence the eighth annual and **first Global Social Innovation Challenge (Global SIC)**

**THE GLOBAL SOCIAL INNOVATION CHALLENGE**

The Global SIC is a social venture pitch competition that recognizes, resources, and rewards student-led social ventures focused on sustainable change.

Students develop a nuanced understanding of a social or environmental issue and identify gaps in the existing approaches. Then, they identify a potential solution that has measurable impact and is feasible, sustainable and scalable/replicable. Finally, they pitch the proposal for a chance to win up to \$50,000 in seed funding and other in-kind resources.

**IMPORTANT DATES**

University Registration | October 31, 2017 <sup>K</sup>

Global Finale | June 23 & 24, 2018

[www.sandiego.edu/globalinnovation](http://www.sandiego.edu/globalinnovation)



*open to all  
universities  
worldwide*

Engage your campus with UN's SDGs

Encourage and reward students for pursuing the 5-Ps: **Planet, People, Prosperity, Peace, and Partnership**

Jump-start a new (or enrich an existing) Social Venture Pitch Competition

Increase student participation in existing initiatives focused on social impact

#### TIMELINE

**SEPTEMBER 30, 2017**  
Early Bird Registration Deadline  
\$1500 (after a 50% Discount)

**OCTOBER 31, 2017**  
Registration Deadline  
\$3000

**DECEMBER 14, 2017**  
Students register their teams on a shared online platform

**JANUARY 16, 2018**  
ROUND 1: Apprentice the problem

**APRIL 10, 2017**  
ROUND 2: Formulate a solution & value proposition

**JUNE 23 & 24, 2018**  
ROUND 3: Global Finale

#### MORE INFO

register your university @  
[www.sandiego.edu/globalinnovation](http://www.sandiego.edu/globalinnovation)



The Center for Peace and Commerce (CPC) is a partnership between the School of Business and the Joan B. Kroc School of Peace Studies to prepare new generations of change makers. The CPC encourages students to develop and exercise innovative approaches for making a positive impact on the 5 Ps – people, planet, profit, peace and partnership. The CPC contributes to a new paradigm for business and peacebuilding through teaching, scholarship and social enterprise development.

# SPOTLIGHT

## on

# Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (8)

OCTOBER 26, 2017

### ***From the Dean...***

Dear Colleagues:

Recently I attended the SUNY Corporate Engagement Bootcamp, at SUNY Polytechnic Institute, Albany, NY. I found the conference to be a rewarding experience. In addition to attending informative sessions presented by SUNY officials and experts and industry partner representatives, it afforded me the opportunity to meet several of our counterparts from other SUNY Campuses. The most common and simplest form of SOB-Corporation association is normally serving as guest expert speakers (in both organizations). More complex alliances could entail serving on advisory boards of each other and perhaps faculty and industry partners serving as coauthors on published research. Such relationships must be mutually beneficial to result in close collaborations, workforce development, and intellectual partnerships. The best SOB-Industry partnerships result from strategic alliances that are in consonance with the mission of both participants, the regional economies in which these partners operate, and the needs of the local workforce. Please feel free to discuss ideas and provide input to Ms. Lorraine Todisco as she and I conceptualize a strategic vision in this arena.

Sincerely,  
*Raj*


### ***Celebrations***

- **Professors Wen-Wen (Erica) Chien and Roger Mayer** presented three papers at the American Accounting Northeast Regional meeting in Providence, RI. The presentation titles included "Competitive and governance strategies of microfinance owners in Ghana," "Efficient mutual fund portfolio management," and "Performance of U.S. equity mutual funds and strategies for excess corporate cash."
- **Prof. Roger Mayer** served as a reviewer for the American Accounting Northeast Regional meeting in Providence, RI.
- **Prof. Linval Frazer** presented a paper at the American Accounting Association Northeast Regional meeting in Providence, RI. The paper was titled "The Effects of Ethics, Rational Theory, Communication Theory on Tax Compliance: A Literature Dependency Perspective".
- The **Accounting Recruitment Program** held its final on-campus interviews today. In total, **six firms** came to campus to interview **65 accounting students** over a two-week period from October 17 through October 26, 2017.
- The **School of Business Fall 2017 workshop** attendance results are listed below:

Student Attendees	Fall '17
Resume Writing	44
Networking	40
Interviewing	47
Presentations	31

## Announcements

- SUNY Old Westbury **President Dr. Calvin O. Butts III** invites students, faculty and staff to attend his first **Town Hall Forum** of academic year 2017-18 on Monday, **October 30, 2017** at **Common Hour** in the Student Union Multipurpose Rooms. Dr. Butts will address a broad range of topics of concern to our campus community. Your presence is appreciated.
- SUNY Old Westbury is hosting a **Transfer Student Reception** on Wednesday, **November 1, 2017** from **1:30 to 3:30 p.m** in the Student Union MPR B and each school is inviting faculty to attend to network with students. The School of Business would like as many faculty as possible to **commit to attend for a 30-minute period** so that we can ensure there is faculty coverage for the duration of the event. **Please email Lorraine Todisco** at [TodiscoL@oldwestbury.edu](mailto:TodiscoL@oldwestbury.edu) to let her know if you will be able to attend, and in which time slot (1:30-2:00; 2:00-2:30, 2:30-3:00, 3:00-3:30).



**We ♥ Our Transfers**

**TRANSFER STUDENT RECEPTION**

**WEDNESDAY, NOVEMBER 1<sup>ST</sup>**

**1:30 TO 3:30**

**STUDENT UNION MPR B**

**REFRESHMENTS**

**PICK UP YOUR  
TRANSFER STUDENT GIFT**

1:30 - 3:30	Meet the Old Westbury Faculty
2:30 - 3:00	Meet the Deans of the Schools
3:00 - 3:30	Meet the Division of Student Affairs

*Transfers!*  
**You Belong Here**



- The **Business Club** is sponsoring the following presentation by **PSEG Long Island** on Wednesday **November 15, 2017** from **2:40pm to 3:40pm** in NAB room 1107. **"Learn How to Give a Digital Interview and about Internship and Entry-Level Full-Time Opportunities"**! Looking to put your learning to the test and apply your education through an exciting internship, co-op or entry level opportunity with a Fortune 300 energy company? Come join a winning team with PSEG. Public Service Enterprise Group (PSEG) is a diversified energy company headquartered in New Jersey, with locations in: Long Island, NY, Connecticut, Albany, NY and Maryland. We are one of the ten largest electric companies in the U.S. **Refreshments will be served! All Students Welcome!**



# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (9)

NOVEMBER 2, 2017

### ***From the Dean...***

Dear Colleagues:

My grateful thanks to **Professors Rita Buttermilch, Erica Chien, and Lingxiang Li** for their excellent presentation last Friday on software that allows for instructors to direct their efforts on specific problematic concepts identified by skillful use of sophisticated grading tools and the variety of ways in which software may be used to encourage our students to study. Beyond the teaching and learning that takes place within the classroom, student success relies heavily on student study habits outside the classroom. One could argue that these study and reflection rituals from college often follow our students in their workplace. In a recent article by Hora and Oleson (2017) some interesting issues are raised about student study habits. They alert us to various aspects of student study habits that can support our students in successful completion of courses with better grades and higher-order learning. Dunlosky et al. (2013) provide descriptions of ten learning strategies that might be helpful to us and our students. We must actively **seek answers from students on "when, for how long, where, with whom, and how students study."** A brief conversation with students about their study habits might be a worthy use of class time.

Sincerely,  
*Raj*

Dunlosky, J., Rawson, K.A., Marsh, E.J., Nathan, M.J., and Willingham, D.T., (2013). Improving students' learning with effective learning techniques: Promising directions from cognitive and educational psychology. *Psychological Science in the Public Interest*, 14 (1), 4-58. Hora, M.T. and A.K. Oleson. (2017). Examining study habits in undergraduate STEM courses from a situative perspective. *International Journal of STEM Education*, 4 (1), 1-19. [Note: this is an open access journal.]

### ***Celebrations***

- **Professors Kenneth Winkelman and Peter Lucido** made a presentation titled "Not Your Parents' Internal Revenue Service: Who Will Be Audited in Today's Tax Environment" at the Forty-Fourth Annual Conference of the Northeast Business & Economics Association in Port Jefferson, New York.
- **Prof. Linval Frazer** presented two papers at the 2017 American Accounting Association Midwest Region meeting in Chicago. The titles are: "An Examination of the Effects of Culture and Communication Literature on Tax Compliance: The Challenge of Tax Compliance" and "An Empirical Analysis of the Perception of Internal Controls on Operational Efficiency in Small Restaurants".
- **Prof. Linval Frazer** served as a reviewer for the auditing section at the 2017 American Accounting Association Midwest Region meeting in Chicago.

## ***Celebrations continued***

- SUNY Old Westbury hosted a **Transfer Student Reception** on Wednesday, **November 1, 2017**. Approximately **140 students** attended the reception. The **School of Business** was represented by Dean **Raj Devasagayam**, Assistant Dean, **Joel Feiner**, Director of Graduate Business Programs, **Cary Lange** and the following faculty and staff: **Erica Chien, Alireza Ebrahimi, Joseph Foy, Linval Frazer, Geoffrey Goldstein, Lingxiang Li, Albert Murphy, Michael Onorato, Art Samansky, Shalei Simms, Elena Smirnova, Kenneth Winkelman, Lorraine Todisco, and Anne Marie Jimenez.**



## ***Announcements***

- The **CPA Fest** sponsored by the Nassau Chapter of the NYSSCPA is being held on **November 2, 2017** at the **Chateau Briand**. Students will learn about the accounting profession and meet with employers who will be collecting resumes for internships and part time jobs. Students can sign up online at [cpe.nysscpa.org/product/28613](http://cpe.nysscpa.org/product/28613). There is a nominal fee of \$10 which students can pay using paypal or a credit card, or register and pay at the door. The event runs from **2:30pm to 8:30 pm** and includes workshops on resume writing, networking with confidence, and information on the CPA exam. A panel will answer student questions on networking. This job fair includes delicious food! **Students should dress professionally and bring resumes**. Students do not have to participate in all the events in order to attend.
- **EAB Training Reminder**, All instructors (including adjuncts) are invited to attend Instructor Training on the EAB Student Success Collaborative Campus. All trainings are in NAB 3104.
  - 10:00 to 11:00 a.m. – November 7, 8, 15, 16
  - 1:00 to 2:00 p.m. – November 28, 29
  - 2:30 to 3:30 p.m. – November 6, 9, 13, 14

### ***Announcements continued***

- The **Honors College Second Annual Law School Fair Series** "Law School Fairs" events will take place between **2:30 to 4:00pm** in the NAB room 1100 on **November 8, 9, 13, 28, & 29**. More than 20 Law Schools will attend.
- **Joel Feiner**, Assistant Dean and **Cary Lange**, Director of Graduate Business Programs, will present on **"How to Get 150 Credit Hours Required to Be a CPA"** on **November 7, 2017** from **2:40 to 3:30pm** in NAB 1109. Requirements for the CPA exam and admission to the graduate business programs will be discussed. This information session is sponsored by the **Accounting Society**.
- The **Business Club** is sponsoring the following presentation by **PSEG Long Island** on Wednesday **November 15, 2017** from **2:40pm to 3:40pm** in NAB 1107. **"Learn How to Give a Digital Interview and about Internship and Entry-Level Full-Time Opportunities!"** Refreshments will be served! All Students Welcome!
- **Ms. Lindsay Gomula**, a successful accounting alum, will give an overview on **Quickbooks** on Tuesday, **November 28, 2017** at **2:40 to 3:30pm** in NAB 1109, hosted by the **Accounting Society**.

# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (10)

NOVEMBER 10, 2017

### ***From the Dean...***

Dear Colleagues:

My grateful thanks to **Professors Cary Lange** (Chair), **Erica Chien**, **Lingxiang Li**, **Barbara Olsen**, **Kasia Platt**, and **Elena Smirnova** for their service on the Faculty Development Committee. They have been working diligently and are going to present their progress to us during the SOB Faculty Meeting on Friday, Nov. 17, 2017. I have requested them to give a brief refresher on the faculty qualification requirements and policies. Two proposals have already been shared with faculty for review and they will be discussed and voted on at our meeting. These proposals support AACSB Standard 15 in assisting faculty maintenance of academic qualifications. The Professional Development Funding proposal attempts to improve on our previous model by allowing for varying levels of funding for faculty travel, attendance and participation in academic conferences, as well as the use of funds for other academic and professional purposes. It also provides a mechanism for faculty members to apply for additional funds that have gone unused. The School of Business Research Team Program proposal also incorporates changes that address some of the issues that were noted by faculty in the previous team program. For instance, allowing for an extended time period for those disciplines that require more time for the review, revision and acceptance process. Both proposals recognize and incentivize our Missional emphasis on collaborative research with our students. I thank you for taking the time to review these proposals. I encourage you to share your thoughts, comments, and questions with the FDC Chair (and Committee) prior to our meeting.

Sincerely,  
*Raj*

### ***Celebrations***

- **Prof. Barbara Olsen** will give a lecture on "The Evolution of a Campground: From Land to Brand", for the School of Business Faculty Lecture Series on Nov. 17, 2017 after the SOB Faculty Meeting. Brands evolve in product categories that emerge from circumstances of necessity and desire embedded in social histories. The research setting of this contemporary ethnography was conducted in the Rip Van Winkle Campground from 1995 to 2017. This methodology includes long-term participant-observation and researcher interpretation of in-depth interviews conducted with campers and two generations of owners.
- **Prof. Joseph Foy** will give a presentation on "Using Hardware Alternatives for Presenting Information in the Classroom" as part of the School of Business Faculty Lecture Series on Dec. 8, 2017.

## Announcements

- **Fall Open House** is scheduled for **Saturday, Nov. 11, 2017** from 8:30am to 12:00 p.m. in the Campus Center Building. Open House will be attended by prospective students and their families. It is our time to show visitors our beautiful campus and facilities, and to highlight all of the amazing opportunities Old Westbury has to offer our students both inside the classroom and beyond!
- SED approved the **MS in Entrepreneurship and Business Innovation**. Professors Linval Frazer (Chair), Barbara Olsen, Michael Onorato, Shalei Simms, and Anthony Barbera helped make this program possible.
- **2018 State Employees Federated Appeal (SEFA)**  
State employees can support charities online at <http://www.sefanys.org>. You can donate through payroll deduction or a one time payment. On the homepage click pledge where you can choose new donor or existing donor depending on what you did the previous year. If you decide you want to do a paper form they are available to you from your campaign representative. If you have any questions, please contact your campaign representative, who are located at the following locations:  
Campus Center: John Butler (x3395), Rhea Hitter (x3998), Doris Rubinic (x3092), Marianne Spencer (x3250), Pat Smith (x3092), Marcia Williams (x3167) NAB: Laura Gallagher (x3293), Laura Healey (x3096), Anne Marie Jimenez (x3331), Malini Kumar (x3009) If you need anything additional, you may contact Pam Smith, our campus SEFA Campaign Manager, at smithpa@oldwestbury.edu or ext. 3127.
- **EAB Training Reminder**, All instructors (including adjuncts) are invited to attend Instructor Training on the EAB Student Success Collaborative Campus. All trainings are in NAB 3104.
  - 10:00 to 11:00 a.m. – November 15, 16
  - 1:00 to 2:00 p.m. – November 28, 29
  - 2:30 to 3:30 p.m. – November 13, 14
- The **School of Business** will hold a **"Meet, Greet & Eat"** on Thursday, Dec. 7, 2017 from during common hour in the Dining Hall located in the Campus Center. All SOB faculty and staff are invited to have lunch (for free) and mingle with students in all majors in an effort to promote camaraderie and community on campus. Please let Lorraine Todisco know if you will be able to participate so that she can provide food services with a head count and sign in sheet.
- The SUNY COIL Center is pleased to invite proposals for the **COIL Conference 2018 Global Learning for All**, March 16-17, 2018, NY. The Annual COIL Conference features best practices and new horizons in collaborative online international learning (COIL). COIL promotes 21st Century skills by connecting classes in different countries through online interactions and applied learning experiences, fostering international competencies and cross-cultural communication into the classroom. For more information and to submit a proposal, please visit <https://suny.edu/coilconference18>. Proposals are due on or before Dec. 17, 2017.

### ***Announcements continued***

- **Student Research Day** this year will be held in conjunction with the School of Arts & Sciences on April 17, 2017 in the Student Union MPRs. All faculty who assign research projects are asked to encourage their student teams from their Fall '17 and Spring '18 semester courses to submit proposals for consideration. The theme of the program is "Movement and Motion". Research projects should try to incorporate this theme in some manner. More information about the proposal submission process and presentation requirements will be forthcoming.
- The **Honors College Second Annual Law School Fair Series** "Law School Fairs" events will take place between **2:30 to 4:00pm** in the NAB room 1100 on **Nov. 13, 28, & 29**. More than 20 Law Schools will attend.
- The **Business Club** is sponsoring the following presentation by **PSEG Long Island** on Wednesday **Nov. 15, 2017** from 2:40pm to 3:40pm in NAB 1107.  
**"Learn How to Give a Digital Interview and about Internship and Entry-Level Full-Time Opportunities!"** Refreshments will be served! All Students Welcome!
- **Ms. Lindsay Gomula**, a successful accounting alum, will give an overview on **Quickbooks** on Tuesday, **Nov. 28, 2017** at 2:40 to 3:30pm in NAB 1109, hosted by the **Accounting Society**.

# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (11)

NOVEMBER 16, 2017

### ***From the Dean...***

Dear Colleagues:

I wish you and your loved ones a peaceful and blessed Thanksgiving! My family and I have a lot to be thankful for, and foremost among our blessings is you! Your continued support and friendship has been an enriching experience for me, and for that I sincerely thank you. We are all blessed to be engaged in the noble calling of shaping future generations. One of the ways we ensure excellence in our teaching-learning pursuits is by directly seeking input from our students. In anticipation of Class Climate Course Evaluation beginning Dec. 1 (through the 15th), during the week following Thanksgiving posters and flyers will be displayed throughout the campus and various related promotional campaigns will begin. On December 4, an email will be sent to students followed by alerts via social media (Twitter and Instagram). The Provost has asked that a portion of class period be set aside to encourage participation in this important endeavor. A brief mention on how you hold this feedback crucial to your growth as an educator might further underscore the importance to our students. The SOB is committed to the primacy of teaching at our institution and this is an important demonstration of our commitment.

Sincerely,  
*Raj*

### ***Celebrations***

- **Professors Roger Mayer** and **Wen-Wen (Erica) Chien** have a newly published article with two co-authors: Mason, P., Mayer, R., Chien, W., & Monestime, J. P. (2017). Overcoming Barriers to Implementing Electronic Health Records in Rural Primary Care Clinics. The Qualitative Report, 22(11), 2943-2955. Retrieved from <http://nsuworks.nova.edu/tqr/vol22/iss11/7>
- **Prof. Roger Mayer** presented two papers at the AAA Diversity Conference in New Orleans last week. The titles of the papers were: "Exploring the Importance of Soft Skills Training for Accountants" and "Relationship between Intrinsic Job Satisfaction, Extrinsic Job Satisfaction, and Turnover Intentions among Internal Auditors."  
**Prof. Wen-Wen (Erica) Chien** was a co-author, however, she did not attend.



## **Announcements**

- **Challenges Faced By New Transfer Students and How Faculty Advisors Can Help**

As advisement for the Spring semester is commencing, we as faculty advisors should be aware of a common mistake made by transfer students in the School of Business, especially during their initial semester at our college. One of the major mistakes that students make when they prepare their course schedule is to select the same 'number' of courses that they regularly took at their previous college, and not the same number of 'credits' that will be earned at OW. Too often, as a result, they will be overwhelmed by the workload of those courses and end up having to either withdraw in mid-semester or accept an incomplete in a course. It is imperative that faculty advisors discuss the importance of establishing an appropriate balance between the demands of their outside activities (employment, family, etc.) and the academic expectations associated with the number and level of courses they have selected. (submitted by **Assistant Dean Joel Feiner, & Lorraine Todisco**)

- The **School of Business** will hold a **"Meet, Greet & Eat"** on Thursday, **Dec. 7, 2017** from **2:30pm to 3:50pm** in the Dining Hall located in the Campus Center. All SOB faculty, adjuncts, and staff are invited to have lunch (for free) and mingle with students in all majors in an effort to promote camaraderie and community on campus. Please let Lorraine Todisco know if you will be able to participate so that she can provide food services with a head count and sign in sheet.
- **EAB Training Reminder,** All instructors (including adjuncts) are invited to attend Instructor Training on the EAB Student Success Collaborative Campus. Training sessions will take place in NAB 3104 from 1:00 to 2:00 pm, November 28 and 29.

# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (12)

NOVEMBER 30, 2017

### ***From the Student Support Committee...***

Dear Colleagues:

*The faculty meeting on Friday, December 8, 2017 will be dedicated to a report from the Student Support Services Committee, which I chair. During this meeting, Prof. Rita Buttermilch, Lorraine Todisco and I will update you on a variety of ways in which we have supported our student retention and success through Academic Advising and the Early Warning Program. We will also discuss how we provide student engagement through career workshops, mock interviews, job fairs, employer presentations and the Executive-In-Residence program. You will be provided with a summary of the fall events, and we will share with you a draft of a Student Engagement Strategic Framework. This Framework provides our present strategy and indicates where we want to go in the future. This will require significant additional resources to our Career Services and External Relations efforts. We look forward to your input and suggestions to improve the strategic plan.*

Sincerely,  
Prof. Onorato

### ***Celebrations***

- **Prof. Barbara Olsen** is credited for introducing Business Anthropology to business school education at SUNY Old Westbury at a time when a small handful of other anthropologists at Harvard, Northwestern (Kellogg), the University of Utah and Concordia were doing the same in an article "Business Anthropology: New Area of Research in Indian Anthropology" by M. Romesh Singh in the November 11, 2017 issue of Economic and Political Weekly.
- **Prof. Barbara Olsen** on Nov. 30, 2017 will present a paper "Empathetic Engagement: Shirley Lindenbaum as Mentor and Muse" at the American Anthropological Association to honor Shirley Lindenbaum, the renowned Medical Anthropologist who discovered the prion disease afflicting the Fore tribe. Her ethnographic research revealed that the transmission was the result of cannibalism, a practice the tribe adopted during scarcity of protein. Prions also cause Mad Cow Disease, similarly transmitted by species cannibalism.
- **Prof. Roger Mayer** worked as a volunteer for the Brain Tumor Association 5K Run&Walk event held in New York City on Nov. 12, 2017.
- **Ms. Lindsay Gomula**, an accounting alumna gave an overview on **Quickbooks** on Tuesday, November 28, 2017 hosted by the **Accounting Society**. The presentation gave the students an understanding of how this very popular software program functions. Not only did she explain how it is used by businesses to keep track of their own activities, she also illustrated how public accounting firms use Quickbooks to provide their services to clients.

- **Prof. Joseph Foy** presented "I'm Loving It! Using McDonald's and Other Retail Establishments in a Fun, Experimental Learning Approach to Financial Statement Analysis" at the American Accounting Association on November 17, 2017. This case is used as part of a graduate level accounting class in which students analyze the financial statements of a retail chain establishment by examining six **years' worth** of data through horizontal, vertical and ratio analysis, and field visit(s) to retailer locations. They then compare management assertions, narrative data, and images published by the retail establishment to the published financial data. This learning project bridges their understanding of abstract accounting data to concrete management assertions. Students learn to appreciate the application of GAAP, enhance their Excel and research skills, and build on presentation skills.

### **Announcements**

- The **School of Business** will hold a "**Meet, Greet & Eat**" on Thursday, **Dec. 7, 2017** from **2:30pm to 3:50pm** in the Dining Hall located in the Campus Center. All SOB faculty, adjuncts, and staff are invited to have lunch (for free) and mingle with students in all majors in an effort to promote camaraderie and community on campus. Please let Lorraine Todisco know if you will be able to participate so that she can provide food services with a head count and sign in sheet.
- **Scott Bell**, an Old Westbury alumni and Vice President of New York Life and former Director of PricewaterhouseCoopers will give a presentation on **networking**. The event is sponsored by the **Business and Computer Club**. The event will take place at the Hard Rock Café in Times Square, NY on **December 8, 2017** at 5:00pm. Registration required, please contact Amanda at [aelzaky@oldwestbury.edu](mailto:aelzaky@oldwestbury.edu).
- **Scholarship Opportunity for Study in the U.S. or Japan!!** Join a Virtual Info Session to Learn More!!! Students must apply by January 1<sup>st</sup>. Further information is available using this link [http://www.usjapancouncil.org/watanabe\\_scholarship](http://www.usjapancouncil.org/watanabe_scholarship).
- **PEL Club** and the **Honors College** will sponsor a presentation on "US Energy Policy and the State Department's Work" by a guest from Deloitte on Monday, **December 4, 2017** during Common Hour in the Student Union Cyber Lounge.

# SPOTLIGHT

## on Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 1 (13)

DECEMBER 8, 2017

### ***From the Dean...***

Dear Colleagues:

My thanks to you for your continued friendship and support throughout this first semester. We have accomplished a lot this semester. Voted on and approved SOB Strategic Plan, Faculty Development Committee Proposals, and have moved forward on AACSB Eligibility Application. The deadline for submission to AACSB is December 15, 2017 and as you read this communique, President Calvin O. Butts, III is reviewing the final version for his approval. My thanks to Prof. Roger Mayer for all his work on this application. And, I must take this opportunity to thank Ms. Anne Marie Jimenez for editing and publishing the Spotlight for us. Spotlight will resume in February, 2018 upon our return to campus. I wish you and your loved ones a peaceful and blessed Holy Season!

Sincerely,

Raj

### ***Celebrations***

- The School of Business held a **'Meet & Greet'** on Thursday, 12/7/17 during Common Hour in the Campus Center dining hall. A total of **22 faculty and staff**—including Dean **Raj Devasagayam** and Assistant Dean **Joel Feiner**, mingled with students in all majors while they had lunch. A special thank you to **Suzanne McLoughlin**, Director, Center for Student Leadership and Involvement, who provided us with the funds for the faculty and staff lunch and to **Dr. Wayne Edwards**, Vice President for Student Affairs, who generously provided us with Common Hour funds to purchase pens/highlighters for the students.



- Prof. Joel Lanz**, CPA/CGMA/CFF/CITP, CFE, CISSP, CISA, CISM, has been appointed to the AICPA Business Environment and Concepts (BEC) subcommittee. The BEC subcommittee is one of four subcommittees (one for each of the 4 CPA exam sections) that supports the Board of Examiner's Content Committee. The subcommittee's responsibilities include acquisition and review of exam questions, review of test pools to support the exam, and review of questionable items. The preparation subcommittees are comprised of CPAs with expertise in the areas covered by the assigned exam section. Professor Lanz's areas include IT systems, processing, software, data, contingency planning, networks, electronic commerce, security, and controls.

- **Meet the Dean Breakfast with Alumni:**

A group of alumni were invited to return to campus on Wednesday, November 29, 2017 for a 'Meet the Dean' breakfast. **Dean Raj Devasagayam** shared the School of Business Mission and Vision, as well as its newly established Strategic Plan. The discussion focused on increasing student success through engagement between students, faculty and business executives, and the alumni were asked for input and suggestions to improve upon the strategic framework, as well as provide ways in which they wish to be involved with the School of Business. The event was organized and moderated by Penny Chin, Director of Alumni Affairs, and in addition to the alumni listed below, it was attended by Raj Devasagayam, Dean, Wayne Edwards, Vice President for Student Affairs, Rita Buttermilch, Accounting Faculty, Cary Lange, Director of Graduate Business Programs and Accounting Faculty, and Lorraine Todisco, Director for Career Services, External Relations and Administration.

**Jerry Allocca**, CIS-1997: Founder & CEO, Connected Culture, Inc., **Scott Bell**, MIS-2003: Corporate VP, NY Life Insurance, **Tracey DeAngelis**, Accounting-1989: Executive Director, Estee Lauder, **Christopher Gagliardi**: Accounting-2008: Senior Manager, Janover LLC, **Beaumont Jefferson**: Business & Management-1987: Treasurer, Nassau County, **Patrick Stines**: Accounting-1997: Partner, Novak Francella LLC, **Kathleen Suker**: Accounting-1997: Senior Manager at Marcum LLP, Valuation, Forensic Accounting and Litigation Support





# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (1)

FEBRUARY 8, 2018

### ***From the Dean...***

Dear Colleagues:

Welcome back to another exciting semester with the opportunity to meet our Mission and serve our students. I am looking forward to your continued support as we strategically plan and implement ideas that grow the value we offer to our students. Please join me in congratulating Professor James Fornaro for his most recent journal publication, this is an auspicious start to our semester. I wish you a very Happy New Year!

Sincerely,  
Raj

### ***Celebrations***

- **Prof. James Fornaro** co-authored an article titled "Fair Value Measurement and Accounting Restatements" that was published in *Advances in Accounting* in Fall 2017. The co-authors include Jerry Lin, Steve Lin and Solomon Huang. (Solomon Huang is a former faculty member in the School of Business.)
- **Prof. Katarzyna Platt** will present at a Faculty Roundtable Discussion on a topic titled "Creating Inclusive Classrooms?". The event is hosted by the Teaching Learning Resources Committee (TLRC) and will take place on Thursday **2/8/18** from 2:40-3:40 pm. Bring your experiences, ideas, and questions. The workshop will be in NAB 2034 (Red Room) and a light lunch will be served.
- **Prof. Rita Buttermilch** will discuss career options, job descriptions, and more for those considering and/or pursuing accounting degrees. "Accountants Don't Always Sit Behind a Desk... Find Out What They Really Do!" hosted by CSTEP on Tuesday **2/27/18** 2:40-3:40 pm room S-100.

### ***Announcements***

- The School of Business is holding its first guest lecture of the semester on Monday **2/26/18** at 2:30 p.m. in NAB 1100. The speaker is George Maggione, a Professor of Marketing at St. John's University, former marketing executive and an active SUNY Old Westbury School of Business Advisory Board member. He will be speaking about "**Brands and Branding**". Light refreshments will be served. Please encourage your students—especially Marketing majors—to attend.

## ***Announcements continued***

- The Library now has a subscription to **Cabell's Blacklist**. Cabell's uses 65 criteria to determine whether a journal should be placed on the blacklist, and will clearly state **why a journal is on the list**. The link to Old Westbury's Cabell's subscription is: <http://predator.oldwestbury.edu:2048/login?url=http://www.cabells.com>  
Cabell's prefers Google Chrome as a web browser. To access the Blacklist, you can either search by keyword or click on "Blacklist" (located directly under the search box) for a complete list of flagged journals. Please refer to this list when choosing publication outlets for your work.
- Staff and faculty now have access to the Student **Success Collaborative (SSC) Campus**. The portal contains SSC Campus Resources. Visit the [webpage](#) for a brief overview. Contact Cris Notaro at [notaroc@oldwestbury.edu](mailto:notaroc@oldwestbury.edu) with any questions.
- The **Tutoring Center** is now open! Please encourage your students to take advantage of this resource early in the semester. The center is located in the Campus Center H200. The hours are Monday-Wednesday 11 a.m. to 7 p.m., and Thursday 10 a.m. to 3 p.m. Please visit us on the [website for the course listings and schedule](#).
- The 10th Annual **Student Research Day** will be held on Tuesday **4/17/18**. The day's theme will be "Movement & Motion" and can include a wide range of projects and research. All students are welcome to participate and submit their academic or creative accomplishments under the guidance of faculty sponsorship. Abstracts are due March 2, 2018. Faculty are requested to identify students in their Fall 2017 and Spring 2018 courses, and encourage them to submit a proposal. The application is now [available](#). Contact Roger Mayer at [mayerr@oldwestbury.edu](mailto:mayerr@oldwestbury.edu) or Lorraine Todisco at [todiscoL@oldwestbury.edu](mailto:todiscoL@oldwestbury.edu) with any questions.



# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (2)

FEBRUARY 15, 2018

### ***From the Dean...***

Dear Colleagues:

These are exciting times for the School of Business! We have three graduate programs approved and ready to launch over the next three academic years!! We are committed to student success while they study at Old Westbury and their continued growth and success upon graduation. Fall 2018 will witness the launch of the MS in Forensic Accounting, a degree that is highly sought by employers and a specialization that supports our Mission. The College has made significant investments to ensure excellence of our offerings and the faculty has spent time and effort in designing a program that is consistent with our Mission and Vision.

**"The M.S. in Forensic Accounting at SUNY Old Westbury is the first graduate degree in this specific field to be offered on Long Island."** -

<https://www.oldwestbury.edu/academics/offerings/forensic-accounting-ms>

Sincerely,  
Raj

### ***Celebrations***

- Two teams from the Management, Marketing, and Finance Department had their research proposals approved for the SOB Research Team Grant. **Professors Michael Onorato, Lynn Walsh, and Yu Lei** authored "Millennials: Effective Leaders of the Future", and **Professors Elena Smirnova, Katarzyna Platt, and Yu Lei** authored "Crowdfunding: Debt, equity and social responsibility".
- **Prof. Joel Lanz** gave a presentation titled "Imagining Our Future" at the American Accounting Association AIS Mid-Year Meeting on 1/19/2018. Focusing on the area of Accounting Information Systems, this presentation discussed selected AICPA strategies for enabling CPAs to remain relevant in an ever-increasing digital world, and the professions' expectations of the academic community in facilitating the ability of future practitioners to remain relevant and add value as electronic commerce continues to expand.
- **Prof. Joel Lanz** gave a presentation titled "Assessing the Value and Governance of the Information Technology Department" on 12/15/17 for the NYS Society of CPA's (NYSSCPA). The presentation provided guidance for CFOs and their auditors, especially in mid-size organizations, in meeting the challenges of governing and assessing internal IT departments. The context of the guidance compared the approach to providing business value by in-house IT service delivery functions to those of an outsourced IT provider, **and translating the latter's performance goals** into goals that can be used by an internal IT function. The presentation concluded with specific questions and analysis that CFOs and their auditors could use in performing the assessment.
- **Prof. Yu Lei** co-authored a book titled, "Statistical Analysis 'In Focus'—Alternate Guides for R, SAS, and Stata for Statistics for the Behavioral Sciences" Third Edition, ISBN 978-1-5443-3027-3. The book has been recently published by Sage Publications.

- **Prof. Yu Lei**, with his co-authors, published their research, “Unique Challenges of Decision-Making Process on Crowdfunding Platforms—An Exploratory Study”, in the proceedings of the 51st Hawaii International Conference on System Sciences (HICSS). He also presented his research at the conference in January.
- **Prof. Zhihong Shi** will give a lecture on “How to use Camtasia to make instructional videos”, as part of the “**School of Business Engagement, Innovation & Impact Forum**” on Friday, **2/16/18** in NAB 1107 from 11:35 a.m. to 12:20 p.m.
- Thank you to **Professors Wen-Wen Chien, Katarzyna Platt, Jason Zhu** and **Albert Murphy** for representing the School of Business at the Majors Fair on Wednesday, 2/14/18. Their generous commitment of time and support is appreciated.

### **Announcements**

- Next week the School of Business is hosting **Interviewing Workshops** on Tuesday, **2/20/18** and Wednesday, **2/21/18**. Please ask your students to visit the [events](#) page to view the schedule and to register for our career events.
- On Friday, **2/23/18** from 8:30 a.m. to 4 p.m., Old Westbury will be host to the **SUNY OER Services Workshop** in NAB 1100. This workshop invites faculty, librarians, instructional designers, administrators, and other campus stakeholders to explore the possibilities of Open Educational Resources more deeply. The keynote speaker is Michael Daly, an Assistant Professor and Instruction/Public Services Librarian at Fulton-Montgomery Community College - a SUNY OER mentor. For more information about the workshop, and to register to attend, visit the [event details](#) site.
- **Delta Airlines** is offering funding for research on modernizing gate design and the boarding process; Proposal deadline Thursday, **3/1/18**. Click [here](#) for more information.
- The **2018 Young and New Professionals Meeting** sponsored by the Long Island Chapter of the Association of Certified Fraud Examiners (LI ACFE #43) is being held at SUNY Old Westbury on Thursday, **3/8/18**. Click [here](#) for more information and to register for the event.

# SPOTLIGHT

## on Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (3)

FEBRUARY 23, 2018

Dear Colleagues:

I am excited that the Long Island chapter of the Association of Certified Fraud Examiners ([LI ACFE](#)) Young & New Professionals Networking event is being offered on our Campus at Old Westbury on March 8, 2018 (4:00-8:00pm). This event allows the Old Westbury faculty and students to hear speakers on current fraud and forensic accounting topics. It also allows them to network with professionals in the field to gain a better understanding of the available careers in both the public and private sectors. This event will serve as a great launching pad for the start of our MS in Forensic Accounting ([MSFA](#)) program in the Fall 2018.

I cannot express how excited I am for the start of the [MSFA](#). It will be a great addition to the SOB graduate programs currently be offered. There is no program like this on Long Island and I feel that this program will benefit our students and the professional community.

I would like to thank Dean Devasagayam and the entire accounting faculty for their support, guidance, and assistance in making this program come to fruition. Thank you.

Sincerely,  
Dr. David Glodstein CPA, CFE  
Associate Professor  
Department of Accounting, Taxation & Business Law

### ***Celebrations***

- **Kathleen Pighini**, one of our outstanding alumnae, visited campus on Tuesday 2/20/18 for a luncheon and conversation with current students and staff. Kathleen has had a stellar career after graduating from OW in 1999 with an Accounting degree:
  - o PwC: Manager, Assurance and Business Advisory Services: Sept 2000 to Jan 2007
  - o Marriott Vacation Club International: Director, Accounting Policy: Jan 2007 to Sept 2011
  - o CNL Financial Group: Vice President, Financial Reporting: Oct 2011 to Dec 2011
  - o Marriott Vacation Worldwide: Vice President, Financial Reporting: Dec 2011 to Present



## ***Celebrations continued***

- **Professors Jeffrey D'Amico** and **Peter Lucido** co-authored with Christina Galasso an article titled "Maryland State Comptroller v. Wynne – The U.S. Supreme Court uses the Commerce Clause to Invalidate Maryland's Income Tax Statute" that was published in the International Journal of Business and Public Administration Vol 14 (1) Winter 2017.
- **Prof. Art Samansky**, adjunct instructor and member of the Executive-In-Residence team, wrote an article titled "Eliminate emojis from all company correspondence". The piece appeared in Long Island Business News' (LIBN) print edition on January 12, 2018, and is now posted online. Read the article [here](#).

## ***Announcements***

- **Old Westbury to Host Fraud Examiners Young Professionals Event**  
On Thursday, **3/8/18**, SUNY Old Westbury will be the host of the Long Island Chapter of the Association of Certified Fraud Examiners' (LI ACFE) Young and New Professionals Meeting. Although registration is required, students may attend this event at no cost. Visit the event page on the [LI ACFE website](#) for more information. The LI ACFE will be **raffling** off one copy of the CFE Exam Prep Course to all non-CFE's who attend the conference on March 8th. The value of the course is approximately \$3,000.
- **Time for Action:**  
**A Listening & Sharing Session on Preventing Gun Violence in our Communities**  
All on campus are invited to attend "Time for Action: A Listening and Sharing Session on Preventing Gun Violence in our Communities" on Tuesday, **2/27/18** at 2:40 p.m. in the Student Union MPRs. Time for Action is being presented as an opportunity for the campus community to discuss ways to prevent gun violence. College President Calvin O. Butts, III, will lead a conversation on:
  - The national discussion taking place around gun violence after the Parkland, Florida shootings
  - The impact events such as these have on our campus planning and lifestyle
  - The actions that can be taken individually and collectively on this issue to make our streets, schools and communities safer
- **Conference: Promoting Success in Higher Education for Students on the Autism Spectrum** Friday, **3/9/18** from 8:30am to 12:00pm in the Student Union Multipurpose Room. Attendees will receive a training certificate and/or CTLEs. To attend this free event, please RSVP Stacey DeFelice at [defelices@oldwestbury.edu](mailto:defelices@oldwestbury.edu). For more information click [here](#).

# SPOTLIGHT

## on Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (4)

MARCH 2, 2018

### ***From the Dean...***

Dear Colleagues:

One of the goals of a liberal arts education is to shape a liberated mind that is able to examine any given issue from a multiplicity of perspectives, be able to hold counter-arguments in balance, and critically evaluate varying perspectives with integrity and respect. It is in that spirit that I share the following article from Feb. 20, 2018 in the Chronicle. I request you to read without any negative emotions and preconceived notions. The SOB Mission urges us to **impart "values" to our students** that lead to responsible actions, this article might spark thoughts and discussions in and out of our classrooms.

"Business Schools Have No Business in the University," by Steven Conn, a history professor at Miami University, in Ohio.

<https://www.chronicle.com/article/Business-Schools-Have-No/242563>

There are many comments on the original article on the site. Here is a response by Dan Everett, Dean of Arts and Sciences, Bentley University ("Business Schools Belong," Feb. 21, 2018):

<https://www.chronicle.com/blogs/letters/business-schools-belong/>

Sincerely,  
Raj

### ***Celebrations***



#### **Joseph R. Zorbo, BS in Accounting, Class of 2018**

"I failed in my first attempt at college in 2009. My overall GPA was a 2.22 when I dropped out of SUNY Old Westbury in 2010. After some experience in the real world, I decided to re-enter SUNY Old Westbury a little over a year ago to pursue a B.S. in Accounting. **I've had so many amazing professors that** have taught me technical things in the classroom and also helped me with soft skills and career advice. I have used other resources Old Westbury has to offer such as the School of Business Career Services office. I was able to secure six interviews for internships/full-time positions with the help of that office. I joined the Accounting Society, participated in workshops, and attended as many events as possible so I could

learn from successful professors, staff, guest speakers, and alumni. Since returning to Old Westbury I have been able to maintain a 4.0 accounting GPA and have begun interning with a top regional public accounting firm, Gettry Marcus CPA, P.C."

The **Office of Alumni Affairs** hosted a breakfast for Don Meltzer, an alumnus, who came to campus on Thursday, 3/1/18 to share his work experience with students and answer questions. Mr. Meltzer is a semi-retired successful businessman who shared his wealth of experience with 10 students from a variety of disciplines. Steven Connolly, CPA, another Old Westbury alumnus, Dean Raj Devasagayam, Lorraine Todisco and Penny Chin, Director of Alumni Affairs were also in attendance.



## Announcements

- **Mr. Frederick Daum**, an executive from **PSEG Long Island**, will give a presentation on Tuesday, **3/6/18** at 5:30 p.m. in NAB 1100 as part of the School of Business **Executive Insights Speaker Series**. Also in attendance will be **Lorraine Barrucco**, Social Media Supervisor at PSEG Long Island, and an alumna of the School of Business. This event was facilitated by Prof. Michael Onorato. All students are encouraged to attend. No registration required.
- **Campus Mix and Mingle**  
Please join P.A.C.E. for a Campus "Mix and Mingle" from 1:00 p.m.-3:00 p.m. on Tuesday, **3/6/18** in the Student Union Multipurpose Rooms. The entire campus community is invited. Come meet someone new, enjoy refreshments, entertainment, and giveaways for this campus-wide gathering.
- The **Business and Computer Club** is sponsoring the following presentation:  
**"Project Management for Everyone: Sharing My Success Story"**  
Presented by: **Franky Jiwana, PMP**, NOC Assistant/Project Manager, on **3/7/18** from 12:00 P.M. to 1:00 P.M. (location to be determined) All are welcomed to attend.
- **Old Westbury to Host Fraud Examiners Young Professionals Event**  
On Thursday, **3/8/18**, SUNY Old Westbury will be the host of the Long Island Chapter of the Association of Certified Fraud Examiners' (LI ACFE) Young and New Professionals Meeting. Although registration is required, students may attend this event at no cost. Visit the event page on the [LI ACFE website](#) for more information. The LI ACFE will be **raffling** off one copy of the CFE Exam Prep Course to all non-CFE's who attend the conference on March 8th. The value of the course is approximately \$3,000.
- The new Center for Excellence **in Teaching and Learning** (CETL) is hosting a series of workshops designed to prepare faculty and staff to engage with the religious, spiritual, and secular identity of students. The workshops will be in NAB 1103 from 2:40 p.m. to 3:40 p.m. on **3/1/18, 3/7/18, 3/12/18, and 3/29/18**. Those who participate in at least three of the workshops will receive a certificate from CETL. Click here for more information.
- There will be a School of Business **faculty meeting** on Friday, **5/4/18** at 10:00am. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. It is important that we all attend to support our AACSB efforts.



# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (5)

MARCH 9, 2018

### From the Dean...

Dear Colleagues:

Please join me in welcoming the new chair of SOB Curriculum and Assessment Committee, Prof. Linval Frazer (members: Zhihong Shi, Joel Feiner, Jeff D'Amico, Jason Zhu, Costas Hadjicharalambous, Ken Winkelman), my sincere thanks to Prof. Ken Winkelman for his service as the past chair of this committee. The Assurance of Learning Task Force (members: Joe Foy, Lingxiang Li, Yu Lei, Jason Zhu) continues to be chaired by Professor Winkelman. Over the next few weeks the Curriculum and Assessment Committee will lead our efforts in the review of our curriculum. The primacy of teaching in the SOB (and indeed across the Old Westbury community) drives our passion to ensure that our curriculum conforms to the highest standards of learning-teaching in line with the professional standards of our disciplines. It is a debt we owe to our students, our profession, and our calling. Our Mission urges us to design and deliver a curriculum that is current and in support of potential employers of our students.

Sincerely,  
*Raj*

### Celebrations



My name is Brittany Nagle (B.S. in Business Administration, May 2018). In 2015 I participated in the Disney College Program. I worked as quick service food and beverage at Disney's Hollywood Studios. I also worked as attractions at Disney's Animal Kingdom. It was an amazing work experience. The Walt Disney Company is a great company to work for. I am thrilled to be going back for my 2nd internship in June, after graduation.

### Announcements

- Professors Peter Lucido and Kenneth Winkelman will give a lecture on Tax Reform on Friday, 3/16/18 after the School of Business faculty meeting, as part of the School of Business Engagement, Innovation & Impact Forum.
- Up to Us Fiscal Policy National Competition - Old Westbury has been selected to compete in a national competition surrounding the topic of fiscal policy. The event will be held on 3/14/18 from 11:20 pm to 12:50 pm in the Student Union MPR A & B. To get involved with the campaign, email Evan Rufrano, Team Leader at [erufrano@oldwestbury.edu](mailto:erufrano@oldwestbury.edu). Please take a moment to sign the Up to Us pledge <http://www.itsuptous.org/get-involved/pledge>



- The Alumnae Mentoring Night, hosted by The Office of Alumni Affairs, will be held on 3/28/18 from 6:00 to 8:00 p.m. in NAB 1100. A light dinner will be served. Students who are interested in sitting with any of the following alumnae should email Penny Chin at [chinp@oldwestbury.edu](mailto:chinp@oldwestbury.edu):
  - **Guirlene Armand '85 Psychology: Psychologist II, NYS OPWDD**
  - **Beryl Bailey '83 Elementary Education: Principal, PSQ 195**
  - Elizabeth Custodio: Vice President, Community Development & CRA Officer, NY at People's United Bank
  - **Tracy DeAngelis '89 Accounting: Executive Director of Global Supply Chain, The Estee Lauder Companies**
  - **Marnie Hazelton '95 Politics, Economics and Society: Superintendent of Schools for Roosevelt UFSD**
  - **Selena Hill '09 Media and Communications: Digital Editor, Black Enterprise Magazine**
  - Patricia Hill-Williams '76 Comparative Humanities: Chair, College Council at Farmingdale State
  - **Deidre Holland '99 Accounting: Director of Finance, The Estee Lauder Companies**
  - **Lynnda Nadien '89 Elementary Education, Principal, Smith Street Elementary School in Uniondale, NY**
  - **Karen Ranucci '78 Politics, Economics and Society: Board Chair, Democracy Now**
  - **Kathleen Suker '97 Accounting: Senior Manager, Marcum LLP**
  - **Kherlyn Veillary '92 Accounting: Consultant, KVM Consulting**
  
- Save the date: SUNY Old Westbury is sponsoring an Executive Leadership Forum on Wednesday, 4/18/18 from 11:30 a.m. to 2:00 p.m. at the Crest Hollow Country Club, Woodbury, NY. The forum will feature Kenneth Chenault, Chairman & Managing Director, General Catalyst, and former CEO & Chairman, American Express. More information will follow.
  
- There will be a School of Business faculty meeting on Friday, 5/4/18 at 10:00am. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. It is important that we all attend to support our AACSB efforts.

# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (6)

MARCH 15, 2018

### From the Dean...

Dear Colleagues:

**“Mentoring is an intense *reciprocal* development relationship that traditionally is fostered between a senior, more experienced individual and a junior, less experienced individual.” This quote from a recent article caught my attention, especially the word “reciprocal.” It is our obligation to mentor our students, our new colleagues, and indeed each other. The rewards of being a faculty mentor are increased innate satisfaction and enhanced learning related to new and innovative practices in the classroom and outside. This partnership of reciprocity has consequently led scholars to think in terms of “peer” mentors. Another author goes on to briefly describe a typology of peer mentors that I found illuminating. First, “Informational peers: These mentors provide career advice as individuals learn the organization, develop their knowledge, or prepare for leadership roles. Second, Collegial peers: Unlike informational peers, who can be founts of knowledge, collegial peer mentors provide emotional support, share career-specific knowledge, and help individuals build crucial skills. And finally, Special peers. These unique mentors develop strong interpersonal ties with their mentees, along with deep trust, a sense of bonding, and a personal connection.”** In the SOB, we are blessed with very talented colleagues, students, and alumni -- master teachers, skilled researchers, curricular and assurance of learning experts, students and businesspeople that advise and inform us, and so on. I thank you for being generous in sharing your expertise with me and SOB in the service of our students and Mission.

Sincerely,  
Raj

#### References:

[onlinelibrary.wiley.com/doi/10.1002/hrm.20212/full](https://onlinelibrary.wiley.com/doi/10.1002/hrm.20212/full)  
[aarti-ramaswami.faculty.essec.edu/publications](http://aarti-ramaswami.faculty.essec.edu/publications)

### Celebrations

- The State Education Department approved the Advanced Certificate in Taxation. Thank you to Prof. Cary Lange and Anthony Barbera for their leadership and work in attaining this success for our students and the SOB Mission.
- Prof. Alireza Ebrahimi presented “**Contemporary IT Knowledge as a Tool of Learning**” at the Fourteenth International Conference on Technology, Knowledge & Society on 3/1/18. Research for this presentation was conducted by Professors Alireza Ebrahimi and Lynn Walsh.
- Prof. Katarzyna Platt presented her paper, “**Strategic Announcement Sequencing - Earnings and M&A Announcements**” at the Zicklin School of Business, Baruch College, CUNY at their Brownbag Seminar Series.

## Announcements

- Faculty, encourage your students to apply for membership to Omicron Delta Kappa (ODK). Membership in ODK is granted to Juniors, Seniors, and Graduate Students in the top 35% of their class who demonstrate leadership achievements in one of the five phases of campus life: athletics; campus or community service, social and religious activities, and campus government; creative and performing arts; journalism, speech, and mass media; and scholarship. Applications open 3/1/18 – 3/31/18: <http://bit.ly/ODKapp18>
- The Society for Human Resource Management has a scholarship of \$2,000 for a student who is majoring in Human Resources or a related field. Applications are due on 4/1/18. If you'd like to learn more, please contact Curt Friehs, Business Librarian, [friehsc@oldwestbury.edu](mailto:friehsc@oldwestbury.edu) and feel free to share this with your students.
- All members of the College community are **invited to attend** “Your Finances, Your Future: The SUNY Old Westbury Financial Literacy Fair”, Tuesday, 4/3/18 from 10:00 a.m. to 4:00 p.m. in the Student Union. Developed by the Financial Literacy at Old Westbury (FLOW) Committee, the Fair will offer news and advice for students, faculty, and staff to support them in making sound financial decisions, understanding the impact those decisions can have on their lives, and recognizing the different financial choices available to them depending on their own **individual needs**. **For current workshop topics and updates, visit the “Your Finances, Your Future” [page](#)** on the College website. SOB is a supporter and sponsor of this event that has a direct impact on the lives of our students and another opportunity for us to engage with local businesses.
- **Magna’s** six-week Experienced Faculty Enrichment Online Course is designed to help mid-career teachers, re-energize. This course is designed to help tackle some of the more difficult teaching challenges in a concentrated way. Course dates: 6/18/18 – 7/30/18. The minimum enrollment is five. If interested, please contact Laura Gallagher, [gallagherL@oldwestbury.edu](mailto:gallagherL@oldwestbury.edu). For more information click [here](#).

# SPOTLIGHT

## on Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (7)

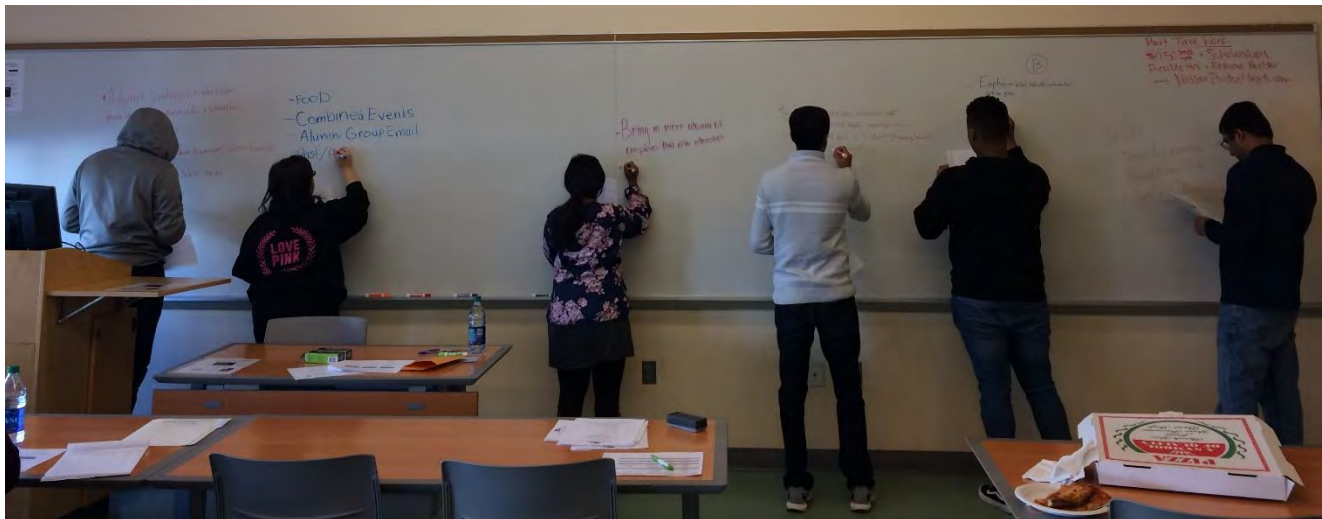
MARCH 29, 2018

### From the Dean...

Dear Colleagues:

I just returned energized by the input of our SOB Student Advisory Council. My sincere thanks to Lorraine Todisco, Rita Buttermilch, and Michael Onorato for their mentoring of our student leaders. My thanks to all my faculty colleagues and Executives-in-Residence that devote time and attention to our students, you are much appreciated by our students. The interaction between the College Student Life and SOB leadership opportunities is a great example of innovation, impact, and engagement. In fact, I am not sure I can actually classify this in any one category! During this meeting, our Student Advisory Council reviewed the SOB Mission, Vision, and Strategic Plan ratified by SOB Faculty. Based on the review, they then took on the role of consultants and brainstormed ideas for improved impact and engagement within their clubs and the SOB and College at large. Their ideas largely fell into three categories: the *promotion of events*, *student participation* and *alumni engagement*.

- Promotion of events through clubs and class time
- Meaningful incentives to encourage student participation
- Alumni engagement through mentoring, internship opportunities, and guest speakers



I will share their ideas in more detail as time goes by. Soon I will meet with the Executive Advisory Board, more from there in a couple of weeks.

Sincerely,  
Raj

## *Celebrations*

- Professors Alireza Ebrahimi and Lynn Walsh published a paper titled “Improving Management Education Outcomes: Why Managers Need to Understand Information Technology in Today’s World”, in Ubiquitous Learning. An International Journal, Volume 11, Issue 1.  
<https://cgscholar.com/bookstore/works/improving-management-education-outcomes>
- The Alumni Association of SUNY Old Westbury will host its 26th Annual Awards Dinner on Wednesday, 4/11/18 from 6 to 10 p.m. at the Fox Hollow Inn Restaurant in Woodbury, New York. **This year’s honorees are Regina Scarbrough, ’99 American Studies; Dr. Corrinne Graham, ’02 Business and Management; Dr. Lynn Walsh of the School of Business; and Dr. Aubrey Bonnett of the American Studies Department.** Please go to [www.alumniassociationofsunyow.org](http://www.alumniassociationofsunyow.org) for more information.
- Prof. Yu Lei **and his coauthors’ research was mentioned by the news media**, EurekAlert Science News of AAAS (American Association for the Advancement of Science). The research examines how people perceive uncertainties and their decision making pattern on crowdfunding platforms. The research mentioned can be found at the following link: [https://eurekalert.org/pub\\_releases/2018-03/bu-wpt032718.php](https://eurekalert.org/pub_releases/2018-03/bu-wpt032718.php)

## *Announcements*

- Reminder - **All members of the College community are invited to attend “Your Finances, Your Future: The SUNY Old Westbury Financial Literacy Fair”,** Tuesday, 4/3/18 from 10:00 a.m. to 4:00 p.m. in the Student Union. Developed by the Financial Literacy at Old Westbury (FLOW) Committee, the Fair will offer news and advice for students, faculty, and staff to support them in making sound financial decisions, understanding the impact those decisions can have on their lives, and recognizing the different financial choices available to them depending on their own individual needs. You are encouraged to bring your class or encourage your students to attend, perhaps even provide some extra credit for a short lesson in financial literacy. If you plan on attending with your class, please contact Pat Lettini, the FLOW Committee Chair, at extension 3191 or 3236. Link to [agenda and notifications](#). Link to [letter](#) from FLOW Committee.
- The next School of Business Executive Insights Speaker Series presents “A Management Discussion” with Rob Basso, President of Advantage Payroll Services, on Monday, 4/9/18 from 9:40 a.m. to 11:10 a.m. in the Student Union MPR C. Prof. Michael Onorato organized this event and it is sponsored by the Business Club. A continental breakfast will be provided. If your students are interested in attending this event please contact Lorraine Todisco at [todiscoL@oldwestbury.edu](mailto:todiscoL@oldwestbury.edu) as soon as possible.
- The next School of Business Faculty Meeting will be on Friday, 5/4/18 at 10:00am. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. It is important that we all attend to support our AACSB efforts.
- Meeting Cancelled: The School of Business Faculty Meeting on 4/20/18 has been cancelled.

# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (8)

APRIL 5, 2018

Dear Colleagues:

This morning, the School of Business Advisory Board met for its bi-annual meeting, and Raj, Cary Lange and I had an opportunity to provide the members with updates on our semester activities, including AACSB, graduate programs and student career services. The meeting focused on student participation, career preparedness and communication skills, and the big takeaways **were that millennials do not like ‘meetings’, workshops and lectures have to go digital, and we must position our students for successful careers by incorporating the necessary ‘soft’ skills throughout the curriculum.** Many very good ideas were discussed which will be further explored with your help and that of the Board. Thank you to Andrea Mattera for her leadership, and welcome to three new members—all OW alumni:

- **Tracy DeAngelis (Accounting ‘89)** Exec. Director Global Supply Chain Finance, The Estée Lauder Companies, Inc.
- **Christopher S. Gagliardi, CPA (Accounting ‘08)** Senior Manager, Janover LLC
- **Patrick C. Stines, CPA (Accounting ‘98)** Partner, Novak Francella LLC

<https://www.oldwestbury.edu/schools/business/advisory-board>

Sincerely,  
Lorraine Todisco

### *Celebrations*

- Raj Devasagayam presented at the "Faculty Engagement in the Residence Hall" program on Tuesday, 4/3/18 at 7 PM. It was a delightful time of meeting and interacting with our students in a setting of their choice and comfort.
- **The Office of Alumni Affairs held ‘The Alumnae Mentoring Night’ on Wednesday, 3/28/18, where** established alumnae in various professional fields came back to campus to meet with students over dinner to discuss their journeys and give professional advice. In attendance were 12 alumnae (pictured below), 9 faculty, staff and administration, and 38 students.



Alumnae in picture:

Top: left to right:

Dr. Lynnda Nadien, Class of 1989, Elementary Education  
Tracy DeAngelis, Class of 1989, Accounting  
Beryl Bailey, Class of 1983, Elementary Education  
Guirlene Armand, Class of 1985, Psychology  
Katherine Ubrina, Class of 2010, Accounting (MS)  
Deidre Holland, Class of 1999, Accounting  
Elizabeth Custodio, Trustee, Old Westbury College Foundation

Bottom: left to right:

Kathleen Suker, Class of 1997, Accounting (BS) & Class of 2006 Accounting (MS)  
Karen Ranucci, Class of 1978, Politics, Economics & Law  
Selena Hill, Class of 2009, Media & Communications  
Karina Cabreja, Class of 2014, Media & Communications  
Krystal Garner, Class of 2015, Business Administration  
(*Not pictured:* Dr. Patricia Hill Williams, Class of 1976, Comparative Studies)



- On Tuesday, 4/3/18, the Financial Literacy at Old Westbury (FLOW) Committee hosted the inaugural SUNY Old Westbury Financial Literacy Fair - **“Your Finances, Your Future”** in the Student Union from 10:00 a.m. to 4:00 p.m. The Fair provided students, faculty and staff an opportunity to speak with and hear experts in various financial fields. It included a vendor exhibition hall and workshops throughout the day on topics such as budgeting, financial planning, identity theft prevention and retirement tips. The FLOW Committee reported positive feedback from all who attended, and expressed sincere appreciation to the students who volunteered to work at the event—eleven of whom were from the School of Business.



### *Announcements*

- President to Announce New 5-Year Strategic Plan  
College President Calvin O. Butts, III will present the 2018-2023 SUNY Old Westbury Strategic Plan to the campus on Thursday, 4/12/18 at 2:40 p.m. in the Student Union Multipurpose Rooms. All members of the campus community are invited to attend. The 2018-2023 Strategic Plan will now serve to shape the college's priorities over the next five years - and beyond.
- The Office of Admissions is pleased to announce that the Spring Open House is scheduled for Saturday, 4/14/18 from 9:00 a.m. to 12:00 p.m. in the Campus Center Building. Thank you to the following School of Business faculty and staff who have volunteered to participate at the open house: Joel Feiner, Lorraine Todisco, Roger Mayer, Lingxiang Li, Costas Hadjicharalambous, Zhihong Shi, and Michael Onorato.
- The Case Centre <updates@thecasecentre.org>: Submit a case to the Outstanding Case Writer, Outstanding New Case Writer or Outstanding Compact Case competitions. Suggest a colleague who deserves the Outstanding Contribution to the Case Method Award, or ask your students to nominate an Outstanding Case Teacher from your school. Click here to enter or nominate.
- The next School of Business Executive Insights Speaker Series presents “A Management Discussion” with Rob Basso, President of Advantage Payroll Services, on Monday, 4/9/18 from 9:40 a.m. to 11:10 a.m. in the Student Union MPR C. Prof. Michael Onorato organized this event and it is sponsored by the Business Club. A continental breakfast will be provided. If your students are interested in attending this event please contact Lorraine Todisco at [todiscoL@oldwestbury.edu](mailto:todiscoL@oldwestbury.edu) as soon as possible.
- The next School of Business Faculty Meeting will be on Friday, 5/4/18 at 10:00am. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. It is important that we all attend to support our AACSB efforts.
- Meeting Cancelled: The School of Business Faculty Meeting on 4/20/18 has been cancelled.



# SPOTLIGHT

## on Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (9)

APRIL 13, 2018

### ***From the Dean...***

Dear Colleagues:

Every semester has its familiar rhythms, as we approach the end of a semester the pace of activities and events can often leave us breathless. There is much to be accomplished in the next few weeks and so much to celebrate. The first day of classes has received scholarly attention from researchers, the last days (weeks) of classes are crucial as well. Burges-Van Aken (2017) suggests that the last day of classes is "... best suited for helping students recognize their progress and all they have learned in the course .... Shouldn't we think about the last day as a destination akin to a commencement ceremony that makes students feel prepared to move on? (p. 130)." Burges-Van Aken has several suggestions to offer for "course closure," and her suggestions broadly fall into three categories: professor-centered strategies (e.g. send-off inspirational speech, awards recognizing participation and engagement, digital photo/assets share, etc.), activity or event centered strategies, and student-driven strategies.

Among the events centered strategies she suggests, game or quiz, student reflections on projects and assignments, students letters or podcasts offering advice to future classes on how to do well in the course, mistakes to avoid, how to get along with the professor, what was hard, what was easy, etc. Student-driven activities may include, she continues, students bringing a creative representation of what the class has meant to them or an artifact that **represents what they've learned over the semester; students writing notecards and then sharing three to five things they learned in the course that they anticipate remembering in five years, or they posit what they think they'll do differently in the future as a result of taking the course.**

I wish you and your students a reflective and meaningful end-of-semester!

Sincerely,  
Raj

### *References:*

Burgess-Van Aken, B. (2017). Knowing where you're going: Planning for meaningful course closure. *College Teaching*, 65(3), 130–136.

### *Celebrations*

- As part of the Executive Insights Speaker Series, the School of Business, together with the Business Club, hosted its third speaker of the spring 2018 semester on Monday 4/9/18. Mr. Rob Basso, President of Advantage Payroll Services, came to campus for a discussion **about careers and what it takes to be successful in today's** world. Professors Michael Onorato who organized the event, and Lynn Walsh, brought their Business Strategy and Policy and Organizational Behavior classes to this event. Rob Basso is a recognized business leader, sought-after speaker, and published author. He is a frequent guest on Fox News, Fox Business News, MSNBC, Fios 1 and News 12 Long Island. Mr. Basso shared his career journey, and emphasized three main requirements to be successful: good communication and social skills; ability to network and engage in face-to-face interactions; and having an innovative way of branding and marketing yourself.



- Prof. Lynn Walsh received the 2018 Faculty Achievement Award from the Alumni Association of SUNY Old Westbury at its 26th Annual Awards Dinner on Wednesday, 4/11/18 at the Fox Hollow Inn Restaurant in Woodbury, New York. Her introduction at the ceremony acknowledged that Prof. Walsh has the distinction of being the only member of the State University of New York to receive both the statewide Chancellor's Award for Excellence in Professional Services and the Chancellor's Award for Excellence in Teaching.



- Professors Wen-Wen Chien, Costas Hadjicharalambous, Katarzyna Platt participated in the presentations and roundtable discussions at the Teaching and Learning Resource Committee (TLRC) Spring 2018 Mini-Conference, The Future(s) of Higher Education on Friday, 4/6/18.

### *Announcements*

- SUNY Old Westbury is sponsoring an Executive Leadership Forum on Wednesday, 4/18/18 from 11:30 a.m. to 2:00 p.m. at the Crest Hollow Country Club, Woodbury, NY. The forum will feature Kenneth Chenault, Chairman & Managing Director, General Catalyst, and former CEO & Chairman, American Express. Due to the generosity of our Alumni and Corporate Donors we have 33 confirmed student attendees so far.
- Professor Joel Lanz invited a speaker to his Accounting Information Systems (BU 7555) class on Tuesday, 4/17/18 at 8:00 p.m. in NAB 1100. Mr. Ernie Smith is a Senior Partner at Nawrocki Smith LLP and he specializes in investigative and forensic accounting services for the public and private sector in the litigation area with over 20 years of experience. He also provides business valuation and damage estimation services relative to litigated matters. On numerous occasions he has been qualified as an expert witness in New York State Supreme and Federal District Courts. All students are welcome! No registration required.
- The 10th Annual Student Research Day is on Tuesday, 4/17/18 from 11:00 am to 7:00 pm in the Student Union MPRs. This year's theme is Motion and Movement. At 1 pm, Dr. Sylvester J. Gates will be giving the keynote address. Dr. Gates is a world-renowned theoretical physicist, researching superstring theory, supergravity and supersymmetry. Students from the Schools of Arts & Sciences, Business and Education have been working hard on their research and presentations. Please take a look at the program and attend at least a portion of Research Day. Encourage your students to attend or bring your class.
- The Spring Career Fair on Wednesday, 4/18/18 from 2:00 p.m.-4:00 p.m. is an excellent opportunity for students to make connections with employers from various industries. The event will take place in the Student Union Multipurpose Rooms, and is sponsored by the Office of Career Planning & Development and the School of Business. Business attire is required, and students wearing jeans will not be granted admission. Please encourage students in your classes to attend. For more information click [here](#).
- NYC Teaching Fellows Mid-Year (Fall Program) Application is open! [NYC Teaching Fellows](#) recruits and trains high-achieving individuals who are committed to creating a better future for **New York City's** students. You can learn more about the program [here](#) and refer students to NYC Teaching Fellows today. Lastly, our strongest Fellows were referred by university professors like yourself. Our application is currently open and the priority deadline is May 2nd. You can refer your students by providing their contact information [here](#) or simply forwarding our [factsheet](#) to them.
- The next School of Business Faculty Meeting will be on Friday, 5/4/18 at 10:00am. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. It is important that we all attend to support our AACSB efforts.

# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (SPECIAL EDITION)

APRIL 13, 2018



### ***From the Dean...***

Dear Colleagues:

The Initial Accreditation Committee of the Association to Advance Collegiate Schools of Business (AACSB International) has approved our Eligibility Application. I am delighted to share this information with you and extend my grateful thanks to you for your work and support. Thank you for your commitment to our Mission in the service of our students, this external reaffirmation is indeed an important milestone and accomplishment.

I am loathe to mentioning names and invariably forgetting some. I thank the President and Provost for their continued support, and the SOB Coordinator for AACSB accreditation Prof. Roger Mayer for his leadership. My thanks to the College leadership team, leadership team in the SOB, and my team in the Dean's office for all the time and effort devoted to this endeavor. I must now draw the line and take the easy way out by thanking everyone on the faculty of SOB, and all other stakeholders receiving this publication.

I look forward to your continued support and friendship.

Sincerely,  
*Raj*



# SPOTLIGHT

on

## Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (10)

APRIL 19, 2018

Dear Colleagues:

On Friday, April 6, 2018, we participated in presentations and roundtable discussions at the Teaching and Learning Resource Committee (TLRC) Spring 2018 Mini-Conference, The Future(s) of Higher Education. The Mini Conference provided an opportunity for faculty from different departments and Schools to share their experiences with teaching, research, and professional knowledge. Applied learning and Micro-Credentials were also discussed at this conference. It was a great opportunity to meet faculty, learn new teaching strategies, and understand more about SUNY initiatives.

Sincerely,  
Wen-Wen Chien, Costas Hadjicharalambous, & Kataryzna Platt



### *Celebrations*

- Wendy Estabrook, undergraduate Accounting major was selected to be honored for her academic accomplishments at this year's Financial Executives International (FEI) Long Island Chapter spring event on 4/18/18 at the Westbury Manor. The FEI membership consists of senior financial executives from major companies located in NYC and on Long Island. Each spring, they honor top performing accounting students from Long Island. Wendy came to SUNY Old Westbury as a transfer student from Suffolk Community College. As a first-generation college student, she took an accounting class and discovered she just had a knack for accounting and loved it. Wendy came to OW as it was known for its good reputation. She transferred to Old Westbury as a straight "A" student and continued that success through this day, earning a 4.0 GPA over her academic career. At Old Westbury, she further developed important mentoring relationships in the Accounting Department with Professors Peter Lucido, James Fornaro and Wen-Wen Chien. Wendy intends to continue her academic journey in the new Masters in Forensic Accounting program.



- "Current U.S. Tax Incentives for Higher Education Expenses" an article written by Professors Peter Lucido, Kenneth Winkelman, and James Fornaro was published in The Tax Adviser (April issue). You may read the article [here](#).



- SUNY Old Westbury's 2018 Spring Career Fair was held on Wednesday, 4/18/18 from 2:00 p.m. to 4:00 p.m. in the Student Union. This year, the School of Business collaborated with the Office of Career Planning & Development to hold a joint event. Over 100 students and 24 employers participated.



### *Announcements*

- The Accounting Society, in collaboration with the Business Club, will be hosting a LinkedIn Workshop on Tuesday, 4/24/18 from 2:30 pm to 3:50 pm in NAB 1105. Danielle Collins, the Assistant Director of Communications for Old Westbury, will discuss how to get the most out of using LinkedIn to grow your network and your career.
- The Curriculum Committee Chair Professor Linval Frazer sent an email to the School of Business Faculty and Adjuncts to review their syllabi course objectives/outcomes to ensure that they are observable, quantifiable, and measureable and align with the Mission of the School of Business. Please send updated syllabi to Anne Marie Jimenez at [jimeneza@oldwestbury.edu](mailto:jimeneza@oldwestbury.edu) by Friday, 4/27/18.
- Fiscal Year End 2017-18 deadlines are rapidly approaching. Please submit any requests for travel/reimbursement ASAP
- The next School of Business Faculty Meeting will be on Friday, 5/4/18 at 10:00am. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. It is important that we all attend to support our AACSB efforts.
- There will be an additional School of Business Faculty Meeting on Friday, 5/11/18 from 10:30 a.m. to 12:30 p.m. The topic/agenda will be forthcoming.



# SPOTLIGHT

on

## Engagement, Innovation, & Impact

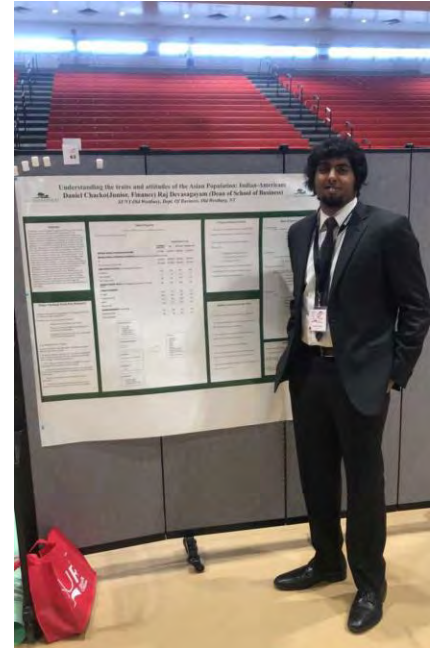
SCHOOL OF BUSINESS

VOL. 2 (11)

APRIL 27, 2018

Dear School of Business:

The title of my research presentation at the SUNY Undergraduate Research Conference at SUNY Oneonta, which occurred April 20th, 2018, was “Understanding the Traits and Attitudes of the Indian American Consumers: A Conceptual Model.” In this research, we (Faculty guide Dr. Raj Devasagayam) mainly focus on Indians and Indian Americans. We compare foreign born and the U.S. born Indians and see how culture affects the way they view money. This being only my second conference, it was a little nerve-wracking leading up to this conference. Seeing over 70 students in just my session alone, and the colleges that they represent was a little overwhelming. However, when I started to present I started to regain my confidence. This conference went very well, it was more casual than I thought it would be. However, I had a really great time. I met some new people and was able to become friends with them. I met with some people who were interested in this study. I feel like this conference was an amazing way to help me in future conferences. The volunteers/workers at the events were very helpful and nice. Also, Assistant Dean Cristina Notaro from the School of Arts and Sciences at SUNY Old Westbury was very helpful leading up to the event and she was on top of things. I am very grateful for everything she has done. Overall, It was a great learning experience!



Sincerely,

Daniel Chacko  
Finance major ('19)

### *Celebrations*

- Please join in welcoming Prof. Sara Williamson to the Old Westbury community. Sara Williamson will be joining the Management, Marketing, & Finance Department as Assistant Professor in the Marketing area.
- The Accounting Society, in collaboration with the Business Club, hosted a LinkedIn Workshop on Tuesday, 4/24/18. Danielle Collins, the Assistant Director of Communications for Old Westbury, discussed how to get the most out of using LinkedIn to grow your network and your career.



## *Celebrations continued*

- Prof. Katarzyna Platt presented her **paper “Strategic Announcement Sequencing – Earnings and M&A Announcements”** at the **54<sup>th</sup>** Eastern Finance Association Meeting in Philadelphia, PA (April 11-14).
- Prof. Joel Lanz welcomed guest speaker Ernie Smith, CPA to his Accounting Information Systems graduate class on Tuesday, April 17, 2018 to talk about internal auditing. Mr. Smith is a Senior Partner at Nawrocki Smith LLP and specializes in investigative and forensic accounting services for the public and private sector in the litigation area with over 20 years of experience.



## *Announcements*

- The next School of Business Faculty Meeting will be on Friday, 5/4/18 at 10:00 a.m. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. It is important that we all attend to support our AACSB efforts.
- There will be an additional School of Business Faculty Meeting on Friday, 5/11/18 from 10:30 a.m. to 12:30 p.m. The topic/agenda will be forthcoming.

# SPOTLIGHT

## on

# Engagement, Innovation, & Impact

SCHOOL OF BUSINESS

VOL. 2 (12)

MAY 3, 2018

Dear Colleagues:

I wanted to share my recent experience with you from attending the AACSB Assurance of Learning I Seminar in Baltimore, Maryland. It was an invaluable experience and I learned a great deal. I want to thank Dean Raj Devasagayam for his commitment to the Assessment Team and for sending me to this conference.

The successful schools have assessment programs that the faculty believes improves the education process and ultimately leads to the success of their students. This cannot be achieved without the support of the College Administration, Dean, and the Full Faculty. I believe we have that support and that it has been demonstrated throughout this past year.

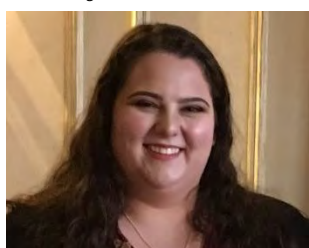
The goal of the assessment process is to improve the overall education of our students, something I know we all support and will achieve together.

Respectfully,

Ken Winkelman  
Coordinator of Assessment Team

### *Celebrations*

- Wendy C. Estabrook, BS in Accounting, Class of 2018



Wendy Estabrook is a Long Island native, born and raised in Mastic. Her hardworking parents, John and Karen, encouraged her to go to school and get a good education. Her academic journey began when she cut a deal with her father. He would pay for her to go to beauty school if she promised to go to Suffolk Community College. She finished beauty school and begrudgingly enrolled into Suffolk Community College. As a first-generation college student, she took an accounting class and discovered she just had a knack for accounting and loved it. It is at Suffolk she met Professor Adela Johnson and developed an important mentoring relationship that pushed her to pursue her accounting education.

**Wendy's accounting academic journey continued as she set her eyes** on SUNY Old Westbury, known for its good reputation. She transferred into Old Westbury as a straight A student and continued that success through this day, earning a 4.0 GPA over her academic career. At Old Westbury, she further developed important mentoring relationships in the Accounting Department with Professors Peter Lucido, James Fornaro and Erica Chien.

Growing up, Wendy and her mom would watch crime shows all the time. Wendy always had a fascination for the expertise and sharp eye it took to catch criminals. As she excelled through the rigors of an accounting curriculum, she became exposed to how accountants can play an important role to catch criminals. She wants to use her new found knowledge to explore and analyze financials to see if businesses are doing things right, and one day catch criminals like in the crime shows. Wendy has developed close and important relationships with the incredible accounting faculty at SUNY Old Westbury and will continue her academic journey there in their new Masters in Forensic Accounting program. She hopes to graduate with her Master's degree in Summer 2019 and take the CPA and CFE exam as soon as she is eligible.

When asked what the most powerful force has been driving her academic journey, she says without hesitation, **"My family is super supportive, and their support is really what gave me the opportunity to go this far. My mom always told me "you can be whatever you want, love whomever you want, and believe whatever you want, but you can never be a Ranger fan."**

- Prof. Rita Buttermilch will be receiving the Samuel B. Traum Achievement Award from the New York State Society of CPAs (Nassau Chapter) on May 30, 2018 at their Annual Installation Dinner. The Award is named after a long time leader in the Accounting profession who actively promoted programs that furthered the education of women, minorities and students. Congratulations!
- Professors Wen-Wen Chien, Joseph Foy, Linval Frazer, and Roger Mayer participated in the Monsignor Hartman Humanitarian Luncheon, which was sponsored by the Long Island Advancement for Commerce, Industry, and Technology (ACIT). The event took place on Friday, April 20 at the Crest Hollow Country Club.



## Announcements

- Academic Tutoring (submitted by Joel Feiner, Assistant Dean, School of Business)  
College-wide Academic Tutoring Services has been centralized in the Student Success Center located in the Campus Center on the second floor. While we shall continue to hire the academic tutors for our area, the administration and collection of data will be transferred to Dr. Cris Notaro. The objective of this centralization is to promote the integration of tutoring services within the Student Success Collaborative model which utilizes EAB software and analytics as a platform to improve student retention and graduation rates.
- Fiscal Year End 2017-18 Closeout  
Fiscal Year End 2017-18 deadlines are rapidly approaching. Please process and submit all requests for travel and electronic requisitions (e-reqs) to the Purchasing Office no later than close of business Friday, May 18, 2018. The Division of **Business & Finance's memorandum regarding these procedures** is [online](#).
- **REMINDER:** The next School of Business Faculty Meeting will be on Friday, 5/4/18 at 10:00 a.m. At this meeting the Assurance of Learning (AoL) Assessment Team will give a presentation. *It is important that we all attend to support our AACSB efforts.*
- The School of Business Faculty Meeting scheduled for Friday, May 11, 2018 has been CANCELLED.



*Designed & Edited by:* Anne Marie Jimenez, Secretary,  
School of Business

*Assisted by:* Danielle Marie Johnson – English Major  
Tiffany Sierra – Philosophy Major

***Compiled by:*** Raul Zevallos

If you have any information for future newsletters  
please send it to [jimeneza@oldwestbury.edu](mailto:jimeneza@oldwestbury.edu)

